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OBER 4, 1954 35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

Competition
$64.5 Million
Radio-Tv
Page 27

Tv to Double
roduction
Page 32

C-P Top Buyers
tworks in June
Page 34

naughey Sworn
FCC Today
Page 50

URE SECTION
ns on Page 85

24TH
year
NEWSWEEKLY
ADIO AND TV

THIS MONTH

6 times the Power on channel 6

EFFECTIVE HEIGHT ABOVE AVERAGE TERRAIN 1,328 FEET

OSWEGO
COFFEYVILLE
ARKANSAS CITY
MIAMI
BARTLESVILLE
VINITA
PAWHUSKA
PONCA CITY
SILOAM SPRINGS
TULSA
STILLWATER
SAPULPA
MUSKOGEE
GUTHRIE
OKMULGEE
SHAWNEE
MCALESTER

KOTV, Tulsa, increases power from 17 kw to 100,000 watts

This increases the KOTV grade A and B coverage area from 6,472 square miles to 17,919 square miles . . . and pushes the 0.1MV/M coverage area to 23,902 square miles.

Channel 6
KOTV, inc.
THIRD AND FRANKFORT • TULSA 3, OKLAHOMA

BASIC CBS TELEVISION AFFILIATE
ABC

Represented By . . Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

1735
1879.

TK6540
.B85

WLS

personalities build LISTENER LOYALTY



WLS has long been noted for its station personality — and for the personalities on the station. One of those who is helping to build that reputation is . . .

HARRY CAMPBELL

The friendly voice of Harry Campbell is the first one WLS listeners hear each morning. With a cheery greeting of "Hi Neighbors" he starts the WLS broadcasting day and its first farm program at 5:00 A.M. He follows this with "Farm Bulletin Board" at 6:00 A.M., bringing the listeners the livestock estimates, weather reports, and farm news and events.

As a young country singer, fiddler, and guitar-harmonica player, Campbell was first heard over WLS in 1929 on many programs, including the National Barn Dance.

He left WLS to enter college in his native Indiana, and before returning to WLS in 1953, he had been a farm program director on stations in three Midwest states, spent some years running his home farm, and served as Information Specialist for the Indiana AAA Committee and the United States Department of Agriculture War Board.

As an agricultural broadcaster, Campbell has been honored with a ten-year award for outstanding contribution to agriculture by radio by the National Farm Radio Directors Association. Recently, his voice was selected to transcribe sales messages on more than forty stations by a nationally-known farm advertiser.

Harry Campbell is an agricultural expert who knows farming. That's why he enjoys the confidence and respect of the WLS farm audience. And that's why his sincere, friendly voice SELLS that audience for WLS advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

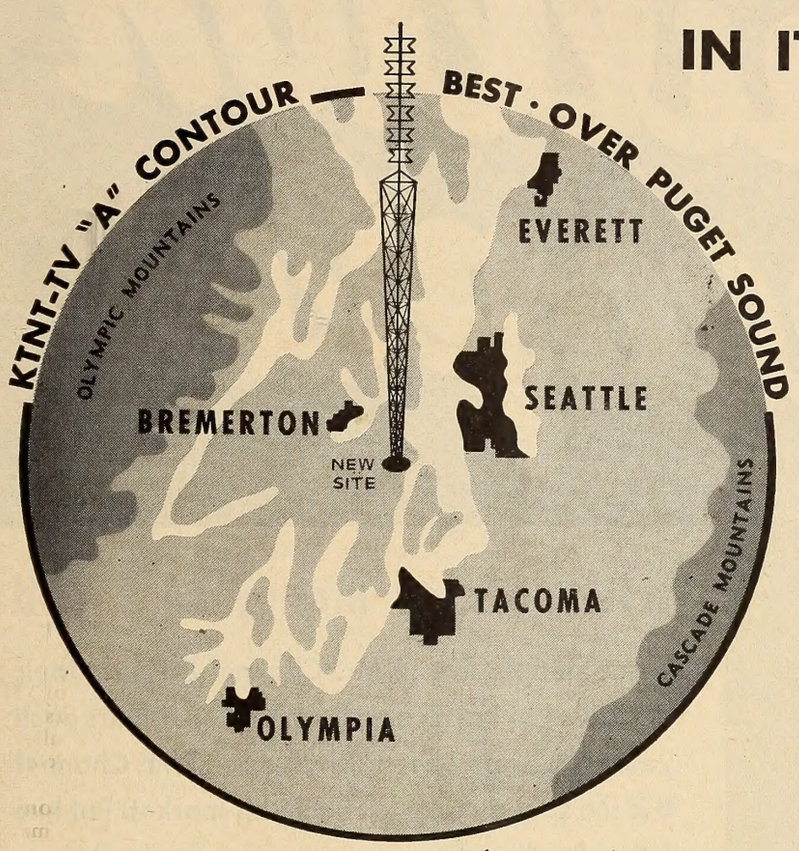
CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

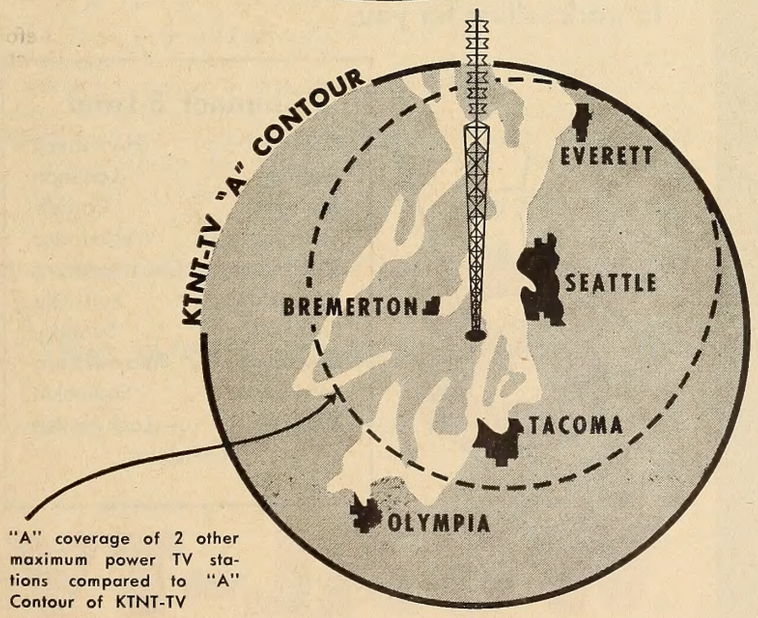
SEE YOUR JOHN BLAIR MAN

only KTNT-TV covers ALL FIVE

IN ITS "A" CONTOUR

OVER PUGET SOUND





"A" coverage of 2 other maximum power TV stations compared to "A" Contour of KTNT-TV

SEATTLE: Now the 17th city in the United States and is the largest city in Washington State. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's new 316,000 watt transmitter site. Seattle residents constitute approximately one-third of KTNT-TV's market population.

TACOMA: Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

BREMERTON: Famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

OLYMPIA: Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

EVERETT: The northernmost city of "Middle Puget Sound", Everett is one of the centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.

KTNT-TV

CHANNEL 11

NOW 316,000 WATTS

Antenna Height, 1000 ft. above sea level

CONTACT WEED TELEVISION

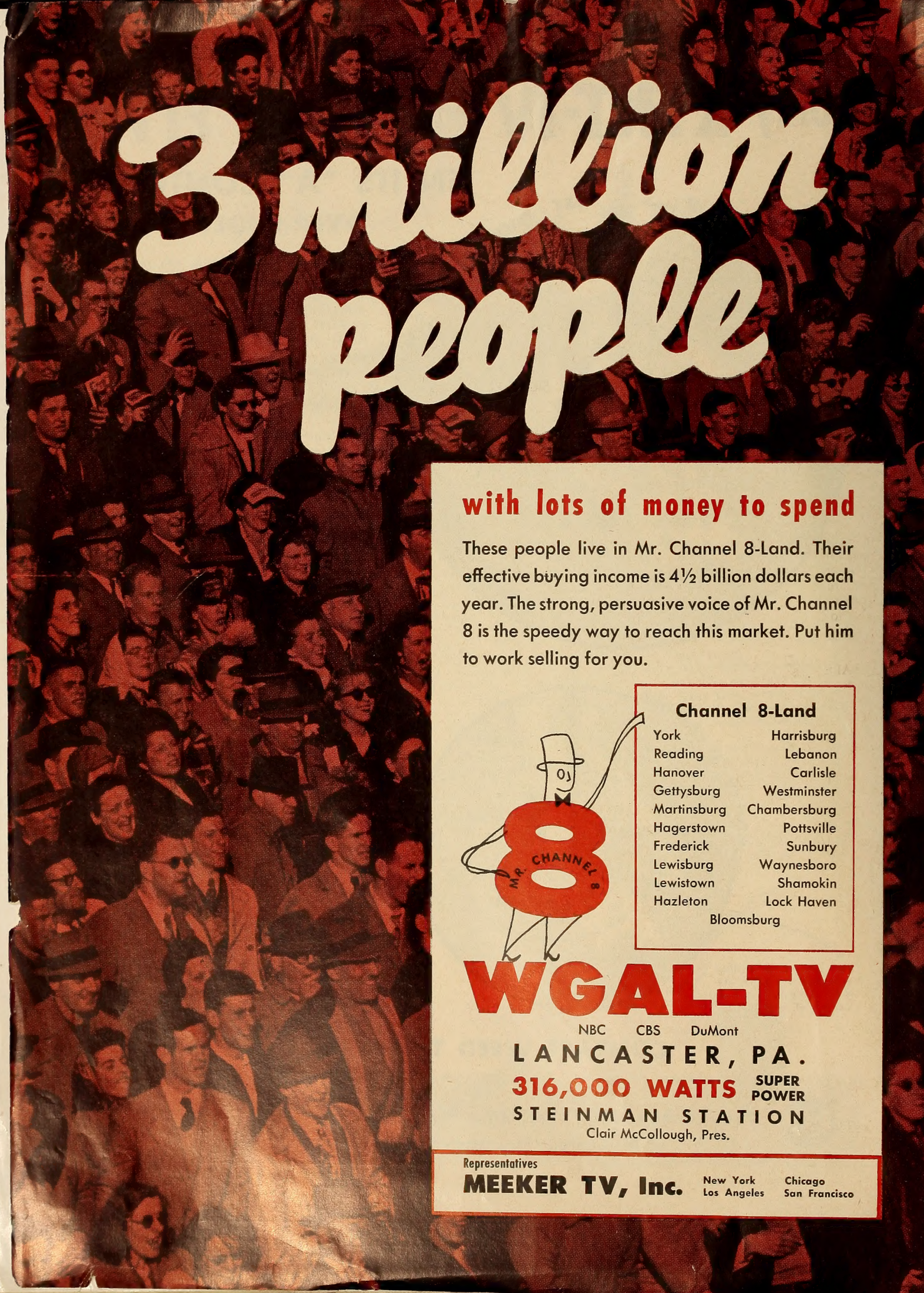
CBS TELEVISION NETWORK

For the SEATTLE — TACOMA — PUGET SOUND AREA

"A" Contour Population Over 1,200,000

DUMONT TELEVISION NETWORK

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



with lots of money to spend

These people live in Mr. Channel 8-Land. Their effective buying income is 4½ billion dollars each year. The strong, persuasive voice of Mr. Channel 8 is the speedy way to reach this market. Put him to work selling for you.

Channel 8-Land

York	Harrisburg
Reading	Lebanon
Hanover	Carlisle
Gettysburg	Westminster
Martinsburg	Chambersburg
Hagerstown	Pottsville
Frederick	Sunbury
Lewisburg	Waynesboro
Lewistown	Shamokin
Hazleton	Lock Haven

Bloomsburg

WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 WATTS SUPER POWER

STEINMAN STATION

Clair McCollough, Pres.

Representatives

MEEKER TV, Inc. New York Chicago Los Angeles San Francisco

closed circuit®

WITH ONLY about one-third of operating stations having returned questionnaires on beer-wine advertising, NARTB officials expressing concern lest House Commerce Committee intercede perhaps to extent of querying non-respondents. NARTB sent out nearly 3,000 questionnaires in mid-September asking for responses by Oct. 11, but as of Friday about 800 had been returned [B•T, Sept. 13]. While collated data isn't due until Congress convenes, both FCC and House Committee are interested bystanders. President Fellows infers importance of survey can't be overemphasized.

★ ★ ★

MORE TRAVAIL on Madison Ave. ahead with report that major agency is about to lose $8 million in billings. Following pattern, it's expected key executives will move to new agency with accounts or form agency of their own.

★ ★ ★

REPORTS that Mutual is on block are categorically denied by Thomas F. O'Neil, chairman and president of General Teleradio Inc., who also spiked scuttlebut about sale of WOR-AM-TV New York. Reports presumably stemmed from illness of Tom's father, William O'Neil, who heads General Tire and its subsidiaries, and speculation that young O'Neil would be called to Akron to head parent company. Tom reports his father's illness isn't serious.

★ ★ ★

WITH SALE of its 45% interest in KQV Pittsburgh to majority owners (see story page 58) CBS has two to go in disposition of its minority holdings which it hopes to accomplish by year end. Negotiations are continuing with majority stockholders in WCCO-AM-TV Minneapolis-St. Paul (Mid Continent) for sale of CBS' 47% holdings, and WTOP-AM-FM-TV (Washington Post Co.) for sale of CBS' 45% holdings. CBS has outside offers for these holdings, but Mid Continent and Post Co. reportedly regard evaluations as too high.

★ ★ ★

MORALE at FCC, at low ebb for weeks because of uncertainty about chairmanship, hasn't improved now that George C. McConnaughey has been appointed. Although nothing tangible has happened to provoke it, fear has developed that heads will roll in general reorganization at professional and staff levels, notably in Broadcast Bureau and "hold-over" attorneys.

★ ★ ★

FCC's NEW chairman, George C. McConnaughey, will not be total stranger to Commission's high-level personnel when he takes over today. He has known John C. Doerfer, fellow commissioner, for several years (they served in executive capacities in Natl. Assn. of Railroad and Utilities Commissioners); is acquainted with Comr. Robert E. Lee, and has known, since 1952 Republican National Convention, former Comr. Robert F. Jones, fellow Ohio Republican, now chief counsel for Bricker Senate Investigating Committee.

★ ★ ★

IT'S UNLIKELY that Rosel H. Hyde will assume vice chairmanship of Commission under changed order which brings George C. McConnaughey into chairmanship, effective today (Monday). Mr. Hyde is understood to feel that vice chairmanship should be "rotated" along with chairmanship. Incumbent vice chairman is E. M. Webster on basis of seniority. Mr. Hyde will move from chairman's suite (6107) to Mr. Sterling's office (7241) in New Post Office Bldg., retaining present staff.

★ ★ ★

NBC and Charles C. (Bud) Barry, its vice president in charge of television program sales and one-time program chief, reportedly have come to terms on settlement of his unexpired contract, with result that his resignation is expected shortly.

★ ★ ★

THOUGH members of Senate subcommittee on juvenile delinquency reportedly are opposed to government censorship, some are known to think that tv broadcasters ought to appoint "czar"—as comic book publishers did after committee investigated them—to oversee program content. Beyond that, committee—which begins hearings on tv crime shows Oct. 19 (see story, page 52)—may advocate elaborate industry-sponsored research to find out what effect such shows have on youngsters.

★ ★ ★

WHETHER there will be Oct. 28 conference in Mexico City designed to bring Mexico into NARBA agreement on distribution of standard broadcast facilities among North American nations is in doubt. Interest has bogged down and presumably no determination will be reached until after Cuba and Mexico get together to settle preliminary differences.

★ ★ ★

GENERAL MILLS, through BBDO, New York, planning to break big radio-tv spot schedule for one of its products within two weeks. Station list being prepared and actual buying will begin in fortnight.

★ ★ ★

HOW'S NATIONAL spot business for smaller outlets? Graeme Zimmer, national sales manager of Rollins group (WAMS Wilmington, WJWL Georgetown, WNJR Newark, WRAD Radford, WRAP Norfolk) reports increase of over 50% this year over last.

the week in brief

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New Leader for New Orleans

WTIX rockets from 11th to 1st in 10 months

Now first in the morning, afternoon and *all day average*

7 a.m. - 6 p.m. Average Share-of-Audience
Hooper, August, 1954, New Orleans, La.

WTIX, INDEPENDENT	18.2%
Station A, Network	15.3%
Station B, Network	12.8%
Station C, Independent	11.3%
Station D, Network	8.5%
Station E, Independent	7.5%
Station F, Independent	6.2%
Station G, Network	6.0%
Station H, Independent	5.4%
Station I, Independent	4.3%
Station J, Independent	4.3%

There's a new "listen" in New Orleans and it calls for a new look in time-buying. This city has witnessed a cyclonic ten-month change in radio listening, culminating in a new leader for New Orleans—WTIX.

It all started in September, 1953, with WTIX 11th in audience in this 11-station market. Suddenly, with new ownership, new programs, new ideas, WTIX became a radio station in a hurry. January saw WTIX pass the other six independents. By March only one network affiliate was left to pursue in the morning, two in the afternoon. In July, WTIX overtook everybody in all day average.

Comes August Hooper, and WTIX digs in even deeper. Now WTIX is first in the morning *and* afternoon *and* all-day average.

Talk to Adam J. Young, Jr., national representative, or call WTIX Manager, Fred Berthelson.

MID-CONTINENT BROADCASTING COMPANY
General Manager: Todd Storz

KOWH, *Omaha* Represented by H-R, Inc.

WHB, *Kansas City* Represented by John Blair & Co.

WTIX, *New Orleans* Represented by Adam J. Young, Jr.

THE NEW Wtix NEW ORLEANS 16, LA.

at deadline

Cecil & Presbrey To Quit; Chairman's Death One Reason

WITH death of Board Chairman James M. Cecil and recent loss of number of major accounts Cecil & Presbrey, New York, will dissolve its corporate structure and discontinue business on Dec. 31, agency is announcing today (Monday). Death of Mr. Cecil, largest stockholder [B•T, Sept. 27], caused corporate complications. In addition, sudden and unexpected losses of key accounts in short period presented choice of operating on considerably curtailed basis or dissolving.

Agency board issued following statement: "The interest of clients and stockholders will be best served by dissolution because of the unusual circumstances involved. The agency is set up on a service basis for clients that required a large staff and resulting high costs. It was quite obvious that the agency could not continue in 1955 with the type of service it was giving and at the same time maintaining current sound financial structure."

Engstrom Joins RCA Board Replacing Walter A. Buck

ELECTION of Dr. Elmer W. Engstrom, executive vice president, research and engineering, RCA, as member of RCA board announced Friday by Brig. Gen. David Sarnoff, board chairman. Dr. Engstrom, who also is head of RCA Labs and member of board of RCA Victor Co. Ltd., Canada, fills vacancy caused by retirement of Walter A. Buck from RCA board. He has played pioneering role in development of radio, both black-and-white and color television, sound motion picture apparatus, and general science of electronics.

RCA Dividends

Gen. Sarnoff meanwhile announced RCA board in its Friday meeting declared quarterly dividend of 25 cents per share on common stock, payable Nov. 22 to holders of record at close of business Oct. 15, and dividend of 87½ cents per share on first preferred stock for period Oct. 1 to Dec. 1, payable Jan. 3, 1955, to holders of record of such stock at close of business Dec. 13, 1954.

SAG Expands Activities In East, Midwest Film

MRS. Florence Marston, executive secretary of Screen Actors Guild's New York branch, elected by board to newly-created post of eastern and midwestern regional director. Succeeding her in New York post is Harold H. Hoffman, formerly executive secretary, Theatre Authority, and at one time assistant executive secretary of American Federation of Television & Radio Actors' New York local.

According to SAG, union's national organization is being enlarged as result of growing Guild activity in tv films in eastern and midwestern states. Mrs. Marston, headquartering in New York, will keep tabs on Guild activities in Boston, Chicago, Cincinnati, Cleveland, Detroit, New York and Pittsburgh. She also will serve as one of Guild's representatives on international board of Associated Actors & Artistes of America (AFL parent of performers' unions).

PORTABLE PITCH

SALESMEN for Chock Full O' Nuts Coffee Corp. have added radios to their standard equipment when making calls on grocers in New York. To back firm's extensive radio schedule which calls for 350 spots weekly on seven New York radio stations, company has supplied its salesmen with portables which they can tune in during their sales calls so prospects may hear coffee message.

Erwin, Wasey May Get Stagg Beer Account

GRIESEDIECK Western Brewery Co. (Stagg beer), which sold its brewing assets ten days ago to Carling & Co. of Cleveland for reported $10,000,000 (subject to stockholders' approval) is expected to name Erwin, Wasey Co., Chicago, to handle advertising for Stagg beer. Maxon Inc., Chicago, has been servicing account for many years. Carling has two agencies: Benton & Bowles, New York, handles Red Cap ale, and Lang, Fisher & Stashower, Cleveland, places Black Label beer. All three beers use radio and tv spots.

Same Movie, Shown Week, Draws High N. Y. Rating

WOR-TV New York is announcing today (Monday) that premiere week (Sept. 21-27) of *Million Dollar Movie* (showing of same movie for one week, Mon.-Sun., 7:30-9 p.m., 10-11:30 p.m.; Sat.-Sun., 4:30-6 p.m.) drew Telepulse rating of 70.7 and reached estimated 6 million viewers in 3,110,800 homes. Gordon Gray, general manager of station, said results indicate first-run feature film, "Magic Town," attracted "largest single-station television audience in history of tv medium."

Mr. Gray noted that General Teleradio films apparently had "strong carry-over value," with WOR-TV programs immediately preceding and following *Million Dollar Movies* gaining Pulse ratings of about 25% higher than in week before feature film series was launched. Sponsorship of *Million Dollar Movie* has been made available to eight advertisers, with six sponsors now signed.

KBS Now Has 773

KEYSTONE Broadcasting System Friday reported addition of nine affiliates bringing total to 773. New outlets are: KOWB Laramie, Wyo.; WPLY Plymouth, Wis.; WPLH Huntington, W. Va.; WJAN Spartanburg, S. C.; KCRC Enid, Okla.; WMVO Mount Vernon, Ohio; WMBL Morehead City, N. C.; KAWL York, Neb.; WINI Murphysboro, Ill.

It's Mutual in Illinois

GOV. William G. Stratton of Illinois has proclaimed week starting yesterday (Sunday) through this Saturday as "Mutual Broadcasting System Week" in commemoration of 20th anniversary of network.

• BUSINESS BRIEFLY

DUANE JONES NAMED • R. J. Ritter Co. (food products, relishes, etc.), Bridgeton, N. J., names Duane Jones Co., N. Y., to handle its advertising. Details of plans not completed, but radio, television and other media will be used.

PEPTO BISMOL SPOTS • Norwich Pharmacal Co., Norwich, Conn., for its Pepto Bismol, is buying radio spot announcement schedule, five days weekly, starting early in October, in several selected markets, Benton & Bowles, New York, is agency.

BALLENTINE SPECIAL • P. Ballentine & Son (beer), Newark, N. J., to promote National Restaurant Month will use radio spot announcement campaign in 65 markets. Campaign started Friday and ends Oct. 31. Agency: J. Walter Thompson Co., N. Y.

NEW YORK GOP • New York State Republican Party names Ellington & Co., N. Y., to handle advertisng. Radio and television will be used on both program and spot announcement basis. Campaign is effective immediately through November.

ORR PICKS UP BAGS • Baltimore Luggage Co. (Lady Baltimore fashion luggage), N. Y., has appointed Robert W. Orr & Assoc., N. Y., to handle its advertising effective immediately.

KUKLAPOLITANS SOLD • Gordon Baking Co., Detroit, signed earlier to sponsor ABC-TV *Kukla, Fran & Ollie* on WABC-TV New York and WBKB (TV) Chicago for 13 weeks, has added sponsorship on WXYZ-TV Detroit and extended contract to 78 weeks in each market. Agency: D'Arcy Adv., N. Y. ABC-TV is offering *Kukla, Fran & Ollie* to stations as special feature for local sale.

ABC-TV Announces Five

ADDITION of five stations as ABC-TV affiliates, raising total to 211, announced Friday by Alfred R. Beckman, director of station relations. They are: KSLA-TV Shreveport (ch. 12), owned and operated by Interim Television Corp., of which Deane Flett is general manager; KNOE-TV Monroe, La. (ch. 8), owned and operated by James A. Noe, with Paul H. Goldman as general manager, and WWTV (TV) Cadillac, Mich. (ch. 13), owned and operated by Sparton Broadcasting Co., with L. T. Matthews as general manager, all effective Sept. 15; KAKE-TV Wichita (ch. 10), owned and operated by KAKE-TV Inc., of which Martin Umansky is general manager, effective Oct. 15, and KTLJ-TV Houston (ch. 13), owned and operated by Houston Consolidated Television Co. with Willard Walbridge as general manager, effective Nov. 13. [CLOSED CIRCUIT, Sept. 20]

NBC-TV Takes Iowa Uhf

KQTV (TV) Fort Dodge, Iowa (ch. 21), is slated to become affiliated of NBC-TV Nov. 1, it was learned Friday.

speaking of great teams

It seems only logical our Cleveland market — producing so many other important things for America — should also have produced a pennant-winning ball club this year. It's all in key-&-tempo with the tremendous growth of Cleveland's population, income, payrolls, number of factories, money-making industrial output, and retail sales. That our ambitious Indians carried Cleveland's hopes into the '54 World Series (and millions of visiting fans' dollars into Cleveland) is no surprise to Clevelanders.

The kind of achievement that, for example, has boosted our market to *fourth place* among all U.S. metropolitan areas in family buying power is equally the result of teamwork. More than 3,000 diverse plants, depending on the multiple skills of Clevelanders, have built our annual spendable income *above the three billion* mark. By every boxscore — department store indices, new car sales, building permits, freight loadings, employment levels — Cleveland prosperity has the bases loaded!

And — speaking of great teams — another unbeatable is WXEL and the TV families of Cleveland. As so many top advertisers have discovered, when WXEL delivers the pitch, real sales action follows. For WXEL is as native to Cleveland's tastes, as closely followed by Cleveland families, as Cleveland's own ball team. No other TV station serving this incredible market enjoys such high loyalty on its home ground. If big league selling is what you want, ask the KATZ agency to show you WXEL's batting average.

Cleveland

WXEL

Channel 8



at deadline

FCC Reverses Examiners In Two Final Grants

FCC Friday reversed examiners in two tv final decisions involving Fort Wayne, Ind., and Petersburg, Va. It granted Fort Wayne ch. 69 to WANE that city, and Petersburg ch. 8 to WLEE Richmond interests.

Involved in Fort Wayne case was question of joint advertising rates, and in Petersburg case that of service programming.

On ground that forced combination newspaper advertising practice is contrary to public interest, FCC reversed examiner's recommendation and granted Fort Wayne ch. 69 to WANE that city, denied application of Paul V. McNutt and James R. Fleming.

Mr. McNutt, former Indiana governor and active in Washington government circles under Presidents Roosevelt and Truman, and Mr. Fleming have large interests in *Fort Wayne Journal Gazette*. This newspaper and *Fort Wayne News-Sentinel* have joint mechanical, business and advertising staffs and prohibit purchase of classified or national advertising in one newspaper without the other.

"We do not care to assume the risks attendant upon preferring an applicant involved in practices which, if carried over into the broadcast field, would raise serious public interest question . . .," the Commission said.

Examiner had recommended grant to Messrs. McNutt and Fleming on ground of greater integration of management and local ownership and better programming [B•T, Nov. 2, 1953]. He had counterbalanced their newspaper ownership with multiple broadcast ownership of WANE owners (Universal Broadcasting Co.—WISH-AM-TV Indianapolis, WHBU Anderson, both Indiana). Universal is owned by C. Bruce McConnell and associates.

Because applicant proposes to serve whole area, not just immediate principal city and environs, FCC reversed examiner and granted Petersburg, Va., ch. 8 to Petersburg Television Corp. (Thomas G. Tinsley Jr.) and denied Southside Virginia Telecasting Corp. (Louis H. Peterson—WSSV Petersburg). FCC Comrs. Frieda B. Hennock and Robert T. Bartley dissented.

Examiner had favored Southside due to better program and ownership integration [B•T, May 31]. FCC took opposite view, said Petersburg Television met its long-standing "service" policy by planning program schedule to serve needs of entire service area, whereas Southside planned to serve only Petersburg and southern sector of area. Petersburg is south of Richmond.

Mr. Tinsley is principal owner of WLEE-AM-FM Richmond and WITH-AM-FM-TV Baltimore. Mr. Peterson owns also WNOR Norfolk, Va.

Examiners' Terms Extended

DELAY of decisions in Raleigh ch. 5, Springfield (Ill.) ch. 2 and Odessa (Tex.) ch. 7 tv hearings possibly averted with action by Civil Service Commission to extend service to two temporary FCC hearing examiners through October. Examiner John Poindexter is writing initial decision in Odessa case while Examiner Millard French is writing Springfield case and is expected to close record of Raleigh hearing soon.

FOUL BLOW

FOR second straight year, NARTB District 7 meeting has been held during World Series. Afternoon meetings have been distinguished by nearly zero attendance. This impelled District 7 executives, meeting Friday in Louisville (see early story on page 42) to ask NARTB headquarters (1) not to schedule any district meeting during World Series hereafter, or (2) please arrange schedule next year so District 7 meeting is not held during Series.

Pulse Demonstrates New Rating Reporting Device

PULSE Inc's new instantaneous rating report method (Dax), which measures both radio and tv set usage, demonstrated at private session Friday at New York offices of firm by inventor William Horn, formerly of Young & Rubicam's research staff. Reports of tune-ins to all seven tv stations in city via actual home wire-ins and tv sets in operation were shown. Dax, all-electronic recorder using transistors and printed circuits, can be attached to home sets, reporting minute-by-minute program tune-in totals for all programs aired. System was announced last summer by Pulse's director, Dr. Sydney Roslow, [B•T, July 19].

Telemeter Executive Quits

CARL LESERMAN, executive vice president, International Telemeter Corp., Los Angeles, resigned from active management but will remain board member. Operating committee of Dr. Louis N. Ridenour, engineering and research vice president, chairman, and Chester I. Lappen, attorney, and Paul McNamara, public relations vice president, will take over management. Company has branched out into electronics manufacturing as well as operating Palm Springs pay-as-you-see tv system.

Co-op Station Signs Off

WCFM (FM) Washington, cooperatively owned by Washington individuals and organizations, ceases broadcasting tonight (Monday). Station began in 1948 and has continued as good music outlet, with high I.Q. programs (Robert Nathan, Marquis Childs, Olive Capper, BBC, etc.) since then. Sustained largely by contributors, station had 3,000 preferred stockholders and several thousand as sustaining shareholders. WCFM operated on ch. 258 (99.5 mc) with 20 kw.

UPCOMING

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 4-6: National Electronic Conference, Hotel Sherman, Chicago.
Oct. 6-7: Central Canada Broadcasters Assn., Royal York Hotel, Toronto.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
For other Upcomings see page 115

PEOPLE

CHARLES T. LIPSCOMB JR., president of Pepsodent Division of Lever Bros., for past four and one-half years, elected president and director of J. B. Williams Co., N. Y., succeeding late **CHARLES S. CAMPBELL.** Mr. Lipscomb will join shaving and toilet preparations firm Oct. 15.

ROBERT K. RICHARDS, administrative vice president, NARTB, opened public relations consultant's office Friday at 1735 DeSales St., N. W., Washington. Telephone is Sterling 3-4630. His resignation from NARTB was announced at Chicago convention last spring and occured on eve of his proposed elevation to executive vice presidnt of NARTB [B•T, May 24] due to prospective station ownership. Mr. Richards and Walter Patterson (WKHM Jackson, Mich.) recently bought WHAR Clarksburg and WKYR Keyser, both W. Va.

GEORGE BALTERMAN, account executive; **LAWRENCE WISSER,** copy executive, and **FREDERICK WIDLICKA,** art director, named vice-presidents of Storm & Klein, N. Y. Mr. Balterman and Mr. Wisser have been with S & K agency approximately five years, Mr. Widlicka 20 years.

J. H. HOFFMAN, formerly with Campbell-Ewald, to Foote, Cone & Belding, N. Y., as copy supervisor. **JOSEPH A. MORAN** to agency's international division as assistant account executive. He was formerly with Melchor Guzman, N. Y.

HUGH H. ENGELMAN appointed assistant advertising manager at Motorola Inc., Chicago, succeeding **ROBERT M. VAN BRUNDT,** recently promoted to advertising manager.

HAVIS MADWICK, Foote, Cone & Belding, N. Y., to Ruthrauff & Ryan, N. Y., as business manager of radio and television department.

ALLEN DUCOVNY has resigned as executive producer of Rockhill Productions, N. Y., to join radio-tv department of D'Arcy Adv., N. Y. He previously was assistant director of Kenyon & Eckhardt's radio-tv department.

WALTER H. SMITH, Kastor, Farrell, Chesley & Clifford; **RAY JONES,** N. W. Ayer & Son, and **T. CARTER GLEYSTEEN,** J. Walter Thompson Co., have joined contact department of Young & Rubicam, N. Y.

FCC Gets Merger, Sale

TWO radio station transfer applications filed with FCC Friday, one involving merger of KFBI Wichita with KTVH (TV) Hutchinson, Kan. [B•T, Aug. 16]. Other is sale of WMIN-AM-FM St. Paul for $75,000 to William F. Johns and family, owners of WOSH Oshkosh. WMIN Bcstg. Co. retains ch. 11 WMIN-TV St. Paul.

In KFBI merger with ch. 12 KTVH, KFBI Inc. stock will be exchanged with Hutchinson Tv Inc. stock on 2¾-to-1 basis. KTVH is headed by W. D. P. Carey. Among KFBI directors are C. Howard Lane of KOIN Portland, Ore., and Washington radio-tv attorney Horace L. Lohnes.

Politicians' Tv Package

MOVIE short featuring President Eisenhower and administration leaders in review of last two years, previewed in Washington last week, has been offered to members of Congress for use in their fall campaigns. Film "Report to the People," is available at cost for use on tv or at rallies. Price is $45 for black-and-white, $100 for color. It runs 27 minutes, leaving time for candidates to add their personal messages in half-hour telecast. Robert J. Coar, coordinator of Joint Senate and House Recording Facility, who produced film, said 98 GOP candidates had ordered prints.

NOW ON THE AIR

WGTH TV CHANNEL 18

HARTFORD'S OWN TELEVISION STATION

in the heart of the rich connecticut valley

CONNECTICUT'S MOST POWERFUL TELEVISION STATION — OPERATING ON FULL POWER OF 187,000 WATTS!

WGTH — HARTFORD

General Times Television Corp.

Represented by

H - R TELEVISION

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

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Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

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*Reg. U. S. Patent Office

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Neither Rain Nor Hurricane Stops This Bird!

WJAR-TV On The Air One Day After Worst Hurricane In Rhode Island History!



Providence, Rhode Island — Here's the story of a pretty tough Rhode Island Red:

Hurricane "Carol" struck Providence, Rhode Island with the full fury of 100 mile an hour winds and 8 foot flood tides early Tuesday morning, August 31st. General power failure put WJAR-TV off the air.

On September 1st, one day later, WJAR-TV was back on the air from emergency transmitter facilities in Rehoboth, Massachusetts carrying the latest hurricane news and vital community service information.

On September 3rd, WJAR-TV was back in full service from their mid-town Providence studios thanks to the Caterpillar Mobile Electric Set with a capacity of 315 KW's.

At the height of the hurricane, throughout and after the storm, 20 teams of WJAR-TV camera and newsmen took over 4,000 feet of film plus hundreds of stills. These on-the-spot films were shown 27 times between September 3rd and September 7th. All southern New England had a "bird's eye" view of hurricane "Carol" thanks to WJAR-TV!

NBC—Basic
ABC-DuMont—Supplementary

Represented by WEED TELEVISION

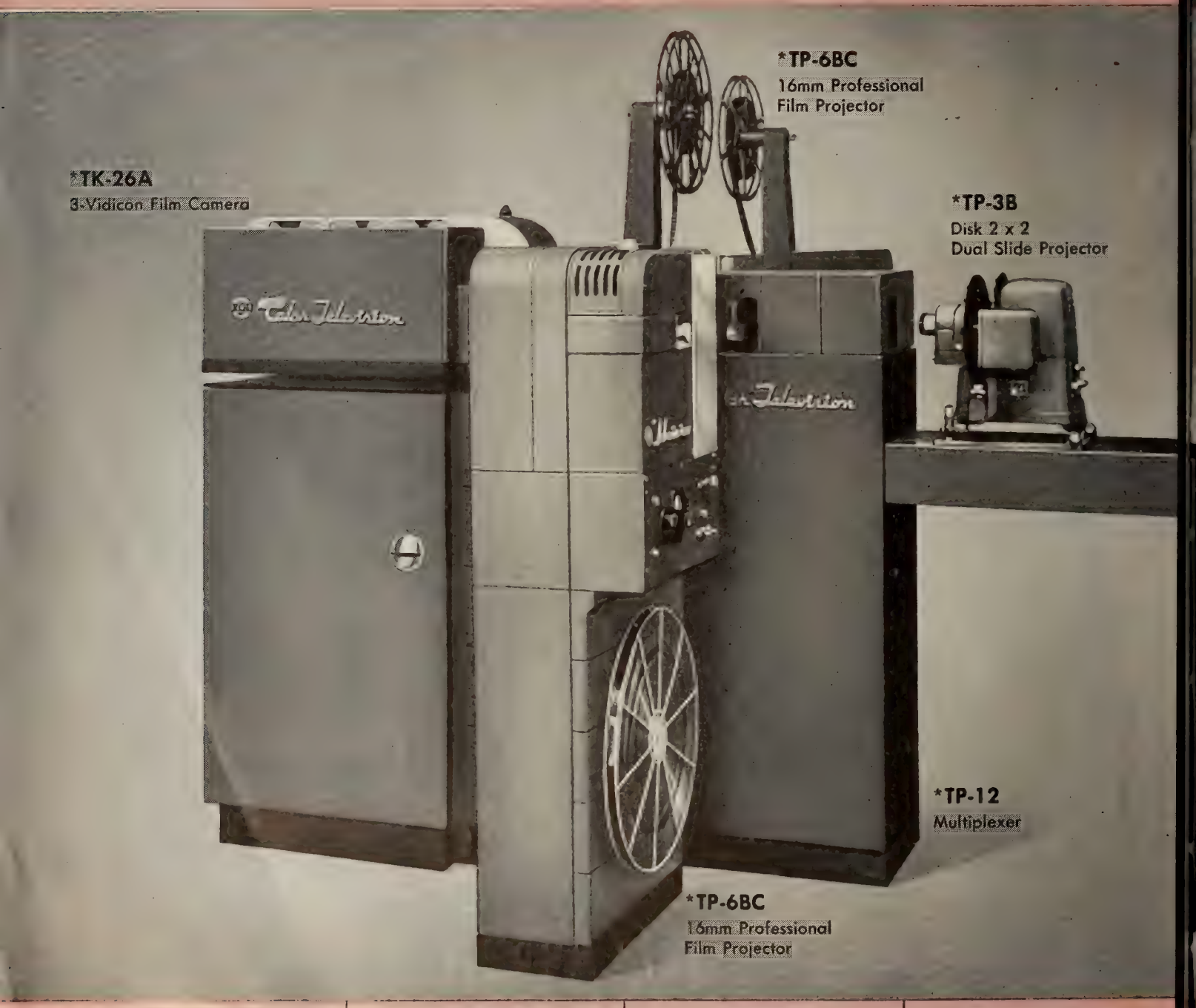
CHANNEL 10

WJAR-TV

PROVIDENCE, RHODE ISLAND

"3-V"*

The Color-TV Film Camera that outmodes all other approaches



NEW SIMPLIFIED DESIGN

The RCA TK-26A uses 3 small, inexpensive Vidicon cameras to handle red, green, and blue individually (see diagram)—and a fixed lens-and-dichroic mirror system—for handling color separation. *Electronic control* assures precise registration of the three cameras for day-in, day-out operation. Here is the color film system that not only handles 16- and 35-mm motion picture film—*but slides as well!*

UNMATCHED PICTURE QUALITY

Resolution and stability are unmatched by any other approach. Gamma is ideal—needs virtually no correction. Color fidelity equals the high-quality standards set by RCA's studio color camera. Exceptional stability and precise picture registration are characteristics that assure simplicity and ease of operation and a minimum of maintenance. Ample reserve of light assures best possible pictures from the densest of films.

NEW, EASY MULTIPLEXING

As simple and straightforward as any monochrome arrangement, the TK-26A includes all facilities needed for color film programming—slides, film, and multiplexer. You can interchange slides, and 16- and 35-mm film—just like you do with black and white.

EMPLOYS STANDARD TYPE PROJECTORS

RCA's TK-26A Film Camera System works with standard type television projectors such as the RCA TP-6BC. You get ample light to handle dense films—and at the same time you avoid complicated projector equipment involving moving optical parts. RCA's equipment operates with "station tested" reliability.

RCA TK-26A

NOW, "STUDIO REALISM" IN COLOR —WITH 16MM, 35MM COLOR FILM AND SLIDES

The search for high quality in a Color-TV film and slide camera is ended!

After several years of intensive work with almost every conceivable approach to color film and slide reproduction, RCA Broadcast Design Engineers have now produced a superior film camera system matched by no other. This is the color film system that has outperformed . . . flying-spot scanners . . . fast pull-down systems . . . continuous motion arrangements . . . in actual side-by-side tests at the RCA Engineering Laboratories. This is the color film system that RCA has now *adopted over its own previous "flying-spot scanner."*

For complete technical information on the TK-26A—the remarkable RCA 3-Vidicon color film camera that outmodes all other approaches—call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

*Close-up view of the TK-26A — RCA's remarkable 3-V Color Film Camera. Heart of the 3-V is the revolutionary new, inexpensive Vidicon Camera tube — RCA-6326!

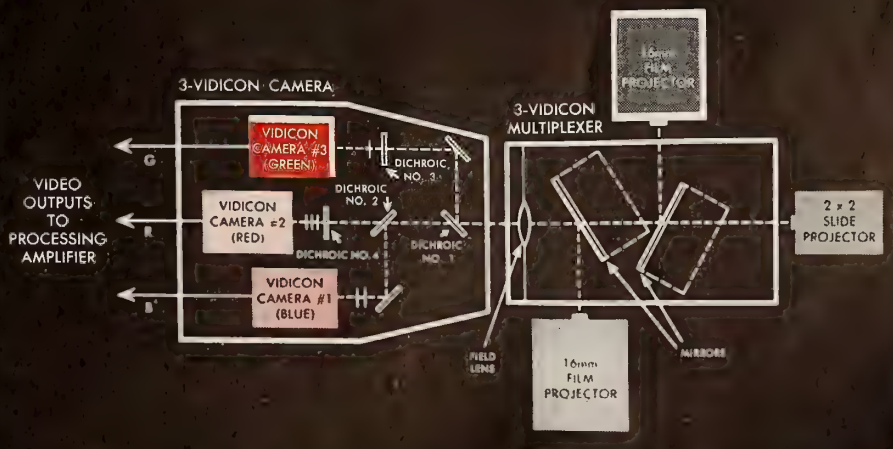
Important for Station Men—new brochure on RCA's 3-Vidicon Camera Chain. Free, from your RCA Broadcast Sales Representative.



RCA Pioneered and Developed Compatible Color Television

How It Works!

Light from either one of three selected color picture projectors passes into the 3-V Multiplexer. A remotely-controlled mirror arrangement reflects the incoming image through a field lens and into the 3-V Camera. Here, dichroic mirrors and color filters "split" the light into three color components—green, red, and blue. Each color component produces a VIDEO signal in a separate Vidicon camera. Video output from each camera then goes into the Processing Amplifier in the camera control unit.



RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.

WABT

Truly
ALABAMA'S
FIRST
TV Station

FIRST on the Air

FIRST with
Live Cameras

FIRST to
Operate with
Maximum Power

FIRST and Only
to use "Photofax"

FIRST to telecast
in Color

WABT

Alabama's Best
in Television

•

316,000 Watts Birmingham

•

Affiliated with
NBC, ABC
and DuMont

•

Represented by
BLAIR-TV

LADY IN THE DARK

Network: NBC-TV
Time: Sat., Sept. 25, 9-10:30 p.m., EDT
Writer: Moss Hart; adapted for tv by Billy Friedberg
Producer-Director: Max Liebman
Star: Ann Sothern
Cast: James Daly, Shepperd Strudwick, Luella Gear, Carleton Carpenter, Robert Fortier, Paul McGrath
Music: Kurt Weill, lyrics by Ira Gershwin
Choreography: Rod Alexander
Book Staged by: Jeffrey Hayden
Art Director: Frederick Fox
Musical Director: Charles Sanford
Costumes: Paul du Pont
Orchestrations: Irwin Kostal
Choral Director: Clay Warnick
Assistant to the Producer: Max Siegel
NBC Supervisor: Hal Janis
Associate Producer-Director: Bill Hobin
Sponsor: Oldsmobile Div., General Motors Corp.
Agency: D. P. Brother & Co.
Production Costs: $200,000

WITH THE SECOND of NBC-TV's color "spectaculars," *Lady in the Dark,* the series came to life and really lived up to its name. Max Liebman's production of the Moss Hart musical drama can stand alongside the successful stage and screen versions without apologies.

The story of Liza Elliott, career woman whose success as editor of a fashion magazine is combined with an emotional instability that lands her on a psychiatrist's couch, is replete with dream sequences that gave Frederick Fox, art director, and Paul du Pont, costume designer, an opportunity for the lavish use of



color which they grasped to the fullest. Ann Sothern, as the heroine, wore simple, tasteful business dresses in the office scenes, but in her dreams blossomed out in extravagantly-glamorous creations.

Massed colors were also used to great effect. The courtroom scene, with the complete cast in circus costumes, symbolizing Liza's inability to decide on a circus cover for her magazine, employed scarlet-coated ringmasters, acrobats in sun-bright yellow and dancers in vivid blue to create a startlingly beautiful scene. Equally beautiful was the bridal scene, with the pale aqua gowns of the bridesmaids forming a lovely pastel background for the dream bride.

Miss Sothern's performance made Liza, whether as the no-nonsense executive or the glamour girl of her dreams, a real person for whose fate the viewers—this one, anyway—felt a real concern that persisted throughout the full 90 minutes of the telecast.

James Daly, familiar as the American correspondent of *Foreign Intrigue,* did a fine job as Liza's assistant, whose chief pleasure was in heckling the "boss lady." Carleton Carpenter deserves special mention for singing the jaw-breaking Russian composer ditty without a slip. The cast was letter perfect and the whole production free from fluffs or missed cues, no small triumph for Producer-Director Liebman.

The introduction of commercials was handled smoothly and adroitly via the simple device of a spectator—Lee Bowman—in a stage box, who, as he left his seat for the intermission, commented first on the play, then on the new Oldsmobiles, leading naturally into the straight commercials. These ads, full of color and motion, proved again that color tv is the ideal advertising medium for automobiles, particularly in one country scene of a highway filled, seemingly for miles, with a parade of shining new Oldsmobiles.

From every aspect, *Lady in the Dark* was a complete triumph for Liebman & Co. and the critics who so vehemently booed the first "spectacular," *Satins and Spurs,* should be equally loud with their cheers for this one.

CAESAR'S HOUR

Network: NBC-TV
Time: Mon., 8-9 p.m., EST
Star: Sid Caesar
Cast: Carl Reiner, Howard Morris
Producer: Leo Morgan
Director: Clark Jones
Writers: Mel Tolkin, Tony Webster, Joe Stein, Aaron Ruben
Musical Director: Bernard Green
Choreographer: Boris Runanin
Scenic Designer: Herb Andrews
Costume Designer: Lou Eisele
Executive Producer: Hal Janis
Sponsors and Agencies: American Chicle Co. (Dancer-Fitzgerald-Sample); Speidel Corp. (Sullivan, Stauffer, Colwell & Bayles); RCA (Kenyon & Eckhardt).
Production Cost: Approximately $40,000.

THE MUCH-HERALDED disassociation of Sid Caesar and Imogene Coca at the end of the last season generated considerable discussion as to the impact of Caesar without Coca.

The opportunity for an evaluation report on the Coca-less Caesar arrived last Monday when NBC-TV exposed the comedian on the hour-long *Caesar's Hour.* It is gratifying to record that he apparently has survived unscathed the separation from Miss Coca and Max Liebman, producer and reputed mastermind of the *Your Show of Shows.*

In place of Miss Coca, NBC-TV allocated Mr. Caesar a pair of foils, Howard Morris and Carl Reiner, holdovers from the old show. As a neighborhood garage mechanic in a big city, Mr. Caesar is presented as an average guy, trying to infuse a little excitement into an obviously humdrum existence. In this latter task, Messrs. Morris and Reiner try to help and what emerges is often rib-tickling.

The premiere program, which centered around Mr. Caesar's escapades following his winning a quiz show and a date with Gina Lollobrigida, beauteous Italian film star, provided him with a good setting for his showmanship.

One high spot was a scene in which Miss Lollobrigida held a conversation in Italian, while Mr. Caesar looked and listened. Without saying a word, he expressed anger, wistfulness, joy, pathos—an emotional pantomime parade. This is the fountainhead of Mr. Caesar's talent.

Fortunately, the emphasis here is on situation comedy. The dialogue, on the whole, was uninspiring and the few gags offered rather feeble. This is a minor criticism; we come to praise Caesar, not to bury him.

Join the Salute to Unity's Sales Manager!



"LEN" FIRESTONE
National Sales Manager

• • •

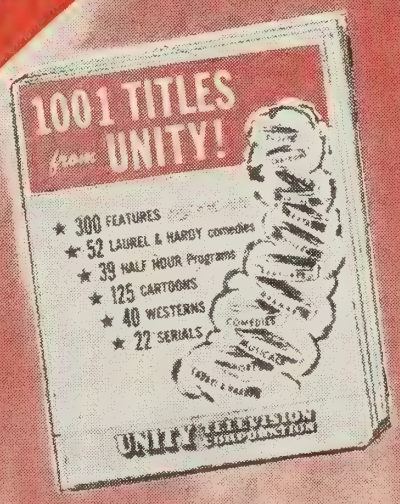
To celebrate Unity's Anniversary, the last quarter of 1954 is dedicated to the *"LEN" FIRESTONE DRIVE.*

THE "Len" FIRESTONE DRIVE

October 1st
December 31st

Help "Len" go over the top for 1954
Help "Len" meet his NATIONAL SALES quota
Help "Len" get the most signed contracts
Help "Len" create A NEW HIGH IN TV Film Sales

UNITY'S LEADERSHIP LINE-UP!





October 1st to December 31st is your opportunity to salute "Len" for past and future favors. Get the low-down now from your Unity salesman—how to get the Unity Library in your market at *lowest prices and extended terms.*

UNITY TELEVISION CORPORATION

1501 BROADWAY, New York 36, N.Y.
Telephone: LOngacre—4-8234

8951 SUNSET BOULEVARD, Hollywood, Cal.
Telephone: CRestview—4-6955


The falling leaves — the rising wind
— and a Storer station schedule —
combine to help you reach more people,
sell more merchandise — at lower cost.



STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga

KGBS • KGBS-TV
San Antonio, Texas

WBRC • WBRC-TV
Birmingham, Ala.

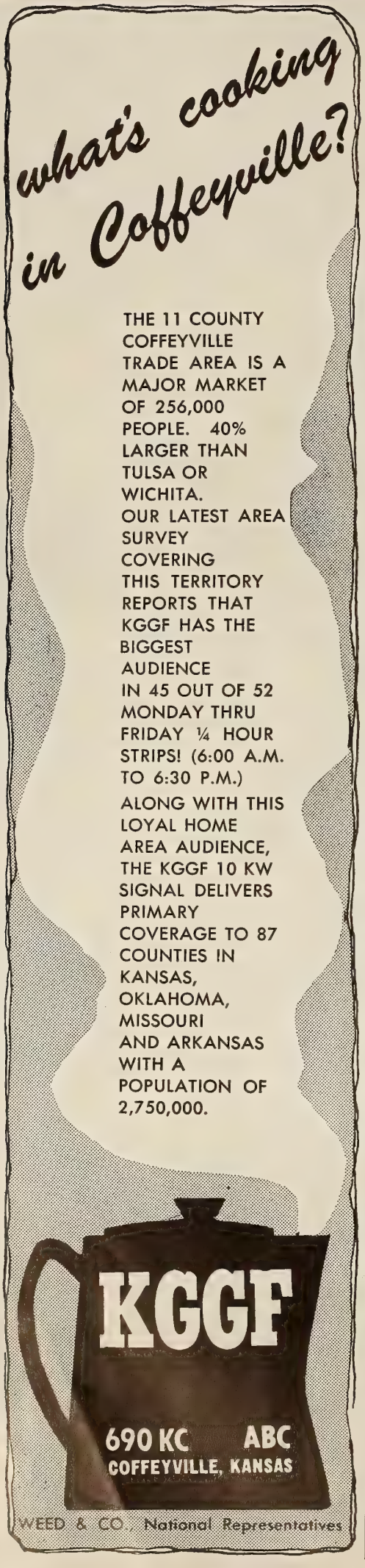
WWVA
Wheeling, W. Va.

WGBS
Miami, Fla

NATIONAL SALES HEADQUARTERS:

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118 E. 57th St., New York 22, ELdorado 5-7690 •

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498



OPEN MIKE

First Sponsored Schoolcasts?

EDITOR:

WNBW (TV)'s claim of "first" for sponsored in-school tv programs as an official part of public school curriculum [B•T, Sept. 20, page 68] may hold water in Washington, but it's old stuff to Baltimore. The sponsorship of the *District of Columbia Public School Series* is at least a year late competing for "first" in that field.

The Cloverland Farms Dairy of Baltimore all last year sponsored the weekly *Students View the News* series through Bozell & Jacobs on WMAR-TV with its official inclusion by the Baltimore City Department of Education in the curriculum. The program, running again this year, is beamed for classroom utilization, with commercials kept at a bare minimum and is simulcast by WWIN Baltimore.

In addition, *Students View the News* is now in its fourth year of radio broadcast with official use by Baltimore City Schools (the idea originating at WWIN) and its third year of sponsorship by Cloverland Farms Dairy on WWIN. Maybe with all these statistics, *we* have a first somewhere.

Bronson Staley
Director of Radio and Television, Council of Churches of Maryland and Delaware, and "Professor" of Students View the News

P.S. No doubt that B•T is "first" *and* best in the field! I'd hate to miss an issue.

SAG on Rerun Payments

EDITOR:

We were most interested in the feature article under the heading "Rerun Payments: Actors Love 'Em" [B•T, Sept. 13].

Perhaps because of a misunderstanding of terminology employed . . . some persons may misinterpret certain facts alluded to in the article. Therefore, we would like to offer the following additional information:

The statement is made that the major studios "were quite willing to grant the actor an adjustment for showings (on television of theatrical films) that they didn't intend to permit" and "the major studio provision was then written into the Monogram contract, which has served as the basis for all such feature film showings since."

What the Screen Actors Guild actually obtained from the major studios in the 1948 contract negotiations was what we call a "stop-gap clause," still in effect in the current contract, which permits the Guild to cancel its contract with the producer if the producer releases to television any theatrical film made after Aug. 1, 1948. The contract itself makes very clear that at no time did the major studios agree to an "adjustment" (additional payment) for an actor in a theatrical film released to television. . . .

The effect of this right of cancellation has been that a producer who wishes to stay in the business of producing films and who wishes to release to television any theatrical films made after Aug. 1, 1948, negotiates with the Guild and agrees to make additional payments to the actors in such films for the television rights. Monogram Pictures (now Allied Artists) was the first studio to make such a deal and the negotiations which led to the 12½-15½ percent-of-original-salary formula, as additional compensation for the actors, were held with Monogram and not with any major studio.

The "Monogram formula," which applies only to theatrical films, was negotiated . . . considerably *after* the contract between the Guild and the Alliance of Television Film Producers was negotiated and signed; thus it was the contract with the Alliance which established the concrete provision that the actor is entitled to additional compensation for subsequent runs of television films.

The $76,000 figure . . . covers *only* residual payments for subsequent runs of *entertainment films* specially made for television. This figure does *not* include additional payments to actors from several producers under the "Monogram formula," for theatrical film made since Aug. 1, 1948, and released to television, and it does not include any of the "use payments" to actors who appear in filmed tv commercials.

Kenneth Thompson
Television Director
Screen Actors Guild

Hard-To-Get

EDITOR:

I have just scanned the Sept. 27 issue of your book and especially like the "feature" on Lennen and Newell planning the Lehn and Fink tv campaign.

Keep up the good job in this hard-to-get trade news.

C. Reid Webber
Webber Adv. Agency
Grand Rapids, Mich.

What We Said!

EDITOR:

Your text and editorials are usually such models of clarity and good usage that I am distressed by an inadvertent slip in an editorial in B•T for Sept. 6, where you wrote "inferred" when you meant to write "implied," in the sentence, "Dr. Stanton . . . inferred that those who have no confidence in the [radio] business should get out of it . . ."

The harm here, I am afraid, is that too many radio and tv "personalities" who regard B•T as I do as "The Bible of the industry," may be more deeply confirmed in their mistaken use of "infer" and "inferred." Within two evenings I heard seven different persons, including two participants in panel discussions of intellectual matters and one Senator in an interview, say "I don't mean to infer . . ." when the context plainly implied that the person did not mean to say something from which a wrong reference might be drawn.

Common usage makes good usage, but when two such words as "infer" and "imply" serve so well to distinguish two different processes, it would be regrettable if one of them fell into disuse by reason of the other's doing double duty.

Burton Rascoe
The Tv First-Nighter
New York

Can Uhf Top This?

EDITOR:

The enclosed letter will verify reception of KTAG-TV [Lake Charles, La. ch. 25] in Alhambra, Calif., a distance of over 2500 miles, on more than one occasion.

Can any other channel 14 to 83 top this?

Maurice P. Wayne
Chief Engineer
KTAG-TV Lake Charles, La.

[EDITOR'S NOTE: Letter from Martha Brown of Alhambra is addressed to Abe Manuel at KTAG-TV and reports that "I get your tv show here in California. I was so thrilled to get it, 'cause I once lived in Louisiana and learned to love the French music. Please have Little Dottie sing, 'I Gave My Wedding Dress Away' . . . I'll be watching . . ."]

Liberace

RADIO SHOW

COMMENTS FROM TYPICAL STATIONS

One cold call . . . a sale was made on the spot. Liberace is in a category by itself. Any leading radio station should be able to sell this series.
WDNC — Durham, N. C.

We sold Liberace on a firm 52 week contract to the first client, on the first call. Frankly, in my 20 years in this business, Liberace was the easiest sale I ever saw made.
WJPS — Evansville, Ind.



NOW SOLD . . . COAST-TO-COAST!

ALABAMA
Birmingham — Food Chain

ARIZONA
Phoenix — Floor Covering

ARKANSAS
Jonesboro

COLORADO
Colorado Springs — Furniture
Denver

CONNECTICUT
West Hartford

DELAWARE
Wilmington — Music Store

DISTRICT OF COLUMBIA
Washington — Bedding Mfr.

FLORIDA
Miami — Savings
Pensacola

GEORGIA
Augusta — Bedding Mfr.
Macon

IDAHO
Boise — Music Store
Idaho Falls
Wallace — Merchant Assoc.

ILLINOIS
Rock Island — Dry Cleaning
Chicago — Ladies Apparel
Herrin
Quincy
Rockford — Appliances
Springfield — Mortuary

INDIANA
Evansville — Food Chain
Indianapolis — Jewelers

IOWA
Des Moines — Savings
Shenandoah

KANSAS
Topeka — Ladies Apparel
Wichita — Appliances

KENTUCKY
Lexington — Dry Goods
Louisville — Jeweler

LOUISIANA
Baton Rouge — Dept. Store
New Orleans — Jeweler
Shreveport — Food Chain

MICHIGAN
Flint — Biscuit Co.
Grand Rapids — Biscuit Co.
Jackson
Lansing — Music Store
Saginaw

MARYLAND
Baltimore

MISSOURI
Springfield
Kansas City
St. Louis — Utility

MONTANA
Billings — Bank
Great Falls — Appliances
Miles City
Missoula

NEBRASKA
North Platte — Biscuit Co.

NEW HAMPSHIRE
Manchester — Bank

NEW MEXICO
Albuquerque

NEW YORK
Buffalo — Coffee
New York — Meat Packer
Plattsburg
Rochester
Syracuse

NORTH CAROLINA
Asheville — Dept. Store
Durham — Tire Sales
Winston-Salem — Furniture

OHIO
Akron — Furniture
Canton
Cincinnati — Detergent
Cleveland — Savings
Columbus — Detergent
Dayton — Bank
Middleton — Bank
Portsmouth — Bank

OKLAHOMA
Lawton
Oklahoma City — Utility
Tulsa — Dairy

OREGON
Astoria — Mortuary
Hood River — Dept. Store
The Dalles — Dept. Store
Portland

PENNSYLVANIA
Easton
Lancaster
Harrisburg — Coffee
Johnstown — Savings
Erie — Coffee
Philadelphia — Coffee
Pittsburgh — Coffee
Reading — Utility
Wilkes Barre — Coffee
York — Dance School

TENNESSEE
Knoxville — Bank
Memphis

TEXAS
Amarillo — Mortuary
Austin — Music Store
Corpus Christi
Houston — Dept. Store
Lubbock

UTAH
Salt Lake City

VERMONT
Burlington — Hardware

VIRGINIA
Charlottesville
Newport News — Wholesaler
Warick
Hampton
Norfolk
Portsmouth

WEST VIRGINIA
Charleston — Trailer Sales
Huntington — Appliances

WASHINGTON
Centralia — Apparel
Seattle
Yakima — Bank

WISCONSIN
Beaver Dam
Milwaukee — Savings

ALASKA
Anchorage
Fairbanks — Food Store
Juneau — Transfer Co.
Seward — Hardware
Ketchikan — Oil Co.
Sitka — Hardware

If Your Market Is Not Listed It May Still Be Available!

Liberace Show Being Programmed on Sunday . . . By More Than 50% of Stations

DAY OF WEEK	NUMBER OF MARKETS
Sunday	84
Monday	10
Tuesday	6
Wednesday	3
Thursday	11
Friday	3
Not yet scheduled	33

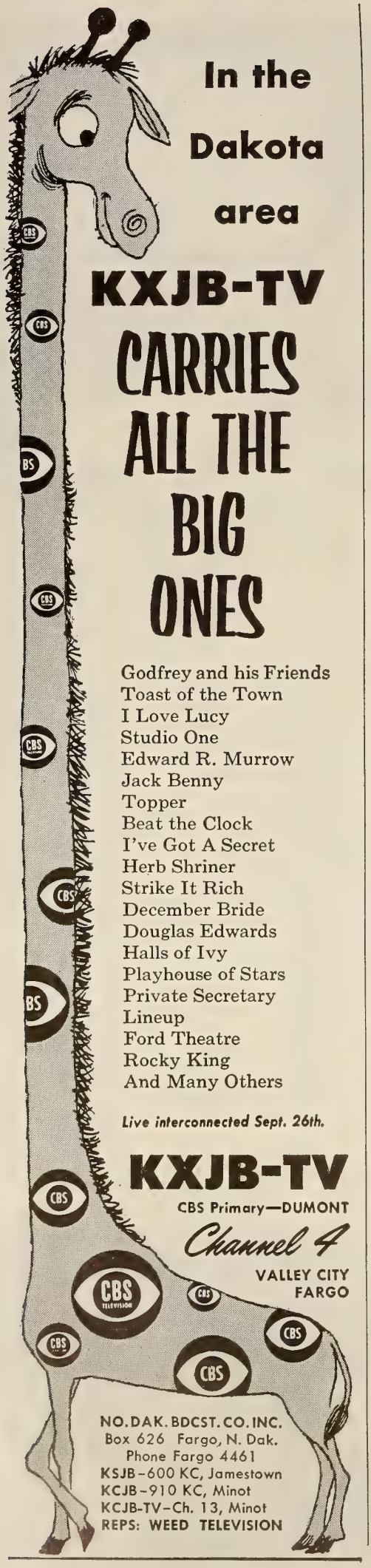
52 WEEKS OF SPARKLING HALF-HOURS

Television's Biggest Success Story Becomes Radio's Fastest Selling Show!

Guild's realistic price policy makes it your best radio "buy!"

Hurry . . . Don't Delay . . . Write, Wire or Phone Today for Complete Details!

Guild Films
RADIO DIVISION
420 MADISON AVENUE
NEW YORK 17
MURRAY HILL 8-5365



our respects

to ROBERT OSCAR MILLER



RADIO will carry the "brunt" of advertising in the future and maintain its force as the "prime mover of goods," if you subscribe to the views of Robert Oscar Miller, one of the foremost proponents of radio in the Midwest.

In radio the past 15 years, Mr. Miller last April 14 transferred his energies and foresight from foreign language pursuits in a concrete move to meet the challenge to radio in Chicago. He is meeting this challenge in his capacity of principal owner and general manager of WAIT—heretofore the "Musical Voice of the Midwest," which he purchased upon relinquishing of his stock in WSBC, also Chicago.

Since he and his family, operating as a partnership, obtained majority control from Gene T. Dyer, and Mr. Miller took over the helm of a relatively small entity in Chicago radio circles—a 5 kw daytimer (on 820 kc)—a number of things have happened at the station, all attesting to aggressive radio management.

The station has enjoyed a boost of an average of 3.5 in ratings (according to Pulse surveys) and an increase in billings—small but promising (of 5 to 8%). Overhead has gone up, but so has revenue, a source of quiet pride to a broadcaster who formerly toiled in the vineyards of WGES and WSBC, foreign language outlets owned and operated by Mr. Dyer.

Further WAIT Expansion Planned

WAIT recently signed a 2½-year contract, as evidence of its faith that it will expand, for studios in the Civic Opera Bldg. (Kemper Insurance Bldg.) and will move its executive offices from 75 E. Wacker Drive by Nov. 1. Programwise, Mr. Miller has been studiously buying up established big-name package shows, viz., *Liberace, Mr. District Attorney, Drew Pearson, Clubtime* and *Baukhage,* and innovating other program changes.

Recently WAIT literally extended its broadcast schedule beyond signoff. It signed an agreement with a dozen or so drive-in theatres for musical entertainment and promotion. Mr. Miller also got Carson, Pirie Scott & Co. to set up a special Liberace Room in its store as part of a promotion deal to herald the *Liberace* radio series. Football is back on WAIT, fully-sponsored for the first time in years.

It was not Bob Miller's early urge to get into radio, for he had decided on law as a "practical" means of livelihood. Actually, theatrics dominated his youthful thinking, but it was his father who guided him along the broadcast byway.

Today, this youthful station owner-manager is dedicated to the proposition that radio can return to the basic philosophy of its golden years by selling itself aggressively and making itself a community fixture. There is nothing like aural broadcasting, he insists, citing the stimulation factor that stems from being able to hear but not see. What of television? Mr. Miller feels radio-tv will complement each other and draws this analogy:

"Radio is day-to-day black-and-white [print] advertising while television is the double-page color spread." Color tv will add much in the manner of multi-color pages, but the listener always will prefer to use his own imagination, he feels. (As an example, a reader seeing an ad showing how he can improve his home will be more stimulated if he hears an announcer telling how, because he tends to visualize it.)

Robert Oscar Miller was born on July 4, 1917, in New York. When he was eight months old, his family moved to Detroit where he attended public schools, moving to Chicago with his family 12 years later. Young Bob enrolled at Roosevelt and John Marshall high schools, and put in a stint at DePaul U.'s law school. He received a degree from Roosevelt College.

Mr. Miller's post-school activities centered around things theatrical and dramatic in actors' groups, including experience as a dramatic instructor in a summer camp. From a combination of circumstances, he didn't linger in that field.

For one reason, his father, Julius Miller, was conducting a series of Jewish language programs on WSBC, where the youth roamed the corridors and elbowed with radio personalities (Val Sherman and others). His dad convinced young Bob that radio held a bright future for him.

At the age of 22, young Mr. Miller launched his broadcast career as an announcer at WGES, then owned by Gene T. Dyer. He subsequently became the station's program director. In 1944 Mr. Miller and his family acquired WSBC and Mr. Miller became general manager, a post he held until this year. (Gene T. Dyer was required to divest himself of holdings in all but WAIT under FCC's duopoly rules). During the war he turned out programs in seven foreign languages for the Office of War Information.

Operating a foreign-language outlet was fairly profitable, as Mr. Miller recalls it, but early this year he and his family decided to turn to a new venture and another sort of challenge—revitalizing a station which was acknowledged in metropolitan radio circles to have lower ratings. Mr. Miller and his family—his wife, Gertrude; mother, Bertha, and father, Julius—sold WSBC and bought 72% of WAIT, a 13-year-old-station which was leaning heavily on music libraries. (Another group still retains minority interest.)

Mr. Miller's hobbies include horseback riding and camping. He married the former Gertrude Hillman and they live in Austin, on Chicago's western edge, with their three youngsters—Chellie 12, Drew 8 and Geoffrey 4.

Mr. Miller is no joiner, but his plans for WAIT keep him busy aggressively pushing radio as a medium which, he feels, has undersold itself and which was "hurt by internal fear and confusion among people in the industry" after the glorious era of the '30s.



Congratulations, Durward Kirby you've won half of Indiana

That is, we modestly claim only half. (Surveys show we reach much more.) Since you went and left, Dur, you've gone a long way. Anyways, we just want you to know nearly half the state of Indiana is watching you.

What happened, Dur, was this: We changed our tower (now it's 1019 feet) and fattened up our power (100,000 watts, ERP). You know how it is, Dur,—progress.

Now when you come through Indiana daily over Channel 6 you cover more ground (16,680 square miles), and visit with more people: 1,865,194 live in our A and B contours only. That's 45% of all resident Hoosiers — nearly half, Dur. Your half. You know how they go for you—just as they did when you got started in radio over WFBM. Not just because you're home-grown, Dur. You really do deliver a show.

And Durward, maybe you can figure out something funny to say about this: 39.1% of your half lives in cities (mostly Indianapolis); 32.5% are suburbanites and 28.4% are down on the farm. These folks in your old home territory have a mean income well above the average.

Finally, Dur—if you want to keep posted on your half of Indiana just for old times' sake—there's a Katz office up there in New York. Stop in for a chat.

WFBM-TV
INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

-in the Detroit area!

THE MOST POWERFUL TV STATION IN NORTH AMERICA

CKLW-TV 9

channel



325,000 WATTS

HERE'S WHERE YOUR MESSAGE GOES

HERE'S WHO YOU SELL

In the Detroit area, CKLW-TV with its 325,000 watt power penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets. Of these 1,327,980 TV families CKLW-TV Channel 9 covers a total of 1,238,585.

Adam Young
Television Corporation
National Rep.

CKLW radio: 50,000 watts at 800 KC.

J. E. Campeau
President

DUMONT and CBC

CKLW-TV

Guardian Bldg., Detroit



JAMES B. WILSON

on all accounts

WHEN Jim Wilson made the transition from newspapers to the advertising agency field some 13 years ago, a budding authorship may have been nipped. He accomplished the switch with apparent ease and no perceptible regrets, because he wanted both to "write and sell."

Since 1941, when he joined D'Arcy Adv. Co. as a copywriter in the St. Louis headquarters office, James Wilson has moved to the top echelon of this sizable agency with the characteristic aggressiveness of a good newsman.

Today Mr. Wilson, in association with William C. Edwards and H. N. Spencer, two vice presidents, heads the new Chicago operation of D'Arcy Adv. Co. as senior vice president. The branch was set up last June to service Standard Oil Co. of Ind. product advertising.

Servicing Standard is no small undertaking. The firm's overall advertising budget for 15 midwestern states is estimated to exceed $8 million annually, with radio-tv constituting the largest single item of expenditure medium-wise.

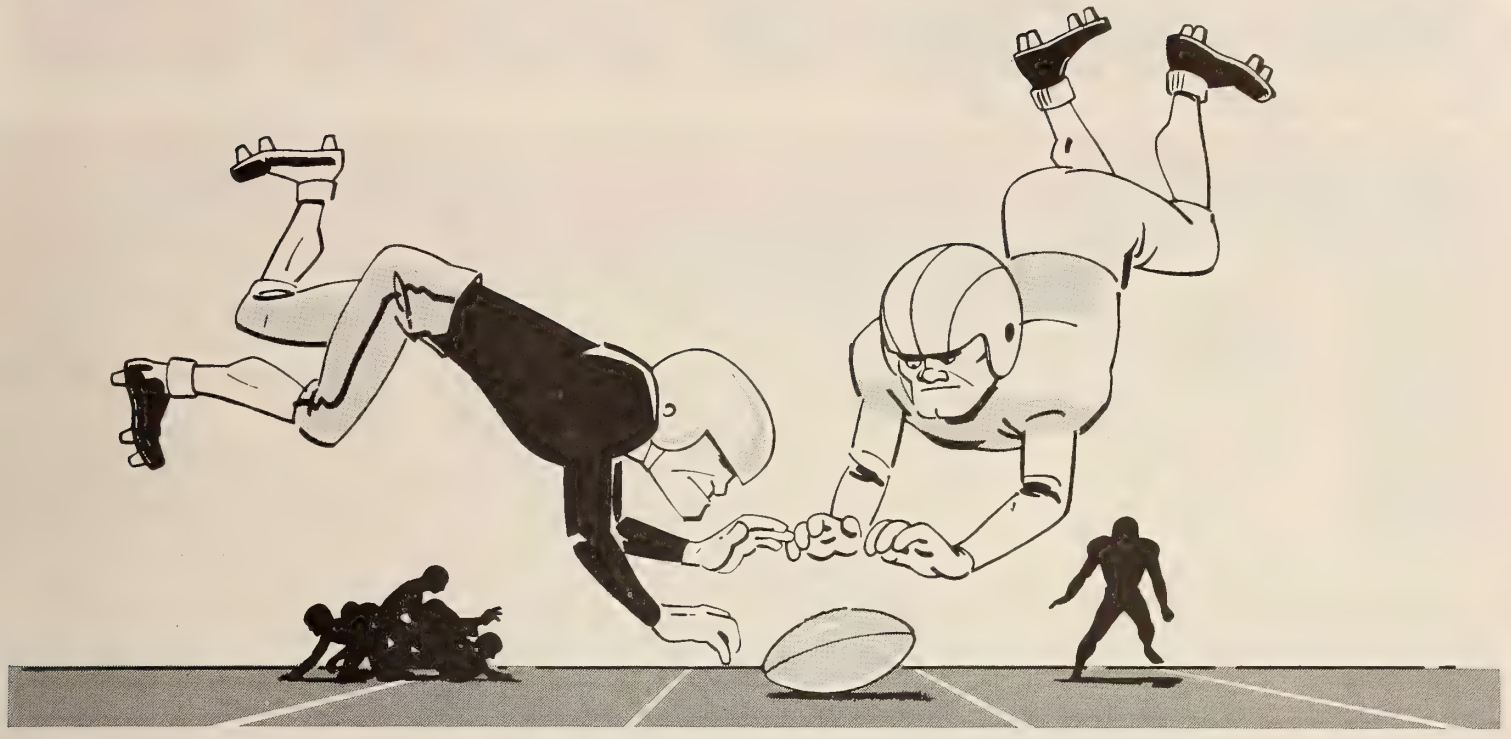
A native of Onarga, Ill., James Boone Wilson was born Feb. 20, 1902. He wanted to be an author "but I got sidetracked into the business end of newspapers."

After four years at the U. of Illinois, where he majored in English and was graduated in 1925, Mr. Wilson took up post-graduate work in advertising for a year at Northwestern U.

In 1926 he moved into the newspaper field where he was to remain for 15 years. He spent six years as advertising representative of the old *Chicago Evening American,* two in a similar capacity with the some 25 Scripps-Howard newspapers (operating out of the Midwest), six more as advertising manager of the *St. Louis Star-Times,* and stints with the *Washington Times-Herald* (associate publisher) and *Dallas Journal* (advertising director).

During his 13 years with D'Arcy, Mr. Wilson has worked on a variety of accounts using radio-tv, among them: Friedman-Shelby Div. of International Shoe Co., Missouri Pacific Railroad, Cook Chemical Co., Laclede Gas Co. and Rice-Stix. He formerly was also active on the Glenmore Distilleries Co. account. He was elected a vice president in 1946.

Jim Wilson is past president and past gridiron chairman of the St. Louis Advertising Club, and past chairman of the St. Louis Chapter of the AAAA. He also has been a director of the city's Better Business Bureau. He married the former Margaret Callaghan and they have two sons, James B. Jr., 26, and Peter Barton, 20. They have just bought a home in Barrington, a Chicago suburb.



It's No Draw...in Omaha

When it comes to carrying the ball and piling up sales gains in the Omaha area, **KMTV is out in front everytime.** KMTV's continuing popularity leadership is the result of providing outstanding programs and promotions. For proof of KMTV's program superiority, check with the latest Pulse. And here's an example of a KMTV promotion:

To celebrate its 5th Anniversary, KMTV bought all seats in the Omaha Stadium on Sept. 2nd, the night of an Omaha-Sioux City Western League game. KMTV arranged for personal appearances of Dizzy Dean, Joe DiMaggio, KMTV's on-the-air personalities plus top Omaha entertainers.

Results? This promotion was the biggest birthday party ever staged in Omaha.* 21,000 people saw it —all Stadium attendance records were broken. Thousands of people were turned away—tens of thousands more saw the party on TV. And important, too . . . this promotion gave owners of baseball clubs and TV stations a plan whereby both industries could work for the mutual advantage of each.

News stories and photographs of the KMTV promotion and its cooperation with minor league baseball received wide local and regional coverage and also appeared in such national publications as Sporting News, Sports Illustrated, Chicago Daily News, and New York Herald Tribune.

This "once-in-a-lifetime" party for KMTV viewers is indicative of KMTV's public service and community spirit. For further proof of KMTV's leadership and acceptance in the Omaha area, contact Petry or KMTV today.

* Free photo-packed 8-page booklet on the KMTV-Baseball Party available. Write KMTV, Dept. 3, Omaha.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

Now get up to 1000 KW



USING YOUR PRESENT 1 KW TRANSMITTER REGARDLESS OF MAKE

OR

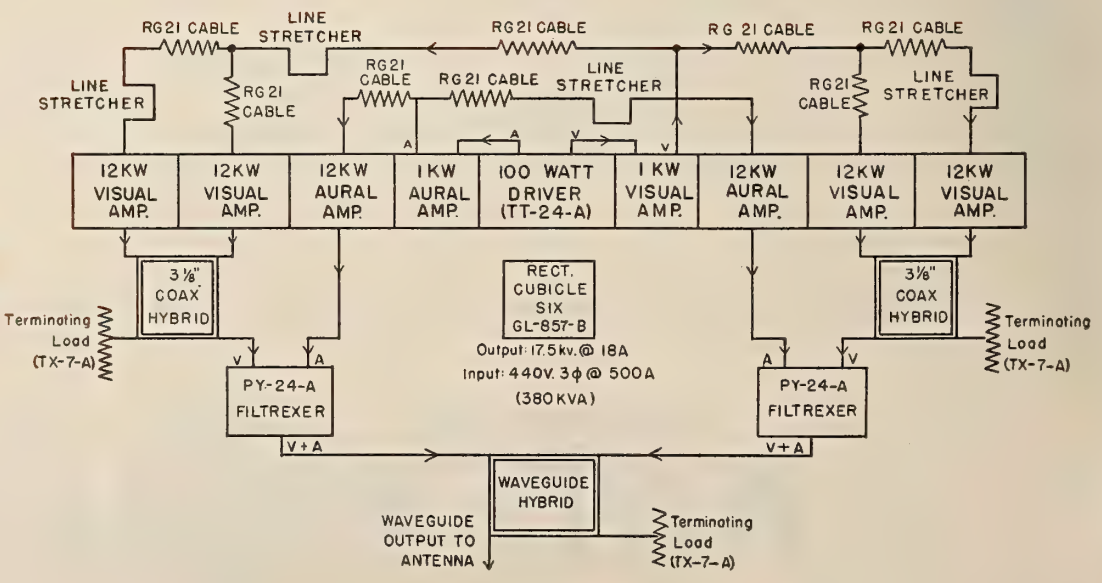
G-E 12 KW TRANSMITTER

ANNOUNCING NEW G-E 45 KW

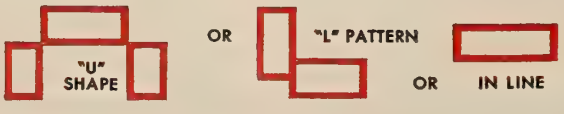
G.E. marks another milestone in transmitter engineering! The pioneer in UHF high-power television proudly announces the *new* UHF TV transmitter—the 45 KW. The "bugs" are out, in fact, were out long ago, because G.E. incorporates in the 45 KW tested and proved components and design features that have been successful in 1 KW and 12 KW transmitters for UHF!

From the "45" you can get up to 1,000 KW of UHF power *this* year! With an antenna gain of 25 you can obtain a full megawatt of power allowing 11% line loss. G-E engineers reckoned with the

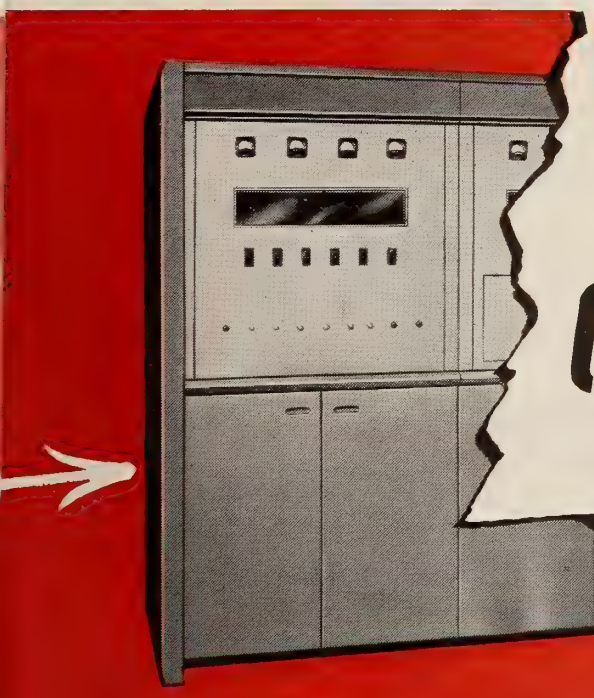
BLOCK DIAGRAM OF 45 KW UHF TRANSMITTER



YOU CAN POSITION THE OVERALL 35' OF EQUIPMENT TO BEST FIT SPACE REQUIREMENTS IN ANY TV OPERATION



UHF POWER IN 1954!



WILK-TV
WILKES BARRE, PA.
GETS THE FIRST ONE!

UHF TRANSMITTER

dollars you've already invested in present 1 KW and 12 KW transmitters throughout the country. As a result the new 45 KW utilizes a cubicle technique. Your present transmitter, whether it is 1 KW or G-E 12 KW for UHF, may be used in part to make up the ten cubicles of the new 45 KW.

The block diagram shows one suggested arrangement of cubicles and components. To save floor space and suit your individual transmitter layout, select from the others illustrated. Or, custom-tailor a cubicle layout to fit your specifications.

EXTERNAL EQUIPMENT:

	Height	Width	Depth	Weight
PLATE TRANSFORMER	90″	59″	59″	5500#
REACTOR	69″	31″	31″	1400#
WATER COOLER	89″	60″	114″	2700#
WATER PUMP	17″	15″	39″	650#
WATER TANK (filled)	33″	33″	33″	1180#
CIRCUIT BREAKER	24″	16″	17″	300#



A FEW IMPORTANT FEATURES OF THE NEW G-E 45 KW FOR UHF TV:

- Standard quality-controlled production tubes and components—including General Electric's proved-in-service Klystron tube.
- In emergency, will operate at reduced power equal to the highest known output of current transmitters.



PHONE... WIRE... or WRITE US TODAY!

Act now if you want this installation in 1954! Your G-E district representative will furnish complete details on this important new transmitter . . . or help in planning your floor layout. Contact him today, or write: *General Electric Company, Section X2104-4, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Landsdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



New Orleans has

746,000 PEOPLE
—Chamber of Commerce figures

11 RADIO STATIONS
—by actual count

—but only ONE

WWL

—according to the mostest of the listeners . . .

It's been that way for 32 years!

REPRESENTED BY THE KATZ AGENCY, INC.

BROADCASTING TELECASTING

October 4, 1954 Vol. 47, No.14

AUTO SALES CAMPAIGNS MEAN $64.5 MILLION TO RADIO-TV

Most car makers are banking on radio and television to deliver a heavy punch in the tough fight that is shaping up. The stakes are heavy: for the newly merged independents—survival; for the Big Three—continued domination of the fabulous U. S. automobile market. This is an exclusive B•T report.

U. S. AUTOMAKERS have budgeted a record $64.5 million for radio and television advertising in anticipation of the toughest sales battle of automotive history.

A bare-knuckle struggle is taking shape. Through mergers, the independents have beefed up their manufacturing and selling operations in an effort to recapture some of the market that has been monopolized by General Motors, Ford and Chrysler—the Big Three. In the first half of 1954 total auto sales were roughly divided this way: General Motors, 49%; Ford, 31%; Chrysler, 14%; all others, 6%. For the newly merged Packard-Studebaker, Kaiser-Willys and American Motors (Nash-Hudson), an increase of that 6% is vital.

Of the Big Three, Chrysler is out to recover ground that it has lost to GM and Ford, which together had 80% of the market in the first half of this year. GM and Ford are out to protect if not enhance their domination.

Almost all companies have gambled huge investments in retooling to come out with new designs and mechanical advances. The new models will start appearing this week, earlier than in the past and with bigger promotion efforts. For the next two months, the U. S. public will be dazzled by a parade of streamlined horsepower such as it has never seen.

In such a business climate, radio and television have been chosen to deliver a heavy punch. Here are B•T estimates of what the motormakers will spend on those two media, in both spot and network, in the 1954-55 season:

General Motors will spend $20.75 million in radio-tv for its combined divisions, including Cadillac ($250,000), Chevrolet ($8 million), Buick ($4 million), Oldsmobile ($4 million) and Pontiac ($3.5 million). General Motors Corp. will spend $1 million in an institutional campaign.

Ford Motor Co. will invest a $16 million radio-tv overall total to exploit Ford ($4 million), Mercury ($5.5 million) and Lincoln ($2 million). The parent company will allocate an additional $4.5 million for supplementary promotion of its line.

Chrysler Corp. will spend $20 million in radio-tv to advertise its entries including Chrysler ($3.5 million), DeSoto ($5 million), Dodge ($3 million) and Plymouth ($3.5 million). The Chrysler Corp. itself will round out the exploitation with a supplemental $5 million.

American Motors, a recent merger of Nash and Hudson, will invest $5 million in radio-tv (Nash, $3 million; Hudson, $2 million).

The new Studebaker-Packard combine will spend $2.7 million in radio-tv, $1.3 million on behalf of Packard and $1.4 million for Studebaker.

Kaiser-Willys to date is slated to expend $100,000 in radio-tv, the entire sum to be devoted to the Kaiser model.

This year's unprecedented radio-tv exploitation by the automotive industry will take every conceivable form ranging from "Spectaculars" through network shows to short-term saturation spots.

The detailed, car-by-car breakdown of advertising allocations follow:

General Motors will make extensive changes in the designs of Chevrolet and Pontiac. Both cars are expected to be lower and longer with wrap-around windshields and visored headlights. Chevrolet's 125 horsepower is expected to be increased to 150 with a V-8 engine.

Chevrolet, which will make its debut in late October, will spend an approximate $8 million in a combined radio-tv campaign. The company plans to start 20-second spots in television five days prior to announcement of the new model, continuing up to two weeks. In radio, Chevrolet will buy a network short-term package similar to a pattern used last year. In

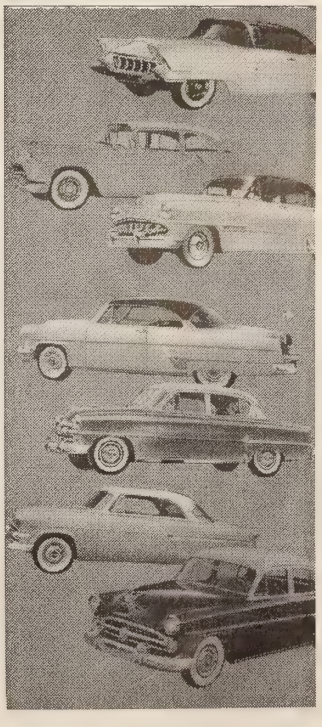


THE AUTOMOTIVE RACE

Here are B•T estimates of the radio-television budget, including spot and network, for each major motormaker in the 1954-55 season.

GENERAL MOTORS	
CORP.*	$1,000,000
Cadillac	250,000
Chevrolet	8,000,000
Buick	4,000,000
Oldsmobile	4,000,000
Pontiac	3,500,000
FORD MOTOR	
CO.*	4,500,000
Ford	4,000,000
Mercury	5,500,000
Lincoln	2,000,000
CHRYSLER	
CORP.*	5,000,000
Chrysler	3,500,000
DeSoto	5,000,000
Dodge	3,000,000
Plymouth	3,500,000
PACKARD-STUDEBAKER	
Packard	1,300,000
Studebaker	1,400,000
AMERICAN MOTORS	
Hudson	2,000,000
Nash	3,000,000
KAISER-WILLYS	
Kaiser	100,000

** Figures for expenditures by parent corporations in addition to expenditures by divisions of the corporation.*





OLDSMOBILE Dealers of Washington, D. C., contract with WTOP there to sponsor the new *Liberace* radio show (Sundays, 10-10:30 p.m.) for 26 weeks. L to r: seated, Lawrence Richardson, WTOP Inc. general services director; Charles A. Olmstead, president of Olmstead Motors and head of the advertising committee, Washington Oldsmobile dealers; standing, Ernest S. Johnston, president, Ernest S. Johnston Adv. Agency, and Arch McDonald Jr., WTOP account executive.

addition the firm will continue to sponsor Dinah Shore twice a week on NBC-TV and NBC Radio. Chevrolet also sponsors *T-Men in Action* on ABC-TV. Campbell-Ewald, New York and Detroit, is the agency.

Pontiac, with a $3.5 million television budget, will display its new model at the end of October, using a host of station identifications and 20-second announcements beginning four days before the unveiling date and continuing a few days after. Additionally, Pontiac will sponsor the *Red Buttons Show* every other week and the *Jack Carson Show*, also alternate weeks, on NBC-TV. MacManus, John & Adams, New York, is the agency.

Buick, Cadillac and Oldsmobile—all with increased engine strengths, and with Cadillac stepping up to 250 horsepower—are expected to introduce their new models about mid-November.

Buick plans to use a television spot campaign, similar to one used last year, starting one week before the announcement date, in more than 170 cities. In addition Buick will use short-term radio network shows, comparable to buys of last year. Buick continues to sponsor the *Milton Berle Show* on NBC-TV. Kudner Agency, New York, is the agency.

Cadillac, with a budget of a quarter of a million dollars, is entering network television for the first time with participations on both *Today* and *Tonight* on NBC-TV to promote its new model. Radio will not be used. MacManus, John & Adams, New York, is the agency.

Oldsmobile, with an allocation of $4 million, will sponsor 13 "Spectaculars" on NBC-TV, Saturday nights, starting with *Lady in the Dark* on Sept. 25 (see review, page 14). The firm will use a radio package—short term—on the ABC Radio network. D. P. Brother, Detroit and New York, is the agency.

Ford Motor Co. expects to reveal restyled Ford and Mercury models with increased power, wrap-around windshields and tubeless tires. Lincoln probably will increase its horsepower to 250.

The Ford Motor Co., as parent operation, will spend almost $4.5 million this year in television. Ford will co-sponsor the Thursday night NBC-TV "Spectaculars" with RCA-Victor and in addition will underwrite the dramatic series, *Ford Theatre*, on NBC-TV. The "Spectaculars" are placed through Kenyon & Eckhardt while the dramatic series is serviced by J. Walter Thompson Co.

Ford models are expected to be put before the public early in November. The Ford dealers who promote cars in radio and television are expected to spend approximately $4 million in a spot campaign similar to that of last year when the announcements were placed on more than 1,700 radio and television stations. Contracts will be from one to four weeks. Ford dealers also use film shows, placed locally during the year. J. W. Thompson Co., New York, is the agency.

The new Mercury model will debut Nov. 14 backed by a $5.5 million television and radio budget. A one-week teaser spot announcement campaign will be launched Nov. 7 on more than 50 radio stations. The one-week schedule will be followed by another campaign to run until the end of the year. Major television cities also will be used for the introductory promotion. Mercury regularly co-sponsors, with Lincoln, *Toast of the Town* on CBS-TV, Sundays. Kenyon & Eckhardt, New York, is the agency.

Lincoln will bring out its 1955 models Nov. 7 with an approximate $2 million campaign, all of it channeled into *Toast of the Town*. Kenyon & Eckhardt is the agency.

Chrysler Corp.'s Dodge, DeSoto and Plymouth reportedly will be "changed from bumper to bumper." They will be longer and lower, with wrap-around windshields.

The expressed goal of the Chrysler Corp. is to capture 20% of the automotive market. The figure represents a sharply increased quota for the organization, whose sales up to last July accounted for about 13.7% of the industry's total.

Chrysler Plans

Chrysler Corp., as parent operation, expects to spend about $5 million in television. Once a month the company will sponsor the "Extravaganza," *Shower of Stars*, on CBS-TV and on intervening weeks will present an hour-long dramatic program in the same time slot, Thursdays, 8:30-9:30 p.m. on CBS-TV. The hour-long series will be carried on more than 130 CBS stations. McCann-Erickson, New York, is the agency.

Chrysler cars, with a $3.5 million radio-tv budget, will break a radio-tv short-term saturation campaign early in November prior to the mid-November unveiling of the new model. Chrysler also sponsors *It's a Great Life*, Tuesdays on NBC-TV. McCann-Erickson, New York, is the agency.

DeSoto, which has an approximate $5 million radio-tv budget, will use a three-week radio-tv saturation announcement campaign in 50 markets and radio minutes and chain breaks in 75 cities to introduce its new model. DeSoto along with Plymouth will continue to sponsor Groucho Marx on NBC-TV and NBC Radio, Thursdays, 8-8:30 p.m. BBDO, New York, is the agency.

Dodge will launch its new models in mid-November, using a seven-week radio spot announcement campaign in 100 markets starting Oct. 25, and an eight-week spot television schedule in 50 markets beginning Oct. 20. Dodge also co-sponsors two television network shows: *Break the Bank* and *Make Room for Daddy*, both on ABC-TV. In radio Dodge underwrites Roy Rogers on NBC Radio.

Plymouth, said to have an approximate $3.5 million budget in television and radio, sponsors *That's My Boy* on CBS-TV. The new models will be promoted on a supplementary radio-tv spot schedule similar to one used last year. In addition, a CBS Radio short-term contract for several network shows will be placed by N. W. Ayer & Son, New York and Philadelphia. Plymouth's agency is BBDO.

Studebaker-Packard, one of the recent mergers, will not be ready to show its new Packard cars until Jan. 1, although the 1955 Studebakers will be revealed Oct. 6.

Packard, with its budget of $1.3 million, will continue to co-sponsor (with Studebaker) the quarter-hour *Packard Program With Martha Wright*, Sundays on ABC-TV. Ruthrauff & Ryan, New York, takes over the Packard account from Maxon on Dec. 15. Plans for the unveiling have not been set.

Studebaker will be the first car out, on Oct. 6. Studebaker Co. sponsors Martha Wright, Sundays, on ABC-TV. In addition it supports quarter-hour news shows on 90 radio stations, year around. Roche, Williams & Cleary, Chicago, is the agency.

Kaiser-Willys, representing another merger of independents, plans to bring out new cars after Feb. 1. Kaiser, which spent about $100,000 last February in radio-tv, is expected to allocate about the same sum to announce the new model. Kaiser uses radio-tv on the local level with programs and spots. William Weintraub, New York, is Kaiser's agency.

Willys has no radio-tv plans at the moment. Ewell & Thurber agency handles Willys.

American Motors Corp. will build both its 1955 Nash and Hudson cars on the same basic body shell and produce them on the same assembly lines to cut tooling costs. The 1955 Nash and Hudson cars are expected to have new engine and mechanical features. Introduction of the new model is scheduled about mid-November to be followed by two others after the first of the year.

Nash cars will spend $3 million for tv-radio promotion using a three-or four-day spot saturation schedule early in November to coincide with the premiere of the 1955 model. In addition Nash and Hudson will participate in sponsorship of *Disneyland* on ABC-TV starting Oct. 27. Geyer Inc., New York, is agency for Nash.

Hudson, whose budget is about $2 million, also plans to use a saturation short-term spot schedule in television. Brook, Smith, French & Dorrance, Detroit is the agency.



ACTIVELY involved in the purchase of Canadian Professional Football schedule over KNBH (TV) Hollywood for 13 weeks are (l to r) James E. Wemple, station account executive; Walter McCreery, president, Walter McCreery Inc., Beverly Hills agency, and Bill Murphy, owner, Murphy Motor Co., sponsor.

TV COMMERCIALS TIPS GIVEN PACIFIC 4A

Researchist Schwerin offers four aids to better sales messages. Campbell-Ewald's Little also speaks at convention.

IN CREATING effective tv commercials, there are essentially no hard-and-fast rules, Horace S. Schwerin, president, Schwerin Research Corp., New York, told the annual meeting of the Pacific Council, American Assn. of Advertising Agencies in Coronado, Calif., last week.

However, after testing the effect of 5,000 commercials on the public at the firm's Avon Theatre, New York, he offered agency men four generalizations which "intelligently and imaginatively followed, can be of help."

1. "Correlate the audio and video. When you are presenting a sales point, be sure you are talking about it at the same time."

2. Demonstrate. "People are far more likely to remember advertiser claims of product performance if they see that performance convincingly demonstrated — in other words, proved."

3. Keep it simple, "both in . . . number of elements it contains and the way it is presented." Mr. Schwerin added that trick devices should generally be avoided. "Properly used, tv special effects can sometimes be very effective, but too often they are used simply for their own sake."

4. Use the right presenter. The performer in the commercial "should be compatible with the product and the sales point," he commented, with the example that a scantily-clad girl can distract from the virtues of a baking powder.

Among other speakers at the convention was Ben Alexander, "officer Frank Smith" of NBC-AM-TV's *Dragnet*.

Creativeness Upheld

Close script supervision by agencies too often results in "gutless, bloodless and easy-going programs of no lasting value," Mr. Alexander said, while commenting on "how talent thinks agencies can do a better job." Agencies must occasionally stand up to their clients to permit the creative end to operate effectively, he continued.

Using his association with Jack Webb as an illustration, Mr. Alexander said agencies would do better to give their programming personnel full responsibility. Cunningham & Walsh, representing Chesterfield cigarettes, do not hover over Mr. Webb and he thus works "10 times as hard," Mr. Alexander observed.

Finally, he warned the agencies that motion picture tv is an entirely different medium, "with nothing to do with radio and little to do with live tv."

Although Henry G. Little, president, Campbell-Ewald Co., Detroit, and a vice chairman, spoke primarily on printed media, he observed that "tv has accomplished wonders in a short period toward sophisticating the masses; programs and presentations on radio-tv are beamed, for the most part, toward an audience of intelligence."

He further commented that "sheer regularity with which most programs appear before the public has much to do with the success of the media (radio-tv). The frequent, consistent and regularly-spaced exposure to the sponsors name and message has reaped a cumulative impact that must have contributed mightily to penetration—and action."

At the convention, the new Pacific region AAAA officers were announced, with A. W. Neally, BBDO, Los Angeles, succeeding Ross Ryder, Ryder & Ingram Ltd., Oakland, as chairman; W. H. Wilde, The McCarty Co., San Francisco, vice chairman; Door Walsh, Hixson & Jorgensen, Los Angeles, secretary-treasurer; governors board—Trevor Evans, Pacific National Advertising, Seattle, president; Wayne Leland, House & Leland, Portland; Robert Miller, Miller, Ogle & Myers Inc., Spokane; Edward Merrill, Young & Rubicam, San Francisco, and Mr. Ryder.

A new convention attendance record was set with nearly 400 registrants.

Advertising Is Basic Means Of Communications—Shelly

ADDRESSING a session of a Survey of Advertising course presented by the Advertising Women of New York, Warner S. Shelly, president of N. W. Ayer & Son, Phila., last week discussed "How the Public Looks at Advertising." Mr. Shelly's lecture was aimed chiefly at novices in the advertising field or at those present who were about to enter the profession.

He outlined the arguments against the value and place of advertising that they might expect to hear. Referring to radio and tv, books, magazines, and telephones, he said that they, like advertising, "are all methods of communication. People like them. They find it inconvenient—and rather dull—to get along without them. That's why people like advertising. The fact that people often don't like, and are not interested in everything that comes along the channel of communication, has nothing to do with the basic fact that people like having the channel available to them."

One of the main justifications of advertising, Mr. Shelly pointed out, is that it is a basic means of communication. He illustrated the public's favorable reaction to certain advertising with figures from Schwerin Research Corp. which reports that as far as tv commercials go, two people out of five rate them good, two more rate them fair and only one out of five rates them poor.

Hazel Bishop Suit Termed 'Baseless' by Toni

WHOLESALE DENIAL of Hazel Bishop's numerous charges was filed Sept. 24 by competitor and defendant, Gillette Co. (Toni Div. —Viv lipstick) in the U. S. District Court for Southern District of New York. Hazel Bishop in the pending $3 million suit had charged Gillette, more particularly Toni, with entering the lipstick trade and competing with Hazel Bishop after having negotiated in good faith for the purchase of latter's know-how, merchandising, promotion, advertising, production methods, etc.

Labeling the Hazel Bishop's suit as "unwarranted and baseless," Gillette, through Harold R. Medina Jr. of Cravath, Swaine & Moore, New York law firm, asked for court judgment to dismiss the Hazel Bishop's complaint and to award Gillette court costs, attorneys' fees, etc. Averring Hazel Bishop "does not enter this court with clean hands," Gillette asserted that the plaintiff was aware of the defendant's plans to enter the lipstick business and that so-called secret methods of production, know-how, merchandising, etc., were well known to the trade. Gillette also charged that it had never entered any agreement with Hazel Bishop to stay out of the lipstick business, and emphasized such pacts are "contrary to public policy and in restraint of trade."



DETAILS of the 17th annual Pacific Council meeting of the American Assn. of Advertising Agencies, in Coronado, Calif., are discussed by (l to r) Norton W. Mogge, president, Mogge-Privett Inc., Los Angeles, and outgoing chairman, Southern California AAAA chapter; Hiram E. Cassidy, executive vice president, The McCarty Co., Los Angeles, and chairman, national AAAA business paper committee, and A. W. Neally, manager, BBDO, Los Angeles, and new chairman, Pacific Coast AAAA Council.

Haynes Rejoins Compton

STORRS HAYNES, radio-tv account executive, McCann-Erickson, New York, has rejoined Compton Adv., New York, as a vice president. Mr. Haynes, who was manager of the radio department through 1948 at Compton, will be associated with Lewis Titterton, vice president and director of radio and tv programming, and will be in charge of the radio and television program department.



Mr. Biow | Mr. Beirn | Mr. Toigo

BIOW Co. on Jan. 1 will become Biow, Beirn & Toigo [AT DEADLINE, Sept. 27], adding to the billing the names of President F. Kenneth Beirn and Vice President John Toigo. The announcement was made by Milton H. Biow, founder and chairman of the board, who said this was the first corporate name change that had been made since the advertising agency was founded 36 years ago.



UNVEILING of the "revolutionary" 1955 Lewyt vacuum cleaner took place on this WTTG (TV) Washington set with WAAM (TV) Baltimore also carrying the first showing of the compact cleaner, said to be capable of "going over anything" and "turning on a dime." On the broadcast were: seated, Joseph M. Zamoiski Jr., president of Joseph M. Zamoiski Co., Washington and Baltimore distributor of the Lewyt machine; standing (l to r): George Griesbauer, WTTG sales manager; Dave Thomas, radio-tv director of Kal, Ehrlich & Merrick advertising agency, and Alex Sheftell, WTTG account executive. Alex Lewyt, president of the vacuum firm, spoke from the New York studios of DuMont's WABD (TV) as part of the 15-minute program, which also included a film showing the new machine in operation.

Hill to Head C&W's New Chicago Office

CUNNINGHAM & WALSH, a leading advertising agency with substantial radio-tv billings, has announced the Oct. 1 opening of a Chicago office, with Ivan Hill, formerly president-owner of his own agency, as executive vice president in charge.

C & W's office is at 49 E. Superior St., former site of Ivan Hill Inc.; the telephone number is Superior 7-3116.

Mr. Hill, a veteran of agency circles for many years and a tv package program specialist, described the move as a "merger" with his own agency, involving an "interchange of stock." He stressed that it would not function as a branch office, but as part of an "integrated operation," with Chicago operating as a servicing organization.

C & W also announced an overall list of 43 clients, many of them heavy radio-tv advertisers and including at least a half-dozen accounts that Mr. Hill brings with him from his own agency. Mr. Hill told B•T that Laurence Foster and Elinor Fahrenholz will serve under him as vice president and radio-tv director, respectively. Both served in similar capacities with Ivan Hill Inc.

The Chicago office will be able to draw on C & W's New York creative personnel in connection with accounts it will service in the Midwest, Mr. Hill reported. He predicted the Chicago office would handle $12-$15 million in billings within five years, with radio-television accounting for perhaps as much as 75%. He declined to reveal the volume of radio-tv his own agency has handled.

Additionally, Mr. Hill revealed that he is closing his Personality Features Inc., a package firm which, until recently, handled such productions as *Creative Cookery* and *Garfield Goose*. He sold both properties this past year and now is "ceasing all activities in tv packaging," he reported.

Among the accounts Mr. Hill brings with him are James H. Black Co., (Duncan Hines Salad Dressing), Ivo Inc. (insect repellent), Kitchens of Sara Lee (coffee cake, pound cake), Kraml Dairy (milk products), Monark Silver King (bicycles and lawnmowers), and Paraffined Carton Assn.

Cunningham & Walsh services Cliquot Club (ginger ale, soft drinks), Colgate-Palmolive (Super Suds), Decca Records Inc., Liggett & Myers Tobacco Co. (Chesterfield, Fatima, L & M cigarettes), Lentheric (perfumes, toiletries), Narragansett Brewing Co. (beer, ale), Pan-American Coffee Bureau, Polariod Corp. (3-D viewers), E. R. Squibb & Sons (pharmaceuticals), Sunshine Biscuits Inc., Texas Co. (Texaco gasoline), United World Films, Universal Pictures and Western Electric Co., among others.

The new Chicago office held a reception for top-level tv station executives and other media representatives last Thursday in connection with its official opening.

Daisley Opens Agency

TOM DAISLEY, sales manager of WIS-TV Columbia, S. C., for the past 18 months, has resigned to open Tom Daisley Advertising, new agency in Columbia. Before becoming sales head of WIS-TV, Mr. Daisley was formerly sports announcer and sales representative for WIS (am) and previously was sports director of WNOK Columbia. Address of Tom Daisley Advertising is 1508 Lady St.



MR. DAISLEY

SPOT NEW BUSINESS

Durkee-Mower Inc. (Marshmallow Fluff), Lynn, Mass., will conduct radio spot announcement campaign in selected markets, effective tomorrow (Tues.). Agency: Harry M. Frost Co., Boston.

Geo. W. Helme Co. (Viking Snuff), N. Y., placing one-minute radio spots for 13 weeks on sports programs on seven Minneapolis and one Wisconsin station, effective today (Mon.). Agency: Conklin-Mann & Son, N. Y.

Sparks-Withington Co. (Sparton tv sets), Jackson, Mich., placing radio spot campaign for 10 weeks in 10 Midwest markets, effective Oct. 10. Agency: David J. Mahoney Inc., N. Y.

Western Harness Racing Assn., Hollywood, starts one to four week spot announcement campaign on seven radio and two tv stations in L. A. market to promote fall race meet at Santa Anita, Calif., effective Oct. 11. Agency: Frank Bull & Co., L. A.

NETWORK NEW BUSINESS

Speedway Petroleum Corp., Detroit, signed as eighth sponsor of DuMont Tv's professional football schedule. Agency: W. V. Doner & Co., same city.

A. C. Gilbert Co., N. Y., to sponsor 22 five-minute *Gilbert Week-End News* broadcasts Dec. 4-19 (ABC Radio, Sat.-Sun.).

AC Spark Plug Div., Flint, Mich., General Motors Corp., Detroit, and **Lever Bros. Co.** (Rinso Blue Detergent, Good Luck Margarine, Lifebuoy Health Soap), N. Y., will alternately sponsor NBC-TV *Big Town,* effective Oct. 6. Agencies: D. P. Brother & Co., Detroit (AC Spark Plug), Ogilvy, Benson & Mather, N. Y. (Good Luck, Rinso Blue Detergent), and Sullivan, Stauffer, Colwell & Bayles Inc., N. Y. (Lifebuoy).

NETWORK RENEWALS

Bekins Van & Storage Co., L. A., renews weekly half-hour *Hollywood Music Hall* on 22 Columbia Pacific Radio Network stations for 52 weeks, effective Oct. 17. Agency: Brooks Adv. Agency, same city.

Radio Church of God, Hollywood, renews *The World Tomorrow* (ABC Radio, Sun., 11-11:30 a.m. EST) for 52 weeks, effective Oct. 24. Agency: Huntington Parmelee Adv., Beverly Hills, Calif.

AGENCY APPOINTMENTS

Thomas Herbert Enterprises (Albi home permanent curlers), Hollywood, **Lindy Pen Co.,** L. A., **Puro Water Co.,** same city, **Cyril's Wilshire Women's Apparel,** that city, **Music Masters** (records), same city, **Tyler Mfg. Co.** (Spyral saw blades and Tyler magic saw kits), Inglewood, Calif., and **Republic Construction Co.** (Freedom Homes), Costa Mesa, Calif., appoint Mike Gold Agency, Beverly Hills, Calif., with Mr. Gold as account executive. Radio-tv being used.

Ham Pat Mold Co. (Ham-Pat kitchen utensil), N. Y., appoints Jackson & Delaney, same city. Tv will be used.

Harian Publishing Co. (travel books), Greenlawn, N. Y., appoints Metropolitan Adv. Co., same city, with H. D. Adair as account executive. Radio spots are planned throughout country.

A&A PEOPLE

George Balterman, account executive, **Lawrence Wisser,** copy executive, and **Frederick Widlicka,** art director, Storm & Klein Inc., N. Y., elected vice presidents.

William H. Lang, director, Theodore Hamm Brewing Co., St. Paul, Minn., elected to board of directors, General Mills Inc., Minneapolis.

William F. Smith, production control manager and purchasing agent, Torsion Balance Co., Clifton, N. J., to Mycalex Corp. of America, same city, as purchasing agent.

William E. McElwain, rewriter, *Pittsburgh Sun-Telegraph,* to public relations dept., Ketchum, MacLeod & Grove Inc., same city, as account executive.

Reginald W. Twiggs, formerly account executive, Meldrum & Fewsmith Inc., Cleveland, to Erwin, Wasey & Co., L. A., in same capacity; **Earl W. Timmons Jr.,** former research director and partner, Market Research Assoc., L. A., to agency as assistant research director.

James L. Gould, formerly sales engineer, E. F. Hauserman Co., Cleveland, to Hutchins Adv. Co., Rochester, N. Y., as assistant account executive.

Peter D. Murphy, program director, KFSD San Diego, to newly-formed creative dept., Dan Lawrence Co., same city, as director.

Richard D. O'Keef, formerly vice president, Simmonds & Simmonds Inc., Chicago, and **Dominic J. Bay,** formerly with Kroger Co. (grocery products), Cincinnati, to Henri, Hurst & McDonald, Chicago, as merchandising directors.

Michael O'Connor appointed merchandising director, Tatham-Laird Inc., Chicago.

Walter Sternberg, formerly vice president, American Airlines Inc., N. Y., to Grant Adv. Inc., Chicago, as airline consultant, headquartered in Miami; **John N. O'Reilly,** to Chicago office as public relations director.

Byron Reynolds, formerly with Willard G. Gregory & Co., L. A., to Charles Bowes Adv., same City, as art and production director.

Edmund Steeves, central div. manager, United Press, appointed in charge of news relations, General Motors Corp., New York office.

Willard C. Mackey appointed product manager, Gaines div. (Kankakee, Ill.), General Foods Corp., White Plains, N. Y.

Gerald F. Ford, radio-tv producer, Cecil & Presbrey Inc., N. Y., to Hicks & Greist Inc., same city, as executive radio-tv producer; **Ben G. Allen,** copywriter, Kieswetter, Baker, Hagedorn & Smith Inc., N. Y., to agency as senior copywriter.

Frank L. Orth, formerly assistant sales manager, Columbia Pacific Radio Network, Hollywood, to Campbell-Ewald Co., Detroit, as assistant director, radio-tv department.

Tye Robinson, producer, appointed associate producer, Perrin-Paus Co., New York office.

Emrich Nicholson, formerly art director, Universal-International Pictures, Hollywood, to Leo Burnett Co., same city, in similar capacity.

Allen Ducovny, executive producer, Rockhill Productions Inc., N. Y., to radio-tv dept., D'Arcy Adv. Co., same city, as producer.

Nina M. Flinn, formerly with Scheideler, Beck & Werner Inc., N. Y., to Doyle Dane Bernbach Inc., same city, as timebuyer.

Larry Lewin, formerly with KTLA (TV) Los Angeles, to Mayer Co., same city, as radio-tv program consultant.

Richard L. Olanoff to radio-tv staff, Aitkin-Kynett Co., Phila.; **Don Jillson,** formerly with Richard A. Foley Adv. Agency Inc., Phila., to copy staff, Aitkin-Kynett.

Scott Richards, formerly in charge of radio-tv commercials, Barnes Adv. Agency Inc., Milwaukee, to copy staff, Waldie & Briggs Inc., Chicago.

Donald H. Grady, radio-tv copy staff, BBDO Inc., N. Y., to Kudner Agency Inc., same city, as tv copywriter.

T. Peirce Hunter, formerly with Lewis & Gilman Inc., Phila., to public relations staff, Gray & Rogers, same city.

UM&M TO HANDLE MPTV FILMS LOCALLY

MPTV President Fox says that its own sales effort in other than top markets did not contribute balanced return.

IN A MOVE designed to attain maximum distribution at a cost commensurate with overall expenditures, Matthew Fox, chairman of the board of Motion Pictures for Television Inc., announced in New York last week that a 10-year production-distribution contract has been signed with the newly organized UM&M Corp. under which the latter firm will serve as subdistributors for MPTV's film syndication shows exclusively for local and regional sales.

UM&M Corp. is an amalgamation of three firms currently in operation—Motion Picture Advertising Service Inc., New Orleans, of which Carl J. Mabry is president; United Film Service Inc., Kansas City, Mo., of which W. Hardy Hendran Jr. is president; and Minot Tv Inc., New York, headed by Charles M. Amory, president. The first two companies have been producing, selling and distributing commercial trailers for theatrical showings for more than 30 years, while Minot Tv is an independent tv film distribution firm.

185 to Handle

Under the terms of the agreement, UM&M sales force of about 185 men will devote itself to regional and local sale of MPTV film syndication shows, along with sales activity on behalf of the other component organizations. Mr. Fox expressed the belief that the sales force would spend "most" of its time on MPTV business. Network and national spot sale of syndicated films, Mr. Fox said, will be handled by MPTV's own sales crew.

This approach to sale of syndicated tv film programs, Mr. Fox said, is bound to become a pattern for the industry. He explained the move was dictated by several considerations, principally a realization that time and effort expended by salesmen in markets other than the top 40 or 50 in the country did not contribute a financial return commensurate with the investment in the sales effort. Another factor, Mr. Fox said, was that proper concentration of sales activity could not be attained under the old set-up "unless an army of salesmen was hired."

The contract provides for MPTV to handle sales on a national basis while UM&M concentrates in other markets and assumes sales responsibility on re-runs.

UM&M's sales crew is directed by 20 district managers. Mr. Fox revealed that television supervisors will be added immediately to UM&M's sales staff and an additional 50 salesmen will be hired by December. In reply to a question, Mr. Fox said that salesmen in MPTV's film syndication division will be given the opportunity to take positions as UM&M supervisors or be assigned to other positions within MPTV.

Madden Directs

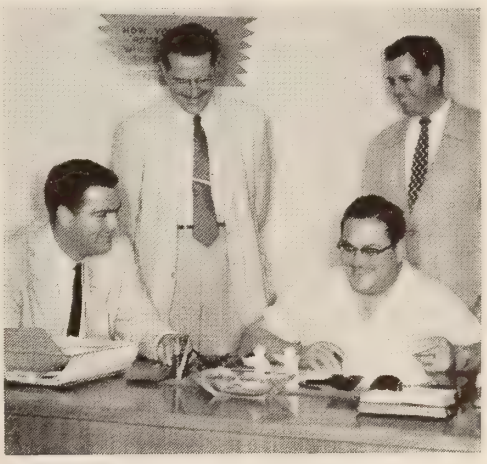
Edward D. Madden, vice president and general manager of MPTV, will direct and coordinate the entire operations, serving particularly as overseer on price structure for programs in markets throughout the country.

UM&M will be paid a certain percentage based on gross receipts, Mr. Fox said.

"The agreement also stipulates that MPTV will produce at least five new tv film series a year, some of which may be new versions of current properties. The eight tv filmed properties which will be syndicated locally and regionally by UM&M include *Duffy's Tavern, Janet Dean, Registered Nurse, Drew Pearson, Flash Gordon, Junior Science, Tim McCoy, Sherlock Holmes* and *Paris Precinct.*

In reply to a question, Mr. Fox denied reports that MPTV is "going out of business" or is seeking outside financing. He described the condition of the organization as "healthy" and emphasized this by stating that the company, up to now, has not had to go "outside for working capital." He noted that MPTV has no financial investment in UM&M Corp., or vice versa.

Mr. Fox replied to another query by saying he had no plans to reorganize MPTV's library department—composed of feature-length films, westerns and serials produced for theatrical use —along the new lines of the film syndication division. He explained that the financial return to the company on a sale of a block of library films to a station over a period of years is sufficiently large to dictate servicing by MPTV's own staff.



FIRST FILM PURCHASE of KVDO-TV Corpus Christi, Tex., which calls for the complete package of NBC Film Division series, gets approval of (l to r) Richard Baldwin, NBC Film Division salesman; L. W. Smith, general manager of KVDO-TV; Gabriel Lozano, president of licensee Coastal Bend Television Co., and Gene Tinsley, KVDO-TV sales manager. Making up the package were the following: *Badge 714; Captured; Weekly News Review; Dangerous Assignment; Film Features; Hopalong Cassidy; Inner Sanctum; Life of Reilly; Lilli Palmer; Paragon Playhouse; Victory at Sea; The Visitor,* and *Watch the World.*

Guild Enters Daytime Tv With 'It's Fun to Reduce'

PLANS were announced last week by Guild Films Co., New York, to enter the daytime television field with production of a five-times-a-week, 15-minute show, *It's Fun to Reduce,* which will combine hints on diet and exercise with an entertainment format.

Production on the show will start in about two weeks, according to Reub Kaufman, president of Guild. It is expected to be available to stations and sponsors early in November. Mr. Kaufman said the show currently is carried "live" over WDTV (TV) Pittsburgh.



GOING OVER merchandise and promotion plans for United Television Programs Inc.'s *Waterfront series,* which began Sept. 28 over WABD (TV) New York at 7:30 p.m., are (l to r) Norman Knight, then general manager of WABD who resigned to manage another station, Aaron Beckwith, vice president of UTP, and Hank Humphrey, WABD film buyer. V. LaRosa & Sons Inc. (macaroni products) sponsors the WABD series. *Waterfront* is WABD's fifth purchase within the last three months and the 11th show distributed by UTP running currently in the New York market.

Tucson Producer-Distributor Faces Fraud Charges Tuesday

TRIAL of Seth Tom Bailey, 60-year-old Tucson tv film producer and distributor, on 13 criminal charges of fraud involving investments of $170,500 in a film distribution operation, is scheduled to begin tomorrow (Tuesday).

Mr. Bailey, president of Tom Bailey Productions Inc., Tucson tv film production and distribution firm, is to appear before Judge Robert S. Tullar in Tucson Superior Court No. 3 to answer the Tucson sheriff's charges of obtaining money by false pretense, writing bogus checks and issuing checks on insufficient funds.

A former newspaperman and magazine writer and a Tucson resident of 14 years, Mr. Bailey was arrested last June after complaints by several people. Later, he was released on $10,000 bond.

Besides the criminal charges, the Tucson sheriff's office said at the time Mr. Bailey was arrested that $90,355 in civil suits had been lodged against him and total claims would involve some 50 persons and $400,000 to $1 million.

According to County Attorney Morris K. Udall, Mr. Bailey is said to have promised prospective investors up to 20% in returns for investments of four to eight months and in other instances borrowed sums of $5,000 promising a profit of $1,000.

These returns were to have been realized from Mr. Bailey's purchase of films in Hollywood and their sale in New York for television.

Some of the investors got back 20% profits and recommended investments to others, according to Norman Horwitz, head of the Tucson Better Business Bureau. Mr. Bailey thus built up his credit reputation in Tucson, Mr. Horwitz said.

Apparently not involved in any of the charges against Mr. Bailey were a series of half-hour television films begun by Mr. Bailey in 1947. Of this series, *Rawhide Riley* starring Richard Arlen, only one pilot film was completed in 1951, with five others not edited nor synchronized for sound, it was said.

ZIV TV TO DOUBLE FILM PRODUCTION

Sales growth has prompted firm to plan six new shows, raising number of filmed programs to 13.

PLANS of Ziv Television to double its production of television films in the near future were disclosed last week by John L. Sinn, president of Ziv Television Programs, following his return to New York from conferences and production sessions with company officials in Los Angeles.

Mr. Sinn said "the rapid sales growth experienced by Ziv over the past 18 months prompted the company to double its production schedule," and added:

"In addition to *Eddie Cantor Comedy Theatre, Meet Corliss Archer, Favorite Story, Cisco Kid, Mr. District Attorney, I Led Three Lives* and other films now being produced, we are working out plans for six new shows to bring up production to a total of 13 programs. These new shows will cover all phases of the entertainment field. Among the programs we are planning are revues, musical comedies, situation comedies and panel shows."

During the past 18 months, Mr. Sinn reported, Ziv's gross sales volume has increased 68%. He attributed this upswing in business to "a trend among advertisers to buy Ziv tv films rather than network shows because of the high quality of the company's programs."

Mr. Sinn also stated that all new Ziv films are being planned with formats that will lend themselves to color. He said that although shooting films in color adds hundreds of thousands of dollars to the production budget, Ziv is assured of a residual income from color films in stock. For the past five years, all Ziv films have been produced in color, Mr. Sinn noted.

'Three Lives' Renewals High; Series Now in 187 Markets

RENEWALS have been signed for the second year's series of *I Led Three Lives* in almost all of the 137 cities on the original list of markets, it was announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Television Programs.

Mr. Rifkin said that many sponsors had renewed for another year as long as eight months before the first contract expired. Total of 187 markets are carrying the program, he added.

Among the larger renewal orders, according to Mr. Rifkin, was that of Phillips Petroleum, which carried the first year series in 26 markets and has now expanded to 37. Mr. Rifkin considered it "significant" that Pfeiffer Brewing Co., Detroit, which had not presented the first year's series, placed orders for Toledo, Detroit, South Bend and Elkhart, Ind., several months before the show became available.

FILM SALES

Louis Weiss & Co., L. A., announces sale of 52 westerns with multiple run rights to KBTV (TV) Denver; same westerns with two-run rights over one-year period to WUSN-TV Charleston, S. C., along with 26 *Craig Kennedy Criminologist* with same rights, which also goes to WJBF-TV Augusta; *The Clutching Hand* serial to WLWC (TV) Columbus, Ohio, for single run; 38 westerns with three-run rights over 18 months to KCMO-TV Kansas City, Mo.; 15 animated cartoons to WBBM-TV Chicago, and over 100 slapstick comedies to WABC-TV New York and WBKB (TV) Chicago.

MCA Tv Ltd., N. Y., has sold *Guy Lombardo and his Royal Canadians* to Iron City Brewing Co., Pittsburgh, for showing in that city, Altoona, Pa., Wheeling, W. Va., Johnstown, Pa., and Steubenville, Ohio. Firm also announces *Touchdown* film series has been sold in 73 markets including New York, Los Angeles, Dallas, San Francisco, Boston, Atlanta, Seattle, Houston and Milwaukee.

NBC-TV Film Div., N. Y., announces sales of *Badge 714* have reached 172 total markets. Other total markets reached by new sales: *Dangerous Assignment,* 174; *Hopalong Cassidy,* 142; *Captured,* 123; *Victory at Sea,* 117; *Inner Sanctum,* 105; *The Adventures of the Falcon,* 34.

National Television Films, Charlotte, N. C., announces sale of *Lash of the West,* 39 quarter-hour western program package, to KNXT (TV) Los Angeles, WMCT (TV) Memphis, Tenn., KOTV (TV) Tulsa, Okla., and KOVR (TV) Stockton, Calif.

FILM PRODUCTION

Official Films Inc., N. Y., has produced *Time For Tune-O,* half-hour "musical bingo" series for local and regional distribution.

Revue Productions, North Hollywood, is shooting "High Green Wall," "The Man Who Liked Dickens," "The Road to Edinburgh," "Clown," "The Face Is Familiar," "The White Steed" and "The Martyr" for CBS-TV *General Electric Theatre.*

Mercury-International Pictures Inc., Hollywood, is shooting *Tim McCoy* and *Margaret Whiting Show* and is making series of 12 spot tv film commercials for International Harvester Co., Chicago, through Leo Burnett Co., same city; upcoming is *Tin Pan Sally.* Firm also reports now shooting tv film commercials in both black-and-white and color.

European Television Corp., Ruhleben, West Germany, reports completion of its first color tv film, "Rainbow After the Rain," slated for distribution in American markets and to later be dubbed into French, German, Italian and Spanish.

FILM PEOPLE

Paul Miles to Television Programs of America Inc., N. Y., as account executive; **Charles W. Goit,** Ziv Television Programs Inc., N. Y., to TPA as account executive.

Walter Goetz, formerly with 20th Century-Fox, L. A., to Don Fedderson Productions, Beverly Hills, Calif., as story editor and associate producer on upcoming *The Millionaire* tv film series.

Doc Merman, production manager, Gross-Krasne Inc., Hollywood, signed to new contract to continue in same capacity on *Lone Wolf,* NBC-TV *Big Town,* all commercial films production and upcoming *O. Henry Playhouse* series.

William D. Russell, director, first 12 CBS-TV *Father Knows Best* films, signed by Eugene B. Rodney, producer, and Screen Gems Inc., Hollywood, to direct next 13.

David Savitt, camera dept. chief, Kling Film Enterprises Inc., Chicago, elected member, American Society of Cinematographers.

BIG MIKE the Hybrid Corn Producer



Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

Hybrid Corn! That's the answer you'll probably get, says Big Mike, if you ask any corn belt farmer what is the greatest development of the past century.

Agronomists figure hybrids have increased corn yields on the average of 20 per cent . . . representing many millions of dollars annually. Much of the advance research and development of hybrid corn was done in the Big Mike-KFAB area — the greatest corn producing area in the world. Today, virtually all of the corn produced is hybrid, and Nebraska alone boasts a 10-year average yield of 226 million bushels. KFAB has helped tell the hybrid corn story to farmers in this area. It's a selling tool recognized by the hybrid corn producers themselves . . . MORE OF THEM USE KFAB TO TELL THEIR STORY THAN ANY OTHER STATION. To sell hybrid seed corn — any product for that matter — get the facts on KFAB-Big Mike success stories. Free and Peters can tell you, likewise Harry Burke, General Manager.

THE MIDWEST-EMPIRE STATION

1110 K.C. **KFAB** 50,000 WATTS OMAHA CBS RADIO

TOP NETWORK TIME PURCHASERS IN JUNE: P&G, $3.2 MILLION; C-P, $1.6 MILLION

PIB statistics, for both radio and tv networks, also disclose that P&G bought approximately 31% more in June of 1954 than during June of last year. C-P was up 16%.

TWO of the top advertisers in network radio and tv bought a combined total of more than $4.8 million in network time during June, according to computations based on Publishers Information Bureau records of network advertising revenue.

Each of the advertisers is over the million dollar figure—Procter & Gamble Co. with June 1954 total network expenditures over $3 million and Colgate-Palmolive Co. with its total more than $1.5 million.

Both companies in June were in the radio and tv top ten listings of network advertisers, spending more in tv than they did last year. P & G also increased its radio expenditures while C-P slumped only slightly in radio.

P & G, which led in the June listings again this year in both media, purchased approximately 31% more time for combined network radio-tv at gross rates in June 1954 as compared to its expenditures for that month last year. C-P spent some 16% more.

June Gross Up

Gross tv network time sales for June 1954 climbed nearly $7½ million above the total for June of last year; in radio, sales dipped more than $2 million.

Miles Labs again was second in the June 1954 listing of top ten radio advertisers, while P & G, C-P, R. J. Reynolds Tobacco Co. and General Motors remained the top four in that order in the tv listing in June this year compared to June of last year. All the advertisers placing in the top ten for network tv in the corresponding months in both years, spent more in June 1954 for tv. In radio, the repeating top advertisers spent less, except for Gillette whose radio time purchase in June 1954 was above that spent for the period last year.

Except for R. J. Reynolds and American Home Products, the top ten in radio were the same advertisers which also led in June 1953. New to the leading radio advertiser list were General Mills and P. Lorillard Co. Three advertisers on the tv listing last year—Ford Motor Co., Liggett & Myers and Lever Bros.—did not appear in the month's leaders this year. They were replaced by General Electric, Chrysler Corp. and P. Lorillard.

Top Ten Radio Network Advertisers In June, 1954

1.	Procter & Gamble Co.	$1,131,937
2.	Miles Labs	531,821
3.	Gillette Co.	490,975
4.	Colgate-Palmolive Co.	486,320
5.	Lever Brothers Co.	379,899
6.	General Foods Corp.	355,500
7.	Sterling Drug	338,529
8.	General Mills	324,518
9.	P. Lorillard Co.	265,778
10.	Liggett & Myers Tobacco Co.	201,588

Leading Radio Network Advertisers By Each Product Group During June, 1954

Agriculture & Farming		Allis-Chalmers Mfg. Co.	$ 34,423
Automotive, Auto. Equip. & Access.		Kaiser Motors Corp.	198,505
Beer, Wine & Liquor		Anheuser-Busch Inc.	153,451
Building Materials		Admiral Corp.	121,200
Confectionery & Soft Drinks		Wm. Wrigley Jr. Co.	143,055
Consumer Services		Am. Tel. & Tel. Co.	62,741
Drugs & Remedies		Miles Labs	531,821
Food & Food Products		General Foods Corp.	355,500
Gasoline, Lubricants & Other Fuels		Standard Oil Co. of Ind.	106,317
Household Equipment & Supplies		Philco Corp.	77,373
Insurance		Prudential Ins. Co. of America	68,608
Jewelry, Optical Goods & Cameras		Gruen Watch Co.	24,150
Office Equip., Stationery & Writing Supplies		Minnesota Mining & Mfg. Co.	67,804
Political		Yorty for U. S. Senator Campagn Comm.	302
Publishing & Media		First Church of Christ Scientist	17,790
Radios, Tv Sets, Phonographs, Musical Instruments & Access.		RCA	63,660
Smoking Materials		P. Lorillard Co.	265,778
Soaps, Cleansers & Polishes		Procter & Gamble Co.	705,804
Toiletries & Toilet Goods		Gillette Co.	490,975
Transportation & Resorts		Assn. of American Railroads	47,413
Miscellaneous		A F of L	113,414

Top Ten Tv Network Advertisers In June, 1954

1.	Procter & Gamble Co.	$2,061,556
2.	Colgate-Palmolive Co.	1,148,055
3.	R. J. Reynolds Tobacco Co.	949,326
4.	General Motors Corp.	798,960
5.	American Tobacco Co.	782,947
6.	Gillette Co.	754,685
7.	General Foods Corp.	733,424
8.	General Electric Co.	609,906
9.	Chrysler Corp.	595,641
10.	P. Lorillard Co.	568,938

Leading Tv Network Advertisers By Each Product Group During June, 1954

Agriculture & Farming		Monsanto Chemical	$ 3,752
Apparel, Footwear & Access.		U. S. Rubber Co.	49,290
Automotive, Auto. Equip. & Access.		General Motors Corp.	641,445
Beer, Wine & Liquor		Pabst Brewing Co.	277,300
Building Materials		Fedders-Quigan Corp.	66,480
Confectionery & Soft Drinks		Coca-Cola Co.	205,344
Consumer Services		Electric Co.'s Adv. Program	72,642
Drugs & Remedies		American Home Products Corp.	337,033
Food & Food Products		General Foods Corp.	733,424
Gasoline, Lubricants & Other Fuels		Gulf Oil Corp.	127,842
Household Equipment		General Electric Co.	524,630
Household Furnishings		Simmons Co.	51,849
Industrial Materials		Reynolds Metals Co.	133,908
Insurance		Prudential Ins. Co. of America	82,452
Jewelry, Optical Goods & Cameras		Speidel Corp.	74,664
Office Equipment, Stationery & Writing Supplies		Hallmark Cards	128,676
Publishing & Media		Crowell-Collier Pub. Co.	7,260
Radios, Tv Sets, Phonographs, Musical Instruments & Access.		Philco Corp.	220,700
Smoking Materials		R. J. Reynolds Tobacco Co.	949,326
Soaps, Cleansers & Polishes		Procter & Gamble Co.	1,965,136
Sporting Goods & Toys		U. S. Rubber Co.	13,602
Toiletries & Toilet Goods		Colgate-Palmolive Co.	922,038
Transportation & Resorts		Pan American World Airways	38,370
Miscellaneous		Quaker Oats Co.	92,102

Gross Radio Network Time Sales by Product Groups for June and First Six Months of 1954 Compared to 1953

	June 1954	Jan.-June 1954	June 1953	Jan.-June 1953
Agriculture & Farming	$ 41,254	$ 482,961	$ 80,615	$ 620,661
Apparel, Footwear & Access.	—	338,492	39,977	579,195
Automotive, Auto. Access. & Equipment	668,532	5,028,638	557,308	3,091,972
Beer, Wine & Liquor	322,262	1,584,160	127,244	900,582
Building Materials	236,416	946,451	89,984	445,767
Confectionery & Soft Drinks	204,560	1,296,547	300,210	1,549,945
Consumer Services	110,386	688,413	243,375	1,330,212
Drugs & Remedies	1,430,672	9,906,242	1,730,913	11,286,996
Food & Food Products	2,143,615	15,121,339	2,745,746	18,896,258
Gasoline, Lubricants & Other Fuels	311,083	2,806,399	385,562	2,468,469
Horticulture	—	124,643	—	107,324
Household Equipment & Supplies	289,460	2,032,009	656,734	3,677,887
Household Furnishings	—	224,901	153,946	1,099,148
Industrial Materials	—	386,167	25,032	733,827
Insurance	180,214	1,152,927	171,357	991,744
Jewelry, Optical Goods & Cameras	61,482	738,637	48,116	511,382
Office Equipment, Stationery & Writing Materials	101,539	693,220	—	366,312
Political	302	302	—	—
Publishing & Media	33,555	384,357	21,030	115,326
Radios, TV Sets, Phonographs, Musical Instruments & Access.	126,309	1,041,252	147,576	1,113,192
Retail Stores & Direct by Mail	—	—	1,236	7,725
Smoking Materials	708,701	5,799,592	1,370,346	8,255,140
Soaps, Cleansers & Polishers	1,193,688	7,783,591	1,363,100	7,565,102
Sporting Goods & Toys	—	294	—	—
Toiletries & Toilet Goods	1,757,516	10,826,677	2,331,463	13,762,514
Transportation & Resorts	55,746	614,399	79,241	411,622
Miscellaneous	761,153	4,401,163	447,667	2,654,112
TOTAL	$10,738,445	$74,503,773	$13,117,778	$82,542,414

Source: Publishers Information Bureau

Gross Tv Network Time Sales by Product Groups for June and First Six Months of 1954 Compared to 1953

	June 1954	Jan.-June 1954	June 1953	Jan.-June 1953
Agriculture & Farming	$ 3,572	$ 77,964	$ 4,303	$ 4,303
Apparel, Footwear & Access.	147,535	1,693,274	103,857	1,345,477
Automotive, Auto. Access. & Equipment	2,267,912	13,712,029	1,922,008	8,995,155
Beer, Wine & Liquor	569,509	3,395,757	343,919	2,372,321
Building Materials	162,564	832,882	10,500	136,655
Confectionery & Soft Drinks	347,544	3,409,158	332,981	2,935,893
Consumer Services	72,642	454,805	52,554	367,590
Drugs & Remedies	1,162,714	6,760,628	593,596	4,553,494
Food & Food Products	5,008,693	29,864,959	3,321,057	18,918,013
Gasoline, Lubricants & Other Fuels	195,442	1,558,806	220,770	1,636,902
Horticulture	—	23,406	3,045	6,113
Household Equipment & Supplies	1,926,847	12,891,969	1,367,575	8,898,197
Household Furnishings	213,500	2,269,311	61,059	1,481,895
Industrial Materials	519,929	3,139,566	313,659	2,383,628
Insurance	127,379	902,956	45,810	628,912
Jewelry, Optical Goods & Cameras	222,763	1,476,077	260,757	1,493,808
Office Equipment, Stationery & Writing Materials	432,295	2,414,243	125,567	693,771
Publishing & Media	10,890	80,478	—	172,673
Radios, TV Sets, Phonographs, Musical Instruments & Access.	562,759	4,425,975	228,694	1,787,797
Retail Stores & Direct by Mail	—	42,345	—	23,175
Smoking Materials	3,441,948	20,683,112	2,707,380	16,912,300
Soaps, Cleansers & Polishers	2,882,259	16,774,825	1,788,963	10,597,862
Sporting Goods & Toys	13,602	42,502	36,685	51,723
Toiletries & Toilet Goods	3,902,731	21,024,047	2,968,544	16,708,696
Transportation & Resorts	38,370	599,420	—	222,774
Miscellaneous	193,724	1,430,975	166,291	1,174,719
TOTAL	$24,507,123	$149,984,469	$17,049,574	$104,503,846

Source: Publishers Information Bureau

NEW

WPTZ

FALL PROGRAMMING GETS THE BIG AUDIENCE EARLY

. . . HOLDS IT ALL EVENING!

Just look at this daily all-star line-up

5:00 p.m. "PINKY LEE"—Network kiddies' show that beats competition in Philadelphia by more each rating period.

5:30 p.m. "HOWDY DOODY"—Tops year after year—always holds major share of audience in this time period.

6:00 p.m. "FRONTIER PLAYHOUSE"—Now features films *made* for television—"Wild Bill Hickok," "Range Rider," "Kit Carson."

6:30 p.m. "AWARD THEATRE"—WPTZ's new top feature films.

7:25 p.m. LATEST NEWS—Features Taylor Grant, the newsmen's newsman.

7:30 p.m. NBC PROGRAMS—Tony Martin, Dinah Shore, Eddie Fisher—all top-flight shows.

Keystone of this great new audience-building strip is "Award Theatre," an exciting series of skillfully edited movies . . . featuring the finest films available in television. "Frontier Playhouse" has always been one of television's top attractions and "Award Theatre" which now follows will deliver even bigger audiences.

"Award Theatre" is designed to hold the high number of sets-tuned-in by the junior citizens for "Pinky Lee" and "Howdy Doody," plus the large adult following that regularly watches "Frontier Playhouse" (more than 50% adult viewership!). Advertisers have the advantage of purchasing participations adjacent to TV's choice A time at almost ½ the cost.

Among the many stars who will appear on "Award Theatre" are: David Farrer, Douglas Fairbanks, Jr., Anna Lee, Susan Hayward, Barry Fitzgerald, Louis Hayward, Lucille Ball, Kirk Douglas, Bing Crosby, Charles Coburn, Valerie Hobson, Gregory Peck, Bette Davis, Ronald Coleman, Celeste Holm, Charles Laughton, James Stewart.

This new early evening line-up is another example of the audience-building programming that continues to make WPTZ your best buy—by far—in Philadelphia television.

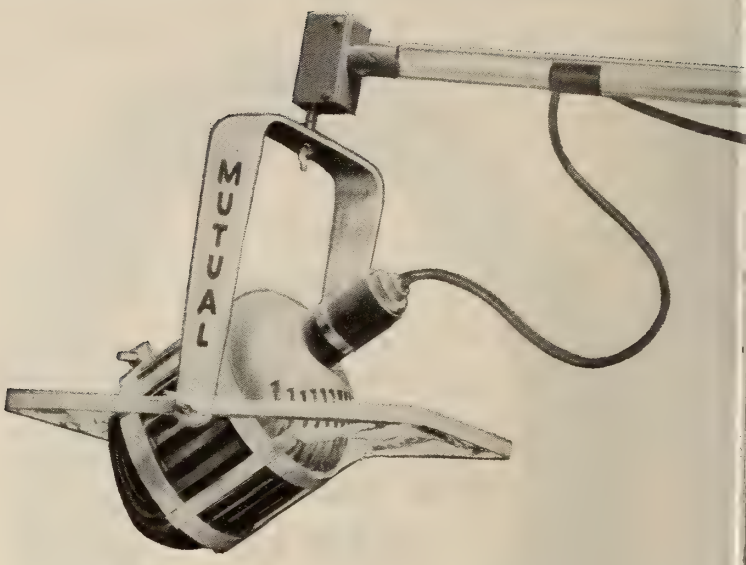
For availabilities call Alexander W. Dannenbaum, Jr., WPTZ Commercial Manager, at LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ first in television in Philadelphia
CHANNEL 3

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ • KYW, *Philadelphia;* WBZ-WBZA • WBZ-TV, *Boston;* KDKA, *Pittsburgh;* WOWO, *Fort Wayne;* KEX, *Portland;* KPIX, *San Francisco*



what's the SCORE?

an informal pause for network identification, prompted by the timely fact that MUTUAL is

20 years old in '54!

MUTUAL, youngest of radio networks, has observed enough of its elders' anniversaries to learn two things about such celebrations. Generally, they are important only to the celebrant. And lately, radio festivities seem somewhat subdued—perhaps to avoid disturbing the newest family-member, TV.

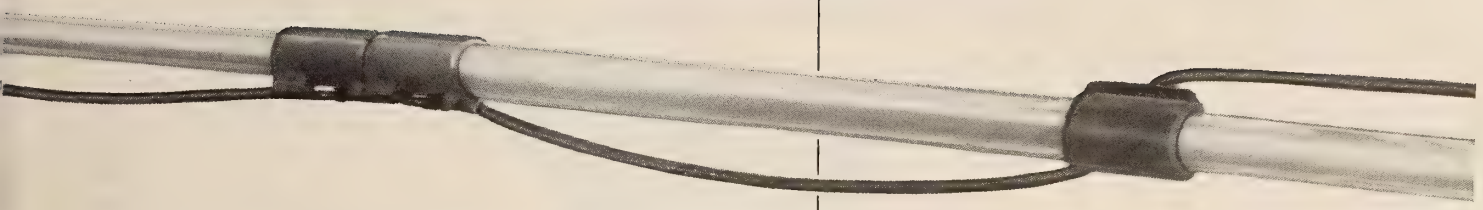
Here at our house, things are different. Mutual was *born* different . . . a four-market hookup launched in October, 1934, as a joint enterprise owned and operated by its stations. Mutual was *brought up* different, too . . . besides being the world's *largest* (and the only one wholly dedicated to *radio*), this is the network whose unique strength today is the community-level strength of half-a-thousand neighborly voices linked together through all the 48 states.

That's why Mutual's 20th birthday is celebrated in the name of 572 affiliates. Each one plays an increasingly vital role in the lively business of broadcasting—and to each one we are grateful. This lively business means a constant flow of human sound, delivered day and night to welcoming ears everywhere—and we are grateful to our listeners. Within this flow of sound has developed a matchless means of selling goods—and are we grateful to our sponsors!

Obviously, then, the anniversary honors belong to radio stations, to radio listeners, and to radio advertisers. This is likewise a time for an accounting, to each of these, of the Mutual Network's 20-year progress in service and in stature.

Bare statistics can trace the outline: 4 stations to 572 . . . 96,000-watt power to 1,100,000 . . . $1,000,000 in advertisers' investment to over $23,000,000 a year—a clear pattern of broadening, rewarding service. But radio is too human a medium to be measured in watts and dollars alone. This fastest-growing of all networks has moved toward maturity against a background of surging public interest in broadcasting . . . both before and after the advent of TV. Here is the basic clue to Mutual's "score" in '54.

It may be common knowledge that, during these



two brief decades, U. S. radio homes have more than doubled (20,000,000-odd to some 46,000,000 families) and that radio "saturation" is half again as great as in '34 (64% to over 96% of all homes today). But there is *uncommon* significance, we believe, in radio's advances ... *post*-TV. There are actually more hours of listening today than in '43—and it is *different* listening, infinitely more *personalized*, with car radios and portables, for instance, comprising more than half the 5,000,000 new radios purchased this far in '54.

Plainly, the receiving end of this business is geared as no other medium can be, to go wherever the people go. Plainly, Mutual's vast plurality of stations is ideally geared, at the transmitting end, to mesh with the public interest. How can we best gear our program and sales service for the next 20 years, to assure the kind of progress which has characterized the past 20?

A big step toward answering this critical question has already been taken. We are now studying the first findings in the largest research project ever trained on all-American habits in living and listening. For the first time, we are learning the exact nature and scope of such factors as out-of-home listening, family composition, and program tastes—in and out of TV areas.

Our heavy investment in this forthright research not only testifies to Mutual's faith in the future of network radio ... it also finances a custom-made key to that future. For years to come, we look forward to sharing that key and that future, in a truly mutual sense, with the everlasting trio of station and listener and sponsor.

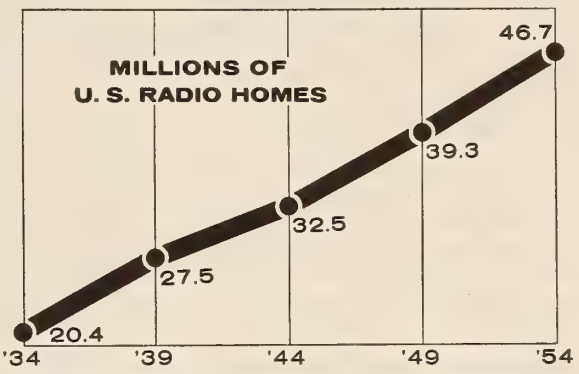
Thos. H. O'Neil

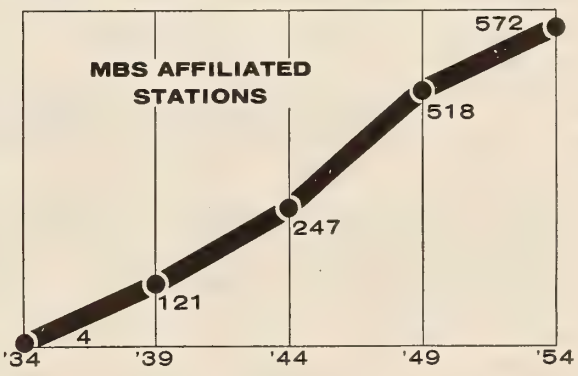
PRESIDENT

MUTUAL

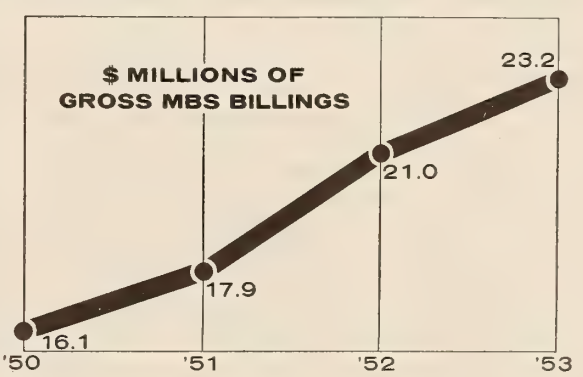
BROADCASTING SYSTEM

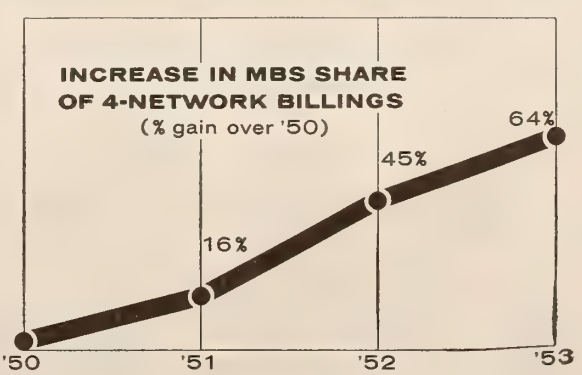
THE SCORE IN HOMES & STATIONS (1934-1954)





THE SCORE IN DOLLARS SINCE TV (1950-1953)





They Listened

PULSE ratings reveal that more people heard the Marciano-Charles heavyweight title fight, sponsored by Pabst Brewing Co. on CBS Radio Sept. 17, than were tuned in at the same hour to all tv programs, CBS Radio said last week. The report was based on audiences in the biggest city in each U. S. time zone.

The combined rating average for New York, Chicago, Denver and Los Angeles was 30.7 for the CBS Radio broadcast, with individual ratings of 29.8 for New York, 32.9 for Chicago, 27.9 for Denver and 30.6 for Los Angeles. Total tv sets in use while the fight was being aired pulled a 26.3 rating. The fight was televised for a theatre hook-up only.

CBS LEADS NBC IN AUGUST TIME SALES

PIB figures show CBS, with $16 million in radio and television network time sales, led NBC by $6 million last August.

CBS outdistanced NBC in both radio and television network time sales in August by a combined total of $16 million to $10 million, according to tabulations released last week by Publishers Information Bureau. The figures represent gross time charges.

CBS Radio's August gross billings were shown at $3,917,293 and CBS-TV's were $12,275,908, for a CBS combined total of $16,193,201. NBC Radio scored $2,075,531 and NBC-TV $8,053,575 for a $10,129,106 total.

All four national television networks showed gains over billings for August a year ago, reaching a four-network total of $23,664,931, an increase of approximately 44% over the August 1953 figure. Similarly, the January-August 1954 total of $196,622,788 for all four tv networks ran about 43% over the billings for the comparable period of 1953.

Among the four national radio networks, only ABC showed a gain in August 1954 over August 1953. This increase, approximately 11%, brought ABC's total for the first eight months of the year to a point slightly ahead (about 0.4%) of its standing at the same time in 1953. It also put ABC into second place among radio networks in August ahead of NBC. The three other networks lagged both in August and January-August totals as compared with last year. The four-network totals of $9,629,232 for August and $93,755,875 for January-August 1954 compare with $11,707,225 and $106,708,365, respectively, for the like periods of 1953. The PIB tables:

NETWORK RADIO

	August 1954	August 1953	Jan.-Aug. 1954	Jan.-Aug. 1953
ABC	$2,160,025	$ 1,958,683	$19,429,445	$ 19,345,513
CBS	3,917,293	4,791,044	37,521,649	40,954,016
MBS	1,476,383	1,738,248	14,031,880	14,962,467
NBC	2,075,531	3,219,250	22,772,901	31,446,369
TOTAL	$9,629,232	$11,707,225	$93,755,875	$106,708,365

NETWORK TELEVISION

	1954 August	1953 August	1954 Jan.-Aug.	1953 Jan.-Aug.
ABC	$ 2,514,815	$ 1,244,993	$ 20,032,760	$ 12,420,736
CBS	12,275,908	7,783,813	90,053,871	59,442,901
DuMont	820,633	742,665	8,039,023	6,825,876
NBC	8,053,575	6,564,841	78,497,134	58,837,021
TOTAL	$23,664,931	$16,336,312	$196,622,788	$137,526,534

NETWORK RADIO TOTAL TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196*	2,618,614	10,764,481*
July	2,098,823	3,889,547	1,481,767*	2,127,192	9,597,329*
Aug.	2,160,025	3,917,293	1,476,383	2,075,531	9,629,232
TOTAL	$19,429,445	$37,521,649	$14,031,880	$22,772,901	$93,755,875

NETWORK TELEVISION TOTAL TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 2,780,574	$10,713,329	$ 1,445,608	$10,116,937	$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	4,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,053,575	23,664,931
TOTAL	$20,032,760	$90,053,871	$ 8,039,023	$78,497,134	$196,622,788

*Revised as of Sept. 24, 1954. Source: Publishers Information Bureau.

Hooperatings to Cover 60 Tv, 55 Radio Markets

SCHEDULE of audience rating reports on both radio and tv, which C. E. Hooper Inc. will publish during the current broadcast season beginning this month, is being mailed to subscribers, starting today (Monday).

The firm last week said tv Hooperatings will cover 60 markets, an increase of 10 over last season. Agency-advertiser financed radio Hooperatings will cover 55 markets, which are five more than last season, while station-financed radio reports are expected from more than the 35 cities for which they were published in the 1953-54 season, Mr. Hooper said.

Total of 55 cities for which both radio and tv ratings will be published are:

Albany-Troy-Schenectady, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Cedar Rapids-Waterloo, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Davenport-Rock Island-Moline, Dayton, Denver, Des Moines, Detroit, Grand Rapids-Kalamazoo, Honolulu, Houston, Huntington-Charleston, W. Va., Indianapolis, Jacksonville, Kansas City, Los Angeles, Louisville, Memphis, Miami.

Milwaukee, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, New York, Norfolk-Portsmouth, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Portland, Ore., Providence, Richmond, Rochester, Salt Lake City, San Antonio, San Diego, San Francisco-Oakland, Seattle-Tacoma, Spokane, St. Louis, Syracuse, Washington, Wheeling-Steubenville, Youngstown.

RETMA Lists Seven-Month Shipments of Radio Sets

SHIPMENTS of radio sets to dealers for the first seven months of 1954 totaled 2,662,346, Radio-Electronics-Tv Mfrs. Assn. reported last week. The figure did not include automobile sets.

In July 338,572 sets were shipped, compared to 548,235 in June, RETMA said. No figures were available for July 1953, RETMA reported.

Total non-auto sets shipped during the 1954 seven-month period by States:

State	Total	State	Total
Ala.	30,388	Neb.	16,390
Ariz.	13,592	Nev.	2,885
Ark.	17,840	N. H.	7,023
Calif.	204,309	N. J.	132,219
Colo.	17,443	N. Mex.	7,565
Conn.	50,020	N. Y.	459,752
Dela.	5,713	N. C.	45,306
D. C.	26,383	N. D.	8,421
Fla.	60,956	Ohio	158,344
Ga.	43,413	Okla.	22,415
Idaho	5,530	Ore.	17,248
Ill.	188,616	Pa.	185,238
Ind.	47,787	R. I.	13,173
Iowa	29,784	S. C.	19,636
Kan.	21,315	S. D.	9,202
Ky.	30,730	Tenn.	39,031
La.	35,584	Tex.	113,516
Me.	12,628	Utah	8,771
Md.	45,031	Vt.	4,533
Mass.	101,112	Va.	40,717
Mich.	121,408	Wash.	38,966
Minn.	41,223	W. Va.	17,527
Miss.	18,116	Wis.	54,338
Mo.	59,767	Wyo.	3,364
Mont.	8,078	GRAND TOTAL	2,662,346

'Lady' Scores

SPECIAL SURVEYS in the New York and Chicago areas during the presentation of NBC-TV's second color spectacular, *Lady in the Dark* (Sept. 25, 9-10:30 p.m. EDT), gave the show a Hooperating of 30 in New York, 24 in Chicago, C. E. Hooper Inc. reported last week. *Lady's* share of the audience in New York was 58%, in Chicago 48%.

According to NBC-TV, "a mass audience switch" occurred during the showing of *Lady*, with the show leading all other network programs. NBC-TV asserted a Trendex survey, covering 10 cities, showed 78.9% of sets in use "tuned to another network" in the half-hour preceding its spectacular but that from 9 p.m. on, the show steadily increased its audience share "to include 50.7% of sets in use during the last half-hour." Trendex figures, according to NBC-TV: 27.0, 25.9 and 25.4 for the successive half-hours for *Lady* as compared to "opposition ratings" of 20.9, 20.6 and 13.2.

Olson Bout Tops Nielsen

THE Bobo Olson-Rocky Castellani middleweight title fight captured the top ranking for evening, once-a-week radio shows in the Aug. 15-21 Nielsen ratings. NBC's *Dragnet* ranked second. Top programs according to the Nielsen survey were:

Rank	Program	Homes (000)
Evening, Once-A-Week		
	(Average For All Programs)	(886)
1	Olson-Castellani Bout (NBC)	2,146
2	Dragnet (NBC)	2,006
3	Roy Rogers Show (NBC)	1,773
4	Gunsmoke (CBS)	1,773
5	People Are Funny (CBS)	1,773
6	F.B.I. in Peace and War (CBS)	1,633
7	One Man's Family (NBC)	1,586
8	Gene Autry Show (CBS)	1,539
9	Best of Groucho (NBC)	1,493
10	Two for the Money (CBS)	1,446
Evening, Multi-Weekly		
	(Average For All Programs)	(700)
1	One Man's Family (NBC)	1,306
2	News of the World (NBC)	1,306
3	Lowell Thomas (CBS)	1,166
Weekday		
	(Average For All Programs)	(1,446)
1	Young Dr. Malone (CBS)	2,426
2	Guiding Light (CBS)	2,426
3	Ma Perkins (CBS)	2,426
4	Romance of Helen Trent (M-W-F-) (CBS)	2,332
5	Road of Life (CBS)	2,332
6	Our Gal, Sunday (CBS)	2,192
7	Romance of Helen Trent (T & Th) (CBS)	2,146
8	Aunt Jenny (CBS)	2,099
9	Young Widder Brown (Sterling) (NBC)	2,099
10	Stella Dallas (NBC)	2,052
Day, Sunday		
	(Average For All Programs)	(513)
1	Galen Drake (Gen. Foods) (CBS)	1,073
2	Cecil Brown Commentary (MBS)	1,026
3	Lorne Greene (MBS)	886
Day, Saturday		
	(Average For All Programs)	(980)
1	Stars Over Hollywood (CBS)	2,286
2	Robert Q. Lewis (Van Camp) (CBS)	1,819
3	City Hospital (CBS)	1,726

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NO OTHER TOWER WITHIN 50 MILES!

WDAY-TV is the *only* TV station in FARGO . . .

the *only* TV station in the RED RIVER VALLEY!

Important as they are, there's a lot more to the WDAY-TV story than those two "exclusives", above.

WDAY-TV wins the big Red River Valley audience with 57 sparkling local programs . . . 60 of the best shows from NBC, CBS and ABC . . . intense audience loyalty . . . engineering, promotion and programming "know-how" that's worth almost everything else combined!

TV set saturation in the Red River Valley is downright spectacular. In Fargo it's 65.5%, 20 miles out it's 52%, and fifty miles out it's 28%.

Ask Free & Peters for all the facts!

INTERCONNECTED FOR LIVE NETWORK PROGRAMS ON OCTOBER 1, 1954

●

NEAREST TV STATIONS TO FARGO:

Minneapolis-St. Paul . . .	More than 200 miles
Bismarck, N. D.	More than 185 miles
Valley City, N. D.	More than 50 miles

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC



FREE & PETERS, INC.,
Exclusive National Representatives

EXPANDING NATIONAL ECONOMY DEMANDS MORE RADIOS—MORE RADIO ADVERTISING

CBS Radio color film, 'Tune in Tomorrow,' predicts 40 million more radios will be in use, in-home and out-of-home, by 1960, with an estimated population of 177 million spending $305 billion a year.

WHITHER RADIO in 1960? Into more radio sets, because the prospect is for another 40 million radios "in all sizes, in more places than ever before."

This projection is one of the predictions reported by CBS Radio in its latest radio advertising presentation, an animated 13-minute film in color, titled "Tune in Tomorrow," which was previewed Thursday prior to its showing to advertising, business and broadcasting industry groups.

The film, which sells radio in general and CBS Radio in particular, points up radio's vitality and also the growth of the national economy with stress on its expanding markets. Among the points and predictions:

• Radio offers nearly 100 million exclusive locations where television does not reach. Radio in a single week reaches 92% of U. S. radio homes, with listening spread evenly throughout the day.

• Within the next six years U. S. business can look forward to an estimated 177 million population with national personal consumption expenditures of about $305 billion annually (actually $75 billion more than in 1953); employment at the 70 million level with a gross national product of $443.4 billion.

• A 15% rise in consumer food expenditures and a 50% growth in home use of electric power by 1960. Also: an upgrading of automobiles and a 25% increase in gasoline and oil consumption; expansion by 40% in the chemical industry; "Miracle medicines to keep people feeling their best. New cosmetics to keep them looking their best."

Living Better

Noting that each morning 7,000 more breakfasts are being served in the U. S. than the day before, the film predicts that the estimated 16 million more people in 1960 should be enjoying a 20% higher standard of living—with the nine million more people at work getting longer vacations and working a shorter week.

According to the film, produced by CBS Radio to point out the influence which increased selling and advertising can have in continuing the nation's economic expansion:

"The demand for radio sets over the past five years has been so insistent that the industry has had to maintain an annual production average of 12½ million sets. Even a generous allowance for replacements makes a total of 150 to 155 million radios in the U. S. by 1960 more than likely."

The job of advertising, CBS Radio's document points up, is to provide the satisfactions—what goods and services can do for people—that a higher standard of living can bring. "And of all the media which advertising uses to set new goals in people's minds, radio is uniquely equipped," the film expounds, because radio "reaches everybody. It sells the satisfactions that goods and services bring. And it sells these satisfactions over and over again, at a price that every advertiser can afford."

Again resorting to cold statistics, the network presentation says: "In the past six years, cars with radios are up from 10 million to 26,180,000. Homes with radios are up from 37.6 million to 45,020,000. And total radio sets are up from 77 million to 110,920,000."

Since 1948, according to the film, the number of radio sets outside of the living room has doubled, with radio now reaching vast audiences no other medium can reach, among them, 50 million who don't have tv; 37 million who don't read magazines, and 18 million who don't read newspapers.

The many statistics used in the film came from the U. S. Census reports, the new Advertising Research Foundation-Politz study [B•T, Sept. 27], the Federal Reserve Board Index, A. C. Nielsen Co., The Pulse Inc. and other statistical and research services.

The film, produced for CBS Radio by United Productions of America, is the third such presentation—the first movie, "More Than Meets the Eye," was made in 1952 to describe the impact of the human voice in advertising and the second in 1953, "It's Time for Everybody," dealt with the changing patterns of daily life in this country. The latter film has been seen by nearly a quarter of a million business and professional people, according to CBS Radio. Narration of "Tune in Tomorrow" was by John Cone and Harry Marble, sound direction by Gordon Auchincloss and music adaptation by Bernard Herrmann.

Murphy Speaks

The preview for newsmen Thursday was opened by CBS Radio President Adrian Murphy and Sales Vice President John Karol, who noted that the expenditure for the film was "further evidence of our faith in radio, if further evidence is needed." He said that "we think radio is a wonderful business, not only for us but for advertisers."

Mr. Karol also called attention to CBS Radio's new nighttime programming policy of offering more five-a-week strips—Allan Jackson, Lowell Thomas, Tennessee Ernie, The Choraliers, Edward R. Murrow, *Mr. and Mrs. North, Amos 'n' Andy Music Hall, Mr. Keene,* and musical programming—which he said was in conformity with changing patterns of listenership.

Series Tv Statistics

NBC's planning and research department Thursday estimated the telecast on the network of the first World Series game played Wednesday between the New York Giants and the Cleveland Indians was watched, at least part of the time, by an average 42 million viewers at home sets. NBC-TV's researchers also estimated that if the series should go seven games, some 68 million people might be watching the final games on home tv receivers (not counting tavern, community and other sets) since the number of spectators rises as interest in the series heightens.

At the same time, C. E. Hooper Inc., New York, announced that the first game had a 28 Hooperating in New York and a 37 in Cleveland. For the second game of the series the Hooperating was 20 in New York and 33 in Cleveland.

AT&T reported that the Giants-Indians diamond contest was being carried by 179 tv stations in 173 cities. This compares to 113 stations in 108 cities in the 1953 series, and 69 stations in 66 cities in the 1952 playoff.

RETMA Reports July Sales Of Cathode, Receiving Tubes

MANUFACTURERS sales of cathode ray tubes for July 1954 numbered 514,346 units valued at $10,102,903, Radio-Electronics-Tv Mfrs. Assn. has reported. Receiving tube sales totaled 24,208,512, valued at $18,082,753.

The cathode ray tube figure compared with 681,937 valued at $13,933,845 for June 1954, and 634,200 worth $15,155,870 for July 1953.

The July 1954 figures on receiving tubes compared with June 1954 totals of 31,031,315, valued at $21,694,500, and July 1953 figures of 26,462,069 units at $18,243,030.

Cathode ray tubes sold in the first seven months of 1954 totaled 4,471,584, valued at $93,088,884, comparing with 5,831,271 worth $137,649,617 for the same period of 1953.

Sales of receiving tubes the first seven months of 1954 totaled 189,917,572 units, valued at $138,803,144, compared to 269,622,417 worth $183,646,726 for the similar 1953 period.

Omaha Survey Proves Tv Value to Baseball

A SURVEY underwritten by KMTV (TV) Omaha, and the Omaha Cardinals baseball club shows television can help promote baseball attendance. Occasion for the study was KMTV's Fifth Anniversary Baseball Party at which the station bought out all seats in the Omaha Municipal Stadium for the night of Sept. 2 and treated local fans to a full-hour variety show that preceded a baseball game between the Cardinals and the Sioux City Soos [B•T, Sept. 20]. KMTV actively promoted the event.

The survey was made by the Edward G. Doody & Co. research organization. A total of 596 personal interviews was made with people selected at random.

For 21.8% of those interviewed, this was the first ball game they had seen this year and 50% of these had never seen the Omaha Cardinals play. About 50% of the record crowd of 21,000 said they came to see the game, making no mention of the variety show.

Comparing the cost of attending a ball game with what normally would be spent for an evening's entertainment, 53% said they considered the baseball game lower in cost. About 67.6% indicated their interest in baseball has increased in the past five years and 48.5% said they listened regularly to play-by-play radio broadcasts.

If it came to a choice between watching the game on tv and seeing at the ball park, 87.1% said they would rather see it at the park. Of the people who attended, 79.5% came from Omaha and adjacent surburbs and 13.6% from points 10 up to 100 miles away.

DRAMATIC NEWS

United States Steel Hour named TV's outstanding drama show . . . starts second season on ABC

One dramatic show that stands head and shoulders above all the others in television is United States Steel's outstanding Tuesday night drama on ABC. Produced by the Theatre Guild and directed with that knowing Alex Segal touch, the United States Steel Hour has won the coveted "Emmy" award, TV Guide's Gold Medal Award and many more. In other words, it has walked away with most of the top honors. And ABC, too, has walked away with an honor—the opportunity of again bringing this inspired dramatic program to television for its second season.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



NARTB SETS UP DISTRICT AGENDA FOR LAST TEN OF 1954 MEETINGS

Districts 6 and 7 met last week in Little Rock and Decatur. This week it will be District 8 in Detroit and District 10 at Omaha.

AGENDA for the last 10 of NARTB's 1954 district meetings was announced last week by district directors.

District 8 meets today (Monday) and tomorrow at Detroit's Sheraton-Cadillac Hotel, with Director Robert B. McConnell, WISH Indianapolis, presiding. R. Sanford Guyer, WMOA Marietta, Ohio, will be radio guest, and Paul Adanti, WHEN-TV Syracuse, tv guest. Sen. Homer Ferguson (R-Mich.) will speak at a Tuesday luncheon.

Television panel guests Tuesday afternoon will be Mr. Adanti; William J. Edwards, WKNX-TV Saginaw; Joseph M. Higgins, WTHI-TV Terre Haute; Edward G. Thoms, WKJG-TV Ft. Wayne; Edwin K. Wheeler, WWJ-TV Detroit. Detroit stations WWJ, WXYZ, WJR, CKLW (Windsor, Ont.), WJBK and WKMH will be hosts at a Monday reception following business meetings.

District 10 meets at Omaha's Fontenelle Hotel Oct. 7-8, with E. K. Hartenbower, KCMO Kansas City, district director and vice president of NARTB's Radio Board, presiding. FCC Comr. Robert E. Lee will be featured speaker at an Oct. 8 luncheon. Robert T. Mason, WMRN Marion, Ohio, will be radio guest, and Mr. Adanti tv guest.

Members will be guests of the Knights of Ak-Sar-Ben at an Oct. 7 reception and Omaha broadcasters will hold a reception the second day. NARTB President Harold E. Fellows will address the Omaha Kiwanis Club Oct. 8.

District 9 convenes at Lake Lawn Hotel, Lake Delavan, Wis., on Oct. 11-12, with Hugh K. Boice Jr., WEMP Milwaukee, district director, presiding, and Ben B. Sanders, KICD Spencer, Iowa, and James C. Hanrahan, WEWS (TV) Cleveland, as radio and tv guests, respectively.

The District 11 meeting will be held Oct. 14-15 at Minneapolis' Radisson Hotel, with Frank E. Fitzsimonds, KFYR Bismarck, N. D., new district director, presiding. Mr. Sanders and Frank P. Fogarty, WOW-TV Omaha, will be radio and tv guests, respectively.

District 17 will gather at Spokane's Davenport Hotel Oct. 18-19, with Richard M. Brown, KPOJ Portland, Ore. district director, presiding. Broadcasters from British Columbia and Alberta provinces have been invited. Worth Kramer, WJR Detroit, and Jack Harris, KPRC-TV Houston, will be radio and tv guests, respectively.

Spokane's host committee will be headed by Burl C. Hagadone, KNEW, and will include Richard O. Dunning, KHQ-TV; Richard Gordon, KGA; Richard E. Jones, KXLY-TV; D. Gene Williams, KSPO. Mr. Dunning will conduct a tv round table discussion Oct. 19.

District 14 meets at Denver's Brown Palace Hotel Oct. 28-29 and District Director Walter E. Wagstaff, KIDO Boise, will preside. Mr. Hartenbower will be radio guest and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., tv guest.

District 12 will meet at the Jens-Marie Hotel, Ponca City, Okla., Nov. 4-5. Cy Casper, WBBZ that city, district director, will preside, with Mr. Wagstaff as radio guest and Mr. Ferguson as tv guest.

District 13, meeting Nov. 9-10 at Houston's Rice Hotel, will conclude the 1954 sessions, with Kenyon Brown, KWFT Wichita Falls, presiding as district director, and Henry B. Clay, KWKH Shreveport, chairman of the NARTB Radio Board, and Robert D. Swezey, WDSU-TV New Orleans, as radio and tv guests, respectively.

DISTRICT 6 MEETING

THE South is behind the Midwest in radio-tv farm service, S. William Brown, account executive on the Ralston Purina Co. account, Gardner Adv. Co., St. Louis, told delegates to NARTB's District 6 meeting last week in Little Rock.

Speaking on the first day of the Monday-Tuesday meeting at the Hotel Lafayette, Mr. Brown said: "A staff announcer reading market reports isn't radio-tv service." Citing radio-tv farm service in the Midwest, he said good service needs (1) a good man, (2) good time periods and (3) management support.

First day of the meeting brought six talks by media figures, a business meeting, cocktail party, dance, and a dinner addressed by Orval Faubus, Democratic nominee for governor of Arkansas.

The second day featured reports by the resolutions committee, a special committee's report on the preceding day's business meeting, joint luncheon with the Little Rock Kiwanis Club and a television workshop at which Kenneth L. Carter, WAAM (TV) Baltimore, presided. Mr. Carter earlier made a talk on television.

Radio guest speaker at the District 6 (La., Miss., Tenn., Ark.) meeting was Allen Woodall, WDAK Columbus, Ga., whose talk was "Buy Yourself a Slingshot."

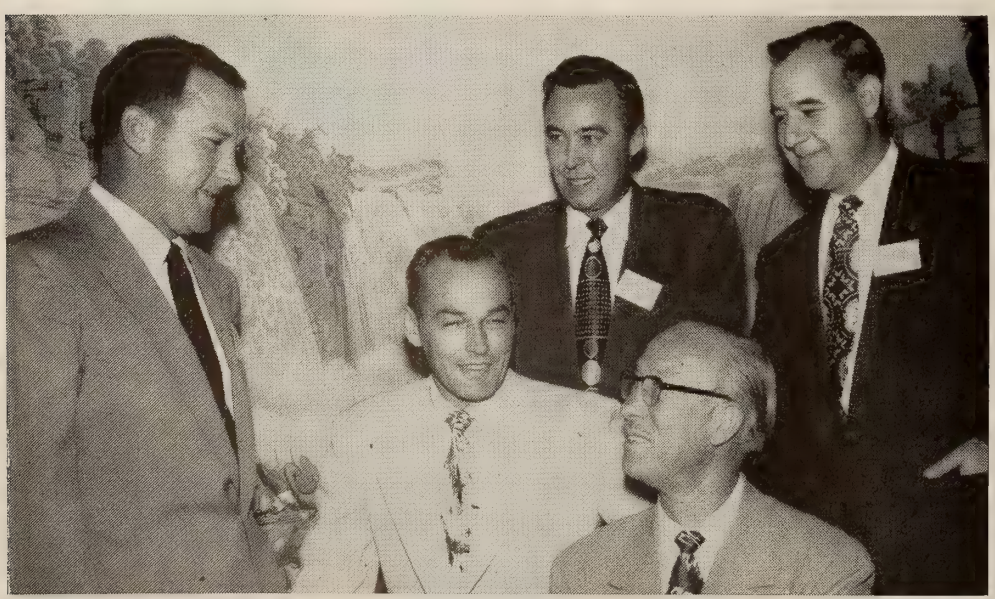
Mr. Woodall described some of the ways WDAK meets competition from three other Columbus stations. He said WDAK (1) logs all its competitors' local commercials so "we know at all times what they're doing."; (2) examines the competition to determine its strength and weaknesses, then lays out battle plans for the attack.

Some phases of WDAK's "attack," he said, are these:

Concentration on local news coverage; keeping the station's call letters before the public ("Whenever a crowd of people gathers, there must be a WDAK microphone." WDAK furnishes a free public address system to civic and other meetings and events); active participation by the WDAK commercial staff in all civic affairs ("We've had no changes in either the announcing staff or commercial department in more than five years."); audience and sales promotion (WDAK uses announcements, newspaper ads and car cards and keeps "a constant flow" of gadgets and local products going to Columbus merchants and agency people in Atlanta, New York and Chicago, and exploits the "un-reconstructed Rebel" theme).

Other Monday speakers were Ralph Hardy, NARTB government relations vice president, "Staying in Business"; Charles H. Tower, manager of NARTB's employer-employe relations department, "Saving in Business"; Harold E. Fellows, NARTB president, who spoke Monday on "Today's Greatest Challenge," and Tuesday on "Profit With Honor", and John F. Meagher, NARTB radio vice president, "Sound Is the Word for Radio."

Among District resolutions was one praising FCC Comr. George E. Sterling for distinguished service during his years on FCC. Resolution committee members were Parry Sheftall, WJZM Clarksville, Tenn., chairman; Sam Anderson, KFFA Helena, Ark.; Ray Butterfield, WLOX Biloxi, Miss.; Tom Gibbens, WAFB-TV Baton Rouge.



FOUR states in District 6 were represented at this gathering (l to r): Henry Clay, KWKH Shreveport, District 6 director and NARTB Radio Board chairman; W. N. McKinney, KELD El Dorado, president, Arkansas Broadcasters Assn.; Ray Butterfield (rear), WLOX Biloxi, Miss., director, Mississippi Broadcasters Assn.; Earl Winger, WDOD Chattanooga, president, Tennessee Assn. of Broadcasters; Tommy Gibbens, WAFB-TV Baton Rouge, past president, Louisiana Assn. of Broadcasters.

DISTRICT SEVEN

A RADIO station that becomes part of its community need not take a back seat to any advertising media, delegates to NARTB's District 7 meeting were told by Merrill Lindsay, general manager of WSOY Decatur, Ill.

About 70 delegates from broadcasting and related fields attended the District 7 (Ky., Ohio) meeting, held at the Kentucky Hotel, Louisville, last Thursday-Friday.

District Director F. E. (Dutch) Lackey, president and general manager of WHOP Hopkinsville, Ky., called the meeting to order Thursday morning following a breakfast session at which RCA was host.

Ralph W. Hardy, NARTB government re-

1,000,000 WATTS

WILK-TV—The World's most POWERFUL TV Station

as of January 1, 1955

WILK-TV has done it again . . . We have begun work on the world's most powerful TV station . . . 1,000,000 watts, the maximum allowed by the F. C. C. It will blanket the market from Binghamton to Reading.

This is our story, pure and simple. Now, you can tell your story louder and farther than ever before possible. Take advantage of the station with production and promotion know-how that matches its strength!

1st in POWER
1st in COVERAGE

WILK-TV

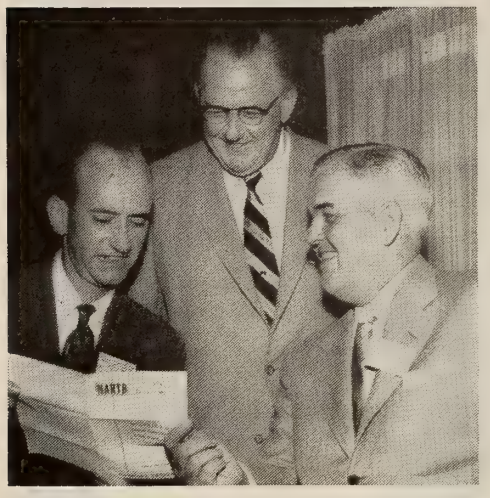
WILKES-BARRE
SCRANTON

ABC and DUMONT NETWORKS

It's a MUST for coverage of the Two Million Population Wilkes-Barre—Scranton—Hazleton—Williamsport Market!

AVERY KNODEL, INC.
NATIONAL REPRESENTATIVES

• NEW YORK • LOS ANGELES • CHICAGO • ATLANTA • SAN FRANCISCO • DALLAS



GUEST speakers at District 6 meeting were (l to r): S. William Brown, account executive on Ralston Purina Co., Gardner Adv., St. Louis; Kenneth L. Carter, WAAM (TV) Baltimore, television; Allen Woodall, WDAK Columbus, Ga., radio.

lations vice president, and Charles Tower, NARTB labor relations manager, were the first key speakers. Mr. Hardy got the Thursday morning session started with a discussion of "Staying in Business." Mr. Tower followed with "Saving in Business."

Radio is underpriced even in tv-saturated markets, Mr. Lindsay told the Thursday afternoon session. He said you have to prove to the buyer that you know your own business before you can tell him how radio will do wonders for his business, and he asserted, well managed stations will always profit.

Mr. Lindsay cited several problems which he considered faced the industry today. Among them: the Bryson bill, wage and hour law, public service programming, program analysis —finding the service for your market, out-of-home listening, intelligently selling radio on the rate card and comprehensive use of industry information.

He stressed the importance of good copy—copy that sells—and outlined the functions of continuity and news. He urged the District 7 delegates to gear programming to the pace of their listeners.

John F. Meagher, NARTB radio vice president, spoke at a mid-afternoon session on "Sound Is the Word for Radio."

NARTB President Harold E. Fellows was dinner speaker and discussed "Today's Greatest Challenge."

Friday sessions featured a luncheon address by Clair McCullough, Steinman Stations and chairman of NARTB's Tv Board, and a report by Thad Brown, NARTB tv vice president.

Conn. Broadcasters Organize

ORGANIZATION of a Connecticut Broadcasters Assn. was voted at a Sept. 22 meeting of state radio-tv representatives in Hartford.

Officers elected include: J. Maxim Ryder, WBRY Waterbury, president; Aldo DeDominicis, WNHC-AM-TV New Haven, vice president, and Walter B. Haase, WDRC Hartford, secretary-treasurer. Elected to the board (in addition to the officers), were: Paul W. Morency, WTIC Hartford; Eric Hatch, WBIS Bristol; Samuel R. Elman, WATR Waterbury, and William J. O'Brien Jr., WCNX Middletown.

Daniel W. Kops of WAVZ New Haven was appointed chairman of a committee to formulate a constitution and by laws.

Roger Clipp, general manager of WFIL-AM-TV Philadelphia, addressed the group.

AP RADIO & TV ASSN. SET IN MOTION

Les Mawhinney will serve association as first president.

FIRST step in the formation of a nationwide Associated Press Radio and Television Assn., to be composed of representatives of all AP radio and tv members, was taken last week with the formulation and approval of by-laws by the seven-man AP Radio Member Committee [B•T, Sept. 7].



MR. MAWHINNEY

Designed to serve the liaison functions between members and AP in a manner comparable to that of the station advisory boards of the various networks, the organization's purpose is "to advance the science of journalism through the media of radio and television" and to "cooperate with the AP in order to make available an accurate and impartial record of the news."

This liaison will be handled by a 17-man board of directors, of which the seven members of the Radio Member Committee will serve as a starting nucleus. Les Mawhinney, KHJ-AM-TV Los Angeles, who has served as general chairman of the RMC since it inception in 1952, will serve as first president of the association, and Oliver Gramling, AP assistant general manager, will be first secretary-treasurer.

Others RMC members who will serve on the first board of the new association are Jack Krueger, WTMJ-AM-TV Milwaukee; Daniel W. Kops, WAVZ New Haven; Matt Bonebrake, KOCY Oklahoma City; Joe H. Bryant, KCBD-AM-TV Lubbock, Tex.; Tom Eaton, WTIC Hartford, and Jack Shelley, WHO-AM-TV Des Moines.

Four Districts Established

The by-laws establish four districts, all conforming geographically to the four AP districts, and provide for each district to name four directors—one each for the following classifications: radio stations under 1 kw in power; radio stations from 1 kw through 10 kw; radio stations over 10 kw, and television stations. Additionally, AP General Manager Frank J. Starzel or his representative shall serve on the board as an *ex-officio* member.

Elections will be held by written ballots to be postmarked no later than midnight on the last Friday of August of each year. Nominations will be offered by a nominating committee to be appointed and to consist of two members from each of the four districts. Other nominations may be made on written petition signed by three association members from the district involved. Nominations must be mailed to the association's secretary and reported to the membership not later than May 1 in the case of committee nominations and reported to the secretary by May 31 in the case of nominations by petition. The secretary must notify members as to all nominations by June 15. In the first elections, with RMC members serving on the board to start, the nominees receiving the highest number of votes in the eastern, southern, and central districts, respectively, will serve two-year terms and those receiving next highest number of votes will serve one-year terms. In the western district, where Mr. Mawhinney is the only representative now, as compared to two representatives from each of the other districts, the nominee receiving most votes will serve three years; second-place nominee will serve two; and third-place nominee will serve one. Thereafter, each district will elect annually, for a four-year term, a successor to its representative whose term expires that year.

Each station member of AP will be entitled to name one representative as a member of the association. No dues are planned, although the by-laws provide that "the treasurer shall keep an account of all monies received and expended for the use of the association." A meeting of association members may be called by the board at any time on 30 days' notice, and the board itself must meet—to elect officers, etc.—each year on the Monday preceding the fourth Thursday in September.

The organizational structure also provides for a six-man executive committee—the president and one board member to be appointed by him from each district, plus the AP general manager or his representative—which may act for the board between board meetings.

The RMC meeting at which the by-laws were developed and approved was held Tuesday in New York, with the following AP executives also participating: General Manager Starzel; Assistant General Managers Gramling and Lloyd Stratton; Alan J. Gould, executive editor; Paul Mickelson, general news editor; John A. Aspinwall, general radio news editor; Burl A. Ely, administrative assistant; Andrew C. Lang, day radio supervisor; James Wessel, night radio supervisor; William Fitzgerald, early radio supervisor, and Jack Davis, administrative assistant.

TV CODE BOARD, NETWORKS MEET

TELEVISION Code Review Board of NARTB met last week in New York at the Ambassador Hotel with top network executives in sessions described by John E. Fetzer, WKZO-TV Kalamazoo, chairman, as "regular meetings in the code series."

The conference, which began Monday morning and terminated Tuesday afternoon, dealt chiefly with an exploration of the effectiveness of the code. Board members met with representatives of the four tv networks at separate sessions.

Monday morning the board met with Sylvester L. Weaver Jr., president of NBC; Robert Sarnoff, executive vice president; Thomas E. Ervin, vice president and general attorney; Kenneth W. Bilby, vice president in charge of public relations, and Stockton Helffrich, manager of continuity acceptance. At the Monday afternoon session Frank Stanton, president of CBS Inc.; J. L. Van Volkenburg, CBS Television president, and Merle Jones, vice president in charge of CBS owned stations and general services, met with the board members.

Representing ABC at a Tuesday morning meeting were Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles Abry, tv national sales manager; Robert Lewine, director of the tv program department; Grace Johnsen, manager of continuity acceptance; Gene Accas, director of advertising, promotion, and publicity, and Alfred Beckman, director of station relations for tv. Tuesday afternoon, the board met with Ted Bergmann, director of broadcasting for DuMont, and Donald H. McGannon, the network's assistant director of broadcasting.

SHARP THINKING

Elgin Watch is sold on ABC . . . premières Elgin TV Hour starting next week

A pair of dramatic aces plays to a full house on ABC. The Motorola TV Hour (produced by ABC) was one of television's shining dramatic hours last season. Paired on alternate weeks with the distinguished United States Steel Hour, ABC's companion drama quickly dominated Tuesday evenings. No wonder sharp-penciled Y & R and Elgin Watches played this ace in the whole week and grabbed the show, the time, and the network—and this year the TV Hour, sponsored by Elgin, will again help make Tuesday evenings on ABC a *must* for viewers.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



Cowles, Slocum to Address Nov. 10-13 SDX Convention

JOHN COWLES, president and publisher of the *Minneapolis Star & Tribune,* (part owner of WCCO-AM-TV there), and Richard W. Slocum, general manager of the *Philadelphia Bulletin* (WCAU-AM-FM-TV) and president of the American Newspaper Publishers Assn., will be among the speakers at the 45th annual convention of Sigma Delta Chi, professional journalistic fraternity, in Columbus, Ohio, Nov. 10-13.

Four other nationally-known journalists, including Hugh Baillie, president of United Press, are scheduled to address the SDX meet. Reception will top opening day activities on Wednesday, with the SDX executive council slated to meet earlier. Robert U. Brown, *Editor & Publisher,* SDX president, will officially open the convention on Thursday, and Mr. Cowles will deliver the keynote talk. Gov. Frank J. Lausche of Ohio will be among the honored guests.

AAAA Eastern Conference Plans Radio-Tv Sessions

RADIO-TV sessions are among highlights scheduled for the eastern annual conference of the American Assn. of Adv. Agencies, which will be held Nov. 22-24 at New York's Roosevelt Hotel.

The conference, sponsored by the AAAA's eastern region and chairmanned by Donald K. Clifford, of Doherty, Clifford, Steers & Shenfield, will be attended by agency executives from Alabama, Connecticut, Delaware, Florida, Georgia, Maryland, Massachusetts, North Carolina, New Jersey, New York, Eastern Pennsylvania, Rhode Island, South Carolina, Virginia, the District of Columbia and Puerto Rico.

In addition to radio-tv meetings, the 4-A's eastern event will include sessions on marketing, copy and art, media, research, publicity-public relations and other phases of agency operations.

Advance agenda follows.

Mon. (Nov. 22)—10-12 a.m., publicity and public relations; 2-4 p.m., marketing; also 2-4 p.m., trade and industrial; 3-5 p.m., radio and television administration. Tues. (Nov. 23)—10-12 a.m., contact; also 10-12 a.m., research; 2-4 p.m., copy and art; also 2-4 p.m., media; also 2-4 p.m., mechanical production; 4:30-6 p.m., general meeting. Wed. (Nov. 24)—three group meetings all at 10-12 a.m., including agencies with up to $2 million billings; $2-10 million, and over $10 million; 12:30-2 p.m., management luncheon.

NARTB Convention Planners Meet in Chicago Wednesday

NARTB's 1955 Convention Committee will meet at Chicago's Conrad Hilton Hotel Oct. 6 to plan for the association's 33d annual convention to be held in Washington the week of May 22, Henry B. Clay, KWKH Shreveport, and Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairmen of the committee, said last week.

The Convention Committee's two subcommittees on radio and tv, are headed by Messrs. Clay and McCollough, respectively.

On Mr. Clay's subcommittee are E. K. Hartenbower, KCMO Kansas City; James H. Moore, WSLS Roanoke, and Ben Strouse, WWDC Washington. On Mr. McCollough's group are Campbell Arnoux, WTAR-TV Norfolk; Kenneth L. Carter, WAAM (TV) Baltimore, and Frank Russell, NBC, Washington.

Kenyon Brown, KWFT Wichita Falls, Tex., 1954 convention chairman, will act as member "emeritus" of the 1955 group, and John H. DeWitt Jr., WSM Nashville, also a member of the Convention Committee, will serve as liaison for the ninth annual NARTB Broadcast Engineering Conference to be held concurrently with the 1955 convention.

Harold Fellows, NARTB president, his assistant, Howard H. Bell, and A. Prose Walker, engineering manager, also will attend the Chicago meeting.

Howe and Strouse Head NARTB Am, Fm Committees

MEMBERSHIP of NARTB's Am and Fm Radio Committees were announced last week by NARTB President Harold E. Fellows, who said James L. Howe, WCTC New Brunswick, N. J., will head the am group, and Ben Strouse,



MR. HOWE



MR. STROUSE

WWDC-FM Washington, will head the fm unit.

Others of the Am Committee: Grover C. Cobb, KVGB Great Bend, Kan.; William Doerr Jr., WEBR Buffalo; E. K. Hartenbower, KCMO Kansas City; Richard O. Lewis, KTAR Phoenix; Lester W. Lindow, WFDF Flint, Mich.; Harry Peck, WISN Milwaukee; Todd Storz, KOWH Omaha; J. S. Younts, WEEB Southern Pines, N. C.; William H. Fineshriber Jr., NBC; Earl M. Johnson, MBS; Adrian Murphy, CBS.

Mr. Strouse's fm group includes: Walter J. Brown, WDXY Spartanburg, S. C.; H Quenton Cox, KGW-FM Portland, Ore.; Donald deNeuf, Rural Radio Network, Ithaca, N. Y.; Carl George, WGAR-FM Cleveland; J. R. Livesay, WLBH-FM Mattoon, Ill.; Edward A. Wheeler, WEAW-FM Evanston, Ill.

Four Component Areas Set Up For New Conn. Agency League

ESTABLISHMENT of the Connecticut League of Advertising Agencies, composed of 16 major firms and patterned after the New York League of Advertising Agencies, was announced last week following the first formal meeting of the group on Sept. 24.

The new league has been divided into four major areas, from which one agency in each location was chosen as a board representative. Ted Somers Inc. will represent the Bridgeport region; Remsen Adv., the New Haven region; Hugh Graham Assoc., the Hartford region, and W. Hill Field Adv., the southwest Connecticut region. In addition, the F. W. Brelle Co., the E. J. Lush Co. and P. S. Adv. Inc. were elected to the board as members-at-large.

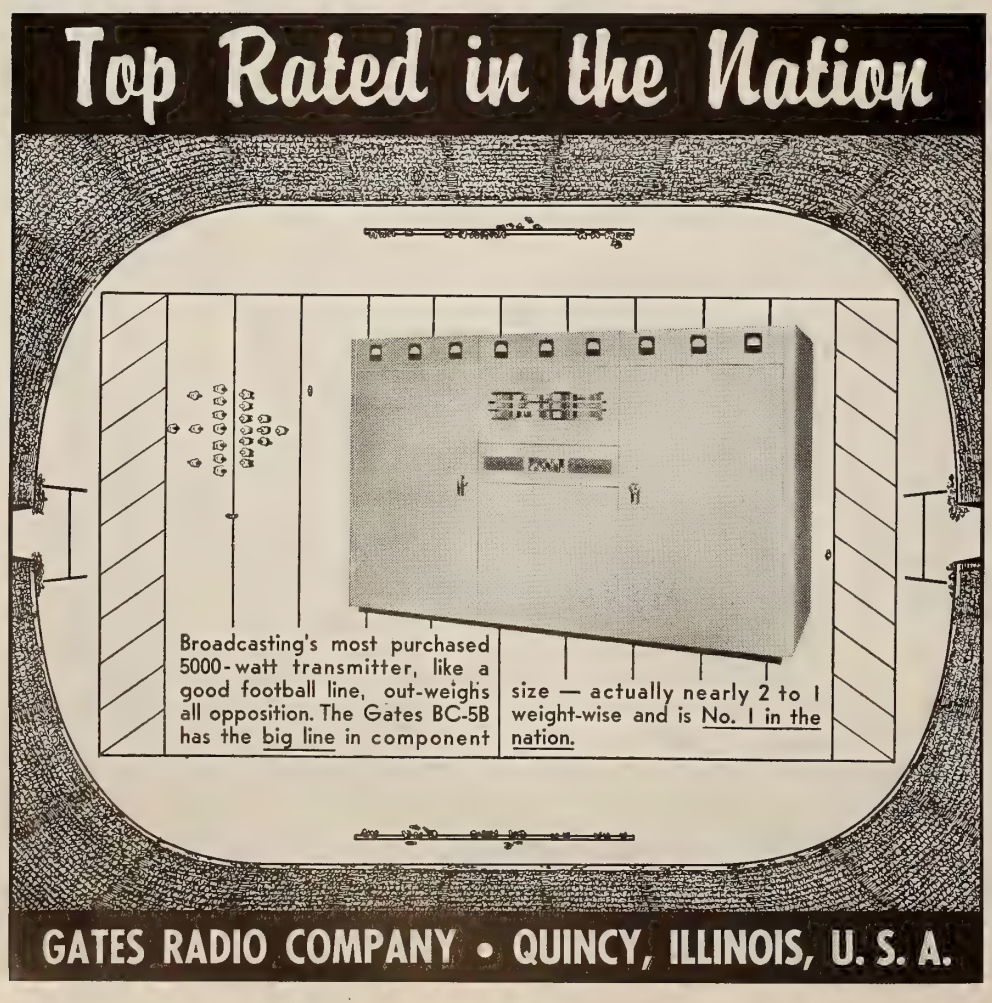
Jahncke Selected

ABC's representative on NARTB's Tv Board will be Ernest Lee Jahncke Jr., vice president and assistant to the president of the network. He was designated by ABC President Robert E. Kintner to replace Alexander Stronach Jr. who has resigned from the network [B•T, Sept. 27].

TRADE ASSN. PEOPLE

John L. Del Mar, formerly marketing director, Cast Optics Corp., Riverside, Conn., to American Assn. of Adv. Agencies, N. Y., as staff executive.

Karl Steeves, field supervisor, Fact Finders Assoc., N. Y., to research staff, BAB, same city.



WMVT

channel 3

From the Top of Vermont



NOW *ON THE AIR!*

WMVT, THE MT. MANSFIELD, VERMONT, TV STATION
OPERATING ON CHANNEL 3—4,200 FEET UP

Ask a Weed man for details.

A mountain top installation is wonderful for coverage—but people also want their local news and local personalities with local KNOW-HOW —whether it's TV, radio, or newspapers.

WMVT HAS BOTH COVERAGE AND LOCAL POSITION

Its transmitter is on Mt. Mansfield, Vermont's highest mountain. It is owned by the WCAX Broadcasting Corporation, which for 25 years has operated Vermont's oldest and most powerful radio station.

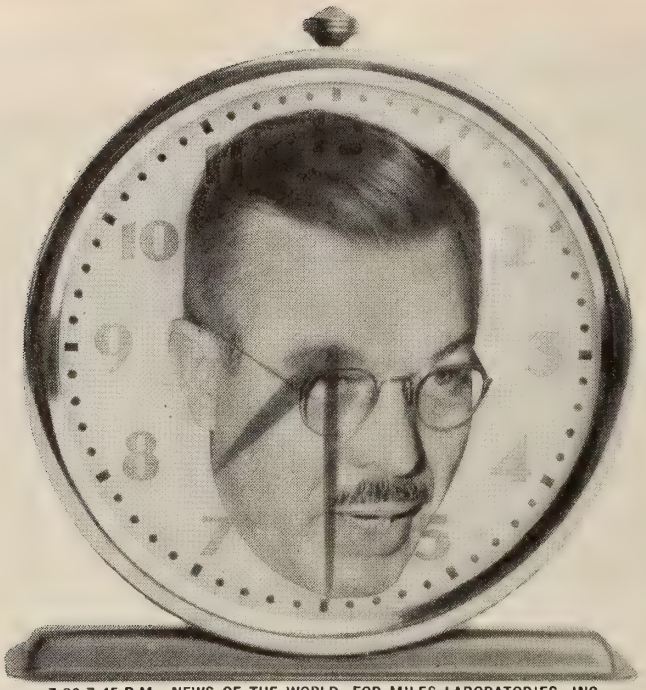
TO SELL VERMONT — BUY VERMONT

Remember, only WMVT covers Vermont and the Champlain Valley. You can't cover Vermont from New Hampshire, and—when you buy WMVT, you get this big bonus coverage, too! Adjacent areas in New York, adjacent areas in New Hampshire, and the rich Province of Quebec, including Montreal.



VERMONT'S FIRST-AND ONLY TV STATION!

CHANNEL 3
BURLINGTON, VERMONT

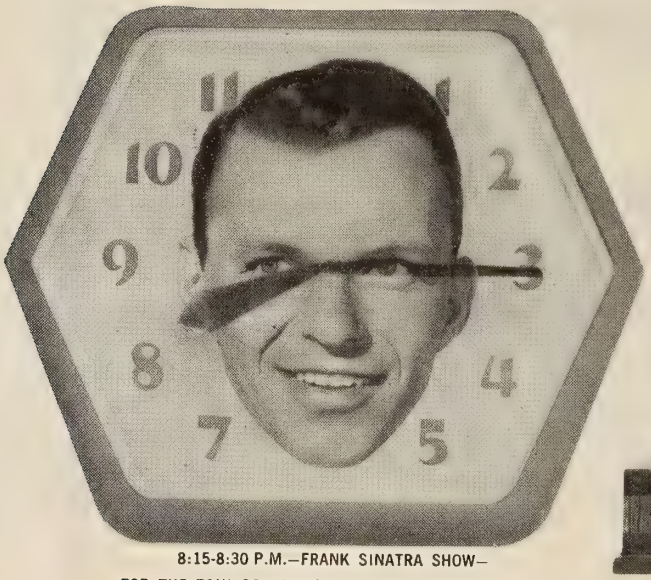


7:30-7:45 P.M.—NEWS OF THE WORLD—FOR MILES LABORATORIES, INC.

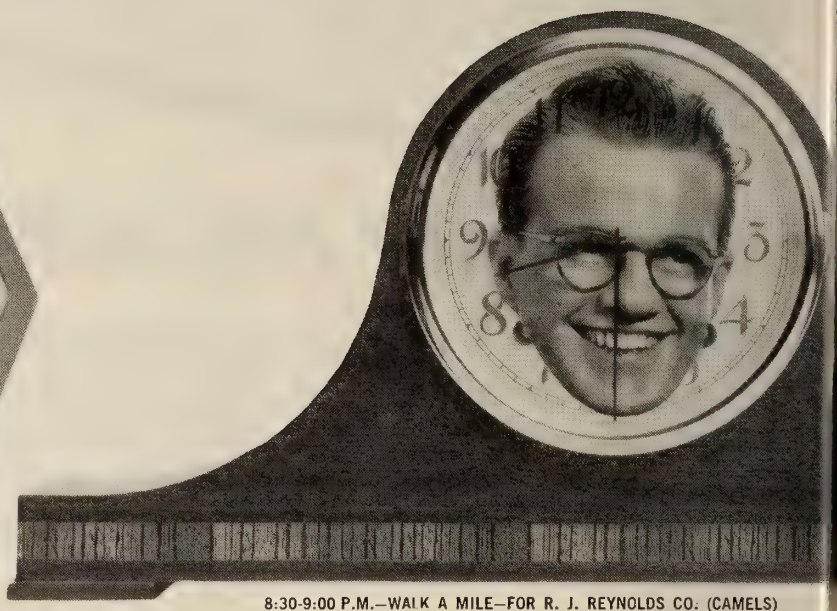


7:45-8:00 P.M.—ONE MAN'S FAMILY—FOR RADIO CORPORATION OF AMERICA

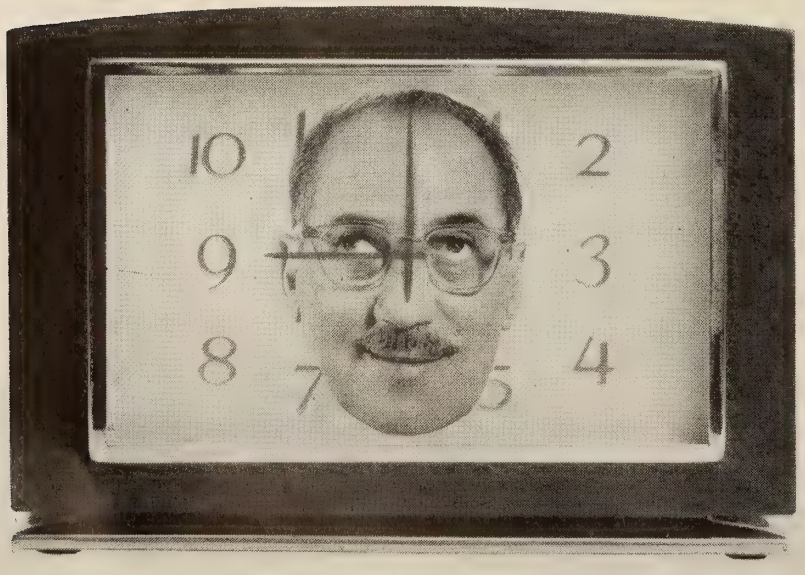
You can have a great



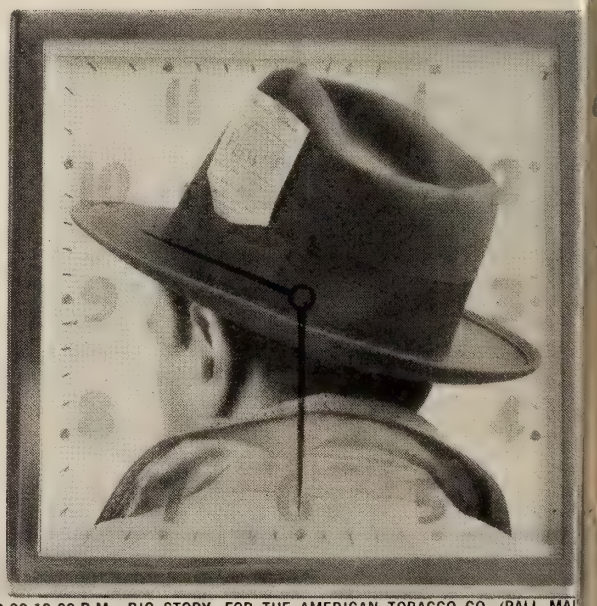
8:15-8:30 P.M.—FRANK SINATRA SHOW—
FOR THE TONI CO., DIVISION OF THE GILLETTE CO.



8:30-9:00 P.M.—WALK A MILE—FOR R. J. REYNOLDS CO. (CAMELS)



9:00-9:30 P.M.—YOU BET YOUR LIFE—FOR DE SOTO MOTOR CORP., DIV. OF CHRYSLER CORP.



9:30-10:00 P.M.—BIG STORY—FOR THE AMERICAN TOBACCO CO. (PALL MAL



8:00-8:15 P.M.—DINAH SHORE SHOW—
FOR CHEVROLET MOTOR DIV.,
GENERAL MOTORS CORP.

time, too, Wednesday night...

This Fall, every Wednesday night program on NBC Radio is a long-time favorite. Each one in this line-up has stood the test of time . . . against all competition . . . for an average of 13 years on network radio!

Year after year, these programs have paid off like clockwork for a wide variety of advertisers. At this moment every show is sold except one.

You can have this wonderful time because the Great Gildersleeve is back this year in a brand new sales format. You can buy as many or as few one-minute participations as you need. You can also buy "Gildy" as part of the Three Plan when you want morning, afternoon and evening round-the-clock coverage. And you also get the audience carry-over from the high-rated Fibber McGee & Molly Show. Wish you were here? Call your NBC representative now for full details.

And on Wednesday night you'll find yourself in the distinguished company of such advertisers as Miles Laboratories, Inc.; Radio Corporation of America; Chevrolet Motor Div., General Motors Corp.; The Toni Co., Division of the Gillette Co.; R. J. Reynolds Co. (Camels); De Soto Motor Corp., Div. of Chrysler Corp.; The American Tobacco Co. (Pall Mall); Prudential Insurance Co. of America; and Armour & Company (Dial Soap). All on

NBC RADIO
A SERVICE OF RCA



10:00-10:15 P.M.—FIBBER McGEE & MOLLY—FOR PRUDENTIAL INSURANCE CO. OF AMERICA, RADIO CORPORATION OF AMERICA, ARMOUR & COMPANY (DIAL SOAP)



10:15-10:30 P.M.—THE GREAT GILDERSLEEVE—FOR YOU

McCONNAUGHEY TAKES OATH TODAY AS CHAIRMAN OF FCC

He won't hold first news conference until after the swearing-in, but his philosophies on government regulation were outlined in a speech six months ago. The essence of his beliefs: government should exert minimum interference with business.

"MY CONVICTION is that government should exert a minimum of interference with the lives and fortunes of its citizens. . . . Bureaucracy is as old as government itself. The problem has always been and still is, to keep government within its proper bounds."

So stated George C. McConnaughey, who today (Monday) will be sworn in as chairman of the FCC. Those comments, although made six months ago, epitomize the regulatory philosophy of President Eisenhower's choice to head the FCC.

The quotes are from an address by Mr. McConnaughey, as chairman of the Renegotiation Board, before the Conference on Business and Tax Policy in Palm Beach last April 6. The conference was part of the Institute on Federal Taxation of New York U. in association with the U. of Miami.

Mr. McConnaughey told B•T last week—after his over-the-weekend appointment to the FCC chairmanship—that he had no preconceived notions about the communications field. He indicated he planned to study the law, FCC operations and its personnel before determining upon any course of action. He said he is under no mandate from the administration to accomplish specific goals.

The 58-year-old attorney, who has had broad experience in public utilities regulation, will hold a news conference today following his formal induction.

Burton to Administer Oath

He is to take his oath of office this morning at 10:30 in the executive offices of Presidential assistant Sherman Adams in the White House. The oath is to be administered by Supreme Court Justice Harold H. Burton, also from Ohio, before members of the Commission and invited guests.

He was notified of his appointment to complete the unexpired term of Comr. George E. Sterling, on Saturday morning, Sept. 25. The call came from Mr. Adams, who was at the Denver Summer White House.

He is a slight, pleasant man, with a sparkling sense of humor. His name is pronounced "Mac-*con*-a-hay." He likes baseball and football.

Mr. McConnaughey's appointment is on a recess basis—until Congress convenes in January. His nomination then will be submitted to the Senate for confirmation for the unexpired portion of Mr. Sterling's term, which runs until June 30, 1957.

Rosel H. Hyde, who has served as chairman since April 18, 1953, reverts to a commissionership. Mr. McConnaughey's appointment leaves the FCC political division as it was—four Republicans (McConnaughey, Hyde, Doerfer, Lee); two Democrats (Bartley, Hennock), and one Independent (Webster).

In announcing Mr. McConnaughey's selection in Denver, the Summer White House said that the appointment continued the President's "policy of rotating the chairmanships." Rotation heretofore never has been followed on the FCC. The Interstate Commerce Commission has rotated chairmen among its 11 members and the Federal Trade Commission among its five. Last year the President initiated the rotation policy on the five-man Civil Aeronautics Board. At that time it was stated that the President favored rotation on independent agencies.

It is presumed that the length of Mr. McConnaughey's tenure as chairman will be clarified when his nomination goes to the Senate next January.

In one quarter it was stated the administration intended to rotate the chairmanship only among the Republican members of the FCC. Presumably this would mean that John C. Doerfer, of Wisconsin, would be next in line on seniority. Then would come Robert E. Lee, of Illinois.

The White House announcement also stated that Mr. Hyde's term as chairman had expired on June 30. This was the first indication that the intention was to rotate as of that date. Actually Mr. Hyde was named chairman by President Eisenhower on April 18, 1953, for a one-year term. Presumably the June 30 rotation date was decided upon because the government functions on a July 1-June 30 fiscal year basis.

Last April no word was forthcoming from the White House on the new chairmanship. As a consequence, the members of the FCC unanimously elected Mr. Hyde to serve as "acting chairman" until the President made known his decision.

With the resignation of Comr. Sterling for health reasons as of Sept. 30, it became incumbent upon the President to act. Mr. McConnaughey's name had been mentioned previously [B•T, Sept. 27, 20, 13; Aug. 16; July 12; May 10, 3], but until Sept. 25 he said he had had no formal word from administration authorities. Also supported for the Sterling vacancy was Lewis E. Berry Jr., deputy department counselor of the Army, who was strongly backed by Sen. Potter (R-Mich.).

In his April 6 speech before the Conference on Business and Tax Policy, Mr. McConnaughey spoke on "Government Regulatory Controls Over Business." He described the talk "as broad as it's controversial." Then he quipped that about a month after he assumed the Renegotiation Board chairmanship, he returned to his home town in Columbus. One of his friends asked him if he was "confused."

"My reply," he said, "was that I felt a good deal like the young man, the son of a potentate, who on his 21st birthday was given 50 beautiful concubines by his father. One of his friends asked him if he was confused. He replied, 'No, I am not confused, but I don't know where to start.' "

The thesis of his Palm Beach talk was that (1) economic controls can lead to economic slavery; (2) total absence of such controls in organized society would mean anarchy; (3) there is no "golden mean" between these two extremes.

Drawing on his own experiences as a controller and regulator, both as chairman of the Ohio Public Utilities Commission and during the last year as chairman of the Renegotiation Board, he said he believed in having "as few government controls as possible." Mr. McConnaughey continued:

"Assuming that some sort of controls of business, as few as possible, are necessary, what are they? That's the heart of the matter.

"I know of only one way to approach the answer to these difficult questions. Why does business exist and why does government exist? Normally, business exists to employ labor and

THE NEW CHAIRMAN

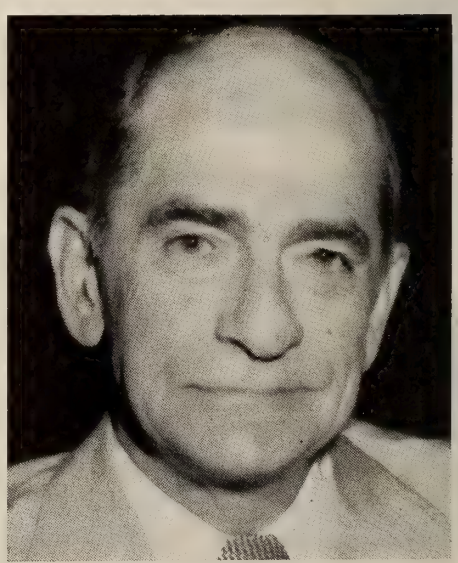
Origin: Born in Hillsboro, Ohio, June 9, 1896, to Dr. and Mrs. V. B. McConnaughey. Of Scotch-Irish descent.

Education: Hillsboro public schools. Ph.B. degree from Denison U., Granville, Ohio, in 1920. LL.B. from Western Reserve U., Cleveland, 1923.

War Service: U. S. Army, 1917-19. Served as first lieutenant of artillery in Meuse-Argonne and Verdun battles.

Professional Career: Practiced law in Cleveland, 1924-39, and was also assistant director of law of the City of Cleveland. Was chairman of the Public Utilities Commission of Ohio (appointed by John W. Bricker, then Ohio governor, now U. S. senator) 1939-45. Coincidentally was chairman of Ohio War Transportation Commission, 1942-45. Was president of the National Assn. of Railroad and Utilities Commissioners for the year 1944-45. Returned to law practice in Columbus, Ohio, in 1945. Appointed chairman of U. S. Renegotiation Board last Nov. 30 by the President. Appointed chairman of the FCC Sept. 25.

Affiliations: Member, Broad Street Presbyterian Church, Columbus; board of trustees, Denison U., Masonic Order (Highland Lodge No. 38, Hillsboro, and Aladdin Temple, Columbus), American Legion, Sigma Chi, Phi Delta Phi legal fraternity, Scioto Country Club and Columbus Athletic Club, Columbus.



MR. McCONNAUGHEY

Married and has two sons, George C. Jr. and David C., the latter an Air Force lieutenant.

Everyone has something he does best...



Special jobs—whether repairing power lines or representing television stations—are best done by those with specialized abilities.

We believe in the principle of specialization and apply it wholeheartedly. As the *first* and *only* representative whose sole concern is the TV medium, we bring our abilities and experience exclusively to the needs of the quality television stations below. If you, too, believe that single responsibility produces sounder results, there may be other reasons for learning more about each other.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

capital to produce and sell goods and services for a profit—at a figure higher than all the costs that go into production. Government exists to make and enforce the necessary ground rules for *all* its citizens to live together in the manner that public opinion on the one hand and economic facts on the other determine. I can think of few things that our citizens—and government as their agent—ought to want more than successful business — manufacturing, utilities, building, finance, agriculture, trade, and all the rest—for reasons so obvious that I won't catalog them. But we want also to be sure that there is no massive over-reaching, that our vaunted competitive free enterprise system *is* competitive, free, and enterprising, and is operating fairly toward competitors and toward employes, customers, suppliers and investors."

Indicating that he is no giant killer, Mr. McConnaughey said he did not think there is any "evil in bigness as such." The key to further development of our industrial economy, he added, "lies in not cutting these enterprises down but in building others up. . . . There must be room and reason for the little fellow as well as the giant to undertake these ventures, and it is a proper and wholesome function of government to aid small business and encourage new enterprises."

Public Utility Views

Turning to public utility control, Mr. McConnaughey commented that it was well recognized that the special characteristic of public utilities separates them from other industries for regulatory purposes because they "tend to be monopolies." Instead of trying to establish fair competition in such industries, the state has decided that "monopoly is in the public interest" but he pointed out that in return the community "demands the right to set rates which will be fair to itself, to the utilities' customers and to the utilities' investors."

Mr. McConnaughey concluded his erudite speech with these words:

"Being human, we, as individuals, require controls in disciplining ourselves, and likewise we require essential government controls. Basically controls should be looked upon with a high degree of skepticism; be they by giant business or by government. Too much power in the hands of a few people should at all times be carefully scrutinized. How well we behave when given great individual power is highly questionable.

"Our Republic was founded by our forefathers to get away from tyrannical dictation. Let us see to it that the hand of government is kept under control and does not become too centralized."

Two Daytime Grants Issued

TWO new radio stations and improved facilities for an existing station were approved by FCC last week.

KWK St. Louis was granted construction permit for a new outlet at Haines City, Fla., on 540 kc with 10 kw daytime only, directional antenna.

Another daytime outlet was approved for Forest, Miss., on 860 kc with 500 w. The permit went to Scott County Broadcasting Co., owned by Roth E. Hook and William E. Farrer, operators of WRAG Carrollton, Ala.

In a final decision after hearing, WCBI Columbus, Miss., was granted change from 250 w fulltime on 1340 kc to 1 kw daytime, 500 w at night on 550 kc. Directional antenna will be used fulltime, with different pattern day and night.



SCROLL honoring retiring FCC Comr. George E. Sterling (3d from l) for his 31 years of service to the Commission and its predecessors is presented to him by (l to r) William L. North, chief of Frequency Utilization & Requirement Branch; Acting Chairman Rosel H. Hyde, Mr. Sterling and Comr. Robert T. Bartley. Comr. Sterling was feted Wednesday by former Radio Intelligence Division associates, Thursday by FCC.

Sterling Tribute

BY UNANIMOUS ACTION, FCC last Wednesday honored Comr. George E. Sterling in a resolution citing his 31 years of service with the Commission and its predecessors. Comr. Sterling retired Thursday and was tendered a farewell party by the Commission staff.

His unexpired term is being filled by George C. McConnaughey, named by President Eisenhower to be chairman for the next year (see story, page 50).

FCC's resolution, accompanied by a scroll, stated:

This scroll commemorates the retirement of a beloved associate who has proved unfailing in his loyalty to the public trust, and in his sympathy and understanding of his fellow man.

George Edward Sterling, during his 31 years of Federal service with this Commission and its predecessors, advanced from radio inspector to organizer and director of the FCC wartime radio intelligence activities, Chief Engineer and, in 1948, to office of Commissioner. He brought to that office an unprecedented experience in radio which had its beginning in 1908, and as operator, engineer, author and policy maker has played a prominent role in the development of the radio art.

His warmth, sincerity and fundamental sense of fairness have earned him the respect and affection of all, and his distinguished career long will be an inspiration and example to the organization he served.

McElroy Accepts Ike Bid

PROCTER & GAMBLE CO. President Neil McElroy last week accepted an invitation from President Eisenhower to serve as chairman of a White House Conference on Education tentatively scheduled for early 1955. Mr. McElroy, 49, is a member of the National Citizens Commission for Public Schools and of the National Fund for Medical Education.

Tv Effect-on-Youth Probe Opens Oct. 19

THE Senate Juvenile Delinquency subcommittee will hold hearings on television programming Oct. 19-20 in Washington, a spokesman said last week.

Witnesses, to be announced later, will include psychologists, sociologists, program producers, sponsors, actors, station managers and network officials, the spokesman said. Sen. Robert C. Hendrickson (R-N. J.) heads the Senate group.

The senators are adamant in their stand against censorship of tv programs and their sole objective in holding the hearings is to determine the mental climate created for U. S. youth by present children's tv programming, the spokesman said.

If the Senate group, after full hearings, determines remedial steps should be taken, a blueprint for action will be included in the subcommittee's report, it was noted.

Content of tv programs will be examined at the hearings, with particular attention to the portrayal of crime, horror and violence, the spokesman said. He said the subcommittee staff for several months has been making an intensive survey of tv programming in this direction.

Aim of the hearings will be to determine what effect scenes of crime and violence have on the youth of America, he said. The probe, he said, is the result of complaints from thousands of parents across the country.

He said at least two of the subcommittee members plan to sit in at the hearings. Other members are Sen. William Langer (R-N. D.), Sen. Estes Kefauver (D-Tenn.) and Sen. Thomas C. Hennings Jr. (D-Mo.).

Sen. Hennings, recently returned from a month's tour in Europe, said a Scotland Yard official told him in London that tv is helping to cut down juvenile delinquency in Britain. He said the official told him tv keeps youngsters off the streets.



***Don Lee IS Pacific Coast Radio**

...the only network designed for complete coverage of a GREAT radio audience, 16½ million people with an effective buying income that tops the national average by 18%. It's the nation's greatest regional network.

Mutual
DON LEE
RADIO

Don Lee Broadcasting System
Hollywood 28, California

Represented nationally by
H-R Representatives, Inc.

FCC Witness Testifies On Lamb $7 Donation

Ernest Courey takes stand in last week's abbreviated session on charges against Lamb.

A FORMER self-styled "plant" and "tough man" bodyguard in the Communist Party at Toledo testified before FCC Examiner Herbert Sharfman last week that he was present in 1938 and again in 1940 when broadcaster-publisher Edward Lamb donated a total of $7 to party causes.

Held only Monday and Tuesday and scheduled to resume last Friday with further cross examination of the witness, Ernest Courey, the hearing involves the license renewal application of Mr. Lamb's WICU (TV) Erie, Pa. Issues in the case are concerned with whether or not Mr. Lamb misrepresented himself in earlier statements to the Commission when he said he never had Communist ties—associations which he continues to deny [B•T, Sept. 27, 20].

Under cross examination, however, the witness said he could not recall others solicited for funds although he was on the collection committee for a period of time.

Future Witnesses

Walter R. Powell Jr., chief FCC Broadcast Bureau counsel in the case, indicated he has "at least" 10 more witnesses after Mr. Courey's testimony is concluded. Mr. Courey was witness No. 5 for the Bureau.

Mr. Courey, now operator of a summer resort, bar and restaurant at Mercer, Wis., said he was born in Syria in 1900, came to this country in 1914 and later became a U. S. citizen. He told counsel for Mr. Lamb he shot a man in 1925 in a business dispute and was convicted of second degree murder after pleading guilty at the advice of counsel. Sentenced to life imprisonment, he said he was released after five years when his term was commuted.

The witness testified he joined the Communist Party at Toledo in 1938 as part of his work for a private detective agency. He was expelled in 1942, he said. While in the party, Mr. Courey said he served as bodyguard at times for party officials and built himself up as a gunman. "With the Communist Party I am a very tough man, a very dangerous man," he recalled.

Mr. Courey said in June 1938 he accompanied Max Wall, local party official, to Mr. Lamb's office in Toledo. He said Mr. Wall asked for a contribution to hire a hall for a speech by a national Communist Party leader and Mr. Lamb donated $5.

The witness recalled being arrested at the speech for disturbing the peace. He said Mr. Lamb represented him and the case was dismissed.

The second time he saw Mr. Lamb give a donation was in July 1940, Mr. Courey testified. The amount was $2 for a party picnic, he said, with Mr. Wall again making the solicitation.

Under cross examination by Russell Morton Brown, co-counsel for Mr. Lamb with ex-U. S. Attorney General J. Howard McGrath, the witness said he is a special deputy sheriff in Iron County, Wis., and carries a gun because he doesn't trust the Communists. He testified Monday he brought a gun with him to Washington but it was in his luggage and not loaded.

The hearing was recessed Tuesday because the next Broadcast Bureau witness was ill and Mr. Brown indicated he wanted a little time before completing his cross examination of Mr. Courey.

Lamb Charges Libel

LIBEL suit for $500,000 was reportedly filed in Lucas County (Toledo) Common Pleas Court last week by Edward Lamb against directors of Air-Way Electric Appliance Corp. Mr. Lamb, whose WICU (TV) Erie, Pa., is in license renewal hearing before FCC, charged in the suit that the Air-Way directors libeled him twice in a letter soliciting proxies against a special shareholders meeting sought by Mr. Lamb between Oct. 15 and Nov. 15.

Mr. Lamb, who owns about 31% of the firm's stock, charged the directors misrepresented facts about his purchase of the stock, thereby injuring his reputation for truth and veracity. In another suit filed in Delaware, Mr. Lamb charged the directors secretly changed the by-laws to require two-thirds of the stockholders rather than a majority to call a special meeting.

WINR Granted Ch. 40 At Binghamton, N. Y.

FINAL DECISION to grant ch. 40 at Binghamton, N. Y., to WINR there was issued by FCC last week in one of several television actions. The ruling dismissed the competitive bid of WENE Endicott which a hearing examiner earlier proposed to deny in favor of WINR [B•T, Aug. 30].

The Commission also advised Wilmington Television Corp., permittee of ch. 3 WTHT (TV) Wilmington, N. C., that its application for extension of time to complete construction "indicates necessity of a hearing." Comr. Frieda B. Hennock dissented, noting FCC granted multiple extensions to most of the 108 pre-freeze stations.

FCC noted WTHT has not ordered equipment nor begun construction at the transmitter site although studies are under way concerning use of higher power and tower.

In another tv action, FCC invited comments by Oct. 11 on the proposal of ch. 74 WMGT (TV) North Adams, Mass., for substitution of ch. 19 there. Switch would involve substitution of ch. 54 for 19 at Utica-Rome, N. Y.; substitution of ch. 15 for 19 at Portsmouth, N. H., and ch. 74 for 33 at Bennington, Vt., FCC said. Comr. Robert T. Bartley dissented.

CAA Adopts Principles On Locating Air Aids

GENERAL PRINCIPLES governing the relocation of existing air navigation aids, or the installation of new ones, because of the location of a radio or tv tower have been adopted by the Civil Aeronautics Administration and furnished to all regional administrators.

In a memorandum signed by Acting CAA Administrator S. A. Kemp, regional administrators were authorized to adjust procedures or air navigation aids in order to overcome unreasonable restriction of tv service. This may be "in a few exceptional cases," the memorandum stated.

In discussing the impact of a tv tower location on existing or additional navigation aids, the CAA warned that no move should be made to place an electronic warning device on or in the vicinity of a tower [B•T, Aug. 2].

Mr. Kemp emphasized that approval of tower locations "should be based primarily on minimum impact to existing operational procedures. The relocation or addition of NAV aids shall be considered only when there is no other solution to the problem and there is a clear indication that the public benefits will outweigh the resulting loss of efficiency of the air navigation service. Efforts should be continued to resolve conflicts without modifying the air navigation system, as approval for modification will not be granted unless exhaustive studies show that modification is the only solution and the public interest demands such action."

WKY Files Application For Purchase of WSFA

APPLICATION for approval of the purchase of WSFA-AM-TV Montgomery, Ala., by WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $562,600 plus the assumption of more than $500,000 in notes [B•T, Sept. 20] was filed with the FCC last week.

Long term notes are to RCA for tv equipment ($324,902), and to First National Bank of Montgomery ($250,000). Reasons given for the sale are the failing health of some WSFA stockholders and business conditions. Stockholders are David E. Dunn, H. S. Durden, R. F. Hudson, R. F. Hudson Jr. and Sebie B. Smith.

Application indicated that Hoyt Andres, present assistant manager of the WKY stations, would become manager of the Montgomery stations. WSFA operates on 1440 kc with 5 kw day, 1 kw night, and is an NBC affiliate. WSFA-TV, now under construction, is due to put its ch. 12 signal on the air Dec. 1.

Balance sheet for WSFA stations, as of Aug. 31, 1954, showed total assets of $655,862 and a surplus of $140,116. Estimated replacement value of the Alabama stations was shown as $895,918, with $199,418 attributed to land and buildings. Last year, before tv grant, Howard E. Pill sold his 25% interest for $100,000.

Started in 1920

NBC-affiliated WKY has been operating since 1920 and puts out 5 kw on 930 kc. WKY-TV on ch. 4, began operating in 1949, is affiliated with ABC and NBC. The Oklahoma stations are owned by Oklahoma Publishing Co. (*Oklahoma City Daily Oklahoman* and *City Times*, and the *Farmer-Stockman*). E. K. Gaylord is president and P. A. (Buddy) Sugg executive vice president of the stations.

WKY balance sheet as of Aug. 31, 1954, indicated total assets of $2,947,590, including total current assets of $1,247,268. Color tv studio equipment was valued at $213,478. Surplus as of Jan. 1, 1954, was shown as $1,652,692, with operating gain from that date to the end of August $280,833. WKY also showed a net profit after taxes of $299,311 for 1952, and of $414,238 for 1953.

Sale of the WSFA stations to WKY was negotiated by Blackburn-Hamilton Co.

Secrest Sworn in at FTC

ROBERT T. SECREST, former Democratic Congressman from Ohio, was sworn in last Monday to a seven-year term as a member of the Federal Trade Commission. He was appointed to the post by President Eisenhower June 25 and was unanimously confirmed by the Senate July 2 [B•T, July 5]. Mr. Secrest was a member of Congress from 1933 to 1942 and from 1949 until his appointment to the FTC. He succeeds Albert A. Carretta, who is returning to private law practice in Washington.

NATIONAL NEWS NETWORK

CAPITOL BUREAU P. O. BOX 1134 WASHINGTON, D. C.

Reply to:
Executive Offices
2156 Lee Road,
Cleveland 18, Ohio

RADIO WISEMEN
EASTERN STATES
U.S.A.

MY FELLOW BROADCASTERS:

The Prophets in radio claim the profits for future station success lie in better Local and National News Coverage, plus consistant originality. The National News Network is really a LIVE WIRE service designed for association with your local reports featuring the voices making the news nationally, so you can put them on the air with your broadcasts the same day.

Using the voice-speed methods so successfully developed by WSRS, Cleveland, the Award Winning News station in Ohio's largest city, The National News Network intends to apply at the National level the same system for subscribers who join this plan. Our experience in the dissemination of "In Person" news voices from local and national sources is your assurance that we know our business in news effectiveness for station acceptance. That is a matter of record from ratings and awards. Do the same for your community by indicating in a letter the desire to investigate the price and service conditions of Washington coverage and national events Not Now Provided by any network or news service. This plan is better than having your own correspondent in the capitol, because our manpower can give greater coverage at a cost a local sponsor will gladly pay for the real "In Person" news from our LIVE WIRE to your city. With the changes contemplated in chain hookups, the only need in the future for live network operation by anyone in radio is the plan available through the efficient method of the National News Network. Please write for details of the Capitol Plan.

No obligation at this point, except to your conscience and station's future. Mark all mail to my attention personally.

Radio-actively yours,

S. R. Sague, Founder
NATIONAL NEWS NETWORK

FCC APPROVES SALE OF SIX STATIONS

KJRL and KISJ (TV) Pocatello, Idaho, change hands. KCSJ-AM-TV Pueblo, Colo., assigned to Bankers Life. Radio Hawaii acquires WTAC Flint.

FCC last week approved the sale of four am and two tv stations—involving KJRL and KISJ (TV) Pocatello, Idaho; WTAC Flint, Mich.; KCSJ-AM-TV Pueblo, Colo., and KTFS Texarkana, Tex.

Merger between Pocatello Tribune-Journal Co. interests and Frank C. Carman-J. Robb Brady-Grant Wrathall interests in the ownership of a single am station in Pocatello, Idaho, was approved by the FCC last week. Involved also is the transfer of ownership of KISJ (TV) Pocatello.

FCC action assigned the license of KJRL Pocatello (1240 kc with 250 w) to Pocatello Television Corp. Latter company is 50% owned by Pocatello Tribune-Journal Co. and associates, and 50% owned by Messrs. Carman, Robb, Wrathall and associates, who own KWIK Pocatello (1440 kc with 1 kw). FCC approval was conditioned on surrender of the license for KWIK. FCC Comr. Frieda B. Hennock dissented.

As part of the merger arrangements, for which no monetary consideration was involved, Pocatello Tribune-Journal Co. transferred its CP for ch. 6 KISJ (TV) Pocatello to the Carman-Brady-Wrathall group. This latter group will surrender the ch. 10 CP it now holds for KWIK-TV Pocatello.

Call letters of the remaining am and tv stations will be changed to KWIK and KWIK-TV, it was understood.

Pocatello Tribune-Journal Co., publisher of the *Idaho State Journal*, Pocatello, is part of Scripps Newspapers Inc. Other Scripps newspapers are *Provo* (Utah) *Herald, Logan* (Utah) *Herald Journal, Kalispell* (Mont.) *Daily Interlake*, and *The Dalles* (Ore.) *Chronicle*. It also has part interest in the *Coeur d'Alene* (Idaho) *Press* (KVNI) and the *North Idaho* (Wallace-Kellogg, Idaho) *Press*.

The Carman-Brady-Wrathall group owns KIFI Idaho Falls. Messrs. Carman and Wrathall and other associates also own KUTA and 50% of KUTV (TV) Salt Lake City, and 66⅔% of KOPR-AM-TV Butte, Mont. Mr. Carman and other associates own KGEM Boise and KTVI (TV) Nampa, Idaho. The J. Robb Brady Trust Co. owns 50% of KLIX-AM-TV Twin Falls, Idaho, and 80% of KIFT (TV) Idaho Falls; it also owns the *Idaho Falls Post-Register*.

Sale of WTAC Flint, Mich., by Trendle-Campbell Broadcasting Corp. to Radio Hawaii Inc. for $91,000 plus the assumption of $196,-182 liabilities [B•T, Aug. 9] was approved by the FCC last week.

Radio Hawaii, a subsidiary of Tele-Trip Policy Co., owns KPOA Honolulu (630 kc with 5 kw), which it bought for $400,000 from J. Elroy McCaw and John D. Keating earlier this year [B•T, March 29]. Tele-Trip company specializes in aviation insurance. John M. Shaheen is president of both Radio Hawaii and of the Tele-Trip company. Finlay Hollinger is executive vice president of Radio Hawaii. John R. McKinley, WTAC manager, is scheduled to become a Radio Hawaii vice president and general manager of the 1 kw, ABC-affiliated Flint station (on 600 kc).

WTAC-TV began operating on ch. 16 last year, but suspended operations in April of this year and surrendered its grant this summer.

George W. Trendle and H. Allen Campbell, owners of Trendle-Campbell Broadcasting Corp., are pioneer radio operators and program producers. They recently sold the 22-year-old *Lone Ranger* rights to Jack D. Wrather, Mrs. Mazie Wrather and John L. Loeb and associates for $3 million [B•T, Aug. 9].

Assignment of licenses for KCSJ and ch. 5 KCSJ-TV Pueblo, Colo., from Douglas D. Kahle and associates to Bankers Life & Casualty Co. was approved by the Commission. Bankers, licensee of KGA Spokane, Wash., assumes liabilities of the Pueblo stations in the amount of $323,000 and gives Mr. Kahle, former majority owner, a six-year employment contract as station manager. Mr. Kahle is to receive $1,000 per month plus 25% of net profits and an option to re-purchase 25% interest for $12,500, FCC said.

And transfer of control of KTFS Texarkana, Tex., from David Segal to Arthur D. Smith Jr., licensee of WCDT Winchester and 60% owner of WMTS Murfreesboro, both Tenn., for $69,500 was approved by the FCC.

Tampa Times Petitions FCC on Ch. 13 Grant

GAUNTLET on FCC's newspaper ownership policy was flung down last week when the Tampa Times Co. (WDAE-AM-FM Tampa, Fla.) filed a petition for rehearing, reconsideration and stay of the FCC's grant of Tampa ch. 13 to Tampa Tv Co. [B•T, Sept. 6]).

Commission, reversing its examiner, granted the Tampa channel to Tampa Television, which is headed by Walter Tison, owner of WALT Tampa. Examiner had recommended grant to Tampa Times. Third applicant in hearing was Orange Tv Broadcasting Co. Basis of FCC's decision was that diversity of media of communication would be better served by the denial of Tampa Times' application.

The Commission's action is not supported by the record, Tampa Times said in its 30-page printed petition. It erred by basing decision on the diversity policy, the Tampa newspaper said, pointing to a grant of Tampa ch. 8 to the Tampa Tribune only one month ago.

The Tampa Times petition spoke of the Commission's action as "irreconcilable" with recent decisions involving newspapers. It added:

". . . the Commission's discussion of diversity is the most incredible extension of an outmoded concept yet set forth since the Commission came into existence in 1934."

In great part, the Tampa Times document was a point-by-point attack on the Commission's reasoning on why it preferred Tampa Tv Co. It offered its 20 years of broadcast service and its greater integration of ownership and management as the counter to the FCC's preference of Tampa Tv Co.

Election Guide Issued

AN 84-page handbook for radio-tv reporters who will cover the more than 450 fall election contests is being issued today (Monday) by McIver Publications, 1820 Jefferson Pl. N.W., Washington, D. C. Its cost: $1.

Election Guide, edited by Joseph F. McCaffrey, Washington correspondent and secretary of the Radio-Tv Correspondents Assn., lists all major party candidates for governor, the U. S. Senate and the House. It outlines "marginal" districts and those considered "dangerous," plus other background data such as the time polls close in each state.

WMUR-TV
THE STATE STATION
VHF CHANNEL 9 MANCHESTER N. H

THE BEST SIGNAL—AND LOCAL COVERAGE FROM WITHIN THE MARKET

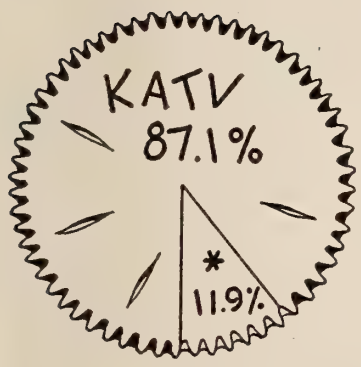
70% of entire New Hampshire population	110,000 TV families
PLUS—*Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area*	115,000 TV families
PLUS—*Coverage of south and eastern Vermont*	15,000 TV families
Total PRIMARY coverage	240,000 TV families

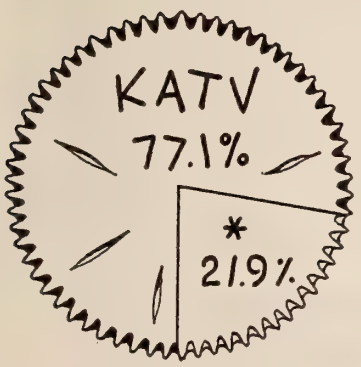
4 Million People Live in This Area



"Dig this CRAZY graph!"







"Man, this is a pie. Graphs are square and I don't want to be associated with anything square."

"Dad, Join the Session—This is a Real Cool Pie Graph!"

"Sing on, Clyde, pie graph of what?"

"Of the Rich Central Arkansas Television Market—Where 586,500 Money Spending People Live."

"Looks like this slice is a mite bigger than the other—as a matter of fact it looks like 77.1% of the whole crazy pie."

"Man—You've Been Peeking at the Results of the July 1954 ARB Survey, 'Cause That's the Audience Control Figure They Give KATV for the Entire Survey."

Wow—that's the most to say the least."

"Not Quite—There's Even More to This Advertisers Dream. KATV is in Charge of the 33rd Market in the Nation. The Man at ARB Says KATV was First 87.1% of the Time Monday Thru Friday from Five-ish 'Til 11:15 P.M.; and on Sunday from High Noon Until 10:45 P.M. . . . and what a Crazy Market—Over 70,000 Tv Sets and They are Still Selling Like . . . (Pies?)."

"This is the station that is now telecasting over 50 hours of commercial network shows each week—I am right—yes?"

"You Are. This is also the Station that Blankets 23 Counties and Promotes All of Them. As a Matter of Fact They Have Studios and Offices in Two of Them."

"Two of them?"

"Two Counties—Two Towns—Little Rock and Pine Bluff. Studios in Both."

CBS TELEVISION NETWORK

*Ask
BRUCE B. COMPTON
National Sales Mgr.
620 Beech Little Rock, Ark.

Channel 7
KATV

ABC TELEVISION NETWORK

*Ask
AVERY-KNODEL, INC.
National Sales Rep.

REED AND WOLF BUY CBS SHARE OF KQV

Pay network $236,250 for 45% interest in Pittsburgh regional, agree to finance tv.

FIRST move by CBS to unload its minority station holdings [CLOSED CIRCUIT, Aug. 16]—in order to come within the FCC's seven-station limitation on am ownership—took place last week when principals of KQV Pittsburgh bought back the network's 45% interest for $236,250. This is exactly what CBS paid for the minority interest in 1952.

Messrs. Earl F. Reed and Irwin D. Wolf, who with associates were 55% owners of the 5 kw, CBS affiliate (on 1410 kc), bought out the network's interest. Each, together with their wives, bought half of CBS's 1,350 shares. They also agreed to assume two CBS obligations: To lend up to $150,000 to the station if it wins its Pittsburgh ch. 4 bid and to pick up an additional 1,350 shares to which CBS had subscribed.

KQV Seeks Tv

KQV is one of five applicants for ch. 4 in the Pittsburgh area. Hearings began earlier last month with exchange of testimony and information. Other applicants are WCAE Pittsburgh; WLOA Braddock, Pa.; Wespen Tv Inc. and Irwin Community Tv Co.

KQV ownership is split into two trust funds. First had CBS owning 1,350 shares, with Messrs. Reed and Wolf owning 10 shares each. Second, consisting of 1,630 shares, was owned by 21 individuals, including the Messrs. Reed and Wolf. Both Mr. Reed and Mr. Wolf are the voting trustees for both trusts.

CBS now owns six am stations and has minority interests in two more. These are WCBS New York, KCBS San Francisco, KMOX St. Louis, KNX Los Angeles, WBBM Chicago and WEEI Boston, all CBS owned, and 47% of WCCO Minneapolis and 45% of WTOP Washington. The stations in New York, Los Angeles, Chicago, Minneapolis and Washington have tv adjuncts.

The FCC regulation limiting to seven the number of am or fm stations which one company may own was issued last fall [B•T, Nov. 30, 1953]. At that time, CBS was ordered to bring its ownership within the rule. It was given three years to do so.

The only other person owning more than the maximum seven am stations when the rule was promulgated was J. Elroy McCaw. Mr. McCaw disposed of his interests in KPOA Honolulu, KILA Hilo, both Hawaii, and in KLZ Denver. The FCC quashed the show cause order last month.

Football Plans Announced By 25 More Stations

FURTHER announcements of football coverage and sponsorships [B•T, Sept. 20] reported are:

KCOW Alliance, Neb.—U. of Nebraska full schedule plus local high school games.

KPHO Phoenix, Ariz.—Selected games from the Pacific Coast Conference plus U. of Arizona full schedule; Tide Water Associated Oil Co. and Tide Water Associated Dealers of Phoenix.

KSO Des Moines, Iowa—U. of Iowa full schedule; participating sponsors.

KVOO Tulsa and WKY Oklahoma City, both Oklahoma—Oklahoma U. full schedule; Texaco.

KQV Pittsburgh—Weekly hour-long city, county and district high school roundup.

KTVQ (TV) Oklahoma City—Nine Oklahoma City high school games.

KVTV (TV) Sioux City, Iowa—Selected National Football League professional team games plus highlights of Big Ten game of the week and Iowa football highlights; Phillips Petroleum Co. sponsors Big Ten highlights.

WABD (TV) New York—Wednesday night film of highlights of previous Saturday's National Football League professional games.

WCBS New York—Ivy League Game of the Week; New York Ford Dealer's Assn.

WGAR-AM-FM Cleveland, and WRFD Worthington, Ohio—Ohio State U. full schedule; Farm Bureau Insurance Companies.

WHBC-AM-FM Canton, Ohio—Most Ohio State U. games plus 19-game schedule of high school games.

WHIM Providence, R. I.—Brown U. full schedule; Citizens Savings Bank and Westinghouse.

WJR Detroit—Ten selected games in which Michigan, Michigan State or Notre Dame will be playing; Plymouth Dealer's Assn. of Greater Detroit through Powell-Gayek Inc.

WKBZ Muskegon, Mich.—Notre Dame full schedule, plus 16 local high school games; participating sponsors.

WMAL Washington U. of Maryland full schedule; Canada Dry Ginger Ale through J. M. Mathes, New York, and Hare Bros. Auto and Marine Parts Co., Washington.

WMCA New York—Notre Dame full schedule; Metropolitan Ford Dealer's Assn. [Editor's note: Labatt's India Pale Ale and Pilsener Beer, sponsor of pre and post-game programs, was erroneously reported in the last roundup as being the sponsor of the games.]

WMTW (TV) Portland, Me.—Hour-long film on Monday night of previous Saturday's Dartmouth College games full schedule.

WNBK (TV) Cleveland—Selected Cleveland high school games highlights on film.

WPEN Philadelphia—Notre Dame full schedule; Cassidy-Richlar Co. (direct mail adv.) through Fien and Schwerin Agency, Philadelphia.

WTNJ Trenton, N. J.—U. of Pennsylvania full schedule; Voltz Oil Co. and Calso.

WVNJ Newark, N. J.—Several home games of Princeton U.

WVOM Boston, Mass.—Nine high school games plus several local college games.

WWDC Washington—Saturday afternoon twice hourly score roundup.

Suds Sorority

KSEO Durant, Okla., is bubbling over with enthusiasm these days, and the "Sisters of the Suds" convention is the reason for it. Leroy W. Moses, KSEO manager, started the idea of a "Sisters of the Suds" organization, comprised of radio-listening housewives, and now there are over 3,000 card carrying members. The convention, billed as the "first convention of radio listeners," recently attracted more than 1,300 members for a full day's entertainment.

The mayor of Durant proclaimed convention day as "Sisters of the Suds" day and local merchants offered "specials" in honor of the group, who become "Sisters" by writing requests to the "Chief Sudser," a KSEO disc m.c.

WBC General Managers Hold Fall Meet in N. Y.

ANNUAL fall meeting of the general managers of Westinghouse Broadcasting Co. owned-and-operated stations was held in New York last Monday and Tuesday. Chris J. Witting, president of WBC, presided.

The group heard a talk by Richard Pack, newly-appointed national program manager for the company, who expressed satisfaction with the work that performers, directors and writers have done in the eight weeks he has been on the job to give radio "the new sound it needs." Mr. Pack, summarized the activities of his visits to KDKA Pittsburgh and KBZ-WBZA Boston-Springfield.

Other speakers were Joseph E. Baudino, executive vice president; Eldon Campbell, national sales manager; I. C. Ruby, auditor; John W. Steen, attorney; David E. Partridge, sales promotion-advertising manager; John F. Hardesty, eastern sales manager, and George D. Tons, midwestern sales manager.

Station managers in attendance were W. C. Swartley, WBZ-TV Boston; Paul E. Mills, WBZ-WBZA; Rolland V. Tooke, WPTZ (TV) Philadelphia; Franklin A. Tooke, KYW Philadelphia; L. R. Rawlings, KDKA; Carl Vandagrift, WOWO Fort Wayne, and J. B. Conley, KEX Portland, Ore.

WSAZ-TV To Open Studio In Charleston, W. Va.

OPENING of new, modern tv studios in Charleston, W. Va., by WSAZ-TV Huntington, W. Va., was announced last week by Charles W. Dinkins, WSAZ-TV promotion manager.

WSAZ-TV, which has been originating programs from Charleston for nearly two months, expects construction to be completed on the Charleston studios early this month.

Work is also under way on the station's 1,100-foot tower, described as the highest structure in West Virginia with its top to be 2,409 feet above sea level and more than 1,500 feet above downtown Huntington. Made by Ideco Div. of Dresser-Stacey Co., the tower is being erected by John F. Beasley Construction Co. of Muskogee, Okla. Its completion is expected by the end of the month.



ACQUISITION of KPIX (TV) San Francisco by Westinghouse Broadcasting Co. was publicly announced during KPIX-Westinghouse Week, which featured appearances at the station by (l to r) Dave Partridge, WBC advertising sales promotion manager; Philip G. Lasky, KPIX general manager; Chris J. Witting, WBC president; Bill Allison, Ketchum, MacLeod & Grove, and Carl Albracht, San Francisco manager, public relations, Westinghouse. Event was in late September [B•T Sept. 27].

The gift that heightens a business friendship

FOUR ROSES

in its beautiful new holiday bottle

A GIFT of Four Roses—to express a warm business relationship—has become a welcome custom with many a firm.

And this year, it's even more appropriate than ever.

The same fine whiskey—America's holiday favorite—in a Special Gift Bottle.

For the same fine Four Roses is presented in a Special Gift Bottle—adding a new richness and dignity to the gift that truly reflects your company's position and prestige.

For a "preview" of Four Roses in the Special Gift Bottle, call your local Frankfort representative or write to Frankfort Distillers Company, New York, N. Y.

Special Gift Bottle and carton at no extra charge





Also available in the regular Four Roses bottle.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

NOW KTR-100A

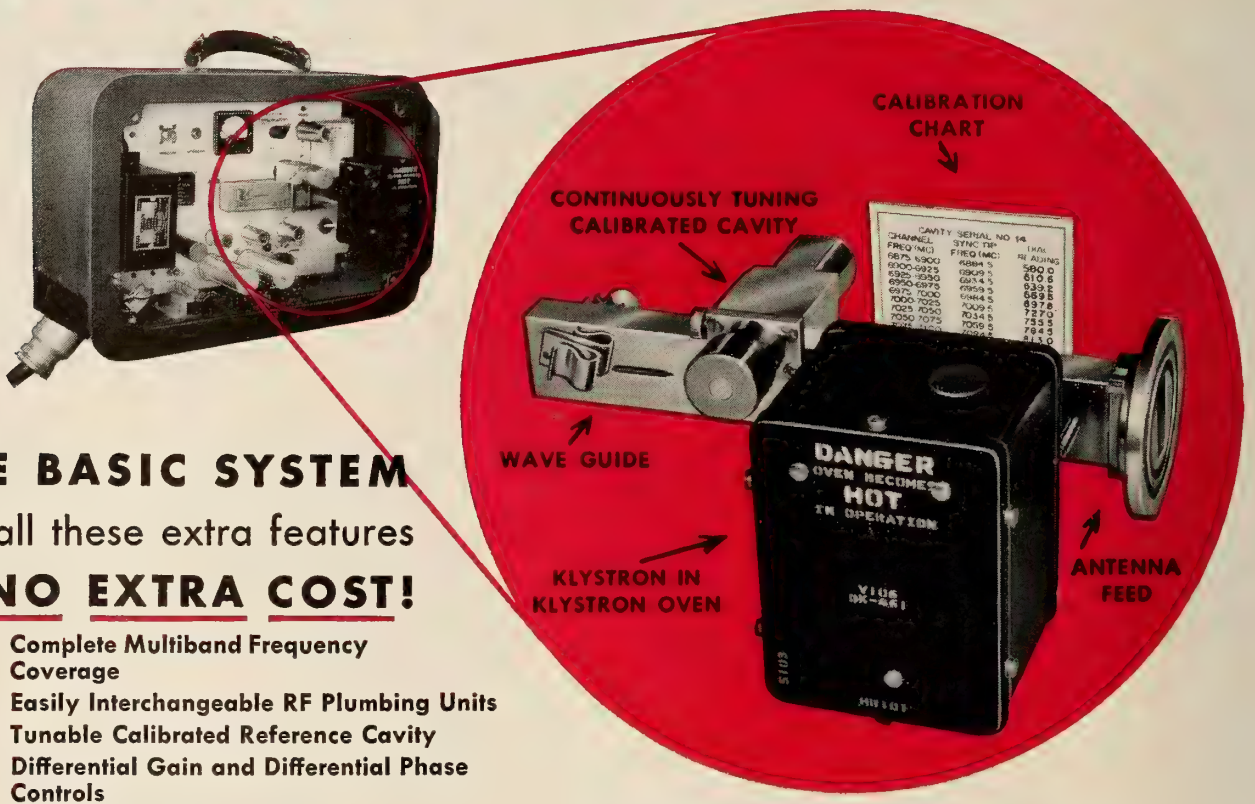
Color TV microwave relay

ONE BASIC SYSTEM *FOR ALL BANDS*

BROADCAST
6875-7050
12800-13200

COMMON CARRIER
5925-6425
7050-7125
12800-13200

GOVERNMENT
7125-7200



ONE BASIC SYSTEM

with all these extra features

AT NO EXTRA COST!

- **Complete Multiband Frequency Coverage**
- **Easily Interchangeable RF Plumbing Units**
- **Tunable Calibrated Reference Cavity**
- **Differential Gain and Differential Phase Controls**
- **Built-in Multiplexed Audio**

The new KTR-100A microwave relay meets or exceeds all FCC and RETMA color specifications for multiplexed video and audio signals with a differential phase of less than ±2° and a differential gain of less than 1 db maximum.

It provides in a single, basic system complete equipment to cover all broadcast and common carrier bands and the adjoining government band . . . combines multiplexed video and audio . . . and is designed for the widest possible flexibility in application.

Not only are these features available *at no extra cost* but the new KTR-100A still remains *the lowest cost microwave in the industry.*

Write for complete information. Address Dept. 6130 B-1

The advanced design of the new KTR-100A offers simplicity and accessibility with proven reliability . . . providing greater flexibility with maximum tube efficiency, power and long life. Easily interchangeable RF units (as shown above) provide for band changes and a referenced calibrated cavity makes possible frequency changes in the field within allocated bands. One basic system for color and monochrome and for all present and future frequenices protects your equipment investment.

RAYTHEON

Specialists in Microwave for Television

RAYTHEON MANUFACTURING COMPANY

Equipment Sales Division

WALTHAM 54, MASSACHUSETTS



OVER 3,000 visitors attended the "Open House" of WTVR (TV) Richmond, Va., to witness the inauguration of color tv Sept. 12 by the station. In addition to seeing the first NBC-TV spectacular *Satins and Spurs*, the visitors had a chance to compare color with black-and-white and were taken on a tour of the station after being given a brief lecture on color television.

WCKY Celebrates 25th Year With Week-long Promotion

WCKY Cincinnati, Ohio, carried out a full-scale campaign to commemorate its 25th birthday. The station mailed to advertisers and agencies silvered anniversary cards—each bearing, as a good luck memento, a silver dollar and all employees were given 25 silver dollars apiece.

Every staff member from the president of the station down to the janitor, without giving his title, recorded a brief message stating how long he had been with the station and a word about the pleasure of being able to share in the station's celebration. These were used on every station break 24 hours a day for the entire week and, according to the station, created much favorable comment in and around Cincinnati.



L. B. WILSON (r), president and general manager WCKY Cincinnati, Ohio, is presented with two sterling silver trophy vases, 25 roses in each, by Executive Vice President C. H. Topmiller on behalf of the staff and in recognition of the station's 25 years of service to the public.

KANV Completes Staff

PERSONNEL appointments at KANV Shreveport, La., have been announced by Northwest Louisiana Broadcasting Corp., owners of the station. Glenn V. Wilson, 18-year broadcasting veteran, has been named managing director with Doris Nargassans and Carl Goulden named personnel-program director and chief engineer, respectively. Other additions: Faye Loveless, secretary; Brown E. Moore, announcer-newscaster; Earnest Miller, sportscaster; Herman Selber, specialty act; Jack Davis, entertainer, and Robert James and Willie Caston, disc m.c.'s. KANV claims to be North Louisiana's first all Negro-programmed radio station. The station operates on 1050 kc, 250 w daytime.

Radio's Nobility

RADIO has made it possible for many Provo, Utah, citizens to see the World Series on television. KEYY Provo, a music and news station, arranged with the cooperation of civic heads and A. L. Duckett Sales & Service to equip the band stand at Pioneer Park with two television sets to enable people to see the World Series on television, many of them for the first time.

H-R Expands Staff; Opens New Office in Dallas

EXPANSION of staff and the opening of a new office have been announced by Frank M. Headley, president-treasurer of H-R Representatives Inc.

The new H-R office in Dallas, Tex., is headed by Clarke Brown, who for the past five years has been southwestern manager of John Blair Co. Robert E. Stuart and Andrew Peranni have been assigned to the sales staff of the Dallas office which will cover agencies and advertisers in Texas, Oklahoma, Mississippi, Arkansas, Georgia, Florida, Louisiana, Tennessee, Alabama, and North and South Carolina.

Don Donahue, whose past experience includes four years in the New York office of WLW Cincinnati and the Crosley stations, joins the H-R radio sales staff in New York. Avery Gibson has been added to H-R's sales promotion staff in New York as assistant sales promotion director. Miss Gibson was formerly in the promotion department with WTOB Winston-Salem.

Three Political Groups Buy Time on WABD (TV)

THREE political organizations have purchased programs and announcements on WABD (TV) New York, according to an announcement made by the station last week.

New York Democratic State Committee has signed for 5-, 10- and 15-minute programs plus a schedule of announcements. New Jersey Democratic State Committee has purchased one-minute filmed announcements to be telecast Fridays beginning Oct. 8 for four weeks. The Democratic State Committee for its nonpartisan voting drive has signed for 30 one-minute and twenty-second filmed announcements which will be completed on Oct. 8.

Color Plans, Programming Reported by Six Stations

EXPANSION of regular facilities to accomodate color tv has been announced by several stations.

WBAL-TV Baltimore immediately prior to the start of the World Series last Wednesday transmitted "the first local color movies to be broadcast in this area by a local station."

WBEN-TV Buffalo last Wednesday announced it was telecasting color bars on a regular basis, every morning an hour before sign-on.

WFMY-TV Greensboro, N. C., will begin telecasting color programs about Jan. 1, when it moves into its new studios, C. O. Jeffress, general manager of the Greensboro News Co., licensee, has announced.

WHAS-TV Louisville, Ky., has held public showings at its studios of network color shows. Seven colorcasts, first one on Aug. 22, have attracted 1,200 visitors, the station claims.

WLBC-TV Muncie, Ind., has contracted with RCA for installation of color equipment and expects to transmit network color programs by Nov. 1, Donald A. Burton, president of Tri-City Radio Corp., licensee, has announced.

Final adjustments on the color transmitting equipment of KTBC-TV Austin, Tex., were completed Sept. 11, according to J. C. Kellam, general manager.

WFTL-TV Plans Expansion

A HALF MILLION dollar expansion program for ch. 23 WFTL-TV Fort Lauderdale, Fla., has been announced by General Manager Noran E. Kersta. Plans call for erection of a 1,000-ft. tower, increase in power to 250 kw by the end of this year, plus antenna adjustment for network color reception, and at a later date, 1,000 kw radiated power. The station, which began operating May 5, 1953, is now transmitting 20 kw from a 250-ft. antenna. Mr. Kersta, who is a former NBC-TV executive, owns 21% of the station; *Fort Lauderdale Daily News* owns 79%. Mr. Kersta holds an option to increase his interest to 45%. The station holds a primary optional affiliation with NBC-TV.

WNHC-TV Now Using 316 Kw

WNHC-TV New Haven, Conn., is now officially operating on 316 kw power, it was announced last week by Edward C. Obrist, manager. He said the power increase has brought fringe areas in parts of Massachusetts, Long Island and Western New York into the basic WNHC-TV coverage pattern, but added that no estimate of the resulting larger audience has been computed. Members of the station's engineering staff, he said, are engaged in field strength measurements to determine exact coverage areas.

WTOV-TV Goes Off Air

CITING disappointing results in its "intensive effort" to attract new fall business, "especially network business," ch. 27 WTOV-TV Norfolk announced last week that it planned to suspend operation Sunday (yesterday). The station said it will concentrate on securing the assignment of ch. 13 in that area and to file for a new outlet on that facility. Fortnight ago, FCC called for comments by Oct. 15 on the station's proposal that ch. 13 be allocated to Princess Anee, Va. [B•T, Sept. 27]. Total of 31 post-thaw stations have suspended (25 uhf, 6 vhf).

THREE NEW TVS RAISE U. S. TOTAL TO 409

One Iowa, two Louisiana vhf stations begin commercial operations last week.

THREE new tv stations, two in Louisiana and one in Sioux City, Iowa, began commercial operations last week, increasing to 409 the number of operating tv stations.

The Louisiana outlets are KALB-TV Alexandria, the first tv there, and KPLC-TV Lake Charles, the second in that city. KTIV (TV) Sioux City is the second there.

Ch. 5 KALB-TV is represented by Weed Tv and began programming last Tuesday. It is owned by Alexandria Broadcasting Co. with W. H. Allen president and chief stockholder and Willard L. Cobb general manager. KPLC-TV is owned by the Calcasieu Broadcasting Co. and began commercial operations last Wednesday. The ch. 7 station is the second tv there but first vhf. It is also represented by Weed Tv. T. B. Lanford is president and David Wilson general manager.

KTIV, affiliated with NBC and represented by George P. Hollingbery Co., went commercial last Wednesday. Dietrich Dirks is president and general manager. The ch. 4 outlet is owned by KCOM Broadcasting Co.

Reports from other stations:

WMTW (TV) Poland, Me., owned by Mt. Washington Tv Inc., started commercial operations Sept. 25 affiliated with CBS, ABC and DuMont. Transmitter building and antenna are atop Mt. Washington, allowing WMTW's signal to cover more than 25,000 square miles, the station has reported. John H. Norton Jr., former vice president of ABC, is vice president and general manager of the ch. 8 station. John T. Madigan, program director, was formerly manager of tv special events for ABC.

Mr. Norton reported "tremendous response" from viewers in Maine, New Hampshire, Vermont, New York, Massachusetts and Quebec.

WCNY-TV Carthage-Watertown, N. Y., began test patterns last Friday and is scheduled to start regular programming this Friday. The ch. 7 outlet is affiliated with ABC and CBS and represented by Weed Tv. James W. Higgins is manager.

WIRI (TV) Bloomingdale (Lake Placid), N. Y., owned by the Great Northern Tv Corp., expects to air test patterns in November with commercial operation set for Dec. 1, Joel H. Scheier, president and general manager, has announced. The ch. 5 station will operate with 20 kw and represents an investment of $500,000, Mr. Scheier said.

Southern Tier Radio Service Inc., which last week received a grant for ch. 40 at Binghamton, N. Y., expects to start programming next summer. Transmitter and studio will be GE equipped.

Council Has Its Inning

DURING World Series radio-tv coverage sponsored by Gillette Safety Razor Co., the firm is devoting part of its $1.75 million Series budget to free time for Advertising Council public service messages, broadcast at the end of the fourth inning of each game. If the Series runs to seven games, seven council drives will be given 40 to 60 seconds of free air time each.

This is the 13th consecutive year that Gillette has given time to the council.



FIRST local sponsor on WCNY-TV Carthage, N. Y., is Northern New York Trust Co. Bernard A. Gray, Trust Co. president, signs the contract with (l to r) James W. Higgins and Alfred M. Tauroney of WCNY-TV and George E. Hayes, Northern New York Trust treasurer.

WBZ-TV Resumes Full Power 27 Days After Hurricane

ENGINEERING know-how and speed, combined with a radio outlet's cooperation, permitted hurricane-struck WBZ-TV Boston to resume maximum-power transmission of its signal last Monday.

This was 27 days, 10 hours and 54 minutes after the station, owned and operated by Westinghouse Broadcasting Co., was knocked off the air Aug. 31 when hurricane Carol toppled and destroyed its tower.

W. C. Swartley, WBZ-TV general manager, credited the feat to "some luck" and the "resourcefulness and know-how of Westinghouse engineers."

The rampaging hurricane wrecked WBZ-TV's tower at 12:13 p.m., the station returning to the air a little less than nine hours later, operating with a stand-by antenna on a smaller tower. With WEEI Boston donating its fm tower at Medford, Mass., Westinghouse then purchased a transmitter—still "on test"— and ordered a new antenna, the manufacture of which was completed in 15 days. The antenna was erected on the WEEI-FM tower Sept. 23 and the transmitter installed in an existing building on the tower site. Two microwave signals carry programs originating in WBZ-TV's studios on Soldiers Field Rd., Boston, to the new transmitter.

Directing the erection of new facilities were Ralph N. Harmon, WBC's engineering manager; W. H. Hauser, WBZ-TV chief engineer, and Sid Stadig of WPTZ (TV) Philadelphia, also a WBC o&o station.

WALA-TV Sets Full Power, Plans for Color Tv Underway

WALA-TV Mobile, Ala., plans to begin transmitting from its new tower and transmitter building sometime in October, W. O. Pape, president, Pape Broadcasting Co. (WALA-AM-TV) has announced. A new 50 kw RCA transmitter will raise the ch. 10 station's effective radiated power to 316 kw. WALA-TV is affiliated with ABC, CBS and NBC, and according to Mr. Pape, a Sept. 25 live telecast over WALA-TV represented the "first" live television show for Mobile and the surrounding territory. He said that plans are already underway for the installation of color equipment.

Journal Takes WEAN Oct. 9, Relinquishes WPJB There

GIVEN FCC approval of its $260,000 acquisition of WEAN Providence from General Teleradio Inc. [B•T, Sept. 27], the Providence Journal Co. plans to take over operation of the station on Oct. 9.

In conformity with FCC's duopoly ban, it will cease operation of its WPJB Providence at that time, but will continue to operate WPJB-FM as a "fine music" station, according to H. William Koster, manager of the Journal company outlet. The WEAN call letters will be continued for the am outlet, which operates on 790 kc with 5 kw. WEAN will continue WPJB's affiliation with ABC and also will be identified with the Mutual and Yankee networks.

Under the Journal Co. ownership, WEAN will be represented nationally by Venard, Rintoul & McConnell, and in New England by Louis J. Borgatti, Boston.

Viewers Praise WISH-TV For FHA Hearing Coverage

TELECASTS of two of the Capehart Committee hearings into alleged FHA abuses, which originated in the Federal Building in Indianapolis and was carried as a public service by WISH-TV there, have received the praise of Indiana viewers, according to that station.

WISH-TV cancelled all network shows on the days of the hearings in keeping with an announced policy of its president, C. Bruce McConnell, of "presenting all programs of local interest, any time they occur, regardless of existing network commitments."

The station fed the telecast to WTHI-TV Terre Haute, WFAM-TV Lafayette and WLBC-TV Muncie. Sen. Homer Capehart (R-Ind.), chairman of the Senate Banking & Currency Committee, extended excellent cooperation, according to WISH-TV, which unobtrusively used two cameras for the remote telecast.

Austin to Manage WRIS

COLEMAN O. AUSTIN Jr., campaign manager for Ernest Robertson, Democratic delegate to the Virginia legislature who hopes to unseat GOP Rep. Richard H. Poff of the Sixth Congressional District of Virginia, has resigned to take over as manager of WRIS Roanoke, according to a report last week. Mr. Austin, in resigning as Mr. Robertson's campaign manager, said he had to accept the WRIS offer immediately or lose the opportunity.

N. M. Gets Microwave Route

NETWORK television has been extended to New Mexico by completion of the eastern segment of the first microwave route to cross the Southwest, it was anounced last week by the Long Lines Dept. of AT&T.

The department said the newly constructed link between Amarillo and Albuquerque has made it possible to connect stations KOB-TV and KGGM-TV, both Albuquerque, to the nationwide network.

WLAK Boosts to 5 Kw

INCREASE in power to 5 kw has been announced by WLAK Lakeland, Fla. A new RCA transmitter was installed and other remodeling was completed at a cost of $50,000, the station said. WLAK is affiliated with NBC and is owned by Lakeland Broadcasting Corp.

You'll pardon the expression

. . . but them as has the best reach generally gits. That's why smart advertisers—those who know how to keep goods moving *fast*—put their cash on the line for *spot radio, on key stations.* That cash goes a long way, too. First, it costs a lot less than other advertising; and second, you get your message to just about everybody with just a few good stations. WJR alone reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man for details on WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: more than 15,000,000 customers

WTVD (TV) Solves the Housing Problem

IF YOU are having trouble finding quarters for your new tv station, try the formula used by ch. 11 WTVD (TV) Durham, N. C.—a vacant hospital that started out as a county jail.

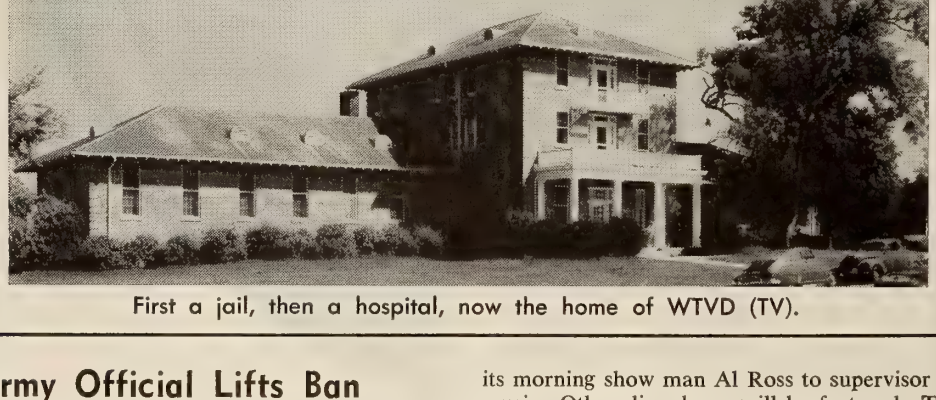
On the air last fortnight, WTVD has found the T-shaped structure ideal for tv quarters in many ways. One of the high-ceiling wards, 40 by 65 ft., was just right for a studio while the companion ward on the other side was walled into 12 offices.

Once a tuberculosis sanatorium, the building had four smaller wards in the upright of the T which have been suitable for set storage room, paint shop, carpentry shop and a room for electronic maintenance and supplies. WTVD said it was easy to convert two former sanatorium rooms into dressing rooms since the shower and other plumbing fixtures already were installed.

The basement dining room of the hospital staff is now a snack bar and lounge for station personnel while the old x-ray room is now the photographic dark room. Second floor facilities include executive offices, board room and guest lounge. The third floor encloses the studio-transmitter link. The entire building is air-conditioned.

Obtaining the building for WTVD resulted from a happy coincidence. Durham County commissioners were anxious that the empty building house a new industry and President Harmon L. Duncan and Vice President Floyd Fletcher of Durham Broadcasting Enterprises Inc., WTVD permittee, needed suitable station housing. WTVD leased the building for four years at $6,000 per year.

American Tobacco Co. and Liggett & Myers Tobacco Co., both Durham firms, were the first network sponsors to sign with WTVD, the station reports. WTVD is an NBC affiliate.



First a jail, then a hospital, now the home of WTVD (TV).

Army Official Lifts Ban On WOI Hearing Coverage

A BAN that would have prevented WOI Ames, Iowa, from covering the hearing on the Saylorville dam project at the Statehouse in Des Moines has been withdrawn by the Rivers and Harbors Board of the U. S. Army Engineers, the station has reported.

The original decision to ban the Iowa State College station was made by Maj. Gen. B. L. Robinson who said that the purpose of the hearing was to allow members of the board to gain information, but "not to allow pressure groups to use the hearing as a sounding board." Richard B. Hull, college radio-tv director, immediately countered, saying ". . . the microphone is neither a prosecutor nor defender. It is merely a verbatim reporter, which makes the audible record . . . available to many instead of a few." Other protests were made by Dick Cheverton of WMT-TV Cedar Rapids, president of the Iowa Radio-Tv News Assn., and Charles Roeder, chairman of the Freedom of Information Committee of the Radio-Tv News Directors Assn.

Gen. Robinson reversed his decision and said, "They convinced me they were right this time."

Personalities, Music, News Headlined at WBAL, WISN

TWO Hearst-owned radio stations have revamped their complete programming schedules placing emphasis on personalities, music, news and information. The stations, WBAL Baltimore and WISN Milwaukee, have reported the campaigns to introduce the new schedules are the largest ever conducted by the outlets.

WBAL, a 50 kw NBC affiliate, has promoted its morning show man Al Ross to supervisor of music. Other disc shows will be featured. The station also has concluded a package-deal arrangement with KLAC Los Angeles for a series of open-end tapes carrying interviews with top recording stars. News shows are being expanded to include more taped and beeped phone interviews. A closer liaison has been established between WBAL and its affiliated newspaper *The Baltimore News-Post and Sunday American*. The station will stick with the network on morning audience participation shows and afternoon "soaps." Leslie H. Peard Jr., station manager, has given direction to the new schedule.

WISN'S new program formats will feature new personality additions and listener-creating ideas. The 50 kw CBS affiliate will emphasize showmanship, music and news, with Harry Peck, station manager, spearheading the change. Roger Krupp, former network announcer, has been placed in charge of news. Jack Denton, entertainer and radio-tv writer, will be m.c. on the *Early Risers' Club*.

Gross to Be Honored

FIVE networks and seven independent stations in New York City will be joint hosts at a party at Toots Shor's restaurant on Oct. 5 to honor Ben Gross, radio-tv columnist of the *New York Daily News*, on his 30th anniversary on the job, and for the publication of his autobiography, which Random House is publishing Oct. 8.

The book is entitled *I Looked and I Listened*. The stations paying tribute to the columnist are: WHOM, WINS, WMCA, WMGM, WNEW, WQXR (all radio in New York), and WPIX (TV). The networks are ABC, CBS-TV, DuMont, Mutual and NBC.

WRTV (TV) Says Set Makers Haven't Helped Promote Uhf

TELEVISION set manufacturers have been charged with failing to cooperate with uhf station WRTV (TV) Asbury Park, N. J., in its efforts to promote widespread purchases of uhf sets in its coverage area.

Walter Reade Jr., president of WRTV (ch. 58), in an open letter Sept. 14 to 13 tv set manufacturers, said "many" representatives of set makers have told would-be purchasers of uhf sets or persons wanting to convert their sets to uhf that "our station will be off the air shortly, that the station has nothing to interest them, that they don't have conversion material, and that it would be silly for the customer to spend the money for conversions."

Mr. Reade said to date nothing more than "lip service" had been given by manufacturers to testimony last spring before the Communications subcommittee headed by Sen. Charles A. Potter (R-Mich.).

Mr. Reade said: ". . . Most of your dealers have no uhf sets and tell their customers (and our potential listerners) that it will be many months before they can serve them. . . .

". . . We even find that the conversion equipment used by your company to be admittedly inefficient, and in many cases inoperative. . . . We also find the manufacturer's service organizations badly trained, ill-prepared, disinterested, and generally lethargic concerning the installation, sales, servicing and general success of uhf in our area. . . ."

KPTV (TV) Boosts to 204 Kw

KPTV (TV) Portland, Ore., first operating commercial uhf station, has increased its power from 17.6 to 204 kw, a nearly 12-fold boost, the station has reported. This increase is the first step in KPTV's $350,000 expansion program aimed at 1,000 kw maximum power, Russell K. Olsen, station manager, said. Final shipment of RCA equipment was installed in 20 hours by KPTV and RCA technicians, under the supervision of William McAllister, KPTV chief engineer.

KFYR-TV Readies for 100 Kw

FULL POWER operation of 100 kw from its newly-completed 704 ft. antenna was scheduled last week by KFYR-TV Bismarck, N. D., according to F. E. Fitzsimonds, executive vice president of licensee Meyer Broadcasting Co., who said the change to full power is well underway. KFYR-TV planned to make the conversion in time for telecasting of the World Series. Series' games are kinescoped in Fargo and flown to Bismarck nightly for presentation at 10:30 p.m. the same day on the ch. 5 station.

Seeding Agency Row

THERE was a "farmer" in a tractor who was weaving in and out of traffic on Madison Ave. The man behind the wheel of the brand-new Allis-Chalmers tractor was Phil Alampi, farm director of WNBC-WNBT (TV) New York, who decided to begin his fall planting by "seeding" advertising agency row on Madison Ave. A station spokesman said that several agency officials greeted Mr. Alampi heartily, after which he guided the tractor back to his "home barn" at WNBC-WNBT.

Sing a song of silos... a pocketfull of sales!

A few months ago the Marietta Concrete Corporation of Marietta, Ohio — world's largest builder of pre-cast concrete-stave silos — opened a branch plant in Nashville to serve the burgeoning Southern farm market.

To get the Marietta message across to the farmers of the Central South, Marietta's agency in Nashville — Noble-Dury and Associates, Inc. — bought an early morning 15-minute time segment three days a week, dubbed it the Marietta Farm Journal, and featured market and weather reports, country music, and facts about Marietta silos presented by John McDonald, WSM's Farm Director.

Within a few weeks, eight separate crews of silo builders were hard at work in the area. Seven silo sales resulted directly and immediately from one week's inquiries drawn by the program. "This one week's sales would have made our entire investment in WSM programming worthwhile," says Marietta's advertising manager Jack Anthony. To which Marietta's president, F. L. Christy adds: "We consider this advertising on WSM the most successful radio advertising in our experience." (Marietta has been going strong since 1916.)

So to successful sales of siding, sideboards, silks, silver, and scores of other items *including* kitchen sinks, we proudly add silos. Whatever the product, WSM offers proof of selling power. For further details contact WSM's Tom Harrison or any Petry Man.



WSM *Nashville*

Clear Channel • 50,000 Watts



FORMAL OPENING Sept. 17 of the new studios and offices of WBRC-TV Birmingham, Ala., atop Red Mountain followed a week-long series of events that marked the occasion. The ch. 6 station is licensed to Birmingham Broadcasting Co. which is owned by Storer Broadcasting Co. Among the Storer officials who took part in the celebration are (l to r): Ewald Kockritz, WGBS Miami; William E. Rine, SBC northern district vice president; George B. Storer Jr., SBC vice president; J. Robert Kerns, WBRC-TV managing director; Lee B. Wailes, SBC executive vice president, and Stanton P. Kettler, SBC southern district vice president.

LBS LAWSUIT PENDS AGAINST PRO LOOP

THREAT of a $2.1 million lawsuit against the National Football League by trustees of bankrupt Liberty Broadcasting System was still pending Friday, after attorneys for defunct LBS announced they plan to file papers in Philadelphia District Court earlier last week.

Two Dallas, Tex., attorneys told NFL Commissioner Bert Bell last Monday that they intended to file an anti-trust suit against the League and nine of its football clubs. They said, according to Mr. Bell, that they were offering him a chance to make a settlement out of court. Mr. Bell said he told the two Texans that he would not settle anything.

The contemplated suit charges that NFL "has illegally adopted and maintained, throughout the U. S. A., a system of authorizing the broadcasting of professional fooball games in such a manner as to restrain trade unlawfully in broadcasting and to maintain a monopoly of the broadcasting" in the home territories of NFL clubs. The suit had not been filed as of Friday.

Texas attorneys said they represented LBS trustee William J. Rochelle Jr. and creditors who, they claimed, are owed $900,000. LBS went bankrupt in 1952 after its proposed arrangements to broadcast big league baseball and football failed to materialize.

Last year, a Federal district judge in Philadelphia ruled that NFL could not restrict radio broadcasts of league games, but held that the League could "black out" telecasts of league games which competed with home games.

Another LBS suit—seeking $12 million in damages from 13 major league baseball clubs, the presidents of the two leagues (American League President William Harridge and National League President Warren Giles), baseball Comr. Ford Frick and Western Union—is still pending.

A pre-trial session has been set for Nov. 15 in the U. S. District Court (Northern District of Illinois), it was learned Thursday. Actual trial date on the much-postponed suit is Jan. 3, 1955, before Judge Julius Hoffman. Purpose of the pre-trial meeting is to narrow down the issues involved in Liberty's suit, which charges conspiracy by the aforementioned parties. All major league teams are involved except the Cincinnati Redlegs, Brooklyn Dodgers and Chicago White Sox.

KHOL-TV Boosts to 288 Kw

KHOL-TV Holdrege (Kearney), Neb., operating on ch. 13, went to its authorized maximum 288 kw Sept. 15. It previously operated with 56.05 kw. KHOL-TV is affiliated with ABC, CBS, NBC and DuMont tv networks and represented by Meeker Tv Inc.

Broadcasters, Unions Join Forces for Chicago Fund

BROADCASTERS, representatives of five unions and a variety of talent collaborated in a radio-tv program yesterday (Sunday), for an on-the-air promotion of this year's Community Fund drive in Chicago with a single project.

All Chicago tv stations were planning to telecast the special event, with talent recruited from New York, Hollywood and Chicago. Several radio outlets also are expected to broadcast the show, originating in Chicago's Civic Theatre.

The radio-tv drive was coordinated by Leo Burnett Co., with representation from artists, musicians, radio-tv personalities, management and labor, theatres and night clubs, and top broadcasting executives. Among participating unions were the Chicago local of the American Federation of Labor, American Federation of Television and Radio Artists, International Alliance of Theatrical Stage Employes, National Assn. of Broadcast Employes and Technicians, and the Radio-Television Directors Guild.

KMA Straw Vote

THE POPULAR "straw vote" which attracted national attention in the 1936 and 1940 elections is being revived this year by KMA Shenandoah, Iowa, according to Edward May, president of May Broadcasting Co. Earlier "straw" balloting was conducted by Mr. May's father, the late Earl E. May. A polling station was set up by the station at Shenandoah's fall celebration, "Bar-B-Que Days," which featured parades, political speeches, sports events and dances. Congressional and gubernatorial races in Iowa and the farm parity question were polled.

REPRESENTATIVE PEOPLE

Tom Miller, formerly with Harrington, Righter & Parsons Inc., N. Y., to CBS Television Spot Sales, Chicago office, as account executive; **Robert Gallagher,** formerly with editorial staff, *Radio-Television Daily,* N. Y., to sales promotion dept. of company, same city.

Dick Colburn, Bolling Co., Chicago, to Blair-Tv Inc., same city, as account executive.

Jim Eshleman Jr., account executive, Paul H. Raymer Co., N. Y., to tv sales staff, Edward Petry & Co., same city, as national tv sales representative.

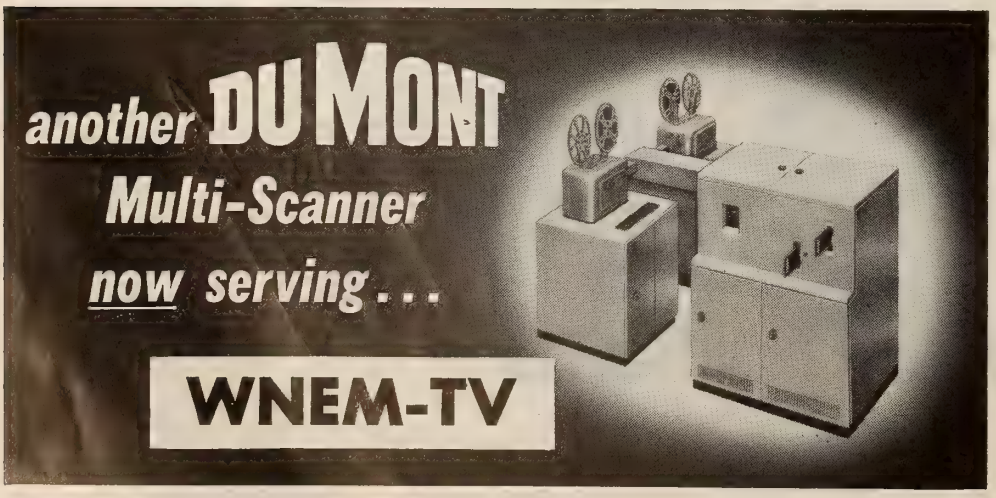
Robert Brockman, formerly with George W. Clark Inc., Chicago (now merged with Walker Representation Co., N. Y.), to Bolling Co., Chicago.

REPRESENTATIVE APPOINTMENTS

WCOP-AM-FM Boston appoints Weed & Co., N. Y.

KTLV (TV) Tyler, Tex., expected to begin operations early this month, appoints John E. Pearson Tv Inc., N. Y.

WHAV Haverhill, Mass., appoints Nona Kirby Co., Boston, as regional representative.



This advertisement is the eighth of a series

How and why

aerial refueling was developed

During the years following World War I, small amounts of fuel were transferred in mid-air from one airplane to another, usually by lowering containers on a rope. The stunt was used mostly in connection with endurance record flights.

It was not until the days following World War II, however, that a serious interest in aerial refueling developed. Strategic air power at that time emerged as America's most effective big stick in holding off potential aggression. But this air arm was made up of bombers designed to reach short-range Axis targets. The need, obviously, was range enough to strike sources of war power behind more distant frontiers.

The immediate answer was aerial refueling, and late in 1947 the Air Force assigned Boeing the task of developing equipment and techniques for refueling at a high rate of flow.

By Spring, 1948, Air Force and Boeing men had made an aerial fuel transfer from one B-29 Superfort to another. Then, employing a British-pioneered hose-type apparatus, Boeing began modifying a number of wartime B-29s into a new type of airplane—the flying tanker. These tankers lengthened the reach of American bombers.

Boeing's Flying Boom

Meantime, Air Materiel Command asked Boeing to carry refueling development further and to produce a system which would permit better and safer contact and faster fuel flow. The result was the Boeing Flying Boom system (a controllable pipe line extending from tanker to receiver), which Strategic Air Command ordered incorporated into a new series of modified B-29s.

Boeing next developed the KC-97, which, equipped with the Flying Boom and tanks big enough to carry great loads of fuel, became the standard SAC tanker. More than 500 are now in service. With this specially designed tanker, aerial refueling at flow rates up to 600 gallons a minute has become a day and night routine. In a single year's operations, SAC tankers made more than 16,000 aerial refueling contacts.

The KC-97 is also quickly convertible into a cargo or troop transport. And in this dual capacity it enables jet fighters and bombers to make routine, mass intercontinental flights, and also carries along the supplies and personnel needed to make combat wings self-sufficient for a period of time, even at distant overseas bases. The Boeing tanker thus became a new type of aircraft—the tanker-transport.

Military aviation since the war has turned to jet power for the performance demanded by modern combat requirements. Virtually all fighters are now jet propelled, and SAC is replacing propeller-driven bombers with Boeing B-47 six-jet medium bombers. In addition, the Air Force has ordered the eight-jet Boeing B-52 heavy bomber into expanded production.

Jet power for tankers

This dominance of jet power in military aviation—together with Boeing engineers' enthusiasm for the advantages of jet power as proved out in the B-47 and B-52—led naturally to consideration of a tanker that could match the performance of the jet craft it served. Boeing began investing substantial sums in a jet tanker-transport which would bring this vitally important category of aircraft into line with the performance advances made in both the fighter and bomber fields since the end of World War II.

While the prototype was being built, Boeing engineers, again working with the Air Force, carried out the world's first jet-to-jet refueling contacts to prove the feasibility of refueling at the maximum speeds and altitudes natural to jets. In these operations, a Boeing B-47, fitted out as an experimental tanker, refueled first a jet fighter, and then another B-47.

The Boeing jet tanker-transport prototype is now undergoing flight tests at Seattle. It can be equipped with either Flying Boom or hose-and-drogue refueling equipment. The aircraft itself incorporates many ideas and suggestions from all branches of the Air Force.

Although the Boeing jet tanker-transport is an entirely new type of aircraft, it has behind it Boeing's years of experience with large, multi-jet aircraft—the B-47 and B-52. It also benefits from the cumulative experience gained by Boeing in designing and building more than 500 KC-97s, the standard tanker of SAC.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

Salesman's Salesman

THE OLD adage about the need for a salesman to be sold on what he is selling has been brought home to Tom Wallace, owner-manager of KTKT-AM-FM Tucson, Ariz. Transcribing a spot announcement for the Jay E. Fuller Construction Co., Tucson building firm, Mr. Wallace described the qualities of a custom-built home in the Catalina foothills and invited the public to see it at a Sunday "Open House." Mr. and Mrs. Wallace decided the invitation sounded pretty good and drove to the foothills "just to look it over." That custom-built home now belongs to the Wallaces.

WINS Sales at All-Time Peak

ALL existing sales records at WINS New York were broken by the station during September, according to Jacques Biraben, station sales manager.

Mr. Biraben announced that a number of advertisers including Max Factor of Hollywood, Gulf Oil and Seabrook Farms have signed for participating sponsorships on the station's morning *Bob & Ray Show*. In addition to these new advertisers Super Suds has renewed its *Bob & Ray* campaign. Virginia Dare has scheduled a spot campaign on WINS.

Revenue at the station for the record-breaking month was 30% over the previous sales high. Station reports that not only its sales picture has changed but over-all ratings have increased due to recent program innovations.

WPIX (TV) Fall Billings Exceed $1 Million Mark

WPIX (TV) New York enters its seventh fall-and-winter season with advance time sales of more than $1 million, Fred M. Thrower, vice president and general manager of the station, has announced.

Mr. Thrower observed that gross sales during July and August for the autumn season were "well over the million dollar mark," adding that this marked the first time the station had achieved such a sales figure by the fall.

WMAZ-TV Boosts to 250 Kw

COINCIDENTAL with its first anniversary, Sept. 27, ch. 13 WMAZ-TV Macon, Ga., will go to full 250 kw power, according to Wilton Cobb, general manager. The station, which is on the air from 6:30 a.m. until midnight, has added a Standard Electronics 25 kw amplifier to its 5 kw DuMont transmitter and 12-bay RCA antenna. WMAZ-TV is affiliated with ABC, CBS and DuMont.

WWTV (TV) Builds Own Relay

A PRIVATE relay system under construction by WWTV (TV) Cadillac, Mich., CBS-TV affiliate, will be ready to bring network and regional sports programs to its viewers in a few weeks, the station has announced. The microwave chain has three links, at Belding, Lakeview and Emerald. The Belding station is equipped to take programs off the air from WKZO-TV Kalamazoo, another CBS-TV affiliate.

Radio Eases Housework

". . . LAUGHTER helps push the broom and make the beds when WGBS sends comedy my way. . . ." wrote a Miami mother and housewife as part of her letter entry in the Vacation Contest conducted by WGBS there. Laughter also may help drive the 1954 Ford Skyliner she won as top prize. The month-long contest was promoted exclusively by WGBS, with contestants asked to write letters or poems telling why they enjoyed listening to the station. Twenty-five finalists were chosen by the station and five independent judges indicated their preferences on a 1-25 basis. Votes were scaled conversely, 25 for first preference, and so on down. WGBS reports that the successful promotion drew "thousands" of entries and that two other stations in the same area have started similar contests.

STATION SHORTS

WBEX Chillicothe, Ohio, is constructing new building at transmitter site and will soon move to new studios on Carlisle Hill in that city, according to station.

KXOK St. Louis, announce they will carry basketball schedule of St. Louis U. with Anheuser-Busch Inc., same city, as sponsor.

WJBF Augusta, Ga., will change its call letters to WBIA, effective Oct. 10.

KVAR (TV) Phoenix, Ariz. (formerly KTYL-TV), now under ownership of KTAR Broadcasting Co., announces change of address to 1101 No. Central; telephones: Alpine 4-4161 (office) and Woodland 4-4541 (studio).

KDVO-TV Corpus Christi, Tex., which began commercial programming last June 20, has under contract 50 commercial quarter-hour shows, one half-hour show and one hour show, of which 41 are sold locally and three at state level.

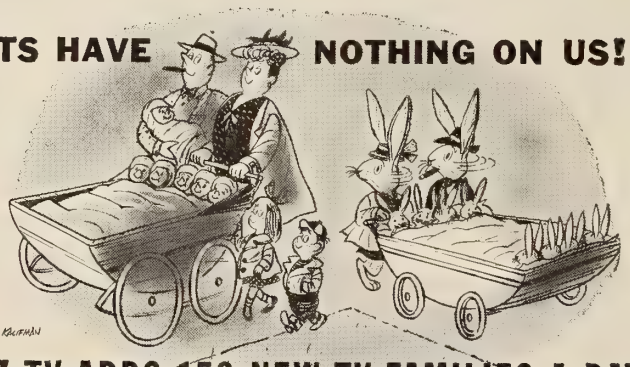
STATION PEOPLE



MR. WEIL

Eugene P. Weil, sales manager, WBCO Bessemer, Ala., promoted to manager; **William L. Steadman,** formerly manager, WJBY Gadsden, Ala., and **Louis Phillips,** formerly account executive, KTUC Tucson, Ariz., to WBCO as account executives; **Andrew Dawkins,** recently released from U. S. Army, returns to station as disc m.c.

Richard A. Dunlea Jr., assistant manager, WMFD-AM-FM Wilmington, N. C., appointed general manager, WMFD-TV; **Gene Warren** appointed promotion and publicity director, WMFD-TV; **Clint Long,** chief announcer, WMFD-AM-FM, appointed program director, WMFD-TV; **Al Compton,** announcer, WMFD-AM-FM, appointed program director, WMFD-AM-FM, and announcer, WMFD-TV; **Bob Caudle, Clay McBride, Johnny Thomas, Bob**



WMAZ-TV ADDS 153 NEW TV FAMILIES A DAY!*

Talk about audience multiplication . . . this is it! It's only natural, though, when you consider these facts:

The rich Middle Georgia market surrounding Macon was never successfully tapped by TV — before WMAZ-TV. Because Macon is 93 miles from the closest city of comparable large size . . . Atlanta.

Today, only WMAZ-TV adequately serves the well-balanced industrial and agricultural Macon market for you!

...153 NEW CUSTOMER-FAMILIES A DAY!

*Average daily growth of TV homes in coverage area.

Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station. Significantly, the remaining 37 counties in WMAZ-TV's 47-county area represent . . .

. . . 80% of this area's population!

. . . 81% of retail sales!

Write for free brochure on Macon Market and WMAZ-TV specifications, rates, etc.

WMAZ-tv
MACON, GEORGIA • CHANNEL 13
CBS, DUMONT & ABC NETWORKS

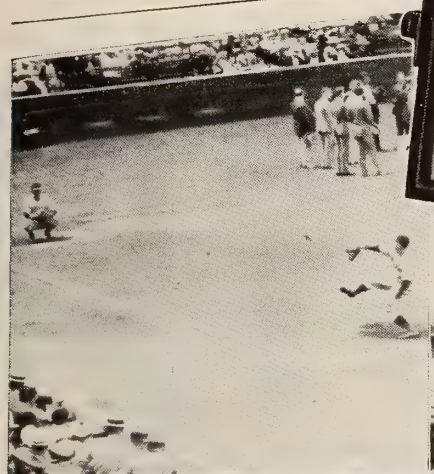
NOW—ON WMAZ-TV's FIRST ANNIVERSARY*
FULL POWER — 316 kw ERP
NETWORK COLOR PROGRAMMING
WMAZ-TV dominates the Macon Area TV audience . . . Morning, Afternoon and Night. (Pulse)
*September 27th.

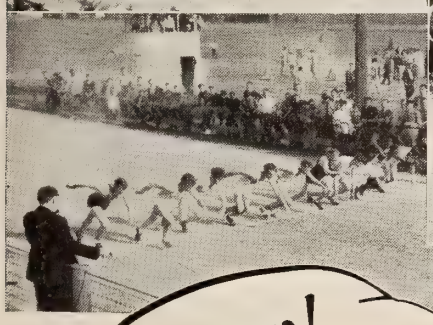
Ask your AVERY-KNODEL *man*

The NEW GATES DYNAMOTE

For TWENTY years America's leading Remote Equipment











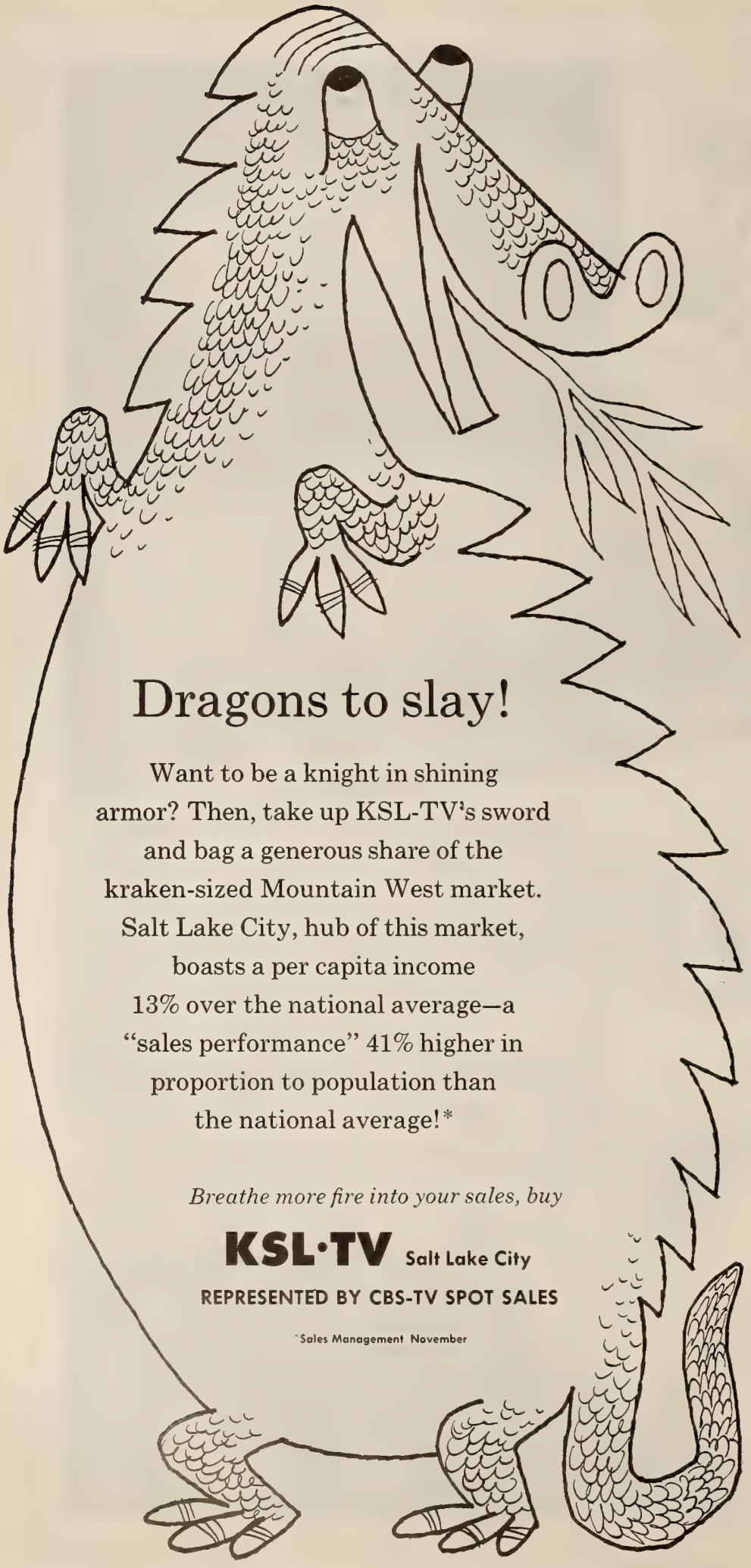


Now!

- Slenderized for T.V.
- Printed circuit for Greater Reliability.
- Lightest Weight Multi-Channel Ever Built.
- 100% New Throughout.

Almost as old as broadcasting itself, the name "Gates Dynamote" has always meant advanced design in portable remote audio equipment. — The Dynamote is new ALL THE WAY. — Smaller, better, lighter to carry, interchangeable microphone connectors, more facilities and priced lower than ever before. — Full details on request.

GATES **GATES RADIO COMPANY**
QUINCY, ILLINOIS, U. S. A.



Dragons to slay!

Want to be a knight in shining armor? Then, take up KSL-TV's sword and bag a generous share of the kraken-sized Mountain West market. Salt Lake City, hub of this market, boasts a per capita income 13% over the national average—a "sales performance" 41% higher in proportion to population than the national average!*

Breathe more fire into your sales, buy

KSL·TV Salt Lake City

REPRESENTED BY CBS-TV SPOT SALES

*Sales Management November

STATIONS

West, Don Foreman and **Wayne Jackson** to announcing staff, WMFD-TV.

Claude Ratliff, assistant program director, KOMU-TV Columbia, Mo., promoted to station manager.



MR. RATLIFF

Bernard C. Barth, general program manager, WLW Cincinnati, appointed general manager and vice president, commercial uhf tv station (call letters to be assigned) to be operated by Notre Dame U., South Bend, Ind.

Herbert E. Nelson, general manager, KOKX Keokuk, Iowa, to WASK-WFAM-TV Lafayette, Ind., as manager.

James Buchan, program director, KWAD Wadena, Minn., appointed manager; **Charles Boone** to KWAD as advertising manager; **Roxanne Michaels,** traffic and women's director, WCOW St. Paul, to station as program director.

Harry LeBrun, assistant general manager, WCPO-TV Cincinnati, to WLWT (TV) there as assistant manager; **Rudy Hansen,** vocalist-guitarist, to WLW-WLWT (TV).



MR. LEBRUN

Peter K. Dickens, program manager, CHLO St. Thomas, Ont., appointed assistant manager; **F. Robert Staton** appointed program director; **Glenn Bricklin,** production manager, appointed promotion manager; **Lou Tomasi,** formerly with CHML Hamilton, to CHLO as chief announcer.

Lew Wagner to WBEX Chillicothe, Ohio, as sales manager; **Jim Egbert,** formerly with WBIL Beeville, Tex., to WBEX as chief engineer; **Mickey Davies** to station as sports director; **Dick Wells** becomes salesman-announcer; **Ken Cardew** to station as announcer.

Ed Boghosian, sales dept., WJAR-TV Providence, R. I., appointed sales manager.

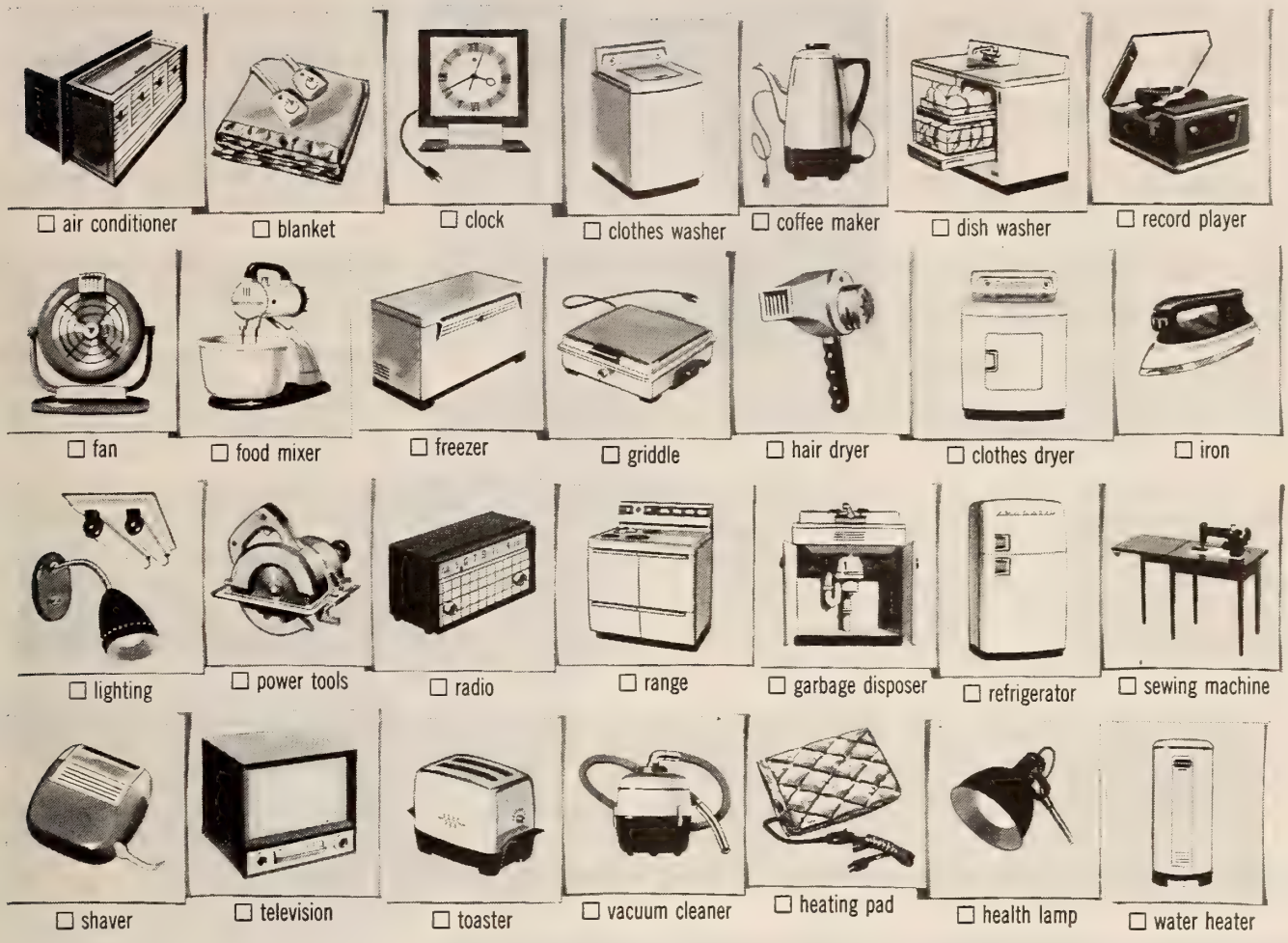
William Rambo appointed acting sales manager, KOVR (TV) Stockton, Calif.

William W. Morgan, announcer, WHO Des Moines, to KIOA there as account executive.

Don Briesem, Burke Co., Seattle, **Gordon Jacobs,** KSTN Stockton, Calif., and **Herb Juell,** producer, *Central California Sportsmen's Club,*

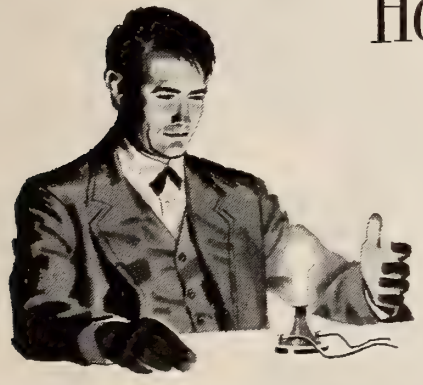
That Home Away . . .

WFBC-TV Greenville, S. C., believes in all the comforts of home for its mobile unit. Sleeping quarters and a kitchenette complete with stove and refrigerator were included in the mobile unit's design so that it doubles as a "station on wheels" and as a "home away from home" for crews on special assignments. WFBC-TV (ch. 4) is represented nationally by Weed Television, New York.



Check how many of these electric appliances you have.

How far ahead of Edison are you ?



Young Tom Edison and his history-making light bulb, 1879. To bring it into use he had to invent a whole system for distributing electricity.

Just 75 years ago, Thomas A. Edison created the first practical electric light bulb.

It was a feeble thing and a luxury, at first. Who could have guessed then how many ways *you'd* be using electricity today—to save time and effort, to make living more pleasant.

You're putting more new electrical "servants" to work year after year. That means you're going to need still more electricity.

The nation's electric light and power companies are building for that additional electric power you'll want. By 1965, consumers will be using twice as much as they do today.

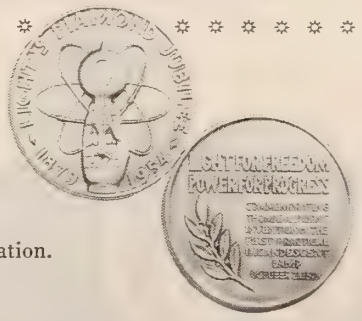
No matter how far ahead of Edison *you* are—today or tomorrow—you'll have all the low-price electricity you want. America's electric light and power companies will continue to provide plenty for home, farm and industry. That's why there's no need for the federal government to increase the public debt by building more unnecessary power projects.

Names of the Electric Light and Power Companies publishing this advertisement available on request from this magazine.

* *

Save Sunday Night, October 24

for a television treat—a *four-network*, two-hour LIGHT'S DIAMOND JUBILEE program, presented by the nation's electric industry. Produced by David O. Selznick, it will be the biggest TV show of '54! The date—October 24. The time—9 to 11 P. M. (E.S.T.) on your favorite CBS, ABC, NBC or Dumont station. And don't forget your regular electric companies' show, "You Are There"—CBS television.



KTVU (TV) Stockton, appointed account executives, KTVU; **Dave Hume** appointed program director, KTVU; **Jack Butler** appointed floor manager and mike-boom operator.

Everett Tracy Bemont, formerly account executive, WIST Charlotte, N. C., to WGIV there in similar capacity.

Bernadine Scarsone, local news editor, Syracuse U. News Bureau, to WHEN there as assistant promotion manager.

Gerald Cohen, formerly account executive, Julian Brightman Co. (adv.), Boston, to KABC-TV Hollywood as assistant promotion manager.

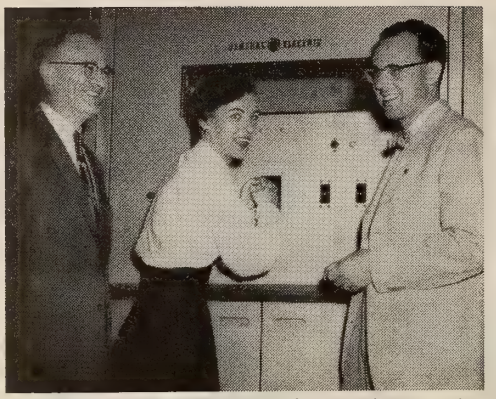
David K. Harris, vice president in charge of production, WNHC-TV New Haven, Conn., resigns to become independent film producer, remaining station stockholder and board of directors member; **Kenneth Wynne** succeeds Mr. Harris as production manager.

Gene Loffler, sales representative, KSO Des Moines, appointed program director.

Bob Fransen, program and production manager, WEEK-TV Peoria, Ill., to KEYD-AM-TV Minneapolis-St. Paul (target date: Jan. 1, 1955), as operations and program director.

Elden Anspach, formerly program director, WREX-TV Rockford, Ill., to WTVW (TV) Milwaukee in same capacity; **Carl Zimmerman,** formerly with WEMP Milwaukee, to WTVW as film director; **William J. Blair,** formerly art director, WREX-TV, to WTVW in same capacity.

John Renshaw, formerly program and production manager, KRBC-TV Abilene, Tex., to KSLA (TV) Shreveport, La., as production manager.



TV ACTRESS Ella Raines throws the switch to increase power at KTNT-TV Tacoma, Wash., to its maximum 316 kw on ch. 11. Miss Raines, star of the syndicated *Janet Dean, Registered Nurse* film series, visited the CBS-DuMont affiliate while on a western tour to promote the program and its sponsor, Bromo-Seltzer. Len Higgins (l), station manager, and Max Bice, engineering director, supervised the ceremonies.

William Day, promotion manager, KLZ-AM-TV Denver, appointed publicity director; **Harold W. Storm** succeeds Mr. Day.

Harold Robator, WTXL Springfield, Mass., to WPTR Albany, N. Y., as news director.

Tom Lathen to KCOW Alliance, Neb., as news editor.

Stan Vestal, announcer-engineer, KNGS Hanford, Calif., appointed chief engineer.

Paul Rader, film producer, Educational Television & Radio Center, Ann Arbor, Mich., to educational WGBH-TV Boston as tv and film coordinator.

Robert A. Wilson, formerly sports director, KHMO Hannibal, Mo., to KTIV (TV) Sioux City, Iowa, in same capacity.

Joel Chaseman, public service and publicity director and sportscaster, WAAM (TV) Baltimore, additionally appointed sports director.

George W. Goodman, conductor, WKNB New Britain, Conn., to WLIB New York as community news and special events director, succeeding **G. James Fleming,** who moves to faculty, Morgan State College, Baltimore.

Claude Fraul, formerly with WINN Louisville, Ky., to WKYW there as music director.

Jim Todd, associate farm editor, KFI Los Angeles, appointed agricultural director.

Chef Milani, cooking show host, KMPC Hollywood, appointed home economics director.

John Scudder Boyd Jr., associated director, DuMont Tv *Captain Video,* to DuMont's WTTG (TV) Washington as producer-director, *Morgan Beatty and the News.*

Eleanor Donohue, assistant to promotion director, WTVI (TV) St. Louis, promoted to producer-director.

R. Main Morris, assistant station manager, KLZ Denver, and **Hal Taft,** announcer-producer, KBTV (TV) there, to sales staff, KBTV.

Clyde Davis, KNOR Norman, Okla., and **Dick Evans,** KLRA Little Rock, Ark., to KOMA-KWTV (TV) Oklahoma City, as newsmen; **Eddie Coontz,** disc m.c., KOMA, adds duties in same capacity, KWTV.

Norm Gero, formerly program director, WCOG Greensboro, N. C., to announcing staff, WFMY-TV there.

Edgar G. Will Jr., radio coordinator, Hawaii U., to KGMB Honolulu as announcer; **Lei Becker,** singer-dancer, to *Sunrise* program, KGMB-TV.

John Kennedy, formerly with WJEL Springfield, Ohio, to WLWD (TV) Dayton, Ohio, as announcer; **Donald Andresen,** producer, WEEK-TV Peoria, Ill., to WLWD (TV).

Ed Grenne, formerly with WQUA Moline, Ill., and **Jules Getlin** to WAIT Chicago as announcers.

Lee Kerry, associate, Bill Burton Personal Management, Hollywood, to KTLA (TV) there as talent scout.

Bernice Spector, formerly with traffic-continuity dept., WCAU Philadelphia, to same dept., WPEN there.

Claire DeKoster, KICO Spencer, Iowa, to farm staff, WNAX Yankton, S. D.

Vince Hostetler, producer, formerly with KKTV (TV) Colorado Springs, Colo., returns to WBAP Fort Worth, Tex; **Doris Scott** to tv production staff, WBAP-TV; **Kay Baylor** to continuity dept., WBAP.

Bill Wells, formerly disc m.c., WBBM Chicago,

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

This is our 31st year of SOUND SELLING to Roanoke and Western Virginia

- **26 County Coverage with a WEEKLY audience of 118,560 families, — a DAILY audience of 92,070 families.**
- **All week long, day or night, WDBJ's share of tuned-in Roanoke audience averages 51 to 59%. Average tune-in: 7 a.m. to 8 p.m.—24.9%; 8 p.m. to 11 p.m.—19.4%**
- **About 25% of Virginia's Retail Sales are made in the WDBJ area.**
- **An affiliate of the CBS Radio Network for almost 25 years.**

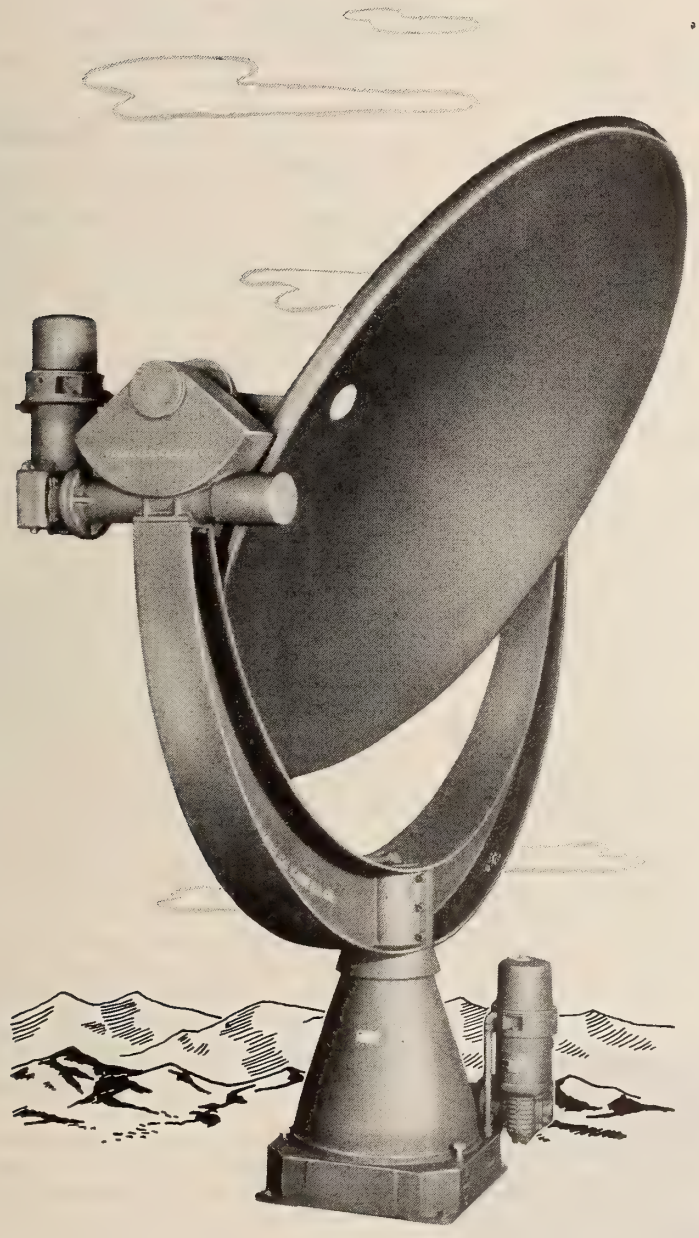
May we recommend your product to our friends?

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC. National Representatives



HIGH ATOP A TOWER  **OR A MOUNTAIN**  **IN WIND, RAIN, SNOW AND ICE**



. . . this new Houston-Fearless

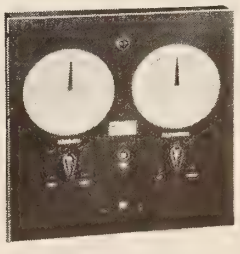
MICROWAVE PARABOLA

operates completely by

REMOTE CONTROL!

There's no need to climb an icy tower in zero weather, wind or rain to position this new Houston-Fearless Remote Control Microwave Parabola. It's all done from the remote control panel (shown below) right in the station.

This Houston-Fearless Parabola can be mounted anywhere within 1500 ft. (or more, if required) of the transmitter. It rotates 370° in azimuth and tilts 15° up and 30° down. Large dials on the remote control panel, calibrated in degrees, show the exact position. It is driven by 1/6 HP motors producing a torque of 10,500 inch pounds @ 1 RPM, sufficient to operate under severe icing conditions. Magnetic brakes prevent overide when Parabola is stopped at any exact position. Designed to operate in the open without protection, it will withstand a wind velocity of 120 mph. Motors and rotating shafts run on sealed, anti-friction bearings and require no lubrication during the life of the unit. Here is complete dependability and freedom from servicing where it really counts. Write for complete information, or contact your R. C. A. representative.



Write for information on specially-built equipment for your specific needs.

The HOUSTON FEARLESS Corporation

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11801 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

returns to WQAM-AM-FM Miami as host-m.c.

Bob McLaughlin, disc m.c., KULA Honolulu, and president, Clubtime Productions Inc. (voicetrack syndication firm), Hollywood, to KFWB Hollywood as disc m.c.

Steve Marko, disc m.c., formerly with WINZ Miami, Fla., to WGMA Hollywood, Fla., in same capacity.

Kirby Brooks, disc m.c., to WINZ Miami, conducting own shows.

Holmes Daylie, disc m.c., signed by WGN Chicago for nightly record program.

Frank Freeman, columnist, *San Jose Mercury,* San Jose, Calif., to KSJO there for weekly afternoon program.

Carol Lawrence, singer-dancer, to WBBM-TV Chicago.

Henry Untermeyer, sales manager, WCBS New York, appointed chairman, Just One Break Committee, Advertising Men's Post 209, American Legion.

Walter B. Haase, general manager, WDRC-AM-FM Hartford, Conn., appointed publicity chairman, Greater Hartford 1954 Community Chest drive; **Charles Parker,** account executive, WDRC-AM-FM, appointed to Adult Education Council, Newington, Conn.

Glenn Marshall Jr., president, WMBR-AM-FM-TV Jacksonville, Fla., becomes Radio Pioneers Club member.

Benedict Gimbel Jr., president, WIP Philadelphia, presented life membership, Pennsylvania Chiefs of Police Assn.

Sig Sakowicz, columnist and commentator, WAIT Chicago, to be presented special membership Oct. 9, Polish Legion of American Veterans.

Ruth Welles, women's director, KYW Philadelphia, appointed judge, Little Miss Philadelphia contest finals.

Dr. John W. Taylor, executive director, WTTW (TV) Chicago, addresses Adult Education Council of Greater Chicago today (Mon.) on plans for permittee WTTW.

Paul Abbott, assistant program director, WSYR-TV Syracuse, N. Y., won first prize in novice class for rose entered in National Rose Society Convention competition there.

Walter Brown, account executive, KCOP (TV) Hollywood, father of girl, Margaret Allison, Sept. 21.

Donald Hine, program director, KNXT (TV) Hollywood, father of girl, Diane Carol, Sept. 20.

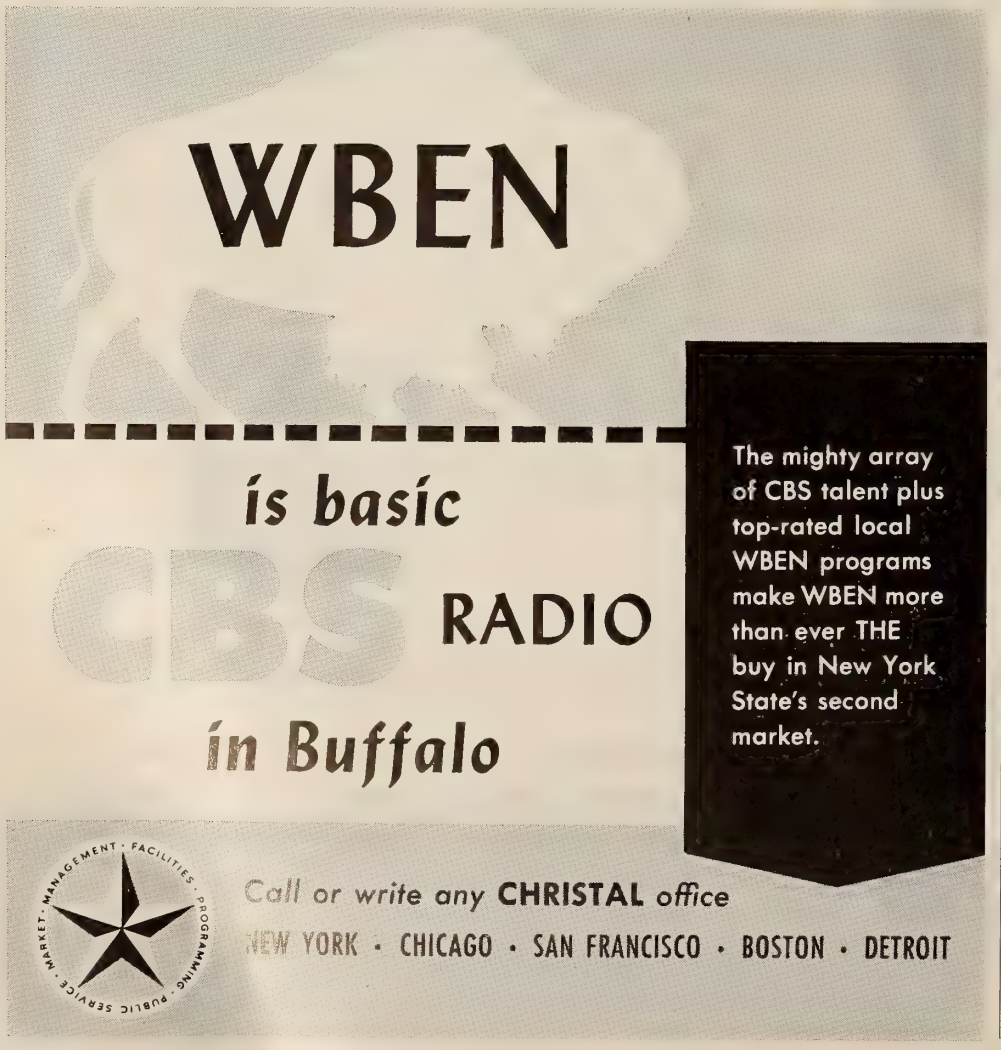
Don Rosenquest, operations director, KNXT (TV), father of boy, Nils Christopher, Sept. 18.

Dean Raymond, personality, WBAP-TV Fort Worth, Tex., father of twin daughters, Sept. 18; **Bob Peck,** commercial dept., father of boy, William Robert III, Sept. 18.

Pete Jenkins, sales representative, WOV New York, father of boy, Scott Van Pelt, Sept. 17.

Erskine Faush, acting program director, WBCO Bessemer, Ala., and Wiletha Davis, were married.

Martin Mannix, 51, promotion manager and news director, WIRY Plattsburg, N. Y., died Sept. 23.



Talbot Says Foreign Package Market Open

Fremantle president adds one condition: Costs must be computed in paying ability terms.

AMERICAN tv film distributors and radio transcription companies would have "an excellent market" for their products overseas if their prices were more realistic and pegged to the economy in foreign lands.

This appraisal of overseas opportunities for U. S. radio and television companies was offered to B•T last week by Paul Talbot, president of Fremantle Overseas Radio and Television Inc., New York, following his return from a two-month business trip around the world, during which he visited Italy, France, Great Britain, Egypt, Australia, Singapore, Ceylon and India.

Mr. Talbot contended there is a ready-made market abroad for U S. firms, but they must realize that costs must be computed in terms of ability to pay. He also explained that American firms must create "a friendly climate" by providing employment for local personalities abroad and working in association with local companies, when possible.

Fremantle, Mr. Talbot continued, carries out this policy of international cooperation in Mexico City, London and Australia where U. S. filmed shows are presented, with local personalities supplying narration. As an example, Fremantle markets Spanish-language versions of *March of Time in South America* and *Superman* tv filmed shows in Latin America and Mexico. Similarly, in Australia, Mr. Talbot said, 14 Australian productions of U. S. radio shows are carried, including *Space Cadet, You Are There, Mystery of the Week* and *Fat Man.* In conjunction with Artransa PTY Ltd., Sydney, Fremantle produces 70 radio shows for local distribution.

This hand-in-hand cooperation, Mr. Talbot said, paves the way for acceptance of Fremantle shows that are produced solely in the U. S. and which contain no language barrier. In this category, he placed several hundred cartoons, musical programs and the Encyclopedia Britannica Films, which he said have proved "popular everywhere."

Mr. Talbot described Australia as being in "the golden age of radio," with about 109 stations broadcasting. He reported that television will begin in Australia in about 18 months and predicted it will be "a good market" for U. S. film companies because the people are "more oriented toward U. S. than any other country, including Great Britain." As a start, Mr. Talbot said, Australia will bring in tv films and produce local shows based on U. S. scripts. (Fremantle endeavors to produce local live programs patterned after U. S. scripts wherever possible, as an extension of its "international cooperation" policy, Mr. Talbot added.)

The advent of commercial television in Great Britain has produced "feverish excitement" throughout the country, Mr. Talbot reported. He voiced the belief that when commercial tv is launched there, a few "very good" U. S. films will be purchased. He noted that BBC purchases some of Fremantle's products "on a highly selective basis."

Mr. Talbot relayed information on the status of television in Western Germany, provided to him by Paul Gordon, Fremantle agent in

Europe in countries other than Great Britain and Italy. Western Germany, according to Mr. Talbot, has two tv stations on the air, in Berlin and Hamburg, and envisions some 16 stations in all within a few years. Stations currently operating are government-sponsored and are on the air for a total of 14 hours. Mr. Talbot reported the only U. S. films they will purchase are those with star names and provided with lip synchronization.

Mr. Talbot predicted radio and television will continue to grow abroad and can provide opportunities for American industry willing to follow the same "hand-in-hand" policy which Fremantle employs.

Columbia Records Becomes CBS Inc. Div.

COLUMBIA Records Inc. has been dissolved as a corporate entity and in the future its activities will be carried on by the same organization as a division of CBS Inc., it was announced last week by Dr. Frank Stanton, president of CBS Inc. This action took effect last Thursday.

Dr. Stanton said the purpose of the organizational change was to "permit greater integration of activities of Columbia Records with CBS Inc. and to simplify the overall corporate structure." He noted that the change will not affect personnel in any way.

The change in the status of Columbia Records completes the reorganization of the major individual units of CBS Inc. so that all now are divisions of the parent company, Dr. Stanton observed. The major division of CBS Inc. and their presidents are: CBS Radio, Adrian Murphy; CBS-TV, J. L. Van Volkenburg; Columbia Records, James B. Conkling; CBS-Columbia (radio and television sets), Seymour Mintz; CBS-Hytron (electronic tubes), Charles F. Stromeyer; CBS Labs (electronic research), Peter C. Goldmark, and CBS International (export sales), Lewis Gordon.

New Paper Record Developed by Gotham

GOTHAM RECORDING Corp., New York, has announced it has developed a new process for pressing records on laminated paper, which permits "truer fidelity, a longer life-span for the record and a lower cost per unit than any of its predecessors in the field."

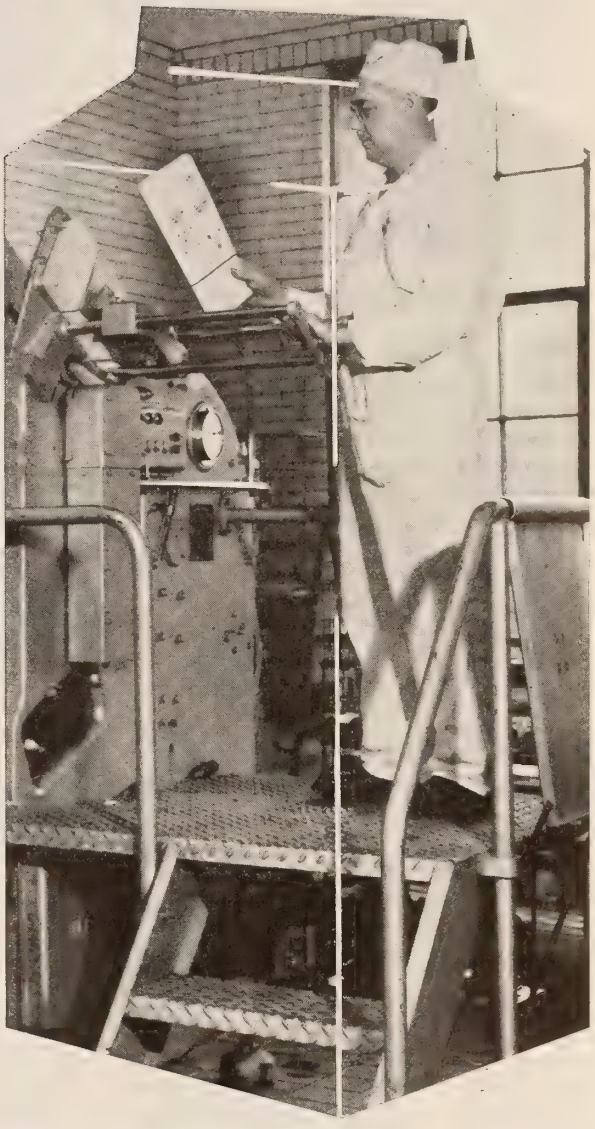
Herbert Moss, Gotham president, said the record, which is called "Recocard," has been designed for users of color postal cards or similar mailing devices. He said that records may be pressed directly over color pictures or on both sides of a postal card without eliminating the photo, art work, or copy on either side of the mailing piece. Records are of the 78 rpm type.

Mr. Moss noted that more than 75,000 cards can be produced on order per day, thereby eliminating "previous costly waiting periods for delivery." He said the Recocard has been tested by Gotham recording engineers, who found that it will re-play over 150 times without any loss of fidelity.

AP Names Oliver Radio-Tv Ed.

WAYNE OLIVER, veteran radio-tv writer for Associated Press, is scheduled to succeed C. E. (Charlie) Butterfield as AP radio-tv editor when Mr. Butterfield retires in November [B•T, Sept. 27]. Mr. Oliver currently writes a weekly radio-and-television column, but also covers films, communications, air transport and other fields. As radio-tv editor he would concentrate on the broadcast media exclusively.

Obviously OUTSTANDING . . .



BIG BUTTER & EGG MAN IN PEORIA!

WMBD is Peoriarea's leading dairy products salesman . . . calling on *more* Peoriarea families for *more* dairies than all other radio stations combined!

J. D. ROSZELL CO.—SEALTEST
6 Newscasts per week

PEORIA PRODUCERS DAIRY
4 Newscasts per week
10 Programs per week

DEL'S DAIRY PRODUCTS
450 Announcements per year

From milk to mink . . . from cheese to china—Peoria advertisers know that WMBD is FIRST in the Heart of Illinois, and that . . .

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

Curling Assignment

FOR ONE of Ford Foundation's upcoming *Omnibus* shows the producers have turned to James A. (Rene) Clarke, vice chairman of the board of directors of Calkins & Holden, New York, to act as an advisor and consultant on the game of curling. Mr. Clarke is an outstanding curler and student of the game's history. The game is played on ice with participants delivering granite iron handle stones in much the same manner as bowlers deliver bowling balls.

Michelson Reports Record Sales to Four Stations

TOTAL of 1,656 half-hour mystery programs was sold in one day a fortnight ago by Charles Michelson Inc., New York, the radio-tv transcription firm reported. This represents the largest daily sales volume at the company. Shows are taken by KXOK St. Louis, WABC New York, KEX Portland, and KPHO Phoenix.

Each of the stations will carry the new "Hour of Mystery" series. This is a daily across-the-board schedule of several Michelson mysteries that are now open to spot and participation advertisers.

Tower Collapse Kills Two

COMMUNITY television tower, under construction in Greenville, Miss., by Delta Video Corp. collasped last week, killing two workmen.

Tower, which was to be 420-ft. above the ground, had risen to more than 200 ft. when the accident occurred.

Second system, Greenville Tv Cable Corp., owned by Jerrold Electronics Corp., Philadelphia, which had leased 385-ft. Army flood control tower near city, rushed in equipment, set up circus tent near reception point and fed signal to 15 tv receivers contributed by nine local dealers so Greenville public could see World Series. Jerrold crew reported adequate reception from tv stations in Pine Bluff and Little Rock, Ark.; Jackson, Miss.; Monroe, La., and Memphis, Tenn. More than 1000 people saw third game of Series Friday.

Delta system had been planning to begin operations in time for World Series. Greenville Tv Cable Corp. was still negotiating with local utilities to use poles to attach coaxial cables.

Schwimmer in N. Y., L. A.

OPENING of a sales office in New York and Los Angeles as part of general sales expansion has been announced by Walter Schwimmer, president of Walter Schwimmer Productions, Chicago radio-tv production firm. An eastern sales manager, to be appointed, will headquarter in New York, working with salesmen there, while two salesmen will cover an 11-state western territory out of Hollywood. Sales offices are to be located at 16 E. 41st St., New York, and 1606 Vista Del Mar, Los Angeles.

Intra-NCAA Dissension Grows on Tv Controls

POSSIBILITY of a bolt from the NCAA ranks by the Big Ten was voiced last Monday by Athletic Director Doug Mills, U. of Illinois, in San Francisco last week prior to the Stanford-Illinois game which was nationally televised on ABC-TV.

Mr. Mills termed the present tv football policy as "unfair" and expressed the belief that regional telecasting of intercollegiate games was the only workable solution.

Mr. Mills also pointed out that various state legislatures have been asked to put through bills compelling telecasting of games involving state universities and colleges.

Alfred R. Masters, Stanford athletic director, also was reported to disfavor the NCAA plan and to be in support of regional controls of televised games.

Kenneth (Tug) Wilson, a Big Ten commissioner, reiterated that his Western Conference isn't going "to give up the fight" against NCAA's controlled football tv plans and will continue to plump for regional controls. Speaking to the Quarterback Club in Chicago, he said:

"The Big Ten stand, as well as that of the Pacific Coast Conference, should be clear by now. We have been fighting side by side in NCAA circles for the regional plan, and we are going to continue to fight for such a policy."

"We think it's the best plan, and the type football fans in our section want to see. How successful we will be, I don't know, but we aren't going to give up the fight."

Mr. Wilson added that the Big Ten isn't warring against the National Professional Football League as charged by NPFL Comr. Bert Bell.

BOTV Says Quarter Million Can See C-C Tv Grid Game

FACILITIES for more than a quarter million persons to see the Notre Dame vs. Michigan State contest Oct. 16 are promised by Box Office Television, which will carry the game closed-circuit to theatres from coast-to-coast. BOTV said last week that the game will kick off the firm's coverage this year of top gridiron games. This is BOTV's second season presenting football. Last year's games were watched by "audiences of 150,000 who paid an admission of $1 to $2.40 at each session," according to BOTV, which is headed by a group of business executives and tv performers including Milton Mound, Walter Bergman, Sid Caesar and William Rosensohn. BOTV pointed out that the Oct. 16 midwest game will not compete against home tv because of time differential (Oregon vs. Southern California is the ABC-TV-NCAA home tv game that day).

'Boxoffice' Hits Motives Of Fee-Tv Advocates

ATTACK against subscription tv advocates who are using educational values only as a "smokescreen" to acquire new motion pictures for use on television is voiced in an editorial in the Sept. 25 *Boxoffice* Magazine, trade journal of the exhibitors and allied fields. The editorial further questions pay-see proponents who cite many suspended uhf stations as further reason for pay-see in the public interest.

Claiming pay-as-you-see tv would benefit the few with only small investments to the detriment of the many with heavy investments, the article hits politicians who are "shedding crocodile tears" over the "handful" of uhf stations while they would destroy "thousands" of motion pictures besides hurting "hundreds of thousands of big and small local merchants and the manufacturers whose products they sell."

The uhf stations (70 who have surrendered permits; 20 who have gone off the air), *Boxoffice* claims, represent investments of only "a few million dollars" against nearly "three billion dollars" tied up in theatre investments.

Boxoffice says the pay-see advocates claims are "just a smokescreen to make new motion pictures available for tv audiences to help save . . . that medium."

Thesaurus Signs Flanagan

RCA THESAURUS announced last week it has signed bandleader Ralph Flanagan to a recording contract and has renewed its pact with bandleader George Melachrino. Mr. Flanagan, who is represented in Thesaurus with his "Quickie Quiz" show, will expand to record additional "Quickie" tunes as well as conventional length selections. Thesaurus has in its catalogue the 15-minute, three-times-weekly show, "The Melachrino Musicale," and the renewal will bring to 150 the total number of selections that will be available through Thesaurus.

PROGRAM SERVICES PEOPLE

Bert Masterson, manager, New York-New England div., United Press, Boston, appointed manager, Central div., Chicago; **Dale Johns,** business manager, Chicago div., succeeds Mr. Masterson; **William E. Howard,** formerly news editor, WCKW Albany, N. Y., to organization as manager, newly-established bureau, Augusta, Me.

George Gill, sales engineer, Kliegl Bros. Universal Electric State Lighting Co., N. Y., resigns to devote full time to George Gill Assoc. (tv, theatre, commercial, motion picture and school technical facility consultant), Glen Head, L. I., N. Y.

PROGRAM SERVICE SHORTS

Ken-Rich Corp., Hollywood, has been formed by Kenny Baker, radio singer, and Richard Angus MacDonald, New York radio-tv producer, to package and produce radio-tv programs. MBS *Kenny Baker Show,* five times quarter-hour weekly program which started Sept. 13, is first series, and upcoming are *Camera Cop* and *Put It to Pat,* both tv film series.

Cheshire & Assoc. (radio program packagers and transcription sales), Hollywood, moves to 3129 Cahuenga Blvd.; telephones: Hollywood 3-3498 and Hollywood 9-4580.

Five Star Productions, Hollywood, is shooting series of tv film commercials for Signal Oil Co., L. A., to be used for firm's alternate sponsorship of *The Whistler* in L. A., San Francisco, Portland, Spokane and Seattle, starting week of Oct. 13. Agency: Barton A. Stebbins Adv., L. A. Five Star also is completing group of tv film commercials for American Beauty Macaroni Co., Denver. Agency: Curt Freiberger & Co., same city.

National Guard Bureau, Washington, announces *Let's Go to Town,* National Guard music recruiting radio program, will be carried by an estimated 2000 stations in U. S. this year.

Freedom House to Present Award to CBS' Ed Murrow

EDWARD R. MURROW, CBS radio and tv news commentator, was to be presented the annual freedom award at the 13th anniversary dinner of Freedom House yesterday (Sunday) at the Waldorf-Astoria, New York. Lewis W. Douglas, former U. S. ambassador to Great Britain, was to bestow the bronze plaque awarded to Mr. Murrow last July for his radio-tv activities, particularly the *See It Now* series (CBS-TV), which were "addressed to the basic problems of freedom."

At the same time, the Freedom House dinner was to honor the dedication of a bronze tablet commemorating the U. S. Supreme Court decision on desegregation of the public schools. The tablet, which will be unveiled by Dr. Ralph J. Bunche, vice president of Freedom House, later will be placed in the lobby of the organization's headquarters in New York.

Dr. Goldsmith Honored

DR. ALFRED N. GOLDSMITH, technical consultant to RCA, RKO Theatres and other organizations, was honored by the National Television Film Council at a testimonial luncheon in New York last Thursday for his contributions to the tv film industry.

Principal speaker was Arthur V. Loughren, director of research for the Hazeltine Electronics Corp., who traced Dr. Goldsmith's career and particularly praised the scientist's efforts with the National Television System Committee. Melvin L. Gold, president of the Film Council, presided at the luncheon.

AWARD SHORTS

WKY-AM-TV Oklahoma City, Okla., awarded August certificate for outstanding news coverage during month by Oklahoma Associated Press broadcasters.

WATV (TV) Newark, N. J., has been presented award from Queens (N. Y.) Chamber of Commerce for outstanding service to borough for airing discussion series on public affairs on *Coffee Club* programs weeks of July 26 and Aug. 2.

Bill Goodrich, sports director, WORD-WDXY-FM Spartanburg, S. C., was awarded Sportcasting Award Sept. 30 from Sports News Div. of first annual South Carolina Associated Press Broadcasters contest.

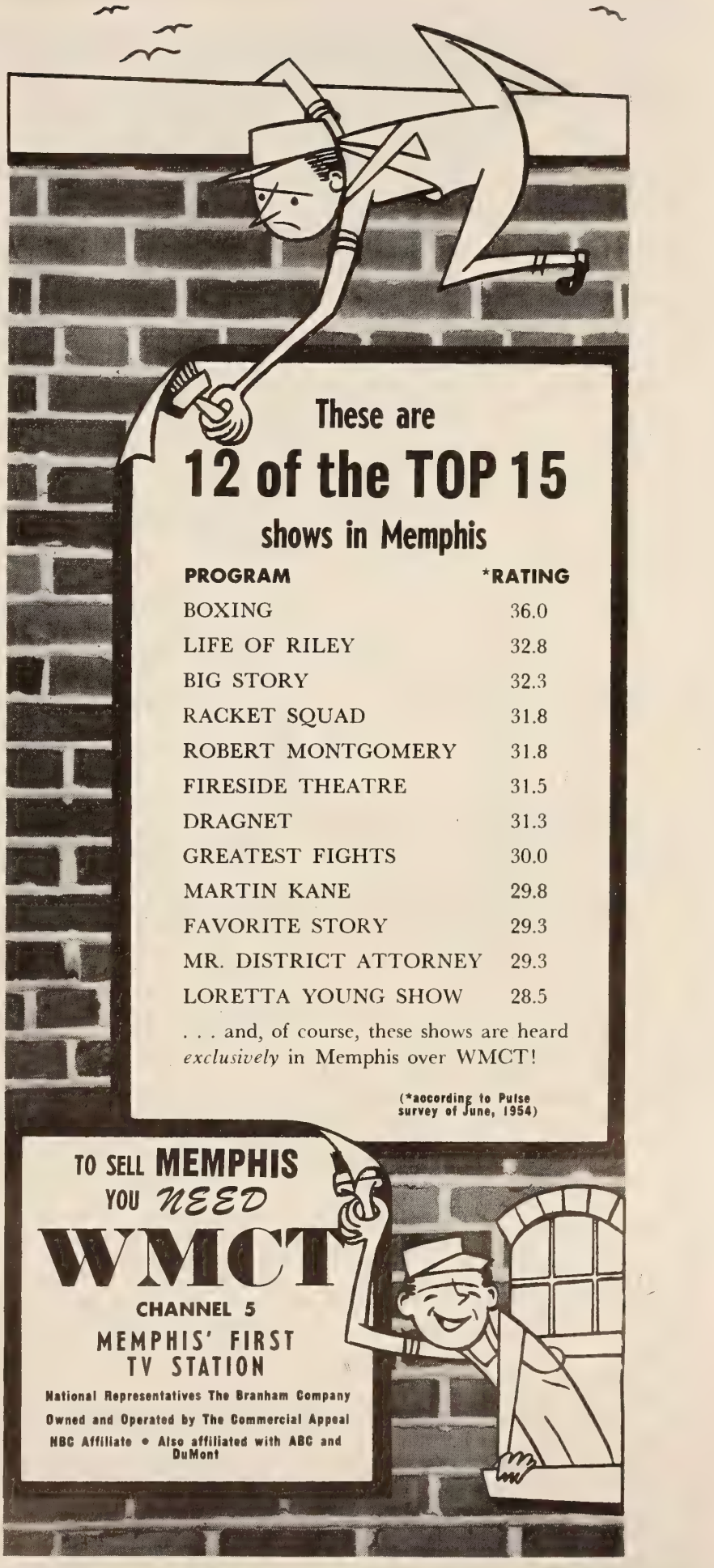
KNBC San Francisco given 1954 California State Fair Public Service Award for *Bill Guyman Covers California* program.

WCSH-TV Portland, Me., presented Distinguished Service Award from United Cerebral Palsy Assn. for 17-hour telethon last May 1 which raised nearly $60,000 for UCP.

Pat Goode, president, WNHC-TV New Haven, Conn., awarded certificate of appreciation from New Haven Chapter, Red Cross, for cooperation in soliciting blood donors.

Bus Ham, sports editor, *Washington Post & Times Herald,* presented "Hats Off Award" from Harry Wismer *General Sports Time* program, MBS, for work in National Celebrities Golf Tournament, staged annually for benefit of underprivileged children and boy's clubs of Washington.

KCCC-TV Sacramento, Calif., presented public service award from California State Fair for *Know Your State* program.



KWBR WBRW KMUS WLSI
AR WGTA KBOP WNDB WC
WFMO WHIZ WESK KTRY
TR WKLO WJAY WZOB WL
WPAZ WLON WPAM WCRE
RA WBRY WPAC WJMC WA
KIKI WWOC WOWO KWOC
IM WAWZ KMAK WLOK WE
WGRY WKBR WFUL KGAL
WM WPEL WHBO WGVM WN
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WJIV WAWZ WOHO WTCW
WP WKIK WMMB WGLS KA
WRHC KUKI WHIL WRAY
EL WPOR WARN KCOH WI
WTPR WHYN WABM WLEA
WH WLMJ WTUS KOLN KD
WCVA WJMA WTSA WATH
BO KSOO WDBF WMOU WG
KXIT WFEC WSFL WELC
WG WWBZ WKMH WTVB WP
WSPD WWHG WWWF KCIM
VM KRVN WDOR WPAW WN
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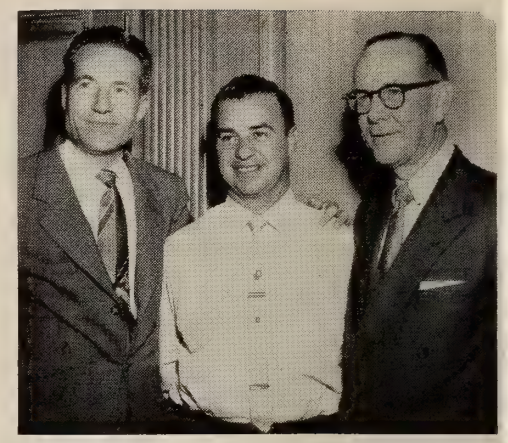
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OK WOND WBEV KBBA WI
WKRT WHSY KLMX WCDL
KE WILK KNBR WKBV WA
WKCT WBIS WKXY WDSM
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RCA REPLACES NBC IN O&O CALLS

CHANGE of several NBC station call letters to "RCA" combinations—in line with recent emphasis upon identification of the RCA-owned network as "A service of RCA" [B•T, Sept. 6] —was approved by the FCC last week.

Effective Oct. 18, FCC said, New York NBC stations WNBC, WNBC-FM and WNBT (TV) become WRCA, WRCA-FM and WRCA-TV, respectively. In Washington, where the network owns and operates WRC-AM-FM and WNBW (TV), the tv station becomes WRC-TV. In Los Angeles, KNBH (TV) becomes KRCA (TV), the Commission reported.

The RCA call combinations are made possible through swapping letters with two international shortwave broadcast stations owned by RCA-NBC. These are WRCA at Bound Brook, N. J., and KRCA at Dixon, Calif. Both are multiple-transmitter installations. WRCA international becomes WNBC and KRCA becomes KNBH, the Commission explained.



CONTRACT for 35 professional football game broadcasts of Los Angeles Rams and San Francisco 49'ers teams on Don Lee, MBS Arizona and MBS-Intermountain stations is negotiated in Hollywood by (l to r) Norman Ostby, Don Lee vice president in charge of station relations; Les Mullins, advertising manager of the sponsoring San Francisco Brewing Co. (Burgermeister beer) and Norman Boggs, Don Lee sales vice president.

CBS Plans Radio-Tv Debates Between GOP and Democrats

A SERIES of four debates, two of which will feature the national chairmen of the Republican and Democratic National Committees, Leonard Hall and Stephen A. Mitchell, has been announced by Irving Gitlin, CBS director of public affairs. Series is to start on both the radio and tv networks on Oct. 10. Entitled *The Hall-Mitchell Debates,* which CBS hails as "in the tradition of the Lincoln-Douglas and Webster-Hayne" debates of the past century, programs will deal with the key issues of the 1954 political campaign. The chairmen will oppose each other on the first and last programs of the series, while the middle two shows will square-off top-ranking party members invited by the chairmen.

The telecast will be at 2:30-3 p.m. EST, the radio program at 10:30-11 p.m. EST. Lyman Bryson, commentator, will be chairman of the show which will be produced by Ted Ayres and Lewis Shollenberger, of CBS' Washington public affairs staff.

KOVR (TV) Joins DuMont

AFFILIATION of KOVR (TV) Stockton, Calif., with the DuMont Tv Network, effective immediately, was announced last week by Elmore B. Lyford, DuMont's director of station relations. Ch. 13 KOVR is owned by Radio Diablo Inc., has an effective radiated power of 144 kw and an antenna height of 4,400 feet above average terrain. Spokesmen said the station covers Stockton, Sacramento and Merced in addition to the San Francisco Bay area and the peninsular region.

NBC Continuity Dept. Change

NBC's continuity acceptance department, headed by Stockton Helffrich, henceforth will report to Kenneth W. Bilby, the network's new vice president for public relations, NBC announced last week. In the past, Mr. Helffrich's department has reported to Thomas E. Ervin, vice president and general attorney. Named NBC public relations vice president on Sept. 3, Mr. Bilby also is in overall charge of NBC advertising, promotion, research and press.

Gould Returns to N. Y. 'Times'

JACK GOULD, who resigned as radio-tv editor of the *New York Times* some two and a half months ago to become information adviser of CBS Inc. [B•T, July 19], resigned from CBS last week and went back to his old post on the *Times.* His resignation, which came suddenly and unexpectedly, was attributed to his desire to get back into harness as reporter and columnist on radio-tv affairs. He has been with the *Times* for some 18 years, approximately 10 of them as radio-tv editor. The post had not been formally filled following his mid-July resignation. Late last week his successor at CBS had not been named.

CBS-TV Previews 'Search'

CBS-TV last week held a preview for newsmen of *The Search,* new weekly series based on significant research projects currently in progress at leading universities. Premiere will be Oct. 17 (Sun., 4:30-5 p.m. EST).

The 26-week series, under preparation for more than two years, was filmed on location at educational institutions. Irving Gitlin, CBS director of public affairs, is producer.

Roy Thompson,

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

RTES Plans Time Course

THIRTEEN-WEEK course designed for new members of the time-buying and time-selling business will begin Oct. 26 at a luncheon session in New York at Toots Shor's restaurant and will be held at the same place every Tuesday thereafter. Seminar, sponsored by the Radio and Television Executives Society, will cover such subjects as audience research, agency, network and sales practices and merchandising. Speakers are being selected from agency, advertiser, network and station representative fields. Fee for the course is $47.50.

NETWORK PEOPLE

Garrett E. Hollihan, account executive, KGO San Francisco, appointed sales manager, ABC Pacific Coast Radio Network, headquartered in that city.

Jack Smight, director, NBC-TV *One Man's Family,* appointed producer-director.

John Scott Trotter, music director, CBS Radio *Bing Crosby Show,* to NBC-TV *George Gobel Show* in similar capacity.

Charles Standard, salesman, NBC-TV, Chicago, transfers to sales dept., N. Y.

Ernest Sloman, columnist and acting city editor, *Pasadena Independent,* Pasadena, Calif., to CBS-TV, Hollywood, as publicist.

Chuck Thompson, disc m.c., WITH Baltimore, signed by DuMont Tv to do play-by-play on *Pro-Football Game of the Week.*

Mary Margaret McBride, formerly with ABC, to NBC Radio as conductor, five-minute commentary program (Mon.-Fri., 3-3:05 p.m. EST).

H. Malcolm Stuart, account executive, DuMont Tv, appointed to handle sale of all network political telecasts.

George P. Herro, promotion and public relations director, midwest operations, MBS, appointed member, Council of Business Management Representatives to Citizens of Greater Chicago organization.

Jack Webb, star, NBC Radio and NBC-TV *Dragnet,* appointed head, 1955 fund raising drive, Radio-Television-Recording-Advertising Charities Inc., Hollywood, starting today (Mon.).

Hal Gold, editor, press information desk, MBS, reappointed public relations director, Knights of Pythias for state of New Jersey.

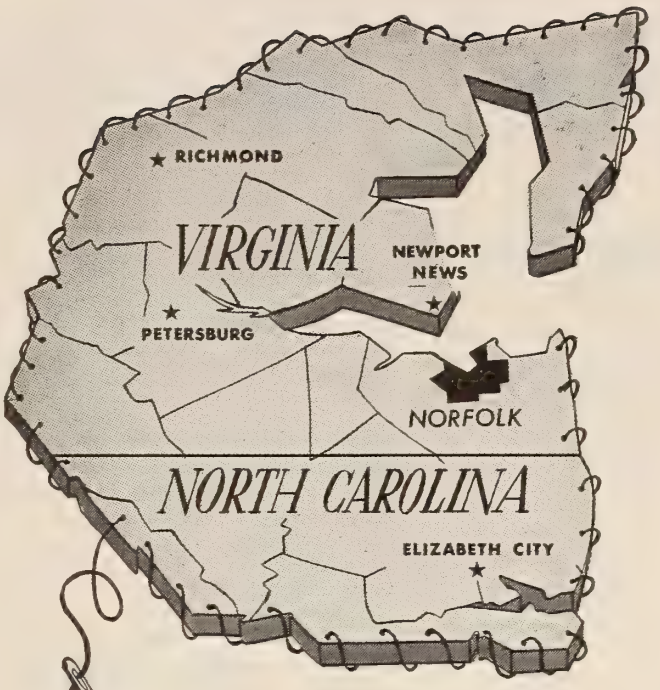
Judith Waller, education and public affairs director, NBC, Chicago, will address annual publicity clinic, Theta Sigma Phi, journalism sorority, Evanston, Ill., Oct. 6.

Barry Wood, executive producer in charge of color tv, NBC, will speak on "Color Tv: Today and Tomorrow" before Radio and Television Club of Pittsburgh Oct. 13.

Howard Coleman, assistant manager, central div., NBC, Chicago, will address Phi Sigma Phi, Northwestern U. commerce fraternity, on "Public Relations in Broadcasting" Oct. 8.

Eddie Herbert, news writer, CBS-TV, Washington, and Carol Jeanne Summers, were married Oct. 2.

Eve Arden, star, CBS Radio and CBS-TV *Our Miss Brooks,* and husband **Brooks West,** radio-tv actor, parents of boy, Douglas, Sept. 17.



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with a one station buy

Now, more than ever, WTAR-TV vastly dominates America's 25th metropolitan market by phenomenal program ratings and maximum VHF facilities. With its new 1049 foot tower and 100,000 watts power WTAR-TV is the only station that delivers your sales message to all of Tidewater, the entire eastern half of Virginia (including Richmond) and northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market

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UHF OUTLETS READY FOR 1,000 KW ERP

SUPER tv power seems to be scheduled to come first to Wilkes-Barre in the mining center of Pennsylvania.

Two Wilkes-Barre uhf tv outlets have firm equipment commitments for maximum 1,000 kw radiated power from manufacturers.

WBRE-TV on ch. 28 has signed with RCA for maximum output. WILK-TV on ch. 34 has signed with GE for 1,000 kw radiation. Work on both orders is going forward in RCA's factory at Camden, N. J., and in GE's at Syracuse.

And, last week, RCA announced that its second firm order for 1,000 kw power had been received from ch. 27 KPTV (TV) Portland, Ore.

For WBRE-TV, RCA is combining two 12 kw transmitters to feed 25 kw into the antenna. It also is using its new 46-gain antenna to radiate 1,000 kw. Since WBRE-TV already is using a 12 kw RCA transmitter, the addition of the second 12 kw, with necessary coupling, etc., is costing $144,500. There is no target date, RCA emphasized. KPTV's installation will follow within 30 to 60 days after the WBRE-TV project is completed, RCA reported.

GE is using two 23 kw transmitters to get 45 kw input into the WILK-TV antenna. Installation uses four visual and two audio klystrons, it was reported. Transmitter power is fed into GE's regular, five-bay, 25-gain helical antenna to produce 1,000 kw. Target date is end of this year, GE said.

RCA's push for maximum uhf power is based at present on 25 kw transmitters and new high-gain antennas. As shown at the NARTB convention in Chicago this spring, the new radiator has a gain of 46 on channels 14-40; 52 on channels 41-65, and 60 on channels 66-83. Price is $39,500. RCA reported it has six firm orders for new antenna. With regular 12 kw transmitters, uhf stations can boost power to 500 kw at once, it was said.

RCA's 60 kw is dependent on a beamed power tube now under development. Hope is that the tube, and transmitter, will be on the market by the end of 1955 or the early part of 1956. The cost has tentatively been set at $250,000.

GE's 45 kw transmitter is priced at $225,000. If a station has a GE 12 kw in operation, the changeover to 45 kw costs only $165,000.

Under development at GE's laboratories is a single klystron, which may be standardized in 1955, it was reported. GE's 60 kw transmitter is also scheduled for 1955, it was said.

GE's klystrons, a development worked out with Varian Assoc., are rented by the company to customers. GE charges $1.25 per operating hour per klystron for the power tubes of its uhf transmitters.

DuMont, which only has a 1 and a 5 kw uhf transmitter in its line, is working on a high powered klystron tube wtih Eimac. It estimates that its development is one year away.

RCA Introduces TS-11A, New Tv Studio Switcher

AVAILABILITY of a compact, self-contained RCA studio switcher, TS-11A, designed for the special requirements of color tv broadcasts, was announced last week by the Engineering Products Div. of RCA. The new device provides nine inputs, three outputs and a previewing channel. RCA claims it is also well-suited to monochrome telecasting.

The switcher handles camera switching, fading and lap-dissolves in the studio control room as well as remote and network signal inputs. It features a special rotary switch on the control panel which permits feeding the preview switching circuit into the program output channels. By selecting the correct circuits, the program director can preview super-impositions while the regular program is fed by direct camera through the preview channel.

Manufactured for convenient, space-saving mounting in standard console control sections, the switcher houses the control panel, mixing circuits, output line amplifiers and terminal connections for power, tally and video circuits in a single console.

$200 MILLION 1954 HI-FI SALES FORESEEN

SALE of high fidelity equipment could rise from an estimated $100 million-plus in 1953 to $200 million this year, it was predicted at last week's 1954 high fidelity trade show in Chicago's Palmer House.

Over 100 manufacturers and nine distributors exhibited their wares—and three fm radio stations maintained display space—at the elaborate fair, held Thursday through Saturday.

The estimate of $200 million for all hi-fi products—including amplifiers, cabinets, headsets, microphones, phonograph cartridges, phonographs, pre-recorded tapes, turntables, projectors, public address systems, recorders (wire, tape, disc), speakers, pre-amplifiers and various other products—was described as "not fantastic" by S. I. Neiman, president of the International Sight & Sound Exposition Inc., which is presenting the show.

He felt total business might easily reach this figure in 1954, after a record $100.2 million for all products last year, when hi-fi first captured the fancy of manufacturers and buyers alike as the "cinderella of the electronics industry." He said that even this would be a conservative figure for total sales.

As if to bear him out, Hallicrafters Co., Chicago, coincident with the opening of the show, reported it had enjoyed a 350% boost in sales of hi-fi equipment over last year. At that time, it made only tuners and amplifiers; it now produces full high fidelity lines in three different price brackets.

As during last year's show, this newest of "do it yourself" enterprises commanded widespread enthusiasm among hi-fi addicts.

Also represented at the trade show were two trade associations—the High Fidelity Institute, which was expressly set up to define hi-fi standards and encourage manufacturers to abide by them in their respective claims, and the Radar-Radio Industries of Chicago Inc., comprising most electronics producers of the midwest.

Three stations with displays last week were WEFM (FM), Zenith Radio Corp. station; WFJL (FM), licensed to Lewis College (Bishop Bernard J. Sheil's outlet); and WFMF (FM), now owned by Functional Music Inc., a subsidiary of Field Enterprises. All beamed special programs for observers. Zenith Radio Corp., in its exhibit, stressed care of handling and storing discs, as well as proper care of record-players.

The 1954 trade show featured a number of recording artists making personal appearances. Among the more eyebrow-raising developments were these:

Minnesota Mining & Mfg. Co.—An "extra play" magnetic tape (Model 190 A) that promises 50% more recording time on one reel, with the claim it does the job of one and a half reels of conventional tape.

V-M Co.—A complete high fidelity record changer, with various hi-fi features.

Berlant Assoc.—Two hours of continuous recording, enabling the user to monitor the tape (Concertone model). A complete line of recorders and accessories, with different models ranging in price from $345 to $695.

Among other manufacturers represented at the show were Admiral Corp., Columbia Records, Magnecord Inc., Magnavox Co., RCA, Westinghouse Electric Corp., Webster-Chicago Corp. and Motorola Inc. Between 25,000 and 30,000 people were expected to attend the three-day show.

RCA SETS UP NEW COLOR TUBE DEPT.

INCREASING attention that is being paid to color television was emphasized last week by RCA, which announced it is establishing a special RCA color kinescope operations department, devoted exclusively to engineering and manufacturing color television picture tubes.

In announcing this development, Douglas Y. Smith, vice president and general manager, tube division, RCA, said Harry R. Seelen, associated with the company's tube engineering and manufacturing for nearly 25 years, has been appointed manager of the new department, which will have its headquarters at the RCA plant in Lancaster, Pa.

"The creation of a separate color kinescope organization consolidates the skills and facilities needed to meet requirements of tv set manu-

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

facturers for the new RCA 21-inch color picture tube, which will be a major factor in the industry's 1955 color program," Mr. Smith said. "Further, this move permits concentration of additional engineering and production talent and facilities to meet mounting demand for other types of RCA cathode ray and power tubes."

RCA demonstrated its new 21-inch color kinescope on Sept. 15 [B•T, Sept. 20] and announced that sampling quantities of the tube would be available during November, with commercial production expected to begin around the first of the year.

For the past 10 months, Mr. Seelen has been engineering manager of the RCA cathode ray and power tube department, which incorporated color tube engineering and manufacturing. That department, under the management of C. E. Burnett, will continue responsibility for RCA power tubes, oscilloscope tubes, phototubes, microwave and pick-up tubes, television camera tubes, and black-and-white kinescopes, which are produced at Lancaster and at RCA's Marion, Ind., plant.

Mr. Seelen joined RCA as an engineer at the Harrison, N. J., plant in 1930, shortly after his graduation from Providence (R. I.) College. He has held numerous executive engineering posts, including manager of engineering services, Lancaster plant, 1943; chief engineer, Lancaster plant, 1949, and engineering manager, cathode ray and power tube operations department, 1953.

Magnecord Buys Davies Labs

MAGNECORD INC., Chicago magnetic tape equipment firm, stockholders approved purchase of all outstanding stock of Davies Laboratories Inc., Riverdale, Md., research and development concern, William L. Dunn, Magnecord president announced. Davies Laboratories becomes a wholly-owned subsidiary, with both companies retaining their corporate entities.

Gomer L. Davies, president and founder of the subsidiary, who will continue in the same capacity, was elected to the Magnecord board of directors. No change in management is contemplated, but the company hopes to increase the subsidiary's engineering and research staffs by at least 50%, Mr. Dunn said.

Transmitting Equipment

Station	Power	Band	Use
Transmitter Shipments			
Allen B. DuMont Labs			
WIRI (TV) Bloomingdale (Lake Placid), N. Y.	5 kw	tv (ch. 5)	new station
Gates Radio Co.			
KFWR Grangeville, Idaho	250 w	am	new station
WMSN Raleigh, N. C.	500 w	am	new station
KLEM LeMars, Iowa	1 kw	am	new station
WEIC Charleston, Ill.	1 kw	am	new station
WMGR Bainbridge, Ga.	5 kw	am	power increase

OTHER EQUIPMENT: RCA reported it shipped a 12½ kw amplifier to WSUN-TV St. Petersburg, Fla. (ch. 38) and a color slide camera to KHQ-TV Spokane, Wash. (ch. 6). DuMont also reported it shipped two monochrome multiscanners, complete studio gear and a six-bay antenna to WIRI (TV) Bloomingdale, N. Y.

MANUFACTURING SHORTS

Herman Hosmer Scott Inc., Cambridge, Mass., has introduced Model 310 fm broadcast monitor tuner incorporating wide circuit design with full 150 kc IF passband and 2 mc wide limiters and detector.

Pentron Corp., Chicago, introduces Dynacord, new professional tape recorder.

Allen B. DuMont Labs, instrument div., Clifton, N. J., announces DuMont Type 327, cathode-ray oscillograph "capable of precise

Birmingham Tunes in Most

to WAPI

Every Day in the Week

Because WAPI stays
Tuned to the Tastes
of Alabama Folks

Pulse proves that—

★ **WAPI leads in share of audience EVERY DAY IN THE WEEK**

★ **Top Five Local Newscasts all on WAPI**

★ **"Time to Rise" maintains its lead as the No. 1 locally produced show**

★ **Top Ten quarter-hours locally produced are all heard on WAPI**

Your Message goes over to Alabama Folks when you put it on

WAPI

NBC
in Birmingham

Represented by
John Blair & Co.

MANUFACTURING

measurements of time and amplitude within the frequency range of d.c. to 5 mc."

James Cunningham, Son & Co., Rochester, N. Y., announces Type P crossbar switch color tv switcher.

Harrison Laboratories Inc., Berkeley Heights, N. J., announces aperture equalizer "which provides a phaseless high boost for tv."

MANUFACTURING PEOPLE

Clarence A. Malin, home instrument sales manager, RCA Distributing Corp., Detroit branch, appointed vice president and manager of that branch; **Arnold E. Linton,** manufacturing manager, RCA tube mfg. plant, Woodbridge, N. J., appointed manager of plant.

Andrew Hause appointed tv sales manager, Canadian Admiral Sales Ltd., Toronto.

Russel L. Krapf, finance manager, cathode ray tube sub-dept., electronics div., General Electric Co., Syracuse, N. Y., appointed to same position, laboratories department.

Alvin C. Stewart, controller, Hallicrafters Co., Chicago, to CBS-Columbia Inc., Long Island City, N. Y., in same capacity.

Albert A. Pulley, manager, general recording, RCA Victor Records div., N. Y., elected president, Audio Engineering Society.

Fred M. Link, operations director, mobile communications dept., Allen B. DuMont Labs, Clifton, N. Y., appointed "Pennsylvania Ambassador" by state chamber of commerce to represent York, Pa.

Bertram J. Grigsby, 70, director, Grigsby-Allison Co. (radio-tv parts), died Sept. 19.

PERSONNEL RELATIONS

Vote Ordered at KTLA (TV)

THREE unions will contend to represent 50 non-supervisory KTLA (TV) Hollywood engineering and production workers presently represented by International Alliance of Theatrical and Stage Employes, in a National Labor Relations Board election Oct. 6.

International Brotherhood of Electrical Workers, Local 45, Hollywood (Broadcast-Tv Recording Engineers) petitioned the NLRB for election and when National Assn. of Broadcast Employes and Technicians intervened as an interested party, a three-way race developed.

NLRB Examiner Norman Greer pointed out a vote count would be delayed Wednesday, while a Labor Board representative travels to the KTLA transmitter atop Mt. Wilson to ballot workers there.

PERSONNEL RELATIONS PEOPLE

David Tytherleigh, formerly district manager, ASCAP, Hollywood, to American Federation of Tv and Radio Artists, Hollywood, as assistant to executive secretary, succeeding **Wayne Oliver,** resigned to study for ministry at Harvard Theological College, Cambridge, Mass.

Herbert Aller, business representative, IATSE Local 659, International Photographers, appointed chairman of foreign production committee, Hollywood AFL Film Council, succeeding **Dolph Thomas,** business representative, IATSE Local 695, International Sound Technicians.

Gordon Stulberg, attorney, Writers Guild of America, West Hollywood, father of girl, Tina, Sept. 15.

PROFESSIONAL SERVICES

Ben Fisher, 64, Dies After Short Illness

FUNERAL services for Ben S. Fisher, 64, senior member of the Washington radio law firm of Fisher, Wayland, Duvall & Southmayd, who died Thursday morning, were held Saturday afternoon at the Chevy Chase Presbyterian Church. Interment was at Fort Lincoln Cemetery.



MR. FISHER

Mr. Fisher, who died of cancer after a short illness, was born in Anderson, Ind., June 13, 1890. He received his LL.B. from the U. of Illinois in 1914, practiced law in Coos Bay, Ore., from 1914 to 1930. He served as district attorney of Coos County, Ore., from 1920 to 1924. In 1930, Mr. Fisher came to Washington as assistant general counsel of the Federal Radio Commission, forerunner of the FCC. In 1935, he left the Commission to enter private practice.

Mr. Fisher served with the Oregon National Guard in World War I as a first lieutenant of the Coast Artillery. He received the rank of captain in 1920. He was a member of the American Bar Assn., District of Columbia Bar Assn., of the Federal Communications Bar Assn. (he was FCBA president in 1945). He was also 1928 Oregon State Commander and a national committeeman of the American Legion, 1925 Oregon State President of the Elks Lodge, and a member of the Masonic Order, Columbia Country Club, National Press Club and the University Club of Washington. He was Grand Consul of Sigma Chi, 1943-45, and president of the D. C. Chapter, Phi Delta Phi legal fraternity.

He is survived by his widow, Kate S. Chatburn, a son, Ben C. Fisher, who is a member of the Fisher law firm, and a daughter, Nancy C. Fisher.

PROFESSIONAL SERVICES PEOPLE

Charles Pritchett, formerly sports director, KSTM-TV St. Louis, and **Robert Sanders,** formerly radio-tv columnist, *Lorain Journal,* Lorain, Ohio, appointed manager and editor, respectively, *Tv Guide,* Phila., for St. Louis area; **Frank Boucher** appointed manager, Virginia edition; **Jack Sullivan,** formerly reporter, *Seattle Post-Intelligencer,* Seattle, Wash., and **Harry Long** appointed manager and editor, respectively, Washington state area.

Don Ramsey, Los Angeles trade publication editor, to Worth Larkin & Assoc. (publicity firm), same city, as account executive.

Ray Sackheim, formerly with MCA, Beverly Hills, to Cleary-Strauss & Irwin, Hollywood (public relations), as associate on tv and motion picture accounts.

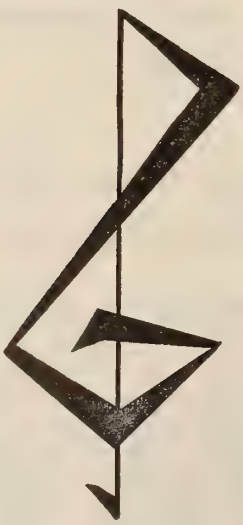
Joe Leighton, West Coast radio-tv publicity director, J. Walter Thompson Co., L. A., opens own public relations office at 13522 Ventura Blvd., Sherman Oaks, Calif.; telephone: State 9-6662.

Richard C. Looman, public relations director, Los Angeles County Heart Assn., forms Richard Looman & Associates (public relations) with offices at 635 S. Kenmore Ave.; telephone: Dunkirk 7-4044.

Fred Remington appointed radio-tv editor, *Pittsburgh Press,* succeeding **Si Steinhauser,** who retires.

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

ONE TV, THREE AMS APPROVED BY CBC

THREE NEW 250 watt radio stations and one new tv station were recommended for grants by the Board of Governors of the Canadian Broadcasting Corp. at a Sept. 21 meeting in Ottawa. Two radio stations were given power increases from 5 kw to 10 kw.

CKBB Barrie, Ont., has been recommended for a tv station on ch. 3 with 14 kw video, 7 kw audio power, and antenna height 369 feet above average terrain. Opposing the application of Ralph Snelgrove, president of CKBB, were Foster Hewitt, CKFH Toronto, and Gordon E. Smith, CFOR Orillia, both Ont. The board favored Mr. Snelgrove on the basis that the station would extend national tv coverage as well as provide local service to some 250,000 people in four counties.

At Bathurst, N. B., the Bathurst Broadcasting Co. has been recommended for a 250 w radio station on 1400 kc, serving in both English and French. At Leamington, Ont., Albert A. Bruner has been recommended for a 250 w station on 710 kc, with licensee to be Sun Parlor Broadcasters Ltd. At Sault Ste. Marie, Ont., license to a 250 w station on 1400 kc was recommended to Carmen Primo Greco.

Power Increases

CJOC Lethbridge, Alta., was permitted to increase power from 5 kw to 10 kw on 1220 kc. CJBR Rimouski, Que., was also permitted to up its power from 5 kw to 10 kw on 900 kc. CKPC-FM Brantford, Ont., was given permission to change from 94.7 mc to 92.1 mc to alleviate interference with tv reception in the area. Emergency transmitters were licensed to CKRD Red Deer, Alta., 250 w; CHNC New Carlisle, Que., 1 kw, and CKOM Saskatoon, Sask., 250 w. CKWX Vancouver was permitted to change its corporate name from Western Broadcasting Co. Ltd. to CKWX Radio Ltd.

Series Telecasts to Cuba via Stratovision

INTERNATIONAL television, with a Spanish accent, was inaugurated last Wednesday with the opening game of the World Series, and was pronounced an immediate success.

Goar Mestre, president and general manager of the CMQ Radio and Television networks in Cuba, enthusiastically reported to B•T by telephone immediately following the opening game that the modified "stratovised" telecast, relayed from WTVJ (TV) Miami via airborne transmission and fed to the CMQ system, worked without a hitch. "The quality was terrific and this baseball-crazy island went wild," he reported.

Mr. Mestre said that a $20,000 investment was entailed in setting up the relay, which had been pre-tested for four days prior to the opening game. The telecasts are jointly sponsored by Gillette, holding exclusive rights, and Malta Hatuey, a Cuban malt beverage.

The play-by-play games were rebroadcast direct over three of the CMQ Tv network stations and were retransmitted by kinescope the same evening over the non-interconnected stations in Camaguey and Santiago de Cuba. In addition, kinescopes made in Fort Lauderdale, Fla., for Gillette, were flown to Havana, reprocessed and then flown for retransmission over stations in Mexico, Venezuela, Puerto Rico and Santa Domingo, with CMQ Tv reimbursed for its costs. The hot kines also were used on Mr. Mestre's second Havana Station (ch. 7 CMBF-TV) at 9:30 p.m.

Here's how the relay worked, according to Mr. Mestre:

A DC-3 Cuban Airlines plane, chartered for the Series ,was equipped with three high fidelity receivers and a 3 kw gasoline generator, plus an 18 watt RCA transmitter calibrated for ch. 13 operation. The plane flew in a circle at an altitude of 8,000 feet in an area 50 miles north of Matanzas, Cuba, where a new 700-foot antenna for Ch. 9 picked up the telecasts. The reception center at Matanzas also picked up the signals from the ch. 13 transmitter and relayed them to CMQ's Ch. 6 in Havana. Another picture was relayed in a southeasterly direction to the CMQ station (ch. 5), in Santa Clara in four hops over CMQ's own microwave relay system.

The relay from Miami to Matanzas carried 246 miles over water. The WTVJ ch. 4 transmitter is located another 20 miles inland, he pointed out.

Mr. Mestre said the transmission entailed considerable testing and preparation. Because WTVJ operates on ch. 4, the same channel to which Cuba's Radiotelevision Nacional is assigned, the latter station signed off during the series telecasts.

Only the picture was relayed. An announcer, listening to a shortwave play-by-play broadcast from New York, inserted Spanish commentary.

Mr. Mestre explained that the relay was an adaptation of the Westinghouse Stratovision

national advertising representatives

BRANHAM



NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE
ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES MIAMI



ORDER YOUR CARYA HICKORY SMOKED HAM—WHILE THEY LAST!

If you've ever tasted real Louisiana Cajun country Carya Hickory Smoked Ham, you know there's nothing like it anywhere! The meat's firm, fine-textured, extra delicious, because it's dry-cured the careful, meticulous Southern way, slow-smoked with Carya Smokin' Hickory and basted with Sherry Wine. Just 2500 government inspected hams, fruit-garnished, vacuum-sealed, and wrapped in Reynolds Wrap, now ready for shipment. No more this year! Order today for yourself, or for gifts. Pre-cooked. Wt. 8 to 14 lbs., $1.60 per lb., delivered. State pounds wanted.

Carya Hickory Smoked Bacon, 8 to 12 lb. slabs, $1.20 per pound, delivered.

Mail your gift list to us by Nov. 30 for guaranteed Christmas deli ery.

SMOKIN' HICKORY HANK

12 Briar Road, Lafayette, Louisiana

IN DETROIT

You Sell More on

CHANNEL 4

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY CO.



CHECKING EQUIPMENT for Sept. 16 inauguration of ch. 9 CKLW-TV Windsor, Ont. (Detroit), are (l to r) Haford Kerbawy, tv consultant, J. E. Campeau, station president, S. Campbell Ritchie, dir. of operations and W. J. Carter, dir. of engineering.

project which had been proposed as a service several years ago. Actually, he said, it was Westinghouse "in reverse," since his plan involved merely a relay through a low power transmitter, whereas the Stratovision plan proposed to cover broad areas with direct transmissions from planes equipped with high power transmitters circling prescribed areas of the country.

CBC Television Network Issues Rate Card No. 7

CANADIAN BROADCASTING Corp. has issued rate card No. 7 for the CBC television network. The network comprises 18 English-language stations and four French-language stations. CBOT (TV) Ottawa is the only station which now carries programs in both languages. Next year, a separate transmitter for each language will be constructed.

CBC commercial division also announces with its new rate card that the following five of the stations on its list are scheduled to come into operation in October: CJCB-TV Sydney; CKWS-TV Kingston; CFQC-TV Saskatoon; CHCT-TV Calgary, and CFRN-TV Edmonton. CJBR-TV Rimouski is scheduled to begin operation Nov. 15. At the same time CBC issued new rate cards for its own six transmitters, CBFT (TV) and CBMT (TV) Montreal, CBOT (TV) Ottawa, CBLT (TV) Toronto, CBWT (TV) Winnipeg and CBUT (TV) Vancouver. The most expensive station in Canada rate card-wise is CBLT, with class A, one hour network rate of $850, and non-network, $900.

Canada's Color Circuits Set

FACILITIES for network color television programs are ready in Canada, along the Bell Telephone of Canada circuit from Buffalo to Montreal, according to John M. Hay, assistant vice president of the company. He stated at Montreal last week that at present Bell Telephone of Canada is only required to carry black and white network transmissions, but recent developments on the circuit now permit transmission of color tv programs as well.

CKLW-TV DEBUTS IN WINDSOR-DETROIT

OFFICIAL debut of CKLW-TV Windsor, Ont. (Detroit), was held Sept. 16. The gala opening, which featured appearances by industry and political figures, a fireworks display and revolving searchlights, was telecast to the 1,250,000 tv set-owners in the Windsor-Detroit area.

CKLW-TV, operating on ch. 9, is located in new $1 million quarters on the Windsor waterfront facing the Detroit river and Detroit city. It has an RCA transmitter and wavestack antenna with a maximum effective radiated power of 325 kw.

Among the many congratulatory messages read during the hour-long dedicatory program which began at 9 p.m. was a resolution from the Common Council of Detroit to CKLW-AM-TV and President Ted Campeau praising them for the many services rendered the community during the two decades of CKLW operation.

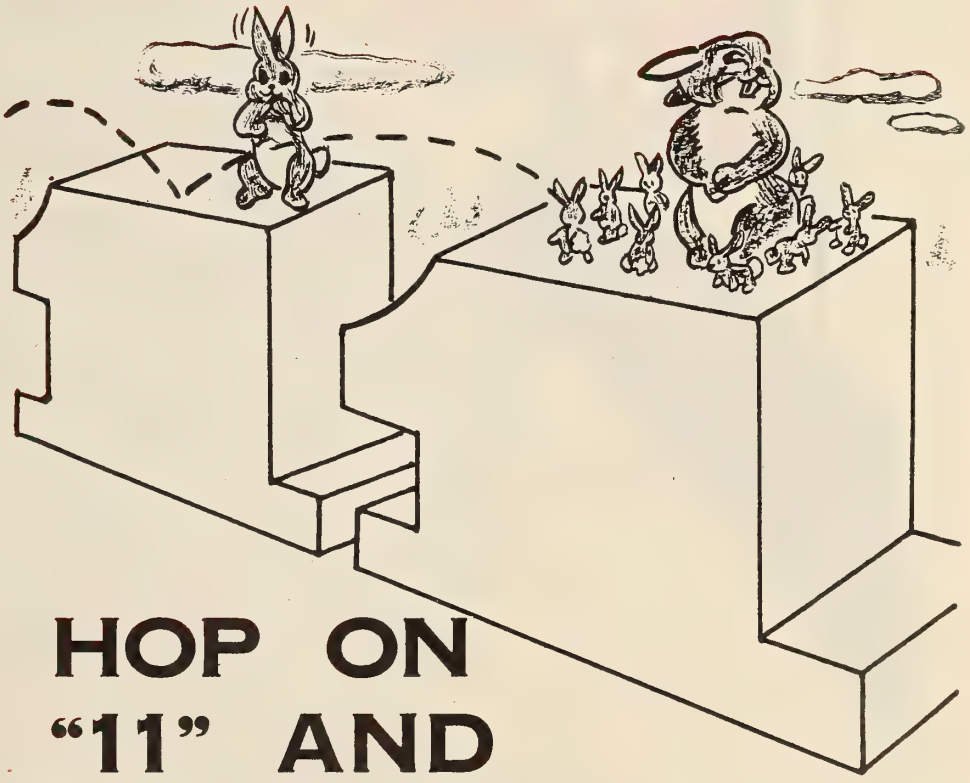
Filmed messages from A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., and Dr. Allen B. DuMont, president and chairman of the board of DuMont Television Network, also were presented.

E-H Releases Aug. Ratings

FOR the second month, no evening English-language network programs are shown on the national radio program ratings released by Elliott-Haynes Ltd., Toronto. The August ratings featured 10 daytime English-language network shows:

Pepper Young's Family and *Ma Perkins* rating 10.9, *My Friend Irma* 10.4, *Right to Happiness* *Road of Life* and *Aunt Lucy* 9.8, *Laura Limited* (Canadian) 9.3, *Rosemary* and *Guiding Light* 9.1, and *Stars Over Hollywood* 8.8.

French-language evening network programs showed *L'Heure de Coke* with rating 14.3, and *Collette et Roland* 12.2. Daytime French-language network shows, 11 in number, were led by *Rue Principale* 22.7, *Francine Louvain* 16.6, *Quelles Nouvelles* 14.6, *Face a la Vie* 14.5, and *Maria Chapdelaine* 14.



HOP ON "11" AND MULTIPLY YOUR SALES

The nights are long in Packerland. The winds grow cold and the snow deep. But Channel 11 glows brightly on nearly 200,000 sets, bringing Groucho and Montgomery, Berle and Boxing — the best of NBC and Packerland programming. WMBV reaches an all-new market — no expensive overlap with your Milwaukee-Chicago TV coverage. No other mid-western station can give you so much for so little.

WMBV NBC
IN GREEN BAY PACKERLAND
MARINETTE, WISCONSIN

GREEN BAY: Phone HEmlock 5-9389
MILWAUKEE Phone WOodruff 4-3587

National Representatives
VENARD, RINTOUL & McCONNELL, Inc.
New York - Chicago - Los Angeles - San Francisco - Boston

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING



To sell the Cincinnati area, WKRC is a must!
Morning, noon and night more people listen to WKRC-Radio than to any other radio station in the Queen City!

Radio Cincinnati, Owners and Operators of:
WKRC-Radio, Cincinnati, Ohio • WKRC-TV, Cincinnati, Ohio
WTVN-Television, Columbus, Ohio • WTVN-Radio, Columbus, Ohio

CBS **WKRC-RADIO** *CINCINNATI, OHIO

Ken Church,
National Sales Manager

CBS RADIO NETWORK • REPRESENTED BY THE KATZ AGENCY

WHAT WARD SURVEY WILL DO FOR RADIO

ITS UNDERWRITERS THINK IT WILL REVITALIZE AM BROADCASTING

By Rufus Crater

FIRST preliminary findings in a $150,000 nation-wide survey which its sponsors say will give radio "an entirely new outlook of faith in itself" and perhaps revolutionize advertisers' approach to the medium are being unveiled this week by Mutual.

Conducted for MBS by J. A. Ward Inc., New York independent research organization, the study gives quarter-hourly reports on where people are, what they're doing, how many are listening to radio or watching television and what else they're doing while listening or viewing, along with many other details calculated to help the advertiser pinpoint his sales message to reach the audience he wants at the most effective time.

One or two highlight details were made public a few weeks ago—for instance, that 96% of all households have a radio set in working order and 60% have a tv set in operating condition [B•T, Aug. 23]. Much more information is now available. But MBS research leaders calculate that many months will be needed to complete the task of tabulating, organizing and analyzing the whole gigantic mass of data gathered in the survey last March.

In Mutual's corridors they predict the Ward study "will do for radio what the Kinsey surveys did for sex." MBS President Thomas F. O'Neil expresses his estimate in language that is less flamboyant but nonetheless enthusiastic. The survey, in his opinion, "will offer the radio broadcasting industry an entirely new outlook of faith in itself, and may well alter the advertisers' approaches to radio use as a dynamic selling medium on the basis of individual listenership, rather than through the now outmoded system of rating by radio homes."

Mr. O'Neil continued:

"Radio's impregnability in its own field has been substantiated in the Ward survey, and we are finding the full interpretations of the study for advertisers so they may know the new facts on total listening—everywhere.

"Radio is in the kitchen, in the den, in the bedroom and in the automobile, and to gauge radio's effectiveness as a selling medium today, you must count not only the individual listeners, but also where they are located while listening. The Ward survey has these answers for us now and Mutual is making the information available to all advertisers—handling specific requests for clients as needed."

Highlights brought into focus in the tabulation process thus far include these approximate figures:

• During the average quarter-hour, day or night, radio's at-home available audience—people both at home and awake—totals 67,000,000. Television's is about 40,200,000.

• Radio's actual in-home audience, in terms of quarter-hour averages, ranges from a low of slightly more than 6,000,000 to a high of more than 13,000,000. (Tabulations have not reached point showing comparable figure for television.)

• Perhaps surprisingly, since mid-evening is widely considered "television time," radio's low point is in the period between 10 and 11 p.m., with average quarter-hour listenership during the 7-9 p.m. period being exceeded during only three other hours of the day.

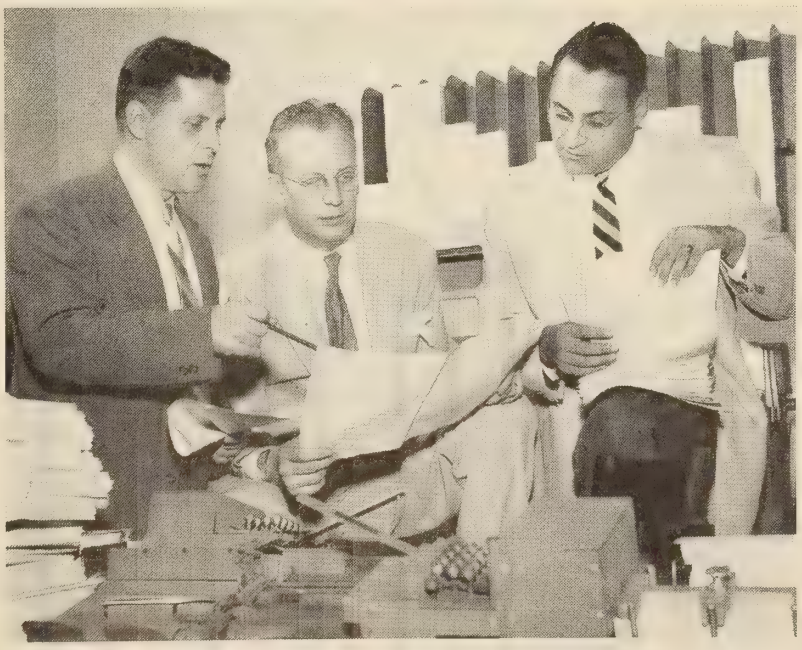
• The in-home audience is augmented at all hours by measurable millions of automobile and other out-of-home listeners.

• While most (about 88%) television viewing is done in the living room, radio listening occurs throughout the house: of all home radios, 34% are in the living room, 27% in the bedroom, 23% in kitchen, 16% in other rooms of the house. Figures on places where listening occurs differ somewhat, since a person in a bedroom, for example, may be listening to a kitchen radio.

How will Ward survey data be useful?

Richard J. Puff, Mutual's research and planning director, notes that it enables the advertiser to know where the listener is and what he's doing at given times, quarter-hour by quarter-hour. Thereby, he says, it opens up a "new concept of selling" which "offers advertisers the present-day realities of radio's tremendous power to move the products of our nation's markets at the moment of highest potential buying interest—the point of use. And point-of-use selling in the home is most effective by radio, for radio is all over the house."

Mr. Puff points out as an example that findings with respect to the times when listeners are dressing will enable advertisers of men's and ladies' clothing to schedule their messages at those hours, when the listeners' thoughts are on clothes. Or makers of bedspreads, blankets and sheets can direct their messages to housewives at times known to be most regularly devoted to bed-making. Or findings regarding bathing times can be used in scheduling commercials for razors, cosmetics,



LOOKING over tabulations of the comprehensive Ward survey for Mutual Broadcasting System are (l to r) J. A. Ward, president, J. A. Ward Inc.; Richard J. Puff, MBS director of research and planning, and Walter Stein, MBS manager of research.

shower curtains, tooth pastes, and various other dressing and bathing necessities.

Further, Mr. Puff said, new information from the Ward survey will unfold "the dynamic sales potential" in radio for use by advertisers to catch the members of the family where they are preparing and eating meals—enabling the food advertiser, for example, to get his message across to the housewife at the moment she is reaching for a can of baking powder, beans, shortening, etc.

Noting that much of the survey's data is still locked in the 600,000 IBM cards on which the findings are entered, Mr. Puff asserted that within the next month, and even into the next year, "this new and exciting data will be revealed and radio will come into its own—into the dynamic sales role which it actually occupies but which no fact-finding organization has, until Ward, characterized accurately and with the full import of its present and future permanent position in American life."

He said the study will reveal figures of "unprecedented scope" dealing with the following categories of interest to advertisers:

1. The potential audience—location of the potential audience; activities of the population which is at home; activities of those not at home.

2. The radio and television audience—percentage of individuals listening or viewing; location of the at-home audience and of the not-at-home audience; location of the viewing audience both at home and away; location of the radio set heard and the tv set viewed; activities of the listening audience both at home and away; activities of the viewing audience at home and away.

3. Distribution of the radio audience—total audience of radio listed according to network and independent-station tune-in and broken down by "at home" and "away from home."

4. The family audience—potential audience (families with someone at home, someone away from home); families listening or viewing (total); distribution of the family audience by network shares.

Some of the Ward survey data which will have special interest to particular commercial and social classifications, Mutual spokesmen reported, include the following:

Automotive—use of automobile by the population's percent in cars at given times, total in cars throughout a day, etc.

Building—spread of radios through house, isolation of tv room; functional applications of everyday living; built-in television or radio niches.

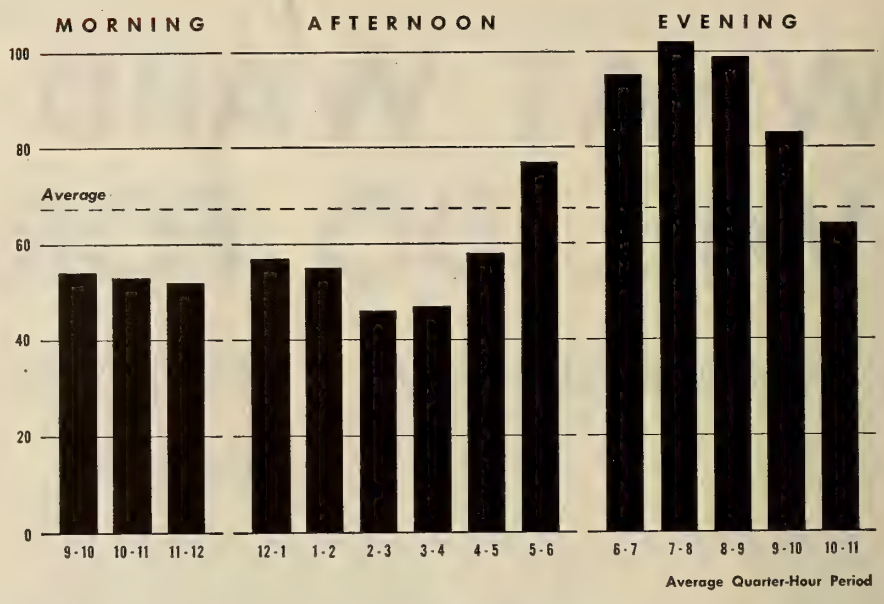
Transportation—percent riding in vehicles including vehicles other than cars; peak loads, total percent of population involved by days of week.

Food trade—amount of time shopping, amount of time in kitchen, preparing foods, eating in restaurants, etc.

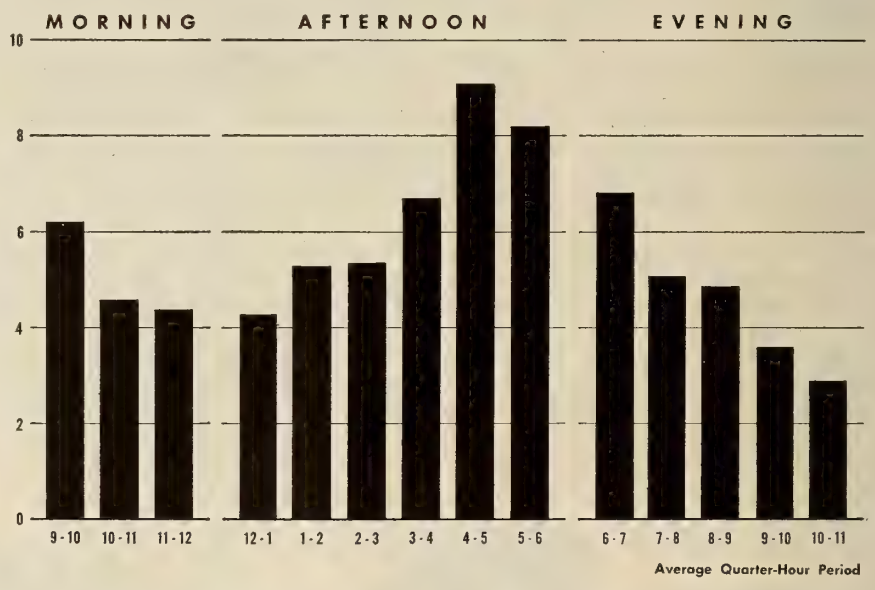
Retailing, generally—amount of time

(Continued on page 90)

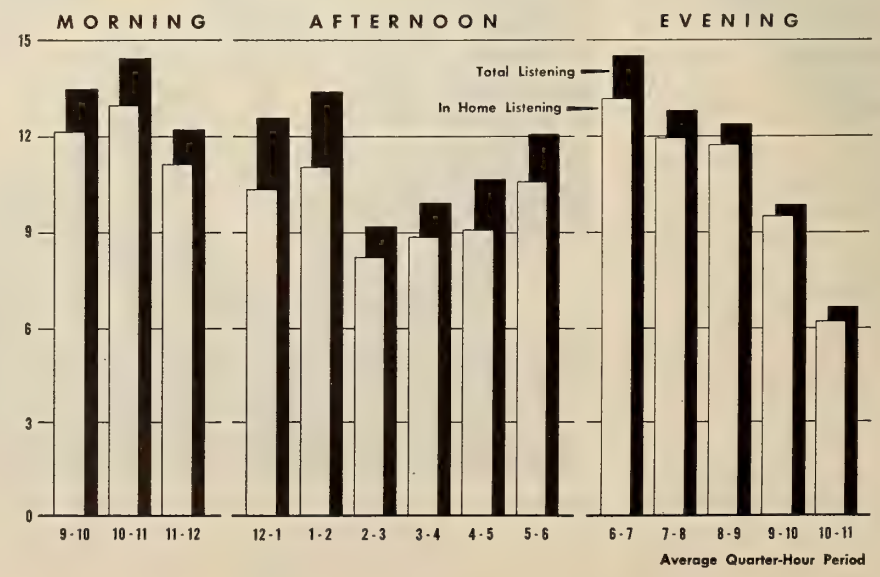
MILLIONS OF PEOPLE HOME AND AWAKE

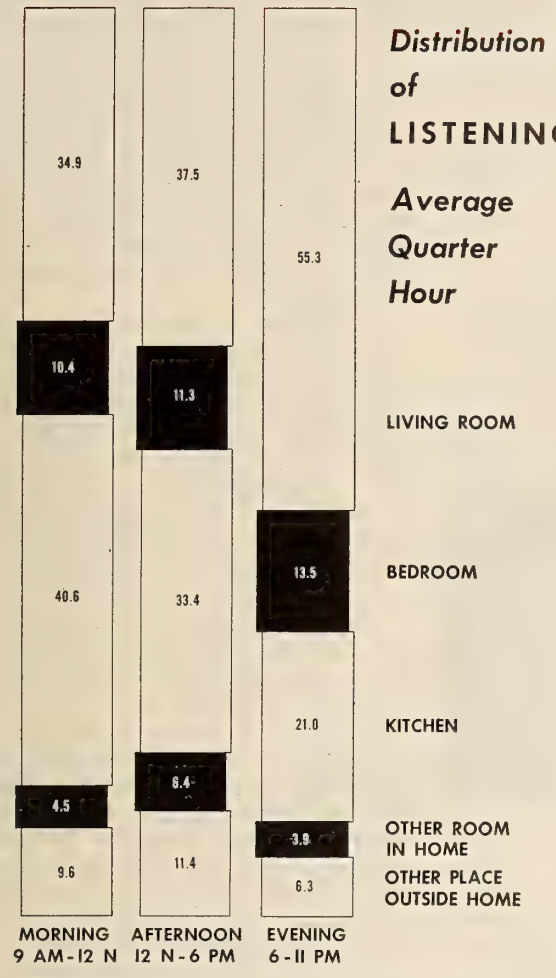


MILLIONS OF PEOPLE AWAY FROM HOME IN AUTOMOBILES



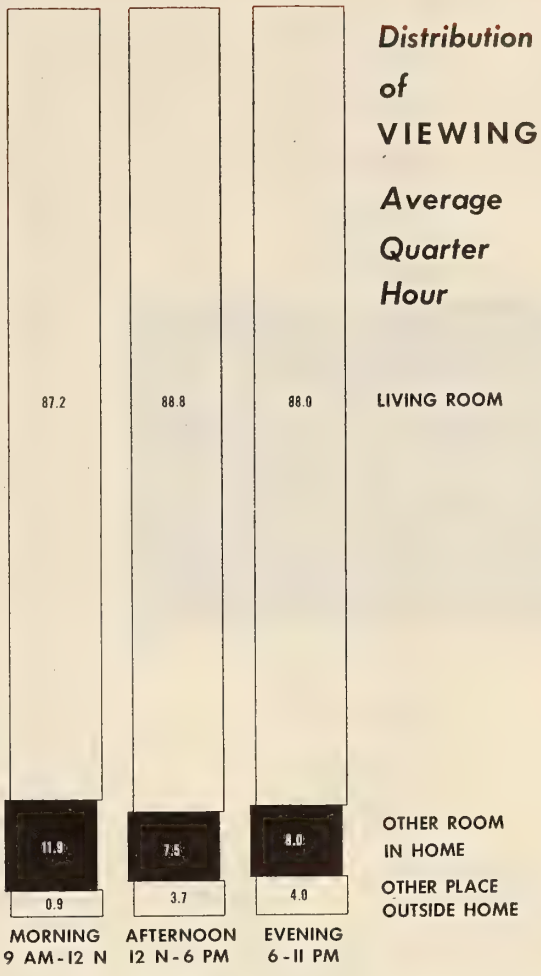
RADIO'S TOTAL AUDIENCE - MILLIONS OF PEOPLE





Distribution of LISTENING

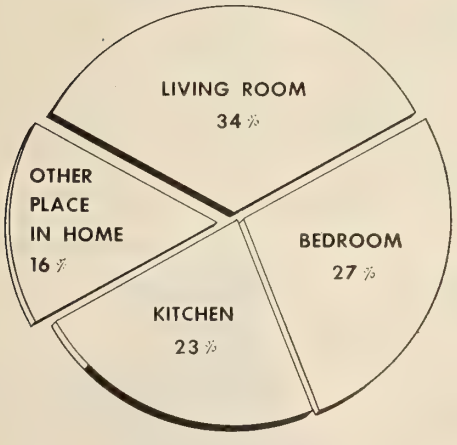
Average Quarter Hour



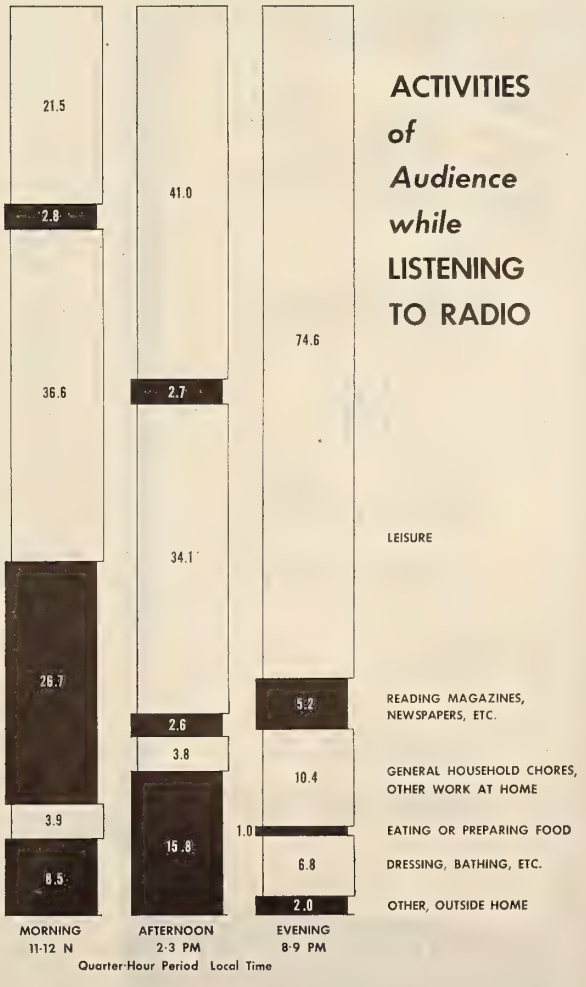
Distribution of VIEWING

Average Quarter Hour

ROOM LOCATION *of Household Radios*



Charts on this and opposite page prepared by Mutual research department.



ACTIVITIES *of Audience while* LISTENING TO RADIO

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

BMI "Pin Up" Hit

FORTUNE IN DREAMS

RECORDED BY

KAY STARR . . . . . Capitol

PUBLISHED BY

STARSTAN MUSIC CORP.

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 36

NEW YORK · CHICAGO · HOLLYWOOD · TORONTO · MONTREAL

THE TELEVISION PERFORMER

AS A veteran news reporter and analyst, Eric Sevareid has had ample opportunity to learn the differences between radio and television from the performer's point of view. These differences are explained in the following extract from Mr. Sevareid's CBS Radio commentary the night of Sept. 23.

A LADY producer in New York says that television is turning out better child actors than radio did, because they aren't nailed down by the microphone; they feel *freer,* more natural and at ease.

As a fellow who has been nailed by microphones, and spiked by cameras and frequently felt pretty childish in both processes, it occurred to me that the public deserves to hear the truth from somebody on the performing, or gastric ulcer, end of the mike and the camera.



MR. SEVAREID

In a nutshell, the difference is that in radio you are paralyzed by one clean bullet, so to speak, the mike; whereas in television, you bleed to death from a dozen buckshot called camera, Teleprompter, cues, cards, monitors, lights, clock, film—*and* a mike. The post-shock treatment is different, too. Everybody understands what has happened to you in simple radio paralysis called mike-fright, so you are allowed to slink away alone while the normal healing processes of the body take over.

The multiple-injury phenomenon of television, however, has as yet no definitive cure; one diagnosis is as good as another and everybody wants to help with his favorite home remedy. So you do not slink away, unnoticed. You are assisted to the telephone immediately and propped up for an hour so you can hear friends, enemies, relatives and associates tell you everything you did wrong. You gratefully receive these opinions, too numbed then to realize that most of them are contradictory and cancel each other out; you then drag yourself to bed, awake in the morning and read the newspaper critics' opinions, by which time you are alert enough to notice they cancel each other out, too.

The process of conducting a television program from the wrong, or bull's eye, end of the camera can best be compared with the task of accurately charting the movements of each one of 37 bats suddenly let loose in a closed room. There is no requirement for eyes in the *back* of your head, but one in the top of your head helps to avoid cracking your skull on the overhanging microphone and eyes in each side of your head help you to watch the monitor at the right while watching the floor director at the left.

Perhaps I can make myself clearer by explaining what goes on back-stage, or back-camera, in terms of what *you* see on the little screen simultaneously. You see the performer change from a straightforward, trusting gaze to a sneaky look out of the corner of his eye. This means the red camera light didn't go on and he has to look at the monitor to see if *he's* on the air or if Miss America, on the film, is still dabbing at her tears.

You hear the performer hesitate, as though groping for a profound thought. This means the Teleprompter is slow and he's waiting for it to catch up.

You suddenly see the performer in a strange posture, resembling that of the praying mantis. This means the film has broken and the camera switched to him without warning.

I might add that the social term for television performing is technological over-employment. There is probably no area of American life today in which a share-the-work plan would be of more benefit; and I personally intend to vote this fall for whichever party adopts this plank in its program.

WARD SURVEY

(Continued from page 89)

shopping; days when it is heaviest; sex and age of shoppers; maximum at any given time, etc.

Drug trade—shopping for drugs.

Educational—children's exposure to tv and radio.

Electrical—average number of major appliances owned.

Hosiery—results of stocking distribution, classification of sizes.

Laundry business—number of homes equipped with washing machines, driers.

Medical—sleep habits; times arising or going to bed, by age and sex. Concurrent tv viewing with eating, etc.

Motion pictures—time spent in out-of-home leisure activities.

Police—times when no one is home; percent of homes unoccupied at various times.

Restaurants—time spent in restaurants, etc.

Tires—tire study, plus information about automobiles.

Reviewing the origin of the Ward survey —referred to as the "Ward Daily Living Habit Survey" or (on the theory that it shows the "who-what-when-where" of the radio listener) as the "Ward 4-W Survey," Mr. Puff said:

". . . Just as magazines several years back decided to investigate the state of their true worth in advertising through individual readership rather than the long-accepted yardstick of circulation, so did Mr. O'Neil and the Mutual organization want to ascertain the accurate value of radio in advertising through individual *Listenership,* rather than through the long-accepted 'radio-homes-reached' formula. Readership; listenership—their comparison is obvious and noteworthy."



LLANFAIRPWELGWYNGYLLGOGERYCHWYRNDROBWELLHANDYSSILIOGOGOGOCH

Just a little town in
Wales—with the biggest name
in the world.
In Big Aggie Land the biggest
name in *selling* is WNAX-570,
featuring the biggest names
in consuming.
Perhaps one of the
reasons for this is this:
We've been serving our listeners
with information and
entertainment for the whole
generation of radio.
And Big Aggie Land is one
of the richest agricultural
areas in the world—Minnesota,
the Dakotas, Nebraska, and Iowa.
To be a big name in this
market, see the Katz Agency.



WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.

REPEAT PERFORMANCE

KHJ Hollywood is currently staging *News-Wheel,* a new program featuring a complete quarter-hour wrap-up of the day's local, national and international news and a weather forecast, broadcast live at 11 p.m. seven nights weekly, then transcribed and replayed in its entirely each quarter-hour until midnight. The station aims for a complete turnover of audience each 15-minute segment, with listeners able to tune in at any time during the hour and hear a complete broadcast. Advertisers, limited to four, will have a commercial message repeated once during each time segment.

WGY SALUTES COAL INDUSTRY

SPECIAL two-hour morning program saluting the hard coal industry during Anthracite Week was broadcast Sept. 24 from Lake Placid, N. Y., where the New York State Fuel Merchants Convention was in session. The broadcast was handled by Earle Pudney, daytime radio personality at WGY Schenectady, who built the show around the importance of the coal industry and the leading role played by members of the New York State Assn. in its modern development. Leaders in the coal industry appeared as his guests to discuss high spots in the observance of Anthracite Week.

DON'T YOU HEAR THEM BELLS

COPPER COWBELLS helped ring in the new 1,010 ft. tower and 87.1 kw ERP transmitter of WIBW-TV Topeka, Kan., Sept. 26, as that station staged a "real Kansas-style clambake" complete with a chuck wagon lunch. Elaborate invitations were sent out by the station in the form of a box containing a miniature copper cowbell and an invitation on a reply-postcard with an attached ticket to the event. A tour of WIBW-TV was conducted for guests. The invitation stated the new equipment would begin its use Sept. 26, pointing out its importance "to the people of Eastern Kansas."

STATION WITH APPEAL

BILLBOARD cheesecake is now being used by KUDL Kansas City, Mo., to catch listeners who traffic the highways and biways of that city. The billboards, which are set up by the station around the city, state, "anytime is KUDL time . . . 1380 on your radio dial." KUDL reports response has been "all but terrific."

RADIO STILL HAS LISTENERS

WHEN KWIZ Santa Ana, Calif., advertisers want listenership ratings, the station can supply them with ironclad proof that somebody listens. KWIZ saves the names and addresses of all persons who contact the station for any reason and has a "publishable circulation list" of nearly 10,000 people.

EQUAL TIME

WOI-TV Ames, Iowa, Iowa State College tv station, is offering equal, free time to qualified candidates for U. S. Senator and Governor and attorney general of Iowa, beginning Oct. 11. The candidates will appear on a consecutive daily schedule excepting Saturdays and Sundays, each having a quarter-hour of time. Candidates may appear by themselves or bring family members or political supporters for discussions and interviews. The station is preempting its regular programming to carry the political telecasts. WOI-TV does not sell local or state advertising of any kind and says it has given equal time to qualified candidates in every primary and general election since 1952.

DIG THAT CRAZY DISC M.C.

A HEP disc m.c. that's really flying on cloud nine, Tony Bekas of WKAP Allentown, Pa., was welcomed home from his vacation recently with a party staged for him by his teenage fan club. The mayor of Allentown, Brighton Diefenderfer, presented the keys to the city to Mr. Bekas at the event which swarmed with cake-and-souvenir laden teenagers. Mr. Bekas, who conducts his programs in "bop" talk, in turn gave the mayor the key to the land of WKAP.

THIS LION'S NOT LYING

"I AIN'T LION . . . KVAS sends me!" says a not-so-ferocious, but rather jazzy-looking lion on the front of a yellow and brown file folder being sent to advertisers and agencies by KVAS Astoria, Ore., as he sits and listens to the "music, news and sports station." The brochure stresses that KVAS serves the Lower Columbia area, "a complete 'dead spot' for daytime outside reception . . . and for most nighttime reception." The brochure also points out that each year thousands of vacationers visit the area for fishing, swimming and relaxation.

WNBQ (TV) GOLF BROCHURE

MAILING PIECE, in the form of a match folder, coupling golf aids with a sales message, has been sent to advertisers, agencies and prospective clients by WNBQ (TV) Chicago. The brochure, stressing station claims for programming, facilities and audience, reads, "Tee off—to news sales records—on the finest fairway in Chicago television—WNBQ—ch. 5 . . ." Three gold-colored plastic golf tees and a scoreboard are attached on the inside cover.

GOTTA GET UP EARLY

HOW EARLY do people get up these days? The pattern seems to be changing. CJAT Trail, B. C., which for many years has signed on at 6 a.m. daily, recently made a survey in its territory. It found that many workers arise at 5 a.m. to get to the industrial factories by 8 o'clock. As a result, CJAT is now signing on an hour earlier, at 5 a.m.

CONVICT CAPTURE COVERAGE

WJDX-WLBT (TV) Jackson, Miss., claims to have been the first station in the area that gave complete coverage of the capture of two escaped prisoners from Hinds County Jail there. The fugitives, according to the station, beat several persons making their escape Sept. 10. One of those, a jailer, died. They were at large

Who's Cordic? Ask Pittsburgh!

A STREETCAR named "Cordicar," an historic trolley redecorated and repainted to resemble a circus car, made its way through Pittsburgh as a climax to a month-long promotion conducted by KDKA there to herald the transfer of personality Rege Cordic from a local independent to the 5 kw Westinghouse outlet.

Pittsburgh Mayor David L. Lawrence issued a "proclamation" declaring "Cordic Day" and KDKA issued large simulated streetcar transfers which announced Mr. Cordic's transfer to "1020 on the dial." The station also issued written invitations to the city's top civic and newspaper people to hop aboard the antiquated trolley for a luncheon and a two-hour trip through the city.

The celebrated Mr. Cordic, in ringmaster's attire, served as host to the group. KDKA staffers, wearing paper mache animal heads, were stationed at the windows and in decorated convertibles which, with the station's mobile units, followed the police-escorted troupe. The Pittsburgh Railways Co. which cooperated in the promotion, assigned special switchers and crewmen to accompany the car and provided a railway emergency truck to follow the celebrants with spare parts for the relic, "just in case." The month-long preparatory promotion featured trailer trucks bearing signs which read: "Moving Cordic to KDKA." On-the-air, newspaper and magazine advertising backed up the stunt. Mr. Cordic made personal appearances on all local shows in addition to appearing on Bill Cullen's *Road Show* over NBC.



MAYOR David L. Lawrence of Pittsburgh (r) greets "Ringmaster" Rege Cordic, KDKA personality, with a proclamation for "Cordic Day." The "conductor" waiting for the Mayor and guests to board the "Cordicar," is Karl Hardman, who does many of the 20 voices on the Cordic show.

two towers designed by BLAW-KNOX provide three-way service

To gain maximum coverage within the FCC grant for television channel 9, as well as AM and FM radio, WSTV Steubenville, Ohio, required two radically different types of towers. So they came to Blaw-Knox.

The massive 800-foot Blaw-Knox TG type tower serves a dual purpose—as it rigidly supports a twelve bay, 8500-pound TV antenna and an FM radio antenna. Any interference with the AM signal transmitted from a nearby smaller tower is eliminated by base and guy insulators. Of triangular cross-section, 8-foot to a side, this large guyed tower has solid round rods with welded connections, double-laced angle bracing, heavy connecting flanges . . . and weighs 192,000 pounds.

By contrast, the comparatively slender but sturdy 275-foot Blaw-Knox type LT tower is the insulated vertical radiator for AM radio. This 3-foot triangular, guyed tower, double-laced for the full height, has specially formed corner legs for extra strength . . . yet weighs only 11,000 pounds.

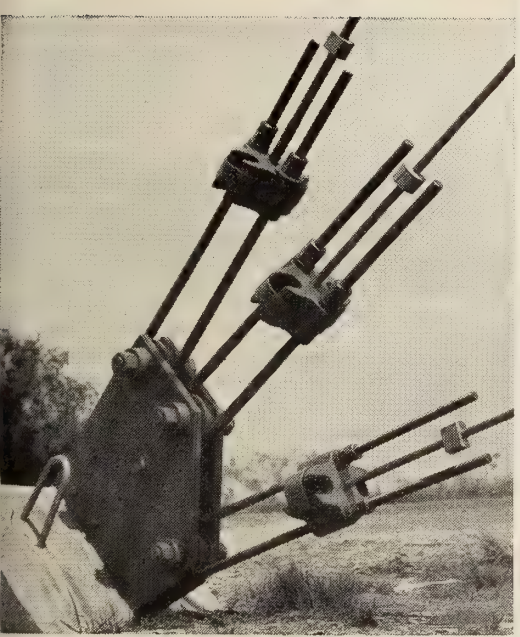
Designed and constructed to meet definite operating requirements . . . these towers typify the flexibility of our research, engineering, testing and fabricating services. And demonstrate our ability to provide towers to meet *your* specific conditions.

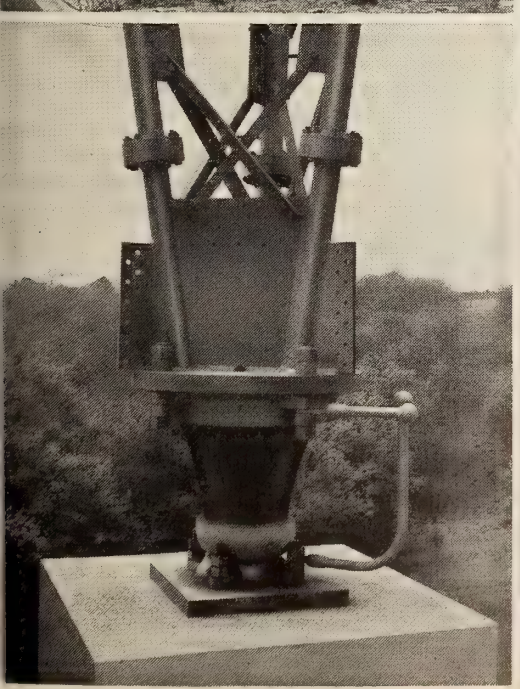
For more information about the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

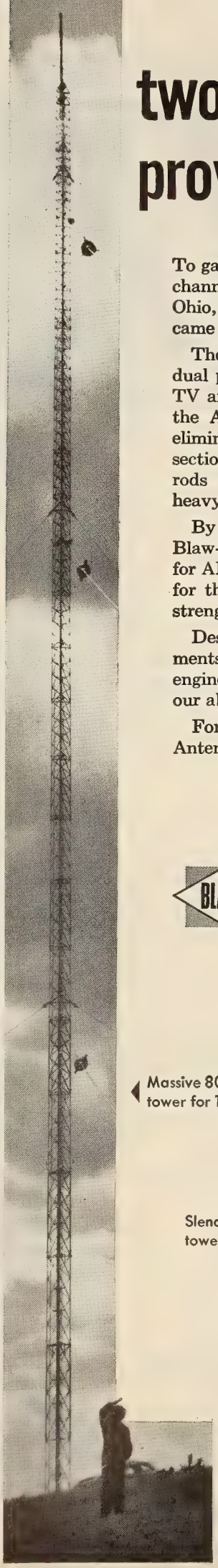
BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

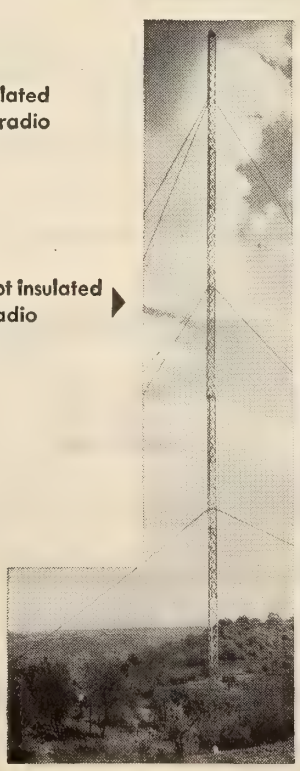


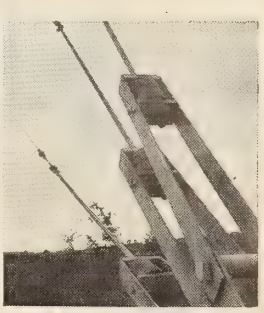


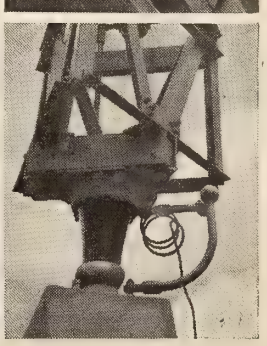


Massive 800-foot insulated tower for TV and FM radio

Slender 275-foot insulated tower for AM radio







for five days. WJDX and WLBT kept area residents informed of events until their capture when station newsmen and photographers obtained movies and pictures of the escapees and sound-on-film interviews from state police, some of which were shown on NBC-TV's *Today*. The stations report leading "all other media by at least 30 minutes . . ." with coverage of the conclusion of the story.

FREE TIME

COUPONS entitling the bearer to two one-minute spot announcements on KSDO San Diego were distributed among delegates at the recent California Grocers Assn. convention at Coronado, Calif. Attached to the coupons, to be presented to the station by the grocers' advertising agencies, were photostats of the latest KSDO Hooper rating.

WABC SLOGAN CONTEST

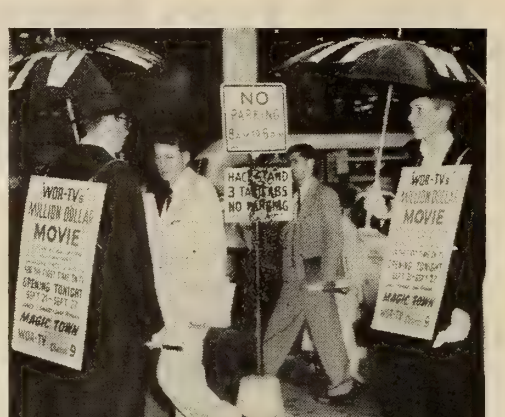
SLOGAN contest has been launched by WABC New York on its all-night music show, *Club 770*, for which listeners are invited to write slogans of 25 words or less on "Why 770 is the Spot on Dial." The contest will be held each week, with winners receiving prizes and a guest appearance on the post-midnight show.

KABC-TV PLUGS DISNEYLAND

KABC-TV Los Angeles had its own booth at Los Angeles County Fair in Pomona, Sept. 17-Oct. 3, designed by Walt Disney Studios. Featured there were a miniature model display of the moat-enclosed Disneyland castle and an eight foot black-lighted mural of Disneyland, the $9,000,000 amusement park which will be completed next year. Another feature of the booth was information and promotion concerning the ABC-TV *Disneyland* series, which premieres Oct. 27.

NEW AGENCY BROCHURE

FORMAL ANNOUNCEMENT of the new Rippey, Henderson, Kostka & Co. advertising agency in Denver, formed by the merger of Arthur G. Rippey & Co. and Kostka-Bakewell & Fox Inc., is in the form of a brochure headed, "A *new dimension* in advertising comes to America's most dynamic market." The new dimension is "depth of creative service . . . more depth in planning . . . copy . . . research . . . art." The folder, complete with pictures of the agency in operation, carries short biographical sketches of the partners, several account executives and various other personnel. Clients served by Rippey, Henderson, Kostka & Co. are listed in the brochure, as well as past experience account executives of the agency have had serving various types of advertisers.



THE TOP-HATTED sandwich board men with the umbrellas are advertising WOR-TV New York's "Million Dollar Movie" package, a group of 30 feature films. The promotion was carried off in advance of the station's first showing of the films Sept. 21. WOR-TV reports spending $50,000 in newspaper advertising in a month's period, carrying 100 spots weekly and distributing "Million Dollar Banknotes," in addition to various other promotions. Each movie is shown 16 times weekly, 7:30 and 10:30 nightly and on Saturday and Sunday matinees.

KVAL-TV COWBOY CELEBRATION

PROSPECTIVE cowboys and cowgirls, accompanied by their parents, helped KVAL-TV Eugene, Ore., celebrate the 100th telecast of *Big Roundup*, a western program conducted by Red Reynolds over that station. The one hour show featured western music, an informal visit with the Lane County, Ore., sheriff and a drawing for door prizes. Afterwards the youngsters were treated to ice cream and cake.

MAGNECORD BROCHURE

MAGNECORD INC. (magnetic tape recorder manufacturer), Chicago, is sending to stations and prospective clients a 10½ x 14", 12-page, color brochure advertising its new background music service. The brochure was prepared by Ross Roy Inc., New York, agency for Magnecord.

ALBERS FOOD CAMPAIGN

ALBERS SUPER MARKETS INC., operator of 68 food outlets in 21 cities and towns in Ohio and northern Kentucky, is conducting a 7-day-week, 52 week merchandising campaign through Radio Cincinnati, operator of WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio, and affiliated with WHIO-AM-FM-TV Dayton, Ohio. Simultaneous mass displays of merchandise advertised over those stations, totaling 10 per month per store, will be featured in the project. The campaign will be supplemented by advertising in daily and weekly newspapers in the market areas.

'EMMY LOU' SELLS KTNT

KTNT Tacoma, Wash., is staging a back-to-school promotion by printing text book covers illustrated with "Emmy Lou and Alvin" cartoons, which the station reports "has really caught on with the local high school set." Prepared through the cooperation of Consolidated News Features and the *Tacoma News Tribune*, distributor and outlet of the feature, respectively, the cartoons are printed on heavy butcher paper with KTNT's sales message on the back and one of four Emmy Lou and Alvin "poses" on the front. Local spot-buyers are distributing the covers which are now in their second printing.

KPTV (TV) CONTEST WINNER

RESULTS from KPTV (TV) Portland, Ore. (ch. 27), "Hi Power" contest [B•T, Aug. 23] have been announced by the station, reporting that William Erler, staff artist at Searcy Adv. Agency in Portland, is the winner of the agency division. He received $150 as first prize. The contest asked the question, "When, to the nearest second, will KPTV officially increase its power to become Oregon's most powerful tv station?" Mr. Erler guessed 40 seconds past 11 a.m., August 28, which was closest to the time KPTV threw the switch at 24 seconds past 12:06 p.m., the same day, increasing its power from 17.6 kw to 204 kw. A division of the contest for the general public was also sponsored by KPTV.

PAID RADIO-TV ADS

RADIO AND TV log listings in the *New York Post* soon will contain within their columns paid advertisements, resembling small ads customarily used by motion picture theatres. The newspaper claims to be introducing "a new first." Along with the paid advertisement inserts, the *Post's* logs will be part of a "new and expanded television and radio section." Harry Rosen, the paper's advertising director, said the new-type logs "serve sponsors and stations in affording an opportunity to attract greatly expanded radio and tv audiences." As a rule, New York papers do not charge for regular log listings. The *Post* ads, limited to one column and 40 lines, cost $1.75 per line, with 13, 26 and 52 time frequency discounts. The minimum space for an ad is five lines.

'A STORY OF TELEVISION'

DOCUMENTARY motion picture titled "A Story of Television" has been produced by Allen B. DuMont Labs for DuMont distributors, dealers and service organizations. The 14-minute film traces the early efforts of Dr. Allen B. DuMont in his quest to develop a reasonably priced cathode ray tube that would last for thousands of hours and also deals with tv in its experimental stages.

WCKY
Celebrating
25 years of
PUBLIC SERVICE
and still doing the real job for the advertiser
WCKY



What can you do with $148?

$148 offers you a hatful of choices. You could have Scotch grouse and champagne for less. Or you might buy a handsome sports coat, or even give your wife a few weeks of extra maid service!

Or, if you want *advertising values* —

ON WOAY, $148 will buy 13 five-minute spots!

WOAY, Oak Hill, is West Virginia's second most powerful station.

WOAY covers 21 West Virginia counties.

WOAY delivers a total Nielsen audience of 102,200 radio homes — an average daily Nielsen audience of 51,320 radio homes!

Write direct for full details.

WEST VIRGINIA STATION COVERAGE DETAIL

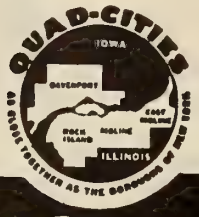
Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

RADIO & TV
SURVEYS
tell us that
WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!
Les Johnson, V.P. and Gen. Mgr.


Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.


HOTEL
New Weston
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Committee Says $25 Million Invested in Educational Tv

TOTAL national investment of close to $25 million has been made in educational television in the last two years, the Joint Committee on Educational Tv has reported.

This is broken down by JCET as follows: $5 million from government (state legislatures and agencies); $2 million, school budgets; $3.5 million, commercial broadcasters (cash and equipment); $10 million, foundations; $4 million, business in general.

JCET also claimed that there are now 12½ million potential viewers living in the service areas of the presently operating educational tv stations. These are KUHT (TV) Houston; WKAR-TV East Lansing, Mich.; WQED (TV) Pittsburgh; WHA-TV Madison, Wis.; KQED (TV) San Francisco; WCET (TV) Cincinnati, and KETC (TV) St. Louis. KTHE (TV) Los Angeles ceased operation last month.

Help for educational tv stations was seen by the National Citizens Committee for Educational Tv in the plans of most manufacturers to include uhf in color tv receivers. It indicated that the following major set makers had made definite commitments along these lines: CBS-Columbia, GE, RCA, and Westinghouse.

NCCET's interest in uhf is based on the fact that two-thirds of the 251 reserved educational channels are uhf.

JCET helps educational groups apply for and build and operate stations after grants; NCCET aids local educational tv groups in organizing and raising funds.

Yankee Preparedness

OFFICIALS of WGBH-TV Boston, noncommercial educational station, are taking no chances on future hurricanes.

The tv permittee reported in the wake of Hurricanes Carol and Edna that the ch. 2 station's tower "will be constructed to withstand a wind velocity of 135 mph." Prof. Charles F. Brooks, director of Harvard's Blue Hill meteorological observatory, has prepared a detailed report of weather conditions on Great Blue Hill [tower site] since 1886 and calculated probable wind velocities during a 100-year period.

Using these calculations, the consulting engineering firm of Jansky & Bailey, Washington, and RCA collaborated in preparing specifications for the tower, which is being built by Lehigh Structural Steel Co. and will be erected, starting Oct. 1, by Gunnar R. Olsen Corp.

NAEB 30th Convention To Exhibit Equipment

MORE than a dozen distributors will display station equipment to educational broadcasters at the National Assn. of Educational Broadcasters' 30th convention Oct. 27-30 at the Hotel Biltmore in New York.

According to NAEB, the exhibition is the first formal showing at the convention "and is keynoted to the quickening pace of educational tv."

Recognition to tv also will be given at a tv workshop scheduled for NAEB member stations which are slated to go on the air. C. S. Bidlack, NAEB consulting engineer, will preside. The group will visit plants and stations in the New York area in addition to holding exhibition sessions. Hours of the exhibition, to be located in the Bowman Room and open to nonmembers upon registration, are 10 a.m.-6 p.m., Oct. 27; 11 a.m.-9 p.m., Oct. 28; 10 a.m.-6 p.m., Oct. 29 and 10 a.m.-2 p.m., Oct. 30.

Exhibitors include Adler Communications Labs, Alford Mfg. Co., Ampex Corp., Assn. Conventions Exhibits, Audio-Master Corp., Collins Radio Co., Dage Electronics Div., Allen B. DuMont Labs, Folkway Records, General Communications, General Precision Lab, International Business Machine Corp., Joint Committee on Educational Television, Merit Watch Co., National Citizens Committee for Educational Television, Presto Recording Corp., Raytheon Mfg. Co., Television Specialty Co., Willys Motors Inc. Electronics Division. Seymour N. Siegel, director, WNYC New York, is the convention's general chairman; A. Alan Levin, assistant program director of WNYC, is chairman of the exhibition committee, which includes George Jennings, WBEZ (FM) Chicago; Carl Menzer, WSUI Iowa City, Iowa; Paul B. Rickard, WDET-FM Detroit; Robert Schenkken, WUNC-TV Chapel Hill, N. C., and John Schwarzwalder, KUHF (FM) Houston. Campbell-Fairbanks Assoc., New York, will manage the exhibition.

EDUCATION PEOPLE

Hugh N. Davis Jr., formerly newsreel sound mixer, Fox Movietone News, Washington, to radio, tv and film dept., Miami U. (Fla.), as technical operations instructor and in charge of sound engineering.

Dan O'Conner and **Negia Gilpin** to radio-tv dept., Indiana U., Bloomington, Ind., as assistant professor-continuity director and women's, children's and social service program director, respectively.

Wallace Hutchinson, promotion manager, John Poole Broadcasting Co., Hollywood, adds duties as instructor, broadcast sales and promotion, Columbia College of Chicago (professional radio-tv school), Los Angeles branch.

Flora Rheta Schreiber, writer and educator, is directing "Radio and Film Writing" workshop at New School for Social Research, N. Y.; **Arno Huth** is conducting 15-week "Communication of Ideas" course at school.

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Station Authorizations, Applications

(As Compiled by B•T)

September 23 through September 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	255	309	564[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	279	120	399
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	928	337	718	528	1,247[2]
Educational	55		28	27	55[3]
Total	983	337	746	555	1,302[4]

[1] Ninety-seven CPs (17 vhf, 80 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 596 already granted.

FCC Commercial Station Authorizations
As of Aug. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,590	537	105
CPs on air	13	24	†308
CPs not on air	113	10	165
Total on air	2,603	561	413
Total authorized	2,716	571	578
Applications in hearing	133	3	175
New station requests	163	6	14
New station bids in hearing	72	0	163
Facilities change requests	126	20	22
Total applications pending	763	123	241
Licenses deleted in Aug.	0	1	0
CPs deleted in Aug.	2	0	4

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

• • •

Am and Fm Summary through Sept. 29

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,611	2,599	135	147	72
Fm	561	537	38	4	0

New Tv Stations . . .

APPLICATION

Jonesboro, Ark.—Regional Bcstg. Co., vhf ch. 8 (180-186 mc); ERP 11.749 kw visual, 5.889 kw aural; antenna height above average terrain 309 ft., above ground 337 ft. Estimated construction cost $100,000, first year operating cost $120,000, revenue $140,000. Post office address Harold E. King, P. O. Box 794, Jonesboro, Ark. Studio and transmitter location Jonesboro, Ark. Geographic coordinates 35° 50' 52" N. Lat., 90° 39' 51" W. Long. Transmitter and antenna RCA. Consulting engineer Gary O. Sandstedt, Kansas City, Mo. Principals include co-owners **Harold** and **Helen King**. Applicant is licensee of KBTM-AM-FM there. Filed Sept. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

KALB-TV Alexandria, La.—Alexandria Bcstg. Co. granted STA to operate commercially on ch. 5 to Jan. 20, 1955. Granted Sept. 22; announced Sept. 28.

WBUF-TV Buffalo, N. Y. — WBUF-TV Inc. granted mod. CP to change ERP to 149 kw visual and 74.5 kw aural; install new antenna, height about average terrain 416 ft. Granted Sept. 20; announced Sept. 28.

WUSN (TV) Charleston, S. C.—Southern Bcstg. Co. granted STA to operate commercially on ch. 2 until Feb. 17, 1955. Granted Sept. 21; announced Sept. 28.

WBTW (TV) Florence, S. C.—Jefferson Standard Bcstg. Co. granted STA operate commercially on ch. 8 until Jan. 25, 1955. Granted Sept. 23; announced Sept. 28.

APPLICATIONS

WGAN-TV Portland, Me.—Guy Gannett Bcstg. Services seeks mod. of CP (new tv station) to change ERP to 316 kw visual and 158 kw aural; antenna height above average terrain 626 ft. Filed Sept. 28.

KSL-TV Salt Lake City, Utah—Radio Service Corp. of Utah seeks mod. of CP (changes in tv station) to change ERP to 31.5 kw visual and 17.9 kw aural; designate studio location as 145 Social Hall Ave. (street name changes); antenna height above average terrain 3,936 ft. Filed Sept. 28.

New Am Stations . . .

APPLICATIONS

Sunnyslope, Ariz.—Donald L. Blackburn, 1290 kc, 250 w unlimited. Post office address 2027 E. Campbell, Phoenix, Ariz. Estimated construction cost $25,590, first year operating cost $23,800, revenue $400,000 (sic). Filed Sept. 20.

Pocomoke, Md.—Eastern Shore Bcstg. Co., 540 kc, 1 kw daytime. Post office address % G. Russell Chambers, 210 New Castle St., Rehoboth Beach, Del. Estimated construction cost $23,381.75, first year operating cost $50,000, estimated revenue $60.000. Applicant is owned solely by G. Russell Chambers, director of engineering for Rollins Bcstg. Co., am station operator in several cities, including WJWL Georgetown, Del. Filed Sept. 28.

Hillsdale, Mich.—Baw Beese Bcstrs., 1570 kc, 250 w daytime. Post office address % E. H. Munn Sr., 306 N. West St., Hillsdale, Mich. Estimated construction cost $9,000, first year operating cost $42,000, revenue $60,000. Principals include **Stanley W. White**, auto dealer, president (14.25%); **E. Harold Munn Jr.**, stockholder WTVB Coldwater, Mich., WSTR Sturgis, Mich., and WSHE Sheboygan, Wis. (construction permit), vice president (14.25%); **Guy Osborn**, insurance and real estate business, vice president (2.86%); **Lloyd V. Hickok**, appliance dealer, treasurer (8.57%); **E. Harold Munn Sr.**, college teacher and stockholder WTVB and WSTR, secretary (19.14%). Twenty other stockholders, including **Earl D. Seiple** and **Elmer D. Cheney** who have interest in WSTR. Filed Sept. 28.

Hopkins-St. Louis Park-Edina, Minn.—R. C. Brown, 950 kc, 1 kw daytime. Post office address R. C. Brown, 495 5th Ave. North, Hopkins, Minn. Estimated construction cost $26,940, first year operating cost $72,000, revenue $84,000. Mr. Brown is radio announcing school owner, president and 7.5% owner KXRA Alexandria, Minn., president and 40% owner KDLM Detroit Lakes, Minn. Filed Sept. 27.

Pendleton, Ore.—W. Gordon Allen, 1050 kc, 1 kw daytime. Post office address W. Gordon Allen, 260 Hansen Ave., Salem, Ore. Estimated construction cost $13,750, first year operating cost $36,000, estimated revenue $60,000. Mr. Allen is president and 59% owner of KGAL Lebanon, Ore.; one-third owner KGAE Salem, Ore., and sole owner of KLOQ Seattle, Wash., and KRGA Springfield, Ore. Filed Sept. 23.

Morgantown, W. Va.—Mountain State Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % Glacus G. Merrill, 1200 E. Pike St., Clarksburg, W. Va. Estimated construction cost $20,900, first year operating cost $25,000, revenue $40,000. Principals include **Glacus G. Merrill, Marie B. Merrill** and **Fred Bailey**. Mountain State Bcstg. is licensee of WHAR Clarksburg, W. Va. Filed Sept. 22.

APPLICATION AMENDED

Rosedale, Md.—1360 Bcstg. Co. Amended application for new am station on 1360 kc 1 kw daytime DA to change studio location to Dundalk, Md.

APPLICATION DISMISSED

San Felipe, Calif.—Grant R. Wrathall. Dismissed application for new am station 1290 kc 1 kw day. Dismissed Sept. 28.

Existing Am Stations . . .

STATIONS DELETED

WABL Columbia, Miss.—Louis Alford, Phillip D. Brady and Albert Mack Smith d/b as Southwestern Bcstg. Co. of Miss. Forfeited CP for new am station on 980 kc 500 w daytime and call letters deleted. Deleted Sept. 29.

KTXA Paducah, Tex.—V. L. Hutchison, T. C. Stinson, Dawson Reid Jr., V. R. Jackson, G. R. Tippen and C. L. Robertson d/b as Paducah Bcstg. Co. Forfeited CP new am station on 1370 kc 500 w daytime and deleted call letters. Deleted Sept. 28.

PERMIT FORFEITED

WWHG Hornell, N. Y.—W. H. Greenhow Co. Forfeited CP to change from 1320 kc 1 kw day to 1420 kc 1 kw day, 500 w night DA-N. Action Sept. 28.

APPLICATIONS

KOSI Aurora, Colo.—David M. Segal tr/as Mid-American Bcstg. Co. seeks mod. of CP to increase power from 1 kw to 5 kw (1430 kc). Filed Sept. 22.

WMLT Dublin, Ga.—Dublin Bcstg. Co. Requests change from 1340 kc 250 w unl. to 1330 kc 1 kw day. Filed Sept. 29.

WWGS Tifton, Ga.—Tifton Bcstg. Corp. seeks to change from 1340 kc 250 w unlimited to 1430 kc 5 kw day. Filed Sept. 27.

WMAX Grand Rapids, Mich.—Joseph C. Hooker and Charles A. Sprague d/b as WMAX Bcstg. Co. seeks assignment of permit to WMAX Inc., new firm composed of same persons. Filed Sept. 28.

WAPF McComb, Miss.—Southwestern Bcstg. Co. of Miss. seeks change of frequency from 1010 kc to 980 kc. Filed Sept. 28.

KGON Oregon City, Ore.—Clackamas Bcstrs. seeks change from 1230 kc 250 w unlimited to 1520 kc 5 kw unlimited DA-N. Filed Sept. 27.

WBLT Bedford, Va.—Bedford Bcstg. Corp. seeks change from 1490 kc 250 w unlimited to 1350 kc 1 kw daytime. Filed Sept. 28.

WCLA Colonial Heights, Va.—Harry A. Epper-

ALLEN KANDER

Negotiator

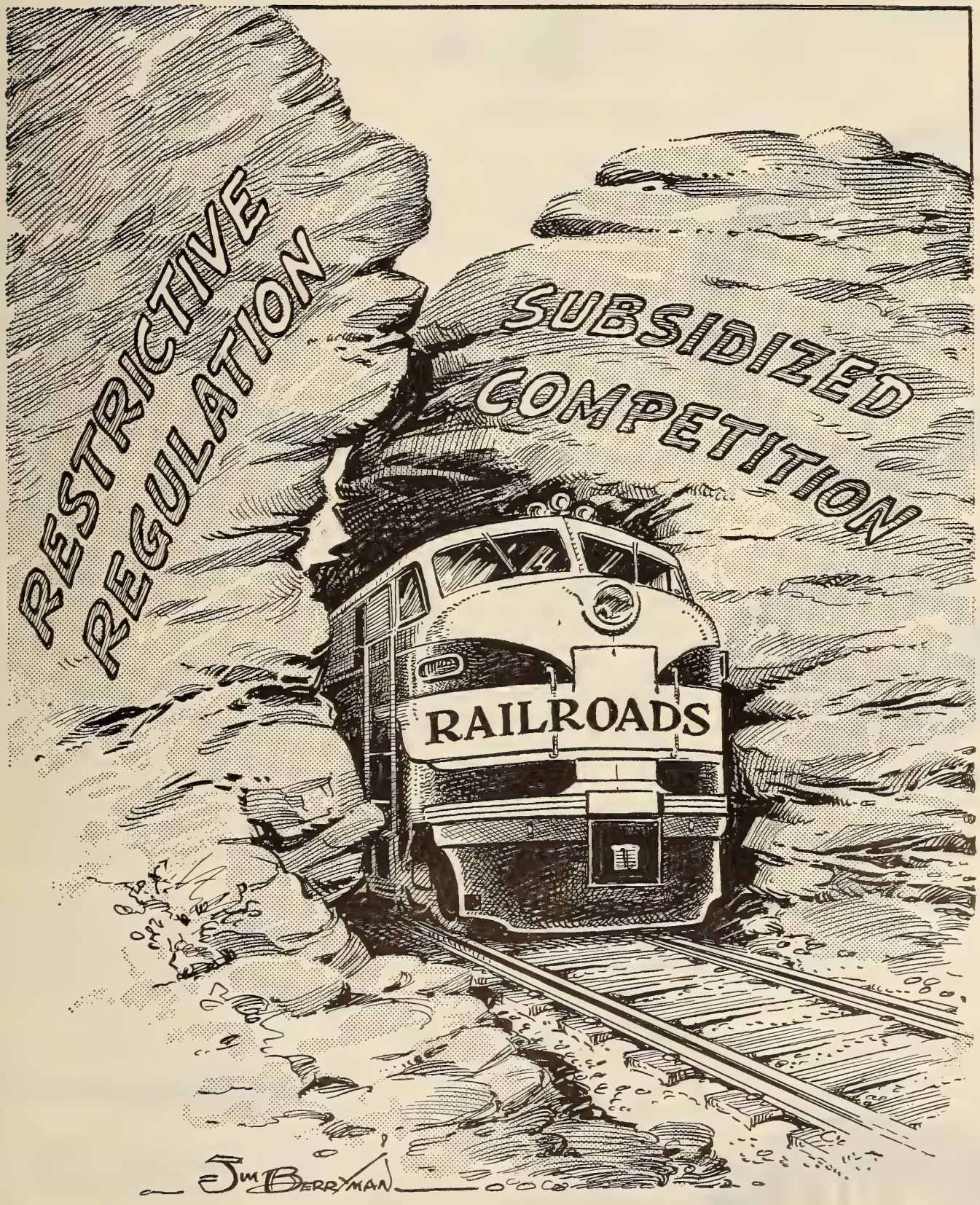
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son Jr. seeks mod. of CP to change studio location to Colonial Heights-Petersburg, Va.

KBRC Mount Vernon, Wash.—Beckley Radio Co. seeks to increase day power from 500 w to 1 kw (1430 kc). Filed Sept. 29.

APPLICATION AMENDED

WDON Wheaton, Md.—Everett L. Dillard tr/as Commercial Radio Equipment Co. seeks to amend application for mod. of CP so as to delete request for change of frequency to 540 kc. Amended bid to seek power increase to 1 kw. Filed Sept. 23.

APPLICATION DISMISSED

WXOK Baton Rouge, La.—WXOK Inc. Dismissed application for mod. of CP (new am station) to change frequency from 1260 kc to 540 kc. Dismissed Sept. 28.

New Fm Stations . . .

APPLICATION

Elkhart, Ind.—Clarence C. Moore, 95.1 mc, ERP 4.35 kw, antenna height above average terrain 219 ft. Estimated construction cost $500 (plus equipment on hand), first year operating cost $12,000, estimated revenue $12,000. Applicant is owner of electronic equipment firm and applicant for new am station there. Filed Sept. 28.

Existing Fm Stations . . .

APPLICATIONS

WLRD (FM) Miami, Fla.—Mercantile Bcstg. Co. seeks mod. of license to change studio site to Miami Beach. Filed Sept. 28.

WGBH-FM Boston—WGBH Educational Foundation seeks mod. of license to change studio site to 84 Massachusetts Ave., Cambridge, Mass.

Ownership Changes . . .

ACTIONS BY FCC

KCJS-AM-TV Pueblo, Colo.—Star Bcstg. Co. granted voluntary transfer of control to Bankers Life and Casualty Co. to settle loan of $323,000. Bankers Life is owner of KGA Spokane, Wash. Principals include Pres. **John MacArthur** (30%); Vice Pres. **M. H. Wettaw** (10%) and Exec. Vice Pres. **L. J. Lehane** (10%). Granted Sept. 29.

KISJ (TV) Pocatello, Idaho—Tribune Journal Co. granted assignment of CP for ch. 6 to Eastern Idaho Bcstg. and Tv Co. (KWIK-AM-TV). There is oral agreement involving am equipment and other matters. KWIK will drop permit for its vhf ch. 10 facility and also am license (see KJRL below). Principals in Eastern Idaho include President **James M. Brady**; Vice President **Edwin F. McDermott** (8⅓%); Secretary-Treasurer **Frank C. Carman** (12½%); **Grant R. Wrathall** (12½%), and **J. Robb Brady Trust Co.** (41⅔%). KISJ also granted extension of completion date to Oct. 25. Granted Sept. 29.

KJRL Pocatello, Idaho—Radio & Tv Bcstg. Co. granted assignment of license to Pocatello Tv Corp. (Robert S. Howard, pres.). Stock transaction only. Conditioned to not being consummated prior to surrender by Eastern Idaho Bcstg. & Tv Co. of license for KWIK and permit for KWIK-TV (ch. 10) (see KISJ above). Involved is merger of Radio & Tv Bcstg. Co. of Idaho with Eastern Idaho Bcstg. & Tv Co. whereby license of KWIK is to be surrendered and call of KJRL changed to KWIK. Comr. Hennock dissented. Granted Sept. 29.

WFBR Baltimore—Baltimore Radio Show Inc. Granted transfer of control from Robert S. Maslin, deceased; J. Bartley Mattam Jr. and Frederick J. Singley Jr., trustees under voting trust agreement, to Messrs. Mattam and Singley and Frederick L. Wehr, voting trustees. No consideration. Granted Sept. 29.

WTAC Flint, Mich.—Trendle-Campbell Bcstg. Corp. granted voluntary transfer of control to Radio Hawaii Inc. for $91,000 and assumption of liabilities up to $196,182. Radio Hawaii Inc. is licensee of operator of KPOA Honolulu and is subsidiary of Tele-Trip Policy Co., aviation insurance. Principals include Pres. **John M. Shaheen**; Sec. **Philip Gandert,** and Treas. **Joseph P. Kane.** Granted Sept. 29.

KTRF Thief River Falls, Minn.—Henry K. Arneson granted assignment of license for $55,000 to KTRF Radio Corp., headed by D. L. Olson. Granted Sept. 29.

WMGM-AM-FM New York — Marcus Loew Booking Agency granted assignment of license to Loew's Inc., parent firm. No change in ownership. Granted Sept. 21; announced Sept. 28.

WCRE Cheraw, S. C.; Chesterfield Bcstrs. Inc. granted voluntary assignment of license to Three States Bcstg. Co. for $21,500. Three States Bcstg. is operator of WHJC Matewan, W. Va. Principals include President **Fred Morningston** (16⅔%); Vice President **Donna Bjork** (16⅔%), and Secretary-Treasurer **Fred A. Staples** (16⅔%). Granted Sept. 29.

KDDD Dumas, Tex.—North Plains Bcstg. Corp. granted voluntary transfer of control from J. M. and Inez L. Crabb to Lucian W. Spencer and William L. Spencer through sale of 210 shares of stock for $44,000. The Spencer brothers are associated in ownership and management of North Plains Telephone Co. Granted Sept. 29.

KTFS Texarkana, Tex.—Radio Station KTFS Inc. Granted transfer of control to Arthur D. Smith Jr., licensee of WCDT Winchester, Tenn., and 60% owner WMTS Murfreesboro, Tenn. Consideration $69,500. Granted Sept. 29.

APPLICATIONS

WSFA-AM-TV Montgomery, Ala.—Montgomery Bcstg. Co. seeks transfer of control and assignment of license to WKY Radiophone Co., licensee of WKY-AM-TV Oklahoma City, for $562,597.90. Principals in WKY Radiophone include **E. K. Gaylord,** president Oklahoma Pub. Co., president; **P. A. Sugg,** director Oklahoma Pub. Co., executive vice president; **Edward L. Gaylord,** vice president-treasurer Oklahoma Pub. Co., secretary-treasurer. Oklahoma Pub. Co., publisher *Daily Oklahoman, Oklahoma City Times* and *Farmer-Stockman,* owns 99.7%. Filed Sept. 27.

WJJJ Montgomery, Ala.—Southern Bcstg. Co. seeks voluntary transfer of control to Capitol Bcstg. Co. for $36,550 plus obligations totalling $55,000 owed by Southern Bcstg. Co. to its stockholders, E. Judkin Mathews, John C. Mathews, and Joseph G. Mathews. Principals in Capitol include: **Oscar P. Covington,** shoe business, president (13.89%); **Clara R. Covington,** vice president (13.89%); **Hugh M. Smith,** general manager WGWC Selma and WCOV-AM-FM-TV Montgomery, Ala., secretary-treasurer (2.78%); **Margaret Covington Milwee,** director (6.94%); W. I. Milwee, auto dealer (6.94%); **Ethel Covington,** director (13.89%); **Peggy Milwee Carlton,** director (13.89%); **Hazel C. Davies,** director (13.89%); **Earle B. Covington,** maintenance engineer (13.89%). Capitol plans to return its license of WCOV to the FCC when it gains control of WJJJ. Capitol's stockholders control WGWC, WCOV-AM-TV, and WGWD Gadsden, Ala. Filed Sept. 16.

WGAU-AM-FM Athens, Ga.—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland d/b as J. K. Patrick & Co. seeks assignment of license to J. K. Patrick Bcstg. Co., new corporation in which partners retain same ownership. Filed Sept. 23.

WKOA Hopkinsville, Ky.—Thomas F. Wood, A. W. Wood and Charles W. Stratton d/b as Pennyrile Bcstg. Co. seeks assignment of permit to new corporation of same name and ownership. Filed Sept. 13.

KUDL Kansas City, Mo.—David M. Segal seeks assignment of license to KUDL Inc. for $175,000. KUDL Inc is owned 78% by Mr. Segal, president. He also is principal owner WGVM Greenville, Miss., and is sole owner of KDKD Clinton, Mo., and KOSI Aurora, Colo. He has sold KTFS Texarkana, Tex. (see Actions by FCC above). Others in KUDL Inc. include **Freida F. Segal,** vice president-20% owner KTFS, 1%; **Harold Backum,** business manager KUDL, secretary-treasurer 10%; **Floyd Bell,** secretary-treasurer and 1% owner KTFS, director 3%; **Edward M. Guss,** station manager-vice president and 2% owner WGVM, director 2%; **Jack R. Stull,** commercial manager WGVM, 2%; **Leslie Eugene Abrahamson,** station manager KTFS, 2%; **Thomas F. Alford,** commercial manager KTFS, 2%. Filed Sept. 13.

KLCB Libby, Mont.—Lincoln County Bcstrs. Inc. seeks approval to prior transfer of control from Mary E. Coburn individually to herself and Mr. Coburn jointly. Mrs. Coburn, owner of 1,340 sh. (60.9%), in August 1953 sold total of 500 sh. to reduce her holding to 38.18%. Oliver G. Coburn, owner of 809 sh. (36.77%), sold 50 sh. to reduce his holding to 34.5%. Stock was sold at $10 per sh. to William F. and Agnes Hafferman to be held 275 sh. each (12.5%). Filed Sept. 14.

KCHS Truth or Consequences, N. M.—Ollie Louis Dennis and Gladys Pauline Dennis seek as-

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signment of license to Rex A. Tynes, consulting engineer, for $13,500. Filed Sept. 16.

WWNY-AM-FM Watertown, WMSA-AM-FM Massena and WCNY-TV Carthage, N. Y.—Brockway Co. seeks transfer of control to John B. Johnson, heir and executor of estate of his mother, Jessie R. Johnson, deceased, principal stockholder. Filed Sept. 16.

KGAE Salem, Ore.—W. Gordon Allen, John B. Truhan and Justin H. Clark seek assignment of license to KGAE Inc., composed of Mr. Allen as president and 56.6% owner; John Truhan, vice president-33.3%, and Madeline Allen, secretary-treasurer 10%. Mr. Clark has filed suit for dissolution of partnership and to determine value of his interest. Mr. Allen also is majority owner of KGAL Lebanon and Cottage Grove, Ore., and one-third owner of KGAE Salem, Ore. Mr. Truhan is executive director of KGAL and part owner of KSGA and KGAE. Filed Sept. 14.

WDAS Philadelphia—Max M. Leon Inc. seeks assignment of license to Friendly Bcstg. Co. for $72,000. Principal in Friendly is **Richard Eaton,** chief owner WJMO Cleveland and United Bcstg. Co., operator WOOK Washington, WINX Rockville, Md., WSID Essex, Md., WANT Richmond, Va., and WARK Hagerstown, Md. UBC also holds permits for WOOK-TV Washington and WTLF (TV) Cumberland, Md. Filed Sept. 23.

WJZM Clarksville, Tenn.—Elmer T. Campbell and John Parry Sheftall d/b as Campbell & Sheftall seeks involuntary assignment of license to new partnership of same name composed of Mr. Sheftall and Gladys W. Campbell, executor and heiress of estate of Mr. Campbell, deceased. Filed Sept. 28.

KNEL Brady, Tex.—G. L. Burns. Application for involuntary assignment of license to Gene M. Burns, executor of estate of G. L. Burns, deceased. Filed Sept. 27.

WBPA Virginia Beach, Va.—J. S. Banks, J. P. Guzzy, J. L. Hoarty Jr., W. W. McClanan Jr. and J. P. Sadler d/b as Virginia Beach Bcstg. Co. seeks assignment of permit to Virginia Beach Bcstg. Corp., new firm of same ownership. Filed Sept. 28.

KMO Tacoma, Wash.—KMO Inc. seeks assignment of license to Tacoma Radio Corp. for $200,000. Carl E. Haymond is chief owner of KMO Inc. Tacoma Radio Corp. includes **J. Archie Morton,** former assistant to president of KIRO Seattle, president and 25% owner; **Clara H. Morton,** vice president 25%; **Charles D. Hunter Jr.,** partner in law firm of Eisenhower, Hunter, Ramsdell & Duncan, secretary-treasurer 25%; **Louis H. Hunter,** vice president 25%. Filed Sept. 10.

Hearing Cases . . .

ACTIONS BY FCC

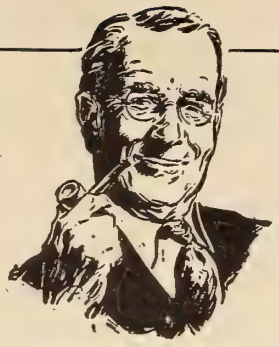
Newton, Iowa—Newton Bcstg. Co.; Trenton, Mo.—Trenton Bcstg. Co. Granted petition of Newton for leave to amend its application to specify 1280 kc 500 w day DA in lieu of 1490 kc 100 w unl. and for removal of said application from hearing docket. Retained in hearing application of Trenton (Dockets 11133, 11132). Action Sept. 28; announced Sept. 29.

Tv Allocation—On request of Dept. of Education of Puerto Rico, the Commission extended to Oct. 4, 1954, the time for filing comments in Docket 11129 which involves proposed rule making to substitute tv ch. 11 for 6 in San Juan, and 6 for 11 in Caguas; extended to Oct. 14 the time for filing replies. Action Sept. 22; announced Sept. 23.

Toledo, Ch. 11—By order of Sept. 22, Commission denied motion filed by Toledo Blade Co., Toledo, Ohio, for review of examiner's ruling denying its petition for leave to amend its application to show, among other things, changes in composition of its board of directors, in re proceeding involving ch. 11 in Toledo, Ohio (Dockets 11084 et al.; BPCT-262 et al.). Announced Sept. 23.

Seymour, Tex., 1230 kc—By orders of Sept. 22, Commission (1) denied second petition filed by William C. Moss for reconsideration and grant without hearing his application for modification of license of station KSEY Seymour, Tex., to increase power from 100 w to 250 w, unlimited time on 1230 kc (Docket 10218; BML-1473); and (2) removed KWTX Waco, Tex., as party to proceeding and made station KADA Ada, Okla., party thereto, and granted petition of Chief, Broadcast Bureau to amend hearing issues. Announced Sept. 23.

Levittown, Pa., 1490 kc—By orders of Sept. 22, Commission (1) granted petition filed by Levittown-Fairless Hills Bcstrs. insofar as it requests that Commission direct Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury to specify, within 30 days, a definite site for location of their proposed antenna system in application for new am station in Levittown-Fairless Hills, Pa.,



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"Blind Man's" Bluff

You know how Handy Turner down at the hardware store goes in for weird advertising stunts. Well, when it came to plugging his new Venetian blind department, his enthusiasm nearly landed him in trouble.

Handy painted a warning on the tailboard of his truck: "Caution—blind man driving."

"Had driven about a mile," Handy says, "when a state trooper stopped me and told me that sign might cause trouble. Guess he was right. From now on I'll advertise in the *Clarion*."

From where I sit, I agree—the highway is no place for jokes. We all ought to be considerate of the other fellow when we're driving. In fact, let's respect our neighbor's right of way always. Then, when we have differences of opinion—say about the best route to Centerville, or whether beer or buttermilk is better with lunch—there will be less chance of anybody developing any "blind" spots.

Joe Marsh

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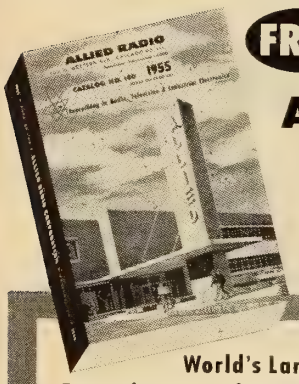
which is in consolidated hearing with applications of Levittown-Fairless Hills Bcstrs., Levittown, Pa., and Mercer Bcstg. Co., Trenton, N. J., all seeking new am station to operate on 1490 kc 250 w unlimited time; and (2) granted petition of O'Keefe, et al., insofar as it requests enlargement of issues to permit inquiry into the question of whether Levittown-Fairless Hills Bcstrs. is real party in interest in station it proposes, and denied petition in all other respects (Dockets 10931 et al.; BP-8714 et al.). Announced Sept. 23.

WOW Omaha and KCSJ Pueblo, Colo.—By order of Sept. 22, upon petition therefor, Commission (1) set aside its action of July 21, 1954, which dismissed, for lack of prosecution, applications of Star Bcstg. Co. for modification of license of station KCSJ Pueblo, Colo., to change from DA-N to DA-1 and for renewal of license; (2) granted request for amendment of modification application to change name to D. D. Kahle and R. L. Clinton Jr. d/b as Star Bcstg. Co., and granted said application as amended; (3) granted petition to change name on renewal application similarly; and (4) granted joint petition of Star Bcstg. Co. and Meredith WOW, Inc. (WOW), Omaha, Neb., to remove their applications for renewal of license from hearing docket, and granted renewal of licenses of stations KCSJ and WOW (Dockets 9785-86; BR-686, 1610). Announced Sept. 23.

Opinions and Orders . . .

ACTIONS BY FCC

Proposals on Zone 1 vhf Height-Power—By notice of proposed rule making, the Commission invites comments to petitions filed by WBEN Inc. (WBEN-TV, ch. 4), Buffalo, N. Y., and WSAZ Inc. (WSAZ-TV, ch. 3), Huntington, W. Va., requesting amendment of Sec. 3.614(b) so as to provide for use of maximum powers on all tv channels and zones with antenna heights up to 2,000 ft. and for appropriate reductions in power with antenna heights above 2,000 ft., thus applying a uniform rule on power limitations throughout the country by providing the same rule in Zone 1 as is presently provided in Zones 2 and 3. Present rules provide that maximum powers for Zone 1 chs. 2 through 6 (100 kw) and 7 through 13 (316 kw) may be used *only* with antenna heights not in excess of 1,000 ft. Comments may be filed on or before Nov. 26, 1954. (Comr. Hennock dissented.) Order Sept. 22; announced Sept. 23.



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Routine Roundup . . .

September 22 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Harold M. Gade, Eatontown, N. J.—Granted petition for leave to amend his am application (Docket 11124; BP-9096) in order to specify changes in technical equipment, etc. (Action Sept. 21).

WRAG Carrollton, Ala.—Pickens County Bcstg. Co.—Granted petition for leave to intervene in the proceeding in re am application of WELO Tupelo, Miss. (Docket 11002; BP-8939) (Action Sept. 21).

Radio Assoc. Inc., WLOX Bcstg. Co., Biloxi, Miss.—Granted petition of Radio Assoc. for an extension of time to and including Oct. 8, within which replies may be filed to the exceptions to initial decision in re tv applications (Docket 10844-45) (Action Sept. 21).

By Examiner Charles J. Frederick

Seaton Pub. Co., Hastings, Neb.—Granted motion for continuance of hearing scheduled Sept. 22 to Oct. 6, in re application for tv ch. 5 (Docket 10965) (Action Sept. 21).

KTOE Mankato, Minn.—Minnesota Valley Bcstg. Co.—Granted petition for extension of time from Sept. 20 to Sept. 27 within which to file proposed findings in re application for am facilities (Docket 10592) (Action Sept. 21).

By Examiner James D. Cunningham

Chief, Broadcast Bureau—Granted motion for continuance of hearing from Sept. 29 to Oct. 13, in re application of WWBZ Vineland, N. J. (Docket 10133) (Action Sept. 20).

By Examiner J. D. Bond

Voice of Lake Tahoe, Zephyr Cove, Nev.—Ordered that hearing scheduled Oct. 15 in proceeding re new am station (Docket 11029; BP-9108), be continued until such time as may be established by subsequent order, because there is now pending another application for am facilities which would involve substantial interference with this application (Action Sept. 21).

September 23 Applications

ACCEPTED FOR FILING

License for CP

KAMO Rogers, Ark.—Radio Station KAMO. License to cover CP new am station and to specify studio location 114½ S. First St.

WKOA Hopkinsville, Ky.—Pennyrile Bcstg. Co. License to cover CP new am station.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. License to cover CP increase power from 100 w to 250 w, operating on 1340 kc fulltime.

WJSB Crestview, Fla.—Crestview Bcstg. Co. License to cover CP new am station and specify studio location as end of W. First St.

WACR Columbus, Miss.—J. W. Furr. License to cover CP increase power daytime.

WABO Waynesboro, Miss.—New Laurel Radio Station Inc. License to cover CP new am station.

WWNH Rochester, N. H.—Strafford Bcstg. Corp. License to cover CP increase power.

Remote Control

Following stations filed applications for remote control operation of their transmitters: KVSM San Mateo, Calif.; WKAM Goshen, Ind.; WCMC Wildwood, N. J.

License Renewal

Following stations filed applications for renewal of license: WFNS Burlington, N. C.; WMNC Morganton, N. C.; WOHS Shelby, N. C.; WSIC Statesville, N. C.; WCPS Tarboro, N. C.; WAAA Winston-Salem, N. C.; WPAL Charleston, S. C.; WLBG Laurens, S. C.; WFGN Gaffney, S. C.; WCRS Greenwood, S. C.; KGO-TV San Francisco; WBKB (TV) Chicago; WBTV (TV) Charlotte, N. C.; KNBH (TV) Los Angeles; WFNS-FM Burlington, N. C.; WCOS-FM Columbia, S. C.; WDNC-FM Durham, N. C.; WBBO-FM Forest City, N. C.; WAKE-FM Greenville, S. C.; WHNC-FM Henderson, N. C.; WHPE-FM High Point, N. C.; WNOS-FM High Point, N. C.; WLOE-FM Leaksville, N. C.; WOHS-FM Shelby, N. C.; WSPA-FM Spartanburg, S. C.; WCPS-FM Tarboro, N. C.; WAIR-FM Winston-Salem, N. C.

Modification of CP

WCOS-TV Columbia, S. C.—Radio Columbia. Mod. CP new commercial tv station for extension of completion date.

KTRB-TV Modesto, Calif.—KTRB Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 4-1-55.

WGN-TV Chicago—WGN Inc. Mod. CP changes in existing tv station for extension of completion date to March 1955.

KTVH (TV) Hutchinson, Kan. Mod. CP new commercial tv station for extension of completion date to 3-27-55.

KLIF-TV Dallas, Tex.—Trinity Bcstg. Corp. Mod. CP new commercial tv station for extension of completion date to 4-11-55.

September 27 Applications

ACCEPTED FOR FILING

Modification of License

(New) Columbus, Ga.—Muscogee Bcstg. Co. Mod. CP (which authorized new am station) for approval of ant.-trans. site at Snyder Ave., 0.2 mi. W of Ingersol St., Phenix City, Ala., and

(Continued on page 107)

Texas Network
$150,000.00

The right operator will have his investment back in three years. Good market, profitable operation. Financing available.

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MUNSEY BUILDING DISTRICT 7-8215
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Engineer on duty all night every night
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DESIGNERS • BUILDERS • INSTALLERS
record libraries, office partitions, reception desks, special consoles, fine custom cabinet work.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
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RADIO

Help Wanted

Managerial

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

Salesmen

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Established network station needs commercial man for expanded sales program. Good town. Money making station. Apply by letter only, giving biographical sketch, experience and reference. Box 660E, B•T.

Texas station needs additional salesman. Straight salary plus commission and car allowance. Excellent opportunity for man formerly P.D. or announcer who wants to earn more money. Box 730E, B•T.

Experienced salesman-announcer for 1kw southern independent. Prefer southerner who is looking for permanent position in a one station market. Send complete details to Box 760E, B•T.

Experienced salesman for southern kilowatt daytime independent in single station market. Good salary-commission to a man who can take complete charge of commercial department. Send complete details to Box 761E, B•T.

Lifetime opportunity—growing midwest MUZAK franchise needs top salesman. No investment but persistence required. Box 767E, B•T.

Want salesman with indie background for kilowatt in single station market. Liberal salary plus percent on gross to the right man. No invenstment required. Box 850E, B•T.

Announcers

1st combo, salesmen and announcers. **Indiana.** Box 485E, B•T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

Opportunity for good air salesman with first phone at 5 kw in progressive southern small city. Box 832E, B•T.

Combination announcer-engineer, first class license. Southern network station. Must be stable. Starting pay $80, 40-hour week. Box 884E, B•T.

Excellent opportunity for experienced announcer-salesman from middlewest or west for farm-ranch area. Contact KCNI, Broken Bow, Nebraska.

Have immediate opening for good announcer, first phone preferred but not essential. $70.00 starting. Send tape, resume and date available to Jack Pink, KWCO, Chickasha, Okla.

Wanted—One hillbilly announcer; one good morning man, one combo man with first ticket. Send all details and salary expected, WHNC, Henderson, N. C. Phone 7136.

Need sports & play-by-play—some experience, 52 week job on staff, heavy basketball. Talent. State minimum salary, tape, resume to Udell, WIMS, Michigan City, Indiana.

Announcer—operator, first phone. Preferably capable sports, emphasis announcing all consider for vacancy. Michigan 5 kilowatt independent. WTVB, Box 32, Coldwater, Michigan.

Technical

Chief engineer for N. C. daytimer with remote control. Want settled experienced man who will maintain equipment. Some announcing ability preferred for relief work but not absolutely necessary. Good position for second engineer who wants to move up. Apply Box 777E, B•T.

RADIO

Help Wanted—(Cont'd)

5 kw in southeastern town wants chief. Permanent, secure, good working conditions. Give references, experience, salary requirements. Box 831E, B•T.

Wanted—Chief engineer. Fulltime 5 kw directional, eastern metropolitan market. Previous experience as chief not required, however, must know maintenance and construction. Salary open. Also need transmitter engineers. If you can do some announcing, it's in your favor. Write, wire or phone. Box 834E, B•T.

Wanted: Engineer-announcer, permanent position, no floaters, best of working conditions, start $56.00 for 40 hours. Send tape, KPOW, Powell, Wyoming.

First phone operator. Immediate opening. Give full particulars first letter. WASA, Havre de Grace, Maryland.

Engineer, first phone, wanted immediately. Directional experience desired. Station now under construction. Send resume and availability to Al Dubenetsky, Chief, WICH, Norwich, Connecticut.

Production-Programming, Others

Opening for experienced female continuity writer in one of the south's best radio stations. Above the average position. Give full details including experience and photograph. Box 872E, B•T.

Situations Wanted

Managerial

Manager available. New or established small station. Excellent record, references. Box 771E, B•T.

Experienced small station manager with 1st engineer license desires greater opportunity. Experienced all phases. South only. Box 839E, B•T.

Excellent background broadcasting, selling. Interested managing small radio or tv station, northeast. Fine references. Box 857E, B•T.

Manager, fully experienced in programming, promotion, sales, announcing and engineering. Small station and independent operations. Young, good education, family. Box 858E, B•T.

General manager radio station or sales manager television station available immediately. Twelve years executive experience sales and management metropolitan radio markets. Well known. Many character references. Locate anywhere. Out because of station sale. Box 886E, B•T.

Salesman

Need a good salesman, radio-tv? Four years experience. Excellent sales record, best references. Stable operation only. Box 801E, B•T.

Top drawer salesman—eight years radio and tv. Married, family. Degree in advertising and management. Want top opportunity in market over 150,000. Executive material. Box 849E, B•T.

Announcers

Negro announcer—DJ. Tape, references. Trained voice. Mr. Rhythm and Blues. Box 804E, B•T.

Good music and newsman. 3 years, B.A. degree, married, draft exempt, employed. Northeast progressive station. Money and opportunity essential. Tape, resume. Box 827E, B•T.

Some experience, easy delivery, prefer small station. Draft exempt, car. Box 830E, B•T.

RADIO

Situations Wanted—(Cont'd)

Play-by-play basketball, news and special events work and exceptionally strong on commercial copy. Tape on request. Prefer the West or Middlewest. Married. Box 835E, B•T.

Top-notch sports announcer, available soon, present station de-emphasizing sports. Interested only in top sports station and in permanency. Best references. Eight years radio, two tv. Box 836E, B•T.

Announcer-staffer with experience . . . news, special events, top hillbilly DJ. Desires eastern U.S.A. Available in two weeks. Box 838E, B•T.

Announcer. News specialist. Five years experience. Best references. College graduate. Box 842, B•T.

First class engineer-announcer. 5 years experience. College graduate. Produce and run all types shows. Fully acquainted audio and rf equipment design, installation and maintenance. Can program and write copy. 30. Employed, wife, car. Tape. References. Box 847E, B•T.

Announcer—young experienced, strong on music and commercials, desire modern operation, in Michigan or good midwest and location. Box 867E, B•T.

Stop! Read this . . . Announcer with first phone . . . married . . . family . . . recent veteran . . . young and open minded with some experience . . . want California. Box 855E, B•T.

Announcer—draft exempt. Graduate Midwestern. Strong on news, music, sports and copywriting. Operate console. Tape, photo, available. Box 869E, B•T.

Woman announcer and DJ. Strong on woman's shows. Library experience. College graduate. Copy, continuity. Tape, photo, resume on request. Will travel. Box 870E, B•T.

Twenty-one years radio experience. Efficient tv button pusher. DJ, MC, PD. Box 876E, B•T.

Experienced announcer, 23, desires Florida job. Married, veteran. Available immediately. Box 883E, B•T.

Versatile—announcing, production, direction, acting. Strong background, enthusiastic outlook. Broadcasting school graduate; college. Veteran, 24, single. Tape, photo, resume and references available. Box 887E, B•T.

Experienced DJ—6 years experience. Smooth, polished DJ delivery. Conversational, Steve Allen type. Production-minded. Canadian, now living U. S. Have visa. Available immediately, radio or tv. Box 889E, B•T.

Young man. Limited experience. Good background. Vet. Sober, reliable, married, would like a chance. Third class ticket. Tape on request. Bob Bell, 112 N. Mississippi Ave., Atlantic City, New Jersey.

Negro DJ. References. Walter Betner, 106-18 Rusco Street, Jamaica, N. Y.

Sportscaster—deejay-staff. Strong play-by-play. Three years experience. College graduate, veteran. Prefer heavy music-sports station. Tape, resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Experienced woman announcer-copywriter. Excellent references. Alice Lexa, Lonsdale, Minnesota.

Experienced announcer—emcee, interviews, news, records. Northeast preferred—consider other. Salary $85-up. Dave Scott, 106 Gold, Utica, N. Y.

One man radio-tv show: Nationally known "country" recording star, 10 years radio as vocal solo with guitar, disc jockey and MC. 4 years daily tv as "Western" solo, also "childrens show." Elaborate "cowboy" wardrobe and library, country, western and pop standards songs. Strictly sober and reliable, references. Phone 2-6319; Write P. O. Box 35, Nashville, Tennessee.

Announcers, writers, producers, familiar with sports, music, news; trained in all phases broadcasting. Available now. National Academy of Broadcasting, 3338 16th Street, N.W., Washington D. C.

Station staff, light experience, news, sports strong commercial talent. Single, veteran, reliable, travel, tape. Box 32, Glen Head, N. Y

Technical

Engineer, experienced. Chief maintenance, remote, construction. Box 764E, B•T.

RADIO

Situations Wanted—(Cont'd)

First phone engineer, experienced transmitter, console, remotes, recordings and some combo. Box 846E, B•T.

Engineer-first phone. 6 years experience—control board, remote, transmitter. No announcing training, but willing to learn. Box 848E, B•T.

Ten years am studio, transmitter experience. Tv training video operation, first phone. Box 853E, B•T.

Engineer: Tops in experience, references. First phone. 28. Available immediately. Box 859E, B•T.

Chief engineer, experienced, fully capable entire station maintenance. Best references. Box 860E, B•T.

Engineer, first phone, available immediately, 20 months experience. Box 864E, B•T.

Graduate radio & television school. Vet. Single, license 2nd phone. Box 868E, B•T.

Engineer—6 years experience, studio, transmitter, remotes, recordings. Box 880E, B•T.

Engineer-first phone, one year am-fm, married, 26, veteran, draft exempt, sober, reliable, car. Available immediately. Lyle Lincoln, 223-04 144 Avenue, Springfield Gardens, New York.

Ten years am-fm, one year vhf television transmitter experience. First class license, car. Mr. Engineer, 206 Furman Street, Syracuse, N. Y., 75-8913.

Production-Programming, Others

Successful, experienced PD seeks executive position, larger station. Best references. Box 772E, B•T.

PD, six years experience radio-tv seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 774E, B•T.

Available: Recently fired, toothache suffering news and sports director. Box 809E, B•T.

Newswriter-editor, light experience, recent army editor. Radio journalism graduate, 24. Network station preferred. Box 828E, B•T.

Two all-around newsmen, 21 years combined experience, now with 50 kw CBS basic, interested in honest news operations, small or large, as team or separately. Box 845E, B•T.

Program director: Production with sound background of successful programming and production in all phases of radio. Presently employed in Alaska, returning to states in October wants connection where NBC network background will be of value. Good straight announcer and newscaster. Experience includes continuity, commercial copy, publicity and promotion. Mature, aggressive and stable. Box 856E, B•T.

For lease: 17 years radio & tv. 2 years Mutual, writer for CBS, play-by-play for Don Lee. Married, children, college, ex-public relations officer, top references, presently program-production manager regional. Permanent job only. Programming, play-by-play, announcer-sales. What have you! Top announcer, top PD, eager for change. All inquiries answered. Tapes, etc., available. Saleable ideas, proven results. Available near future. Prefer west, will go anywhere permanently. Box 866E, B•T.

Top newsman. Writer-announcer now available. Ex-foreign correspondent. Experienced sales, local news, board work, copy. Box 878E, B•T.

TELEVISION

Help Wanted

Salesmen

Wanted experienced television salesman who knows creative selling. Prefer young aggressive man with ideas. Upstate New York. Send complete details to Box 522E, B•T.

Established important market New England uhf tv station has immediate opening experienced, aggressive salesman. Excellent guarantee and commissions. Protected accounts. If you can sell, this is unlimited opportunity, wire or write. Box 852E, B•T.

TELEVISION

Help Wanted—(Cont'd)

We need two top-flight men to sell television. Prefer radio or television background. Earning will be unlimited with good salary and extra liberal commissions. Successful four network station with strong local programming market area, 350,000. If interested, contact us immediately. Ron Litteral, WAFB-TV, Baton Rouge, La.

Announcer

Wanted: Television announcer-director for station in central Pennsylvania. Please state full experience in letter of application. Box 861E, B•T.

Immediate opening — good experienced announcer-combination man for all-around duties, tv-radio station. Send full details first letter to KSWM-TV, Joplin, Mo.

Technical

Midwest 100,000 watt pioneer tv station wants experienced engineer with first phone. Up to $350 per month to start depending on experience. Wage contract with graduated increases. Send photo—employment history—references. Box 713E, B•T.

Tv studio engineer, 1st phone, married. Currently employed in uhf, 7 months construction, maintenance, operation. 1 year radio studio, 1 year radio transmitter. Desires west coast. Will take other if good offer. Box 862E, B•T.

Tv technician for community antenna system Durango, Colorado. Send experience, salary, photo. Durango TV Net., 2354 S. Humbolt, Denver, Colorado.

Production-Programming, Others

Commercial artist position available with vhf television station. Must be good, versatile artist. Send art work samples and state experience, age, marital status, salary expected. Box 739E, B•T.

Situations Wanted

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Salesmen

Experienced radio and tv salesman desires locating with vhf station. Will travel anywhere for the right opportunity. Excellent references. Good solid sales record . . . both in radio and tv. Box 814E, B•T.

Technical

Tv-am engineer, 1st phone. 12 years experience all phases. Tv producer-director, sales, married, dependable, references, prefer New England. Box 837E, B•T.

Production-Programming, Others

Producer-director, currently employed, desires similar position. Experienced all phases television production and announcing. Young, single and ambitious. Present employers best references. Box 657E, B•T.

Tv program director. Ten years am-tv experience. Outstanding qualifications of executive ability, showmanship and know-how to direct all phases of integrated programming-production operations. Radio: Announcer, DJ, news editor, program director, station manager. Television: Top commercial announcer, air personality, senior producer-director midwest vhf. Freelance writer, current series for national exposure. College education, age 28, family man, civic leader, best references. Personal interview for sound, progressive tv station offering real opportunity, permanent position. Box 753E, B•T.

Got CP? Thoroughly experienced PD put two stations on air. Can do same for you. Box 773E, B•T.

Television personality, on-camera master of ceremonies, newsman, announcer. Looking for new opportunity with old or new operation, allied agency. Prefer mild year round climate for permanent, or travel for right company. Single, 29, three years television, five years radio. B.S. journalism. Know public relations and promotion. Your inquiry appreciated. Box 829E.

TELEVISION

Situations Wanted—(Cont'd)

Thoroughly experienced radio, tv copy writer-announcer now employed, seeks better position with future. Well versed tv news, weather, program promotions. Cartoonist too. Young dependable, conscientious, a letter brings full details, photo and salary requirements. Box 840E, B•T.

Aggressive program director available. Have put two major market television stations on the air for same company. Learned tv operations the hard way . . . seven years of fighting tv's biggest obstacles . . . space and expenses. Security a major factor. I am 29, married, have two children. Box 851E, B•T.

Six years producer-director with large network affiliate in major market. Desires position as program manager with progressive organization. Age 30, married, settled, presently employed. Box 854E, B•T.

Tv director—experienced with NBC-TV affiliate. Radio announcing background. Box 871E, B•T.

Film editor, one year motion picture experience, acquainted with tv film department procedure. Want to break in tv. Vet., single, 27 years old. Box 875E, B•T.

For Sale

Stations

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copywriters
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

For Sale—(Cont'd)

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 6½ coax line and all fittings. Also complete tower lighting. A bargain. Box 737E, B•T.

Complete Gates 250 watt equipment. Never been unpacked. Transmitter, console, frequency modulation monitors. Everything you need to get on the air in one day. Carries Gates guarantee. Box 843E, B•T.

Gates 500-D transmitter, best offer—WE 39A console, best offer—fm package, GE exiter BF1A1, power amplifier 4-BF-3A-1, BY-6B antenna, 90-foot self-supporting tower, frequency and modulation monitor type GE 4BM1-A, spare tubes, $3500, or best offer. Box 844E, B•T.

GE type BT-1-B 250 w fm transmitter. May be inspected in operation. Will crate for shipment. Make offer. Chicago, Illinois. Box 877E, B•T.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Wanted to Buy

Equipment Etc.

Good used 3 kw fm transmitter, frequency monitor, antenna. Box 833E, B•T.

Wanted: Used 250 watt transmitter in good operating condition. Box 865E, B•T.

Wanted: Late model used approved frequency monitor and modulation monitor. State price, full details. Address Box 879E, B•T.

Complete tv equipment, 100 kw, channel 3, studio to antenna. Advise lowest cash price and full particulars on any part. Box 885E, B•T.

10 kw amplifier for RCA fm transmitter. KFAC, Los Angeles. 5773 Wilshire Blvd.

Wanted used broadcasting transmitter, 1000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Miscellaneous

Radio-tv kiddie show available. Nadine Thornton, 1314 Georgetown Road, Danville, Illinois. PL. 6801.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

Managerial

Station Manager

Need experienced executive sales manager combination for radio station in Florida. Here's an opportunity where even a small volume means bonus and incentive $$ from profits. No floaters please. Give full broadcast experience first letter, including character and bank references. Must have auto. All replies confidential. Send details and photo to

Box 873E, B•T.

Salesmen

SALESMAN

Immediate opening aggressive, strong, successful salesman for well accepted 1000 watt, Michigan Independent. $350.00 monthly draw to start. Capable, sincere, honest worker will establish fine income. Promote to commercial manager. Permanent. No floaters. Send photo. Box 874E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

ANNOUNCER

We need a good, seasoned, all-around announcer who is ready to move-up as a solid news and special events man. Must be anxious to run the department and willing to make a name for himself in a good-sized inland Massachusetts city. Send tape immediately with first letter to Box 734E, B•T.

ANNOUNCER-SALSEMAN
For Florida Station

Excellent opportunity for reliable man. Must have ability to do profitable job at community level. Must be neat, energetic, good references. Auto. Send photo and experience in detail to Box 888E, B•T.

Situations Wanted

Announcers

TOP-FLIGHT ANNOUNCER-NEWSCASTER

Versatile, seasoned young broadcaster wishes to relocate this fall with top station, AM or TV. A real professional. Seven years in top ten market; three on daily coast-to-coast program. Well qualified program director. Excellent background in news, public relations, production music and drama. Executive experience. Major market AFTRA station only. Best references. Box 841E, B•T.

TOP ANNOUNCER BURIED IN SMALL . . . DEAD MARKET

Eleven years experience . . . all phases announcing . . . including Network stint. (Excel in news and commercial delivery) have reached capacity earning in present position . . . it isn't enough! Deep . . . Selling . . . Mature Voice! Married . . . No children . . . College . . . 28 years old. Finest references . . . Tape and resume on request. All replies answered. Free to travel anywhere if your offer warrants. Dig me out of a dead market . . . Let me sell for your sponsors. Have given three weeks notice to present employer. Will be available by the time I accept your offer!

Box 863E, B•T

This is a story about a Texas Cancellation

G. F. Roberts of KGKL, San Angelo, Texas, writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

TELEVISION

Help Wanted

Managerial

TV SALES MANAGER

Aggressive new TV station on the air in November in America's forty-fourth market needs Sales Manager. Liberal salary and override arrangement. We want a young man on the way up . . . television experience preferred but not essential . . . man with ability to call on local advertisers as well as national and to inspire salesmen. Prime requisite is enthusiam. Apply immediately giving full background and snapshot if available.

Box 826E, B•T

Salesman

TV FILM SALESMAN

to cover ad agencies & stations in

New Orleans
Chicago
Detroit
Cincinnati

Salary plus expenses against commission arrangement for leading TV Film Distributor. State age, experience and whether presently employed first letter. All replies held in confidence.

Box 825E, B•T

Production-Programming, Others

HEAD OF FILM DEPARTMENT WANTED
By Metropolitan TV Station

Must have experience in supervision of film cutters, librarians, etc. and thorough knowledge of the TV film market. A permanent opportunity for qualified man. Address all replies to Box 805E.

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE

VHF TELEVISION EQUIPMENT

CHANNEL 4 RCA TT500A TRANSMITTER AND ASSOCIATED EQUIPMENT:
2 RCA PROJECTORS & FILM CHAIN. 1 RCA STUDIO CAMERA & CONTROL
AND
MISCELLANEOUS TV EQUIPMENT

★ ★ ★

CONTACT: JOHN GORT, KOPR-TV
BUTTE, MONTANA — PHONE 6546

(Continued from page 102)

specify studio site as 1020½-1030½ Broad St., Columbus.

WDAS Philadelphia—Max M. Leon Inc. Mod. CP change frequency and power etc. for extension of completion date.

WWPA Williamsport, Pa.—Williamsport Radio Bcstg. Assoc. Inc. Mod. CP change frequency and power etc. for extension of completion date.

WMBR-TV Jacksonville, Fla.—Washington Post Co. Mod. CP changes in existing tv station for extension of completion date to 1-10-55.

KVTV (TV) Sioux City, Iowa—Cowles Bcstg.

For Sale—(Cont'd)

AVAILABLE IMMEDIATELY

UHF-TV TRANSMITTER CHANNEL 38

If you're building a UHF station or satellite, this is for you! A perfect-condition, almost-new unit, ready for action!

Incl. RCA-TTU1B 1KW UHF transmitter, RCA-TTC1B control console, side band response analyzer visual demodulator, transmission lines, dehydrator, 90 - degree elbows, adaptors, cover plates, gas stop, etc. For complete details, contact

GREAT PLAINS TV

4 West 58th Street, New York, 19, N. Y.
PLaza 9-2929

Instruction

WANT a TV or RADIO JOB?
Trained announcers, producers, writers now in demand

NATIONAL ACADEMY OF BROADCASTING

(Est. 1934)
3338 16th Street N.W.
Washington, D. C.
Starts new term Sept. 27
Enroll Now. DE 2-5580
Placement Service

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

Co. Mod. CP changes in existing tv station for extension of completion date to 11-30-54.

Remote Control

Following stations filed applications for remote control operation of their transmitters: WSFA Montgomery, Ala.; WCHN Norwich, N. Y.

License Renewal

Following stations filed applications for renewal of license: WNBQ (TV) Chicago; WGN-TV Chicago; WHBF-TV Rock Island, Ill.; WFMY-TV Greensboro, N. C.

APPLICATION RETURNED

WRXO Roxboro, N. C.—Roxboro Bcstg. Co. FCC returned application for license renewal to applicant.

September 28 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Sept. 24

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. Granted mod. CP to extend completion date to 5-25-55.

Actions of Sept. 23

WLON Lincolnton, N. C.—Lincoln County Bcstg. Co. Granted license covering change in frequency; 1050 kc, 500 w day (BL-5420).

KGU Honolulu, Hawaii—Advertiser Pub. Co. Granted license covering change in facilities; 740 kc, 2½ kw unl. (BL-5432).

KMBL Junction, Tex.—Kimble County Bcstg. Co. Granted license covering change in trans. and studio location (BL-5433).

KTLD Tallulah, La.—Howard E. Griffith. Granted license for am broadcast station; 1360 kc, 500 w day (BL-5441).

WLAK Lakeland, Fla.—Lakeland Bcstg. Corp. Granted license covering change in daytime power to 5 kw and install new trans. (BL-5442).

WTRB Ripley, Tenn.—West Tennessee Radio Service. Granted mod. CP to change trans. and studio locations (BMP-6639).

WCGC Belmont, N. C.—Central Bcstg. Co. Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6590).

The following were granted mod. CPs for extension of completion dates as shown: WGN-TV Chicago to 3-27-55; WOPT (TV) Chicago to 4-10-55; KLIF-TV Dallas, Tex., to 4-11-55; KTRB-TV Modesto, Calif., to 4-17-55; KVVG (TV) Tulare, Calif., to 4-1-55.

Actions of Sept. 22

WJDW (TV) Boston, Mass.—J. D. Wrather Jr. Granted mod. CP to extend completion date to 4-12-55.

Actions of Sept. 21

KRGA Springfield, Ore.—W. Gordon Allen. Granted license for am broadcast station; 1050 kc, 1 kw day (BL-5437).

WBKH Hattiesburg, Miss.—Hattiesburg Bcstg. Co. Granted license for am broadcast station (BL-5436).

KTBC-TV Austin, Tex.—Texas Bcstg. Corp. Granted license for tv broadcast station (BLCT-203).

WTVR (TV) Richmond, Va.—Havens & Martin Inc. Granted license covering changes in facilities of tv broadcast station (BLCT-193).

The following stations were granted authority to operate transmitters by remote control: WKAM Goshen, Ind.; KVSM San Mateo, Calif.; WCMC Wildwood, N. J.

The following were granted mod. of CPs for extension of completion dates as shown: KSCU (TV) Santa Clara, Calif., to 3-8-55; KNBH (TV) Los Angeles, Calif., to 4-18-55.

Actions of Sept. 20

The following stations were granted authority to operate transmitters by remote control: KAMO Rogers, Ark.; KERG Eugene, Ore.; KFXD Nampa, Idaho; KDAL Duluth, Minn.; WRAL Raleigh, N. C.

KNOE-TV Monroe, La.—James A. Noe. Granted license for tv broadcast station (BLCT-199).

The following were granted mod. CPs for extension of completion dates as shown: WSIX-TV Nashville, Tenn., to 3-29-55; WIRK-TV West Palm Beach, Fla., to 3-20-55; WAAB-TV Worcester, Mass., to 4-12-55.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Chief, Broadcast Bureau—Granted extension of time to and including Oct. 4 in which to file a reply to opposition of Latrobe Bcstrs. filed Sept. 15 to Broadcast Bureau's petition for modification of Issue No. 2 in proceeding in Docket 10428 (Action Sept. 23).

By Examiner Basil P. Cooper

Issued second order after hearing conferences in proceeding re applications of Indianapolis, Bcstg. Inc. et al., for ch. 13 in Indianapolis, Ind. (Dockets 8906 et al.) (Action of 9/24).

By Examiner Hugh B. Hutchison

Louis Deshotel, Aransas Pass, Tex.—On its own motion, the Commission continued without date the hearing scheduled for Sept. 27 in re Order to Show Cause (Docket 11111) (Action Sept. 24).

By Examiner William G. Butts

Columbia Amusement Co., Paducah Newspapers Inc., Paducah, Ky.—Granted petition of Columbia for continuance of hearing from Sept. 29 to Oct. 5 in re application for tv ch. 6 (Dockets 10875-76) (Action Sept. 24).

By Examiner Herbert Sharfman

By memorandum opinion and order granted "request" filed by Zenith Radio Corp. to extent that timetable in hearing order of June 30 is further revised as follows: Applicants to exchange written cases by Oct. 11; parties to notify each other of witnesses to be produced for cross-examination by Oct. 18, and testimony to start Nov. 1, in re ch. 2 in Chicago (Dockets 8917 et al.) (Action Sept. 24).

By Examiner Thomas H. Donahue

Phil Bird, Lawton, Okla.—Lawton Bcstg. Co. Examiner, on his own motion, continued hearing scheduled for Sept. 28 to Oct. 28 (Dockets 10911, 10959) (Action Sept. 23).

By Examiner Charles J. Frederick

Westinghouse Bcstg. Co., WWSW Inc., Pittsburgh Radio Supply House Inc., Pittsburgh, Pa.—Ordered that hearing in proceeding re applications for tv ch. 11, which adjourned on Sept. 24, be resumed Sept. 30 (Dockets 8694 et al.) (Action Sept. 24).

September 28 Applications

ACCEPTED FOR FILING

License Renewal

Following stations filed applications for license renewal: WHNC Henderson, N. C.; WAIM Anderson, S. C. (resubmitted).

License to Cover CP

WRCM (FM) New Orleans—Supreme Bcstg. Co. License to cover CP new commercial fm station.

WFPK (FM) Louisville, Ky.—Louisville Free Public Library. License to cover CP new educational fm station.

Remote Control

WDAE-FM Tampa, Fla.—Tampa Times Co. Application for remote control operation of trans.

Modification of CP

KBID-TV Fresno, Calif.—John Poole Bcstg. Co. Mod. CP new commercial tv station for extension of completion date from 10-12-54.

WDBO-TV Orlando, Fla.—Orlando Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 4-23-55.

WQXI-TV Atlanta, Ga.—Robert W. Rounsaville. Mod. CP new commercial tv station for extension of completion date to June 1955.

WTLF (TV) Baltimore—United Bcstg. Co. of Eastern Maryland Inc. Mod. CP new commercial tv station for extension of completion date to 4-1-55.

License Renewal

Following stations filed applications for license renewal: WTSB Lumberton, N. C.; WEED Rocky Mount, N. C.; WUSN Charleston, S. C.; WOLS Florence, S. C.; WEAB Greer, S. C.; WALD Walterboro, S. C.

Modification of CP

KPMC Bakersfield, Calif.—Pioneer Mercantile Co. Mod. CP increase power etc. for extension of completion date.

KZIP Amarillo, Tex.—Panhandle Bcstg. Co. Mod. CP new am station for approval of ant., trans. and studio site as N. E. 8th Ave. and Lynn St.

KOOL-TV Phoenix, Ariz.—Maricopa Bcstrs. Inc. Mod. CP new commercial tv station for extension of completion date to 5-31-55.

KKTV (TV) Colorado Springs, Colo.—Tv Colorado Inc. Mod. CP new commercial tv station for extension of completion date to 4-26-55.

APPLICATION RETURNED

WFMO Fairmont, N. C.—Carolinas Bcstg. Co. FCC returned application for license renewal.

Delivers a greater total audience and builds distribution for you faster than any other Atlanta television outlet . . . because WSB-TV is



CHANNEL 2 — 1062-FT. TOWER — 100,000 WATTS

wsb-tv

Atlanta, Georgia

Represented by Edw. Petry & Co.

Affiliated with The Atlanta Journal and Constitution

September 29 Decisions

BROADCAST ACTIONS

The Commission en banc by Commissioners Hyde (Chairman), Sterling, Hennock, Bartley, Doerfer and Lee, took the following actions on Sept. 29:

License Renewal

The following stations were granted renewal of licenses for the regular period: WCEM Cambridge, Md.; WCYB Bristol, Va.; WEVA-AM-FM Emporia, Va.; WLOH Princeton, W. Va.; WLOW Portsmouth, Va.; WLPM Suffolk, Va.; WASH (FM) Washington, D. C.; WEPM-FM Martinsburg, W. Va.; WNAV-FM Annapolis; WSVA-FM Harrisonburg, Va.; WCMS Norfolk, Va.; WBUZ Oakland, Md.; WJIM-TV Lansing, Mich.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner John C. Doerfer

Chief, Broadcast Bureau—Granted petition for extension of time to and including Nov. 4, within which to file exceptions to initial decision in re applications of Calif. Inland Bcstg. Co. and KARM The George Harm Station, for ch. 12 in Fresno, Calif. (Dockets 9050, 10650). (Action Sept. 28).

WMYB Myrtle Beach, S. C., Coastal Carolina Bcstg. Corp.—Granted petition for acceptance of its late filing of notice to appear and participate in the proceeding re application of Cape Fear Bcstg. Co. for new am station at Elizabethtown, N. C. (Docket 11143). (Action Sept. 28).

WOAI San Antonio, Tex., Southland Industries Inc.—Dismissed as moot its petition filed June 4 requesting leave to intervene in re applications of Mid-Cities Bcstrs., Arlington, Texas, et al. (Dockets 11024 et al). (Action Sept. 28).

By Examiner J. D. Bond

KVMC Colorado City, Tex., Colorado City Bcstg. Co.—Issued an order after prehearing conference in re Docket 11075 which shall govern further proceedings in this matter; further ordered that the second prehearing conference shall not be held, and hearing shall commence Oct. 19. (Action Sept. 28).

September 29 Applications

ACCEPTED FOR FILING

Modification of CP

WQXR New York Interstate Bcstg. Co.—Mod. CP increase power etc. for extension of completion date.

WEAT-TV West Palm Beach, Fla., WEAT-TV Inc.—Mod. CP new commercial tv station for extension of completion date to 4-18-55.

WHEF-TV Boston, Trans-American Tv Enterprises Inc.—Mod. CP new commercial tv station for extension of completion date to 3-29-55.

Replace Expired CP

WIL-TV St. Louis, Missouri Bcstg. Corp.—requests CP to replace expired CP new commercial tv station.

License for CP

WEWS (TV) Cleveland Scripps-Howard Radio Inc.—License to cover CP changes in existing tv station.

WEEU-TV Reading, Pa. Hawley Bcstg. Co.—License to cover CP new commercial tv station.

License Renewal

Following stations filed applications for license renewal: WBEU Beaufort, S. C.; WKDK Newberry, S. C.

APPLICATIONS RETURNED

KOSI Aurora, Colo.—FCC returned application for mod. of CP to increase power from 1 kw to 5 kw.

WTYC Rock Hill, S. C. Tri-County Bcstg. Co.—FCC returned application for license renewal.

TELESTATUS

October 4, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown

Decatur†—
►WMSL-TV (23) Walker; 15,942

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC; Raymer; 98,108

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 98,108
►KPHO-TV (5) CBS, DuM; Katz; 98,108
KTVK (3) 6/10/54-Unknown

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 30,226

New Starters

The following tv stations are the newest to start regular programming:

WGTH-TV Hartford, Conn. (ch. 18), Sept. 25.

WINT (TV) Waterloo (Ft. Wayne), Ind. (ch. 15), Sept. 26.

WMTW (TV) Poland, Me. (ch. 8), Sept. 25.

KSWM-TV Joplin, Mo. (ch. 12), Sept. 25.

WUSN-TV Charleston, S. C. (ch. 2), Sept. 25.

KUTV (TV) Salt Lake City, Utah (ch. 2), Sept. 26.

►KVOA-TV (4) ABC, NBC; Raymer; 30,226

Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,410

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 72,967
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
406,804
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 74,851
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 78,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 123,354
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision Aug. 31
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,901,124
► KHJ-TV (9) DuM; H-R; 1,901,124
► KNBH (4) NBC; NBC Spot Sls.; 1,901,124
► KNXT (2) CBS; CBS Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,901,124
► KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 998,260
► KPIX (5) CBS, DuM; Katz; 998,260
► KRON-TV (4) NBC; Free & Peters; 998,260
► KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 50,074
► KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R
New Britain—
► WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

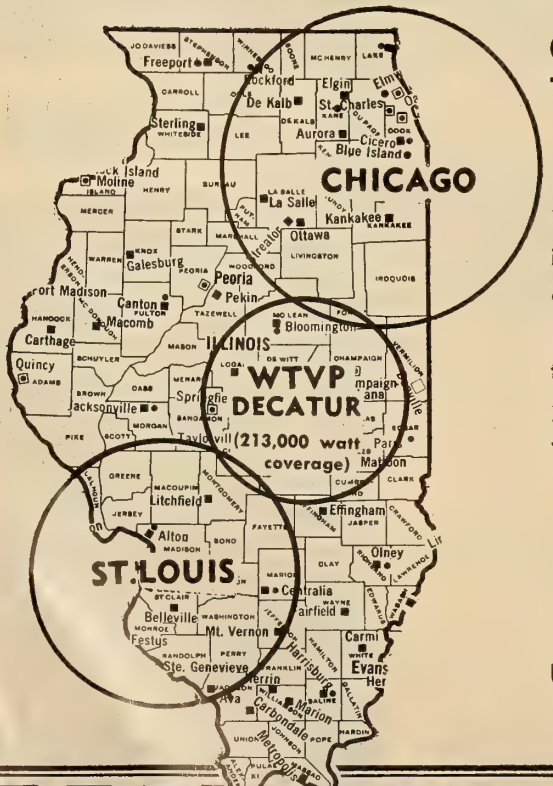
DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 631,000
WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000

COMING IN EARLY OCTOBER—213,000 WATTS ERP



ONLY WTVP LINKS CENTRAL ILLINOIS TO THE CHICAGO AND ST. LOUIS MARKETS WITH *NO DUPLICATION*

We're growing with one of America's fastest-growing areas—increasing power in October from 17,100 watts to 213,000 watts, to provide a solid sales link between the important Chicago and St. Louis markets. Ride in—and cash in—on an interference free, unduplicated signal throughout this important area. 94.4% conversion to UHF. Best studio production facilities for test programs in Central Illinois. Affiliated with ABC and DuMont.

MARKET DATA
(213,000 Watt Coverage)

Population 1,019,609
Households 283,157
UHF Homes 132,707

(Based on April, 1954 Surveys)

Represented by the BOLLING CO.

WTVP *channel 17*
DECATUR, ILLINOIS

Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-11/1/54
► WIRK-TV (21) ABC, DuM; Weed; 32,500
► WJNO-TV (5) NBC; Meeker; 201,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Unknown
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 102,600
► WRDW-TV (12) CBS; Headley-Reed; 104,054
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 134,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 157,245
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 121,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 559,657 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 72,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
► WINT (15) See Waterloo
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 195,201
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/29/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) ABC, CBS, NBC; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 147,103
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 365,440
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-10/15/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54 (granted STA Sept. 14)
► KTAG (25) CBS, ABC, DuM; Young; 22,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 101,887
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,600
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard

do

KEDD's

Local Programs have

MAIL PULL!



AND HOW!

Gene McGehee's FRIDAY NIGHT DANCE PARTY has an average Mail Pull of more than 1,000 pieces every week.

More factual proof that KEDD's local programming is way out in front, in showmanship and production know-how.

"Dance Party" and KEDD's other special features give you the most in home impact and increased sales on a local level

See Petry for National or Regional Participation.

ONE-QUARTER MILLION WATTS

Represented by Edward Petry & Co., Inc.

KEDD

NBC WICHITA, KANSAS ABC

VOLUME SALES IN WORCESTER BEGIN AT THE *FRONT* DOOR!



✔ SOME SALES MAY BE MADE AT THE BACK DOOR IN WORCESTER, BUT **WWOR-TV — THE ONLY TELEVISION STATION** WITHIN THIS 32ND MARKET — IS THE *FRONT* DOOR TO *VOLUME* SALES!

ABC DUMONT

✔ **WWOR-TV IS THE ONLY TELEVISION STATION** WHOSE PRIMARY COVERAGE AREA *COMPLETELY* ENCOMPASSES THIS 600 MILLION DOLLAR MARKET.

REPRESENTED BY

PAUL H. RAYMER CO.

Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons
Portland—
► WCSH-TV (6) NBC; Weed; 123,700
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 561,099
► WBAL-TV (11) NBC; Petry; 561,099
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 561,099
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 60,384

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 447,464
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 404,180
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 484,930
Rochester—
► KROC-TV (10) NBC; Meeker; 85,485
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 489,100
► WMIN-TV (11) ABC, DuM; Blair; 484,930

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 52,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 93,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
► KSWM-TV (12) CBS; Venard
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 414,615
► KMBC-TV (9) CBS; Free & Peters; 414,615
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 52,600
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 14,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,109
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
► WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KOAT-TV (7) ABC, DuM; Hollingbery; 43,797
► KOB-TV (4) NBC; Branham; 43,797
► KGGM-TV (13) CBS; Weed; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 294,580
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-10/8/54

Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 12,639

New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 378,800

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,460
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 348,000

Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 147,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 30,000
► WLOS-TV (13) ABC, DuM; Venard

Chapel Hill†—
WUNC-TV (*4) 9/30/53-Oct. '54.

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073

Durham†—
► WTVD (11) ABC, NBC; Headley-Reed; 116,864

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 83,400

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 224,064
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 30,000

Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 20,000

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 62,973

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 288,132

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 173,820

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 281,522

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 103,095
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 184,745
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 81,118

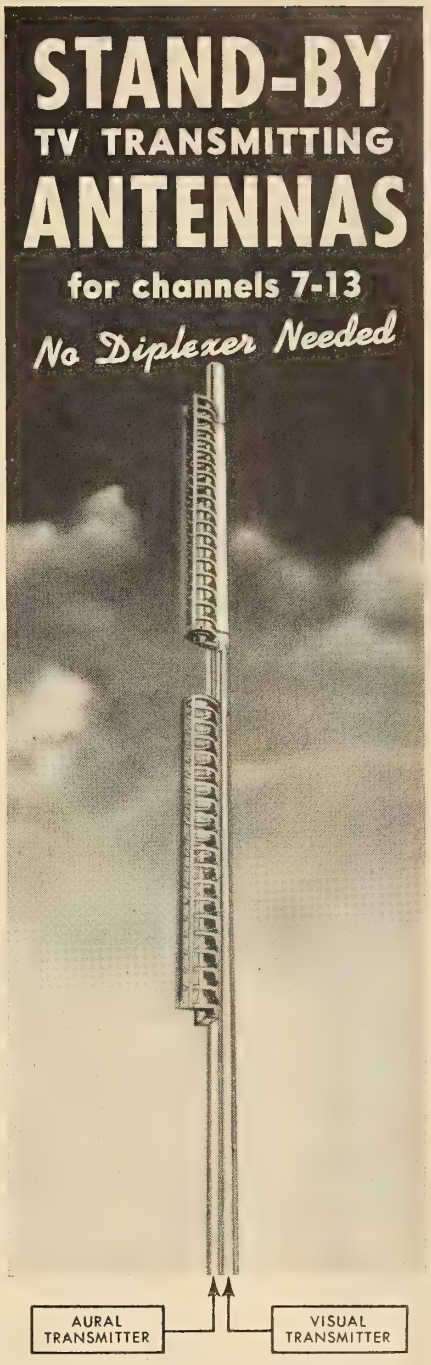
Chambersburg†—
WCHA-TV (46) See Footnote (d)

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 34,605

Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423





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Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 779,607
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 193,150
New Castle†—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 172,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 171,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 180,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 59,200
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 126,334
► WNOK-TV (67) CBS, DuM; Raymer; 60,000
Florence†—
WBTW (8) CBS; CBS Spot Sls.; 11/25/53-10/3/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 84,197

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 86,980
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,900
Memphis—
► WHBQ-TV (13) CBS; Blair; 291,181
► WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 194,682
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,307
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 55,564
► KGNC-TV (4) NBC, DuM; Katz; 55,564
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 57,280
KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 57,280
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
Texas State Network (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000
325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 41,237
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 362,000
KTLJ (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 62,365
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell: 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 207,658
► WOAI-TV (4) NBC; Petry; 207,658
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 86,889
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
► KETX (19) CBS, NBC, DuM; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 40,375
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 165,200
► KTVT (4) NBC; Blair; 165,200
► KUTV (2) ABC; Hollingsbery

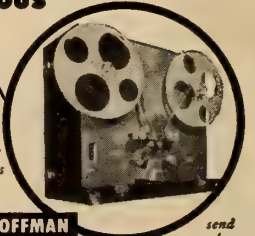
VERMONT

Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WORLD FAMOUS
S-5
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STANCIL-HOFFMAN
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Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 329,247
►WTOV-TV (27) ABC, DuM; Forjoe; 112,000
►WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 462,058
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 267,837

WASHINGTON

Bellingham†—
►KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 370,100
►KOMO-TV (4) NBC; Hollingbery; 370,100
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) NBC; Katz; 79,567
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Bolling; 3/18/54-10/15/54
Tacoma (Seattle)—
►KMO-TV (13) Branham; 370,100
►KTNT-TV (11) CBS, DuM; Weed; 370,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
►WCHS-TV (8) CBS. DuM: Branham
►WKNA-TV (49) ABC, DuM; Weed; 42,942
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
►WSAZ-TV (3) NBC; Katz; 442,240
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-Oct. '54
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
►WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 54,000
►WMTV (33) ABC, NBC, DuM; Meeker; 58,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 406,700
►WOKY-TV (19) ABC, DuM; Bolling; 343,057
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 695,785
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)
Neenah—
►WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
►KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-10/15/54

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 12,000
►KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC, DuM; NBC Spot Sls; 60,000
►KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
►CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London, Ont.—
►CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—
►CBOT (4) CBC; CBC; 38,500

Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
►CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 9,102

Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000

Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 406; total cities with stations on air: 272. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,859,915.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 6-7: Central Canada Broadcasters Assn., Royal York Hotel, Toronto.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.

Oct. 22-23: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

JANUARY 1955

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

The All-Pervasive Medium

PRELIMINARY results of two nationwide surveys—one made by Alfred Politz Research Inc. for Broadcast Advertising Bureau and the four national radio networks [B•T, Sept. 27] and the other by J. A. Ward Inc. for MBS (page 87 this issue)—make one wonder why some people are so ready to write off radio.

Both surveys show that approximately 95% of the nation's homes have one or more radios in working order. Both show that while some 60% of all U. S. families also own tv sets, the vast majority of televiewing goes on in the living room, while radio is found throughout the house, in kitchen, bedroom, den and frequently in the bathroom, too. Furthermore, both studies stress the millions of radios in automobiles, where tv cannot venture.

These figures merely confirm what broadcasters have long known, that radio is everywhere, able to reach virtually the entire population at any time and reaching a considerable part of it at all times. What other medium in the entire history of advertising has ever been able to even come close to making such a claim?

Radio, moreover, as MBS Research Director Richard Puff points out, offers advertisers an unparalleled opportunity to reach their prospects at "point of use," when their minds are focused on another activity in addition to listening. What better time to describe a foamier shave cream, a sharper razor, than to a man while he is shaving? What better time to tell the housewife of tastier, easier-to-prepare foods than when she is getting dinner? The motorist on the road is the ideal prospect for gas, oil, tires and all sorts of automotive equipment—and the only way to reach him is by radio.

Let's not quibble. Television, in the right time and place, is probably the most effective advertising medium the world has ever known. But radio's time is all the time, its place is every place, its values such that no advertiser should overlook them and no radio salesman should allow any client or prospect to forget them for a minute.

No Gain

IN THIS, the fourth year of monopoly control over football television by the National Collegiate Athletic Assn., it should be evident even to the NCAA's most ardent supporters that national restrictions won't work.

For one thing, a limited, once-a-week schedule will never again bring in the television money that it has last year and this. It is unlikely that any tv network in the future will wish to gamble as much as ABC-TV did this year in buying rights to the NCAA games. On unofficial but authoritative word, ABC-TV will lose money on its $4 million football package and stands to lose more if it cannot sell out its coverage of other college sports which it agreed to carry as a condition to its receiving the football rights.

For another, individual universities which are on the NCAA's football schedule are discovering that the plan does not assure desired results. The Big Ten has argued for regional football tv control and, as noted elsewhere in this issue, is obtaining support for that position from Pacific Coast Conference colleges.

While regional control itself would not be wholly satisfactory, it at least would be a step toward the only logical means of handling football television—the free choice by individual colleges as to whether they will allow their games to be televised.

A national schedule of one game per week ignores the wishes of football fans whose interests are largely in teams in their own areas. Regional schedules would be more realistic; local arrangements would be ideal.

Under local control, football telecasts could be used to promote local interest in the game and, with proper management, would increase attendance at the playing fields. To a lesser degree the same can be said of regional schedules.

The present monopoly provides, at best, only one television game per year of particular interest to any section of the country. The NCAA may be right in saying that such a restriction avoids reduction of gate receipts, but it also does nothing to build up attendance. It is, in short, a reactionary device which has proved its own uselessness.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Emily! Come see what some damfool woman is trying to sell!"

The Chairmanship "Rotates"

FOR SOME months it has been apparent that President Eisenhower had no intention of renaming Rosel H. Hyde chairman of the FCC—a post he had filled with distinction since 1953. He had carried the heaviest burden of any chairman in FCC history as the first Republican to hold that office since the FCC's creation.

The professional politicians, it seems, were unhappy about the manner in which Mr. Hyde had handled patronage. Evidently they wanted a clean sweep of hold-over Democrats, without regard to merit, civil service, or availability of qualified replacements. Mr. Hyde had grown up in the FCC and its predecessor Radio Commission. It wasn't in his makeup to cashier those who were not out-and-out political appointees and who may have had no place to go. His job was to keep the processing lines moving, notably on tv, and he had to have people to do the work.

Although preordained since last April 18, when Mr. Hyde's initial one-year term had expired (he has been acting chairman since) his supporters had hoped the President would change his mind. The show-down came with the resignation of George Sterling, necessitating a new appointment by Sept. 30, unless the FCC was to function at less-than-full strength.

In choosing George C. McConnaughey of Ohio as the new commissioner and new chairman, President Eisenhower selected a strong administrator and an attorney who without question is highly qualified to serve on the FCC. He has a distinguished record. Those who have worked with him, both in Ohio, where he served as chairman of the Public Utilities Commission (1939-1945) and during the eleven months he has been chairman of the Renegotiation Board, sing his praises. His ability as an administrator, demonstrated in his accomplishments in renegotiating complex defense contracts, caught the eye of the President.

There are those who look with concern upon the appointment of another "common carrier" expert to the FCC. They fear that common carrier concepts might be injected into the broadcast field, which by statute is not common carrier or subject to rate regulation. We have read some of Mr. McConnaughey's recent public utterances, and they clearly indicate that he is a free enterprise advocate and believes fervently in a minimum of government interference with private business.

The administration statement was that Mr. McConnaughey's appointment is in line with the "rotation policy" on chairmanships. This isn't convincing. Mr. McConnaughey is being rotated from one commission to another in an entirely new regulatory area.

Nevertheless, Mr. McConnaughey, as the President's selection, deserves and most assuredly will receive the cooperation of his colleagues. Mr. Hyde reverts to the status of a commissioner. His term runs until June 30, 1959. He has no intention of quitting. Nor should he. He has grown in stature. And he will continue to grow. He has the respect and the esteem of all who know him, with the exception of a few pettifogging politicians who were after his scalp.

If You're Shooting for Audience IMPACT



...then you must Shoot for WBRE-TV in this vast Northeastern Pennsylvania Market!

with WBRE-TV . . .

You Get a complete schedule of NBC shows . . . the most powerful ever presented on TV, plus outstanding local productions and a news service which covers the entire Northeastern quarter of the state . . . . . and RCA - NBC Color.

You Get . . POWER . . 225,000 watts now serving 1,355,000 population with a set count of 174,000 and in a matter of weeks, 1,000,000 watts covering a population of over 2,000,000.

You Get the best quality picture . . . consistently ! The result of engineering know-how equalled by few and acknowledged by those who are in a position to judge. In addition you get 30 years of selling advantage that has produced phenomenal results for WBRE Radio and TV advertisers.

You Get a thoroughly television conscious coverage in a highly industrial and agricultural area in the Wilkes-Barre, Scranton, Carbondale, Williamsport, Sunbury, Hazleton, Shamokin, Shenandoah, Bloomsburg, and Berwick markets.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.

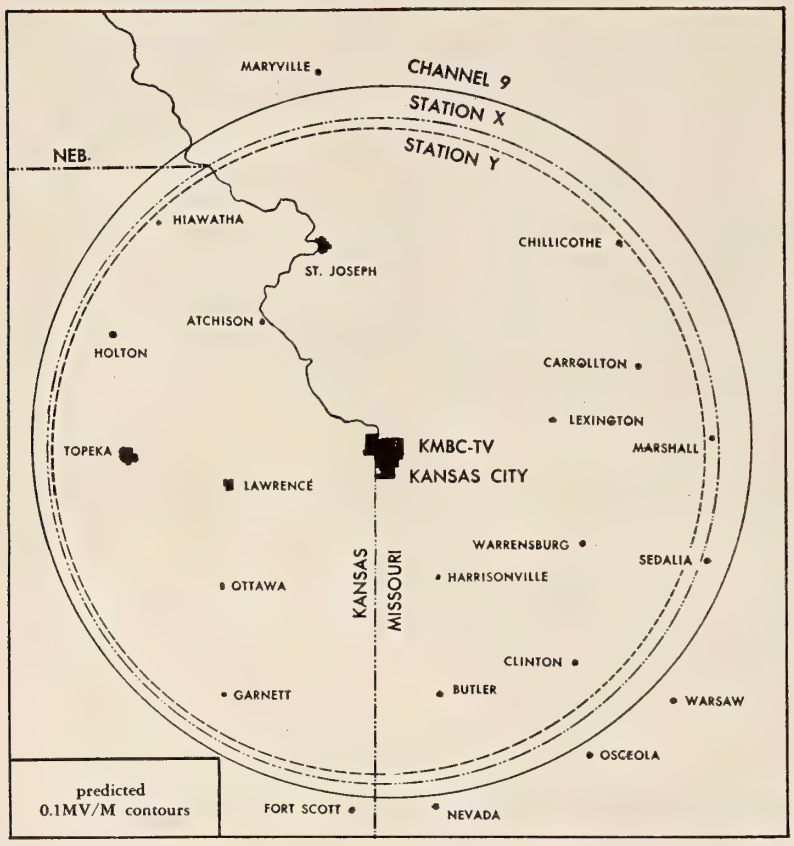
The BIG TOP goes up in Kansas City—

KMBC-TV

TALL TOWER in Operation Next Week
Equipped for Telecasting in Color

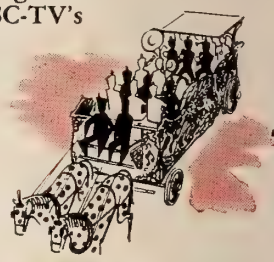
1,079-foot tower . . . . 316,000-watts power

As you read this page, work proceeds day and night on the new KMBC-TV tower and RCA transmitter installation in Kansas City. These new facilities make Channel 9 the undisputed BIG TOP TV station in the Heart of America. The predicted 0.1 mv/m coverage map, prepared by A. Earl Cullum, Jr., consulting engineer, shows how KMBC-TV increases the Kansas City television market by thousands of additional TV homes.



BIGgest power
TOPmost tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage *plus* the audience-holding programming of CBS-TV . . . the nation's leading network . . . combined with KMBC-TV's own great local shows.



Get on the CHANNEL 9 Bandwagon NOW!

Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.

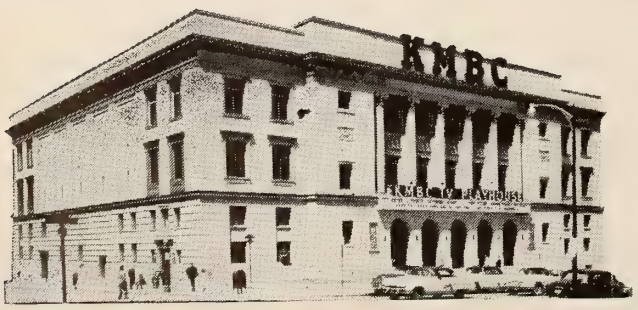


FREE & PETERS, INC.
National Representatives

CBS TELEVISION

Basic Affiliate

Kansas City's Most Powerful TV Station



ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.



KMBC-TV

The BIG TOP Station in the Heart of America

Don Davis, Vice President

John T. Schilling, Vice President and General Manager

George Higgins, Vice President and Sales Manager

. . . and in Radio it's KMBC, Kansas City, Missouri

KFRM for the State of Kansas

CTOBER 11, 1954 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

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re Time for Radio-Tv
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On Agency Row
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Uniform Libel Law
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CBS Sells Minority
In Washington
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EATURE SECTION
Begins on Page 95

24TH year
THE NEWSWEEKLY
OF RADIO AND TV



Radio's rarin' in Baltimore!

...and the BIG BARGAIN buy is still W-I-T-H

143,000 radio sets sold last year; only 48,000 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

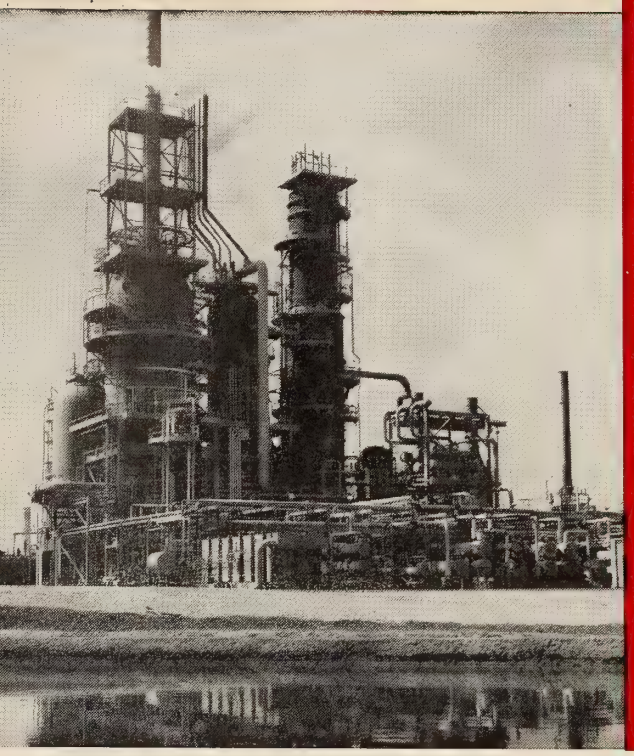
Last year more than 143,000 radio sets were added in the Baltimore area. Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

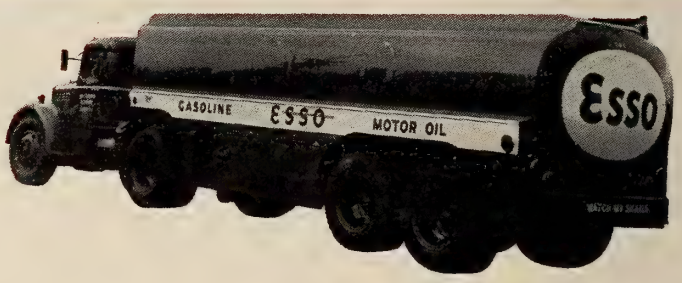
Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.

IN BALTIMORE
WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY







ESSO DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

Esso Standard Oil Company knows its business well. It does a *complete* job in the refining, distribution and sale of Esso products. The geologist, rigger, chemist, tank truck driver and your Esso Dealer are but a few of the skilled members of the Esso family. And their specialists in advertising effectively use the air to develop wide distribution and sale of Esso products.

Specialists in management and programming at the Havens & Martin Stations, Inc., also do a complete job. You'll find a combination of experience through pioneering and program imagination that has built up large and loyal audiences in the rich areas around Richmond. It's a complete job of turning ideas into sales results for advertisers on WMBG, WCOD and WTVR. Plan your campaign to work hand in hand with the "First Stations of Virginia."



Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by the Bolling Co.

FOR SUCCESSFUL SALES CAMPAIGNS IN THE INTERMOUNTAIN WEST

Latch On to these Merchandisers*



*Plus eleven more waiting in Nebraska, Colorado, New Mexico and Texas.

Inter Mountain Network

Lynn L. Meyer, President

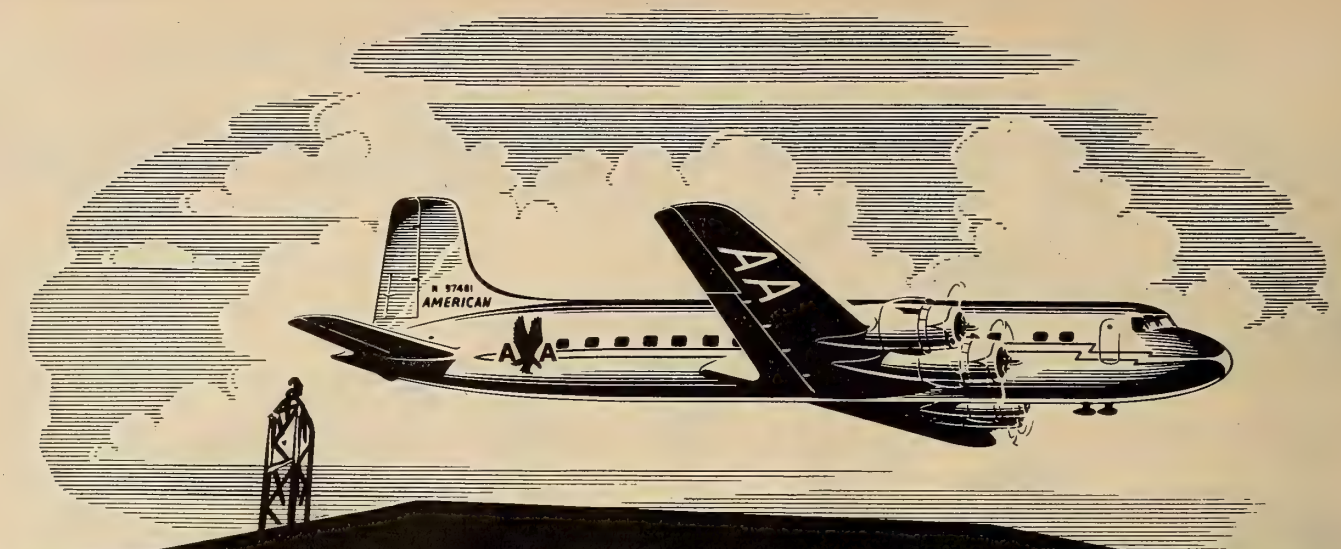
The plus in every campaign hinges heavily on the effectiveness of the merchandising. Intermountain Network station managers are strong on promises—stronger on delivery. Latch on to these experienced merchandisers—rope extra sales.



Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



AMERICAN AIRLINES

AMERICAN AIRLINES buy 8580 hours on KRLD

12 MIDNIGHT UNTIL 5:30 A.M. 6 DAYS EACH WEEK FOR FIVE FULL YEARS

It's the BIGGEST order in KRLD's history, and we're mighty proud of it.

The confidence the great AMERICAN AIRLINES has shown in KRLD's ability to cover the entire southwest with its "Midnight 'til Dawn" program alone, demonstrates again KRLD's outstanding leadership among the nation's MAXIMUM POWER radio stations.

KRLD Radio's 50,000 watts full-time power penetrates into every nook and corner of the Great Southwest; and in Dallas and Fort Worth, more people listen to KRLD morning, afternoon and evening, 7 days a week, than to any other station or frequency. Pulse . . . April-May, 1954.

KRLD 50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, *Chairman of the Board* . . . . . Clyde W. Rembert, *President*

NOW OPERATING 24 HOURS A DAY ON 1080 KC

closed circuit®

GEORGE C. McCONNAUGHEY took $2,500 salary cut in accepting FCC chairmanship. As chairman of Renegotiation Board he earned $17,500 annually. FCC chairmanship (and commissionerships) pays $15,000. Government salary, however, is not of critical importance to Mr. McConnaughey, who has had successful law practice, now being carried on by one of his two sons, George Jr., in Columbus, Ohio.

★ ★ ★

CERTAIN to provoke widespread interest, if not criticism, is radio campaign planned for Kirvon "breast-developer" tablets. World Wide Pharmacal Distributing Co., Chicago, which imports tablets from France, and its agency, Thomas Wainwright & Assoc., say several stations in Midwest have accepted test campaign. Agency is now working on commercial copy problem, which obviously will be intricate.

★ ★ ★

DON'T CONSIGN to File X name of Lewis E. Berry, who lost appointment to Sterling vacancy on FCC to George C. McConnaughey. Michigan Republican, now deputy department counselor of the Army [B•T, Sept. 20], reportedly is next in line for any Republican vacancy that may develop. He's championed by Sen. Potter (R-Mich.) who asserted himself rather briskly when his man failed to get Sterling spot.

★ ★ ★

DECISIONS of FCC hearing examiners in comparative tv fights are being knocked over at rate of 2-to-1 with reversal by the Commission last week of an examiner's recommendation in Sacramento ch. 10 case (story page 58). Of nine major comparative cases, Commission has reversed examiners in six.

★ ★ ★

SLATED TO be new general manager of KFSD-AM-TV San Diego, acquired by Fox, Wells Co. from Airfan Radio Corp. Ltd. for $2.8 million (now awaiting FCC approval), is William Goetze, San Francisco agency man and partner in firm of Elliott, Goetze & Boone. Although he has had no direct station operating experience, Mr. Goetze reportedly is front runner, because of his knowledge of West Coast people and places and civic as well as business recognition.

★ ★ ★

WTOP-TV Washington, effective Nov. 1, increases its Class A one-hour network rate from $1300 to $1500. Spot rate was increased to $1500 Oct. 1. (See story page 64 on sale by CBS of its 45% interest in WTOP Inc. to Washington Post Co.)

★ ★ ★

THOUGH he chose career before his father ever thought of joining FCC, David C. McConnaughey, other son of new FCC chairman, got unpremeditated break when his father took new job. David, now Air Force lieutenant in charge of Armed Forces Radio station in Japan, studied radio at Denison U., Ohio, has long planned to enter that field upon release from service.

★ ★ ★

CHALK up minor government relations triumph for Frank (Scoop) Russell, NBC vice president in Washington. Gallantly calling new FCC chairman's wife, whom he did not know, he offered RCA color tv set for Mr. and Mrs. McConnaughey's apartment. Set now reposes in living room. Until getting it, neither had seen color program. (All other Commissioners have color sets loaned for testing purposes.)

★ ★ ★

REPORTS circulating that Robert H. O'Brien, ABC executive vice president, may not return to network's high command following completion of current vacation. Before merger of ABC with United Paramount Theatres, Mr. O'Brien was secretary-treasurer of UPT and with assignment to ABC executive vice presidency he continued as AB-PT financial vice president and secretary.

★ ★ ★

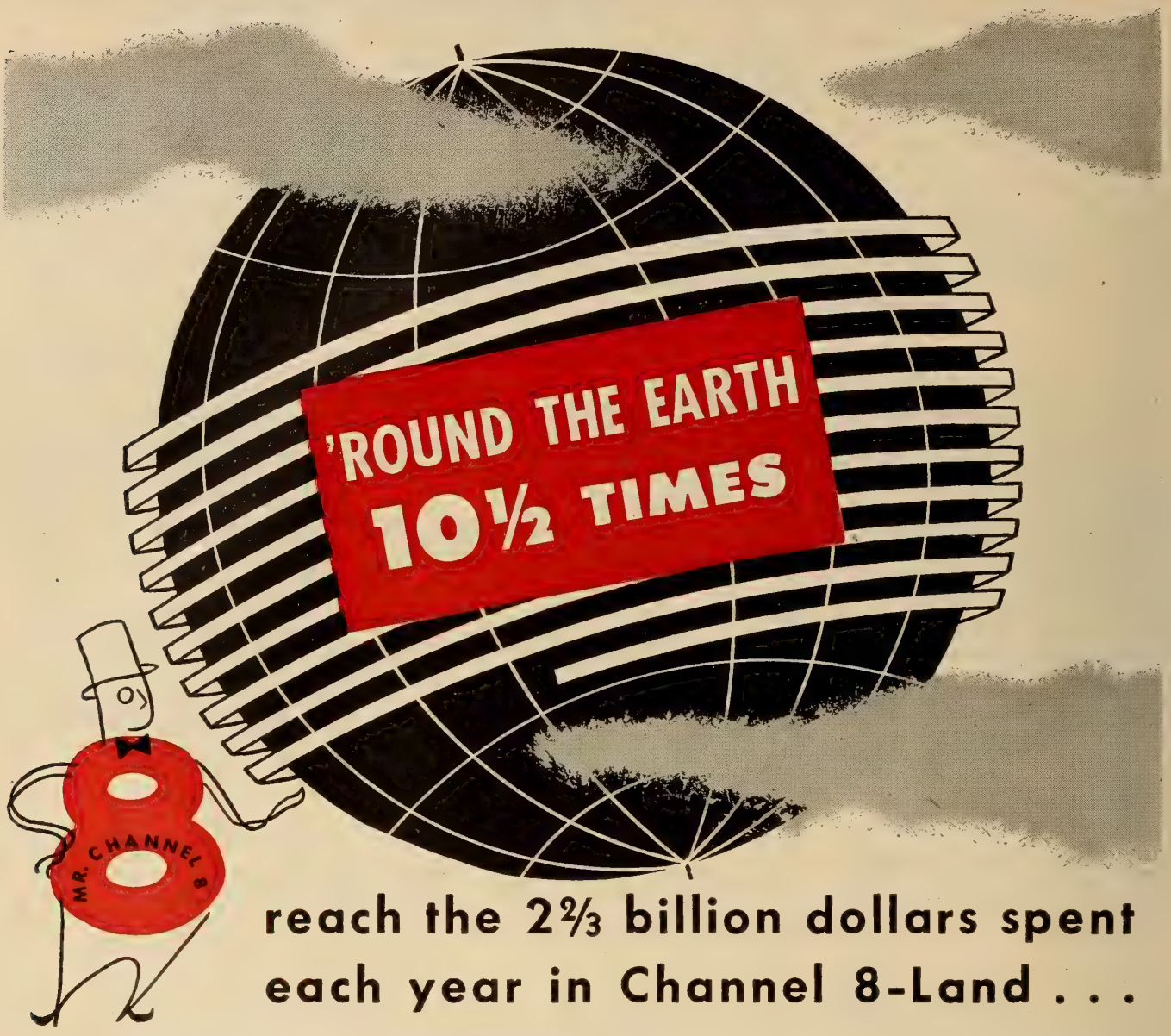
AMERICAN Safety Razor Co., (Pal blades) New York, plans to launch spot announcement radio campaign in about 100 markets, effective late in October. Schedule will run from four to six weeks, through BBDO, New York.

★ ★ ★

FORMAL farewell party for former Comr. George E. Sterling, who retired Sept. 30, will be held during Christmas holiday season—largely at behest of ex-Commissioner himself. Assn. of Federal Communications Consulting Engineers will be host at cocktail party with Washington's communications officialdom and legal practitioners among guests.

the week in brief

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reach the 2⅔ billion dollars spent each year in Channel 8-Land . . .

. . . that is if all these paper dollars were laid end to end. This is one way of saying that 2⅔ billion dollars is a tremendous amount of money. In vast, rich Channel 8-Land, 2⅔ billion dollars is spent each year in retail sales; effective buying income is 4½ billion dollars. Use this super-powered station to get your share of this rich profit potential.

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 watts

SUPER-POWER

STEINMAN STATION

Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

at deadline

Strotz Back in Industry As Head of Film Firm

SYDNEY STROTZ, for 20 years with NBC as vice president in Chicago, New York and Hollywood and now head of Coca-Cola bottling companies in Pittsburgh and San Jose, Calif., is returning to broadcast programming as president of Trans World Films Inc., new tv and motion picture producing company, with offices in Pittsburgh and Hollywood.

Harry Kodinsky, public relations consultant and director of International Television Productions, will serve Trans World as executive vice president, secretary and a director. Arch Lhormer, prominent in building, contracting and financing, is treasurer. Irwin D. Wolf, vice president of Kaufmann's and May Co. (department stores), is a director.

"Trans World Films is presently acquiring important properties for television use," Mr. Strotz said, stating that within a few days TWF would shortly announce names of programs and writers.

Dist. 10 Urges Emphasis On Radio-Television Week

NARTB Board should place more emphasis on National Radio & Television Week, NARTB District 10 delegates resolved Friday at Omaha meeting (early story page 39). Decade-old National Radio & Television Week, co-sponsored by NARTB and Radio-Electronics-Tv Mfrs. Assn., will be observed Nov. 7-13. Other resolutions followed pattern of previous district meetings.

Paul Adanti, WHEN-TV Syracuse, guest speaker at tv session with following panel: Thad Brown, NARTB tv vice president; Ernest C. Sanders, WOC-TV Davenport, on merchandising; Owen L. Saddler, KMTV (TV) Omaha, on local sales; George J. Higgins, KMBC-TV Kansas City, on integration. Discussion included comments by Ralph Evans, WHO-TV Des Moines and WOC-TV; Frank P. Fogarty, WOW-TV Omaha; John Conwell, KOMU-TV Columbia, Mo.; A. James Ebel, KOLN-TV Lincoln; Robert R. Tincher, KVTV (TV) Sioux City; Arden E. Swisher, KMTV, and Fred Ebener, WOW-TV.

Fellows Calls on Business To Aid Industry Battle

BUSINESS interests must support broadcasters in resisting government encroachment on radio and tv or they will face loss of right "to pursue commerce in the established patterns of American progress," NARTB President Harold E. Fellows told Downtown Kiwanis Club of Omaha at Friday session.

He called attention to "more and more rumbling" about advertising of tobacco as well as alcoholic beverages.

General Teleradio Film Session

KEY sales representatives of General Teleradio's Film Div. called to New York for Oct. 14 meeting and previews of new film series to be introduced this fall. Thomas F. O'Neil, president of General Teleradio and Mutual, and Dwight Martin, head of Film Div., are expected to discuss four new film series, not identified.

ABC-TV CO-OP IDEA

NEW selling concept is emerging at ABC co-op department, with network's WABC-TV New York and WBKB(TV) Chicago as prime movers. Department is offering *Kukla, Fran & Ollie* to affiliates (and reportedly even non-affiliates) as "program service" feature for local sale. Stations pay flat per-program cost on basis of local rate cards and populations in area.

Method embodies principle of film package but is fed live. Thirty stations presently carrying *KFO* but understood nightly 15-minute strip will be offered to at least 100 stations on above basis. Idea reportedly conceived by John M. Mitchell, vice president and general manager of WABC-TV, and Sterling Quinlan, vice president in charge of WBKB (TV).

Vick Chemical to Sponsor Radio Musical Spot Series

VICK CHEMICAL Co., New York, (Sofskin), will sponsor spot announcement campaign using specially written song on 50 radio stations in 25 major markets, effective Oct. 18. Spots are 20 seconds, one minute and 2 minutes 45 seconds long. Vick assigned Nelson Ideas, Schenectady, to write "popular" type song, entitled "Ma Went to Town," which incorporates Sofskin name in lyrics. Music is combination, hillbilly, calypso, and samba.

Russel French, product manager of Vick, personally visited most of markets involved and asked stations to submit best availabilities for three different lengths of record. Although entire budget was not revealed, B•T learned that as much as $8,000 in one market was appropriated for six-week campaign. Frequency of spots varies from 30 to 65 or 70 announcements per week per market.

Morse International, New York, handled spot buys.

RESEARCH NEEDED

RESEARCH is contributing vastly to increase in mass production of goods, Edgar Kobak, president of Advertising Research Foundation, New York, told Louisville Adv. Club Friday, but industry should develop and use advertising research to help sell more goods more effectively.

He referred to "unwise practice" of spending so little money on advertising and research to help sell products more economically, as compared to "countless millions of dollars being spent for scientific research used in developing new products." He called attention to long-awaited ARF report, "Bold Venture" which he said is due for publication shortly, on "recommended standards for radio and television program audience size measurements."

• BUSINESS BRIEFLY

RHODES DRIVE • Rhodes Pharmacal Co., Cleveland, through Pringle-Gotthelk Assoc., N. Y., sponsoring Mon.-Wed.-Fri. portions of *News by Ben Grauer* (Mon.-Fri., 3-3:05 p.m. EST) and Procter & Gamble Co., Cincinnati, through Compton Adv., New York, taking *Woman in My House* (Mon.-Fri., 4:45-5 p.m. EST). Miles Labs., Elkhart, Ind., through Geoffrey Wade Adv. Chicago, renewed *Break the Bank* (Mon.-Fri., 10:45-11 a.m. EST).

NBC RADIO ACCOUNTS • List of new business and one renewal announced Friday by NBC Radio. New business includes: Armour & Co., Chicago (Dial soap), through Foote, Cone & Belding, Chicago, for participations in *Fibber McGee & Molly* (Mon.-Thurs., 10-10:15 p.m. EST), starting Nov. 1 and *It Pays to Be Ignorant* (Mon.-Fri., 5:45-6 p.m. EST), starting Nov. 5; Miles Labs., Elkhart, Ind., through Goeffrey Wade Adv., Chicago, for *Just Plain Bill* (Mon.-Fri., 5-5:15 p.m. EST); General Foods Corp., N. Y., through Young & Rubicam, N. Y., for Thurs-Fri. portions of *Mary Margaret McBride* in new time period (Mon.-Fri., 10-10:10 a.m. EST).

TV IN 40 MARKETS • Taylor Reed Corp., (Q-T frosting), Glenbrook, Conn., to start television spot campaign in middle of October in about 40 markets with four to six-week schedule, through Charles W. Hoyt, N. Y.

August Tv Set Output Sets New Record for Year

OUTPUT of tv sets zoomed in August to record for year, reaching 633, 387 receivers and bringing eight-month total in 1954 to 3,785,519 units, according to Radio-Electronics-Tv Mfrs. Assn. August output last year totaled 603,760 tv sets, with 1953 eight-month total 4,754,285 sets.

Radio production totaled 785,499 sets in August compared to 991,637 last year. Eight-month output in 1954 totaled 6,110,119 radios compared to 8,932,638 in same 1953 period.

Of tv production, 93,404 of August sets had uhf tuning, with 787,698 uhf types produced in eight months of 1954. Of radio sets, 15,936 August units had fm plus 718 tv sets with fm tuning.

Radio and tv set output for first eight months of 1954 follows:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks.)	544,142	226,350	141,904
July	306,985	150,002	39,447
August	633,387	280,607	74,713
TOTAL	3,785,519	1,743,880	957,199

	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks.)	336,733	132,668	837,655
July	191,512	57,100	438,061
August	275,008	155,171	785,499
TOTAL	2,547,413	861,627	6,110,119

Precious Time

Every minute, night and day



WJBK DETROIT

Make every minute count toward greater sales
in Michigan's richest market.
It costs you less to reach
more people, more often on WJBK,
tops night and day in news, music and sports
. . . tops in consistent high tune in
every hour of the day in more than
973,000 radio homes, on 915,000 car radios.

A STORER STATION

Represented National
THE KATZ AGENC

National Sales Director, TOM HA
118 E. 57th, New Yo
ELDORADO 5-7690

at deadline

Van Volkenburg Named Head Of Advertising Week Group

J. L. VAN VOLKENBURG, CBS-TV president, named general chairman of Advertising Federation of America's committee working with Advertising Assn. of the West in co-sponsorship of National Advertising Week, planned for second week in February. Members of his committee include Howard P. Abrahams, National Retail Dry Goods Assn., N. Y.; Ted Bergmann, managing director, DuMont Television Network, N. Y.; W. S. Brown, vice president, Canada Dry Ginger Ale., N. Y.; Gene Flack, director of advertising, Sunshine Biscuits Inc., N. Y.; Robert E. Kintner, president, ABC; Roger LeGrand, Cramer-Krasselt Co., Milwaukee; Thomas F. O'Neil, president, MBS; Roger Pryor, vice president, Foote, Cone & Belding, N. Y.; Tom W. Ragland Jr., WHBQ Memphis; Charles N. Schmidt, U. S. Steel Corp., Pittsburgh; Gordon Teague, Magnussen & Teague Adv., Fort Worth; Calvin G. Voorhis, D'Arcy Adv., Atlanta.

Foote, Cone & Belding, N.Y., has volunteered to serve as task force agency for AFA portion of National Advertising Week observance under direction of Roger Pryor as account executive.

New Background Music Firm Organized by Percy Deutsch

NEW background music service firm, Magne-Tronics Inc., offering exclusive territorial franchises to radio station owners and operators, is screening some 100 "applications," firm spokesman said Friday.

Magne-Tronics, 122 E. 42d St., N. Y., with Percy L. Deutsch, formerly with Audio-Video Recording Co., N. Y., as president, utilizes leased-wire system employing tapes via push-button tape studio. Tapes are duplicated from "exclusive master library of over 5,000 musical selections with 50 new titles recorded each month." Under plan, firm derives revenue from annual license fee scaled to population and from low monthly tape rentals plus fixed $1.50 monthly fee assessed subscriber regardless of installation or audience size. Service provides sales and operational assistance to franchise holders.

Delaware Shift Asked

APPLICATION to move daytimer WJWL Georgetown, Del. (1 kw on 900 kc), to Philadelphia was filed with FCC Friday. At same time, owner Rollins Broadcasting Co. filed application for new Georgetown, Del., station asking 1 kw daytime on 1250 kc. Rollins Broadcasting is owned by John W. and O. Wayne Rollins, who also own WAMS Wilmington, Del.; WRAD Radford and WRAP Norfolk, Va., and WNJR Newark, N. J. John W. Rollins is lieutenant governor of Delaware.

CBS Spot Radio Meeting

ANNUAL meeting of CBS Radio spot sales executive, including general managers and sales managers of six CBS-owned outlets and eight stations affiliated with spot sales unit, will be held Wednesday and Thursday at Savoy-Plaza Hotel in New York.

Three-Day New York Session Opened by Women's Group

AMERICAN Women in Radio & Television opened three-day New York State conference Saturday at New York's Park Sheraton Hotel.

Problems of juvenile delinquency, status of radio and television in New York State, and workshops on many phases of radio-tv were to get attention in morning and evening sessions. Details and arrangements were under supervision of Chairman Jane Barton, program director of New York State Radio & Motion Picture Bureau, Albany, and Vice Chairman Barbara Jones of Donahue & Coe, N. Y.

Network Vps to Testify At Hearing on Delinquency

TWO network vice presidents and probably third will testify before the Senate Juvenile Delinquency Subcommittee which holds hearing Oct. 19-20 on "crime" and "horror" television programming for children (see story, page 42). They are Robert H. Hinckley, ABC, and Merle S. Jones, CBS. Charles R. Denny, NBC, former FCC chairman, probably will represent that network, subcommittee spokesman said.

Hits 'Bribe' Testimony

FCC witness who alleged Thursday she had been offered $50,000 bribe to "dress up" her testimony or not appear in license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. (early story page 46), was characterized Friday as "congenital liar" by Lamb counsel during sharp cross-examination. Marie Natvig earlier said tall thin man by name of Milling Underwood made offer in late September, suggested she go to Mexico, but Lamb counsel charged Mr. Underwood is "figment" of her imagination and doesn't exist. Mrs. Natvig is to appear today (Monday) for further cross examination by Lamb attorneys.

Kluge Acquires Ohio Outlet

SALE of WTRF Bellaire, Ohio (Wheeling), by Tri-City Bcstg. Co. for $90,000 to broadcaster John Kluge reported by Blackburn-Hamilton Co., station broker. Tri-City keeps ch. 7 WTRF-TV Wheeling. Mr. Kluge is principal in WLOF Orlando, KXLW St. Louis, WKDA Nashville, WILY Pittsburgh and WGAY Silver Spring, Md. After FCC consent to sale, WTRF-AM will change to new call. WTRF Manager Frank Curtis and other radio staff are to be retained, it was announced.

Little Rock Tv Withdrawal

WAY was paved Friday for grant of Little Rock, Ark., ch. 11 to Arkansas Television Co., with withdrawal of Arkansas Telecasters Inc. application due to "changed economic conditions" and reimbursement of $60,000 for expenses. Arkansas Telecasters, composed of four Little Rock Businessmen, three of whom have interests in KXLR North Little Rock, submitted accounting of $61,595 expenses which included $17,408 for legal fees; $2,700 option payments for land, $2,000 engineering. Arkansas Television is composed of KTHS, 42%; *Arkansas Democrat*, 42%, and National Equitable Life Insurance Co., 16%.

PEOPLE

ROBERT E. WILLIAMS, former director of media, Comstock & Co., Buffalo, to NBC-TV network sales department, N. Y., as sales development representative.

WILLIAM H. SHAW appointed national service manager of Hallicrafters Co., Chicago.

CHARLES LEDHAM, formerly with ABC-TV research and promotion, to Paul H. Raymer Co., station representation firm, as promotion manager.

EDWIN A. FREED, operational head and sales manager, General Instrument Corp., Elizabeth, N. J., appointed general sales manager of firm.

FCC Order Warns Employes To Watch Their Conduct

WARNING that FCC employes must watch their steps in outside personal conduct became Washington *cause celebre* Friday. Order, warning that FCC employes must weigh actions in outside employment, writing for publication, accepting gratuities, financial interests, disclosing information, and must beware of "scandalous conduct," was distributed to Commission employes over signature of then Chairman Rosel H. Hyde Sept. 21.

Biggest "play" was given details of scandalous conduct: brawling, being drunk, using abusive language in public, attending loud and disorderly parties, or "engaging publicly in any conduct which, although not necessarily illegal, is not condoned by society." Directive was termed "far-fetched" by FCC Comr. Frieda B. Hennock.

Henry T. Stanton

FUNERAL services for Henry T. Stanton, 67, vice president and western manager of J. Walter Thompson Co., who died at Palo Alto, Calif., Hospital Thursday, were to be held Saturday at St. Matthews Church, San Mateo, Calif.

Poller Denies WCAN Offers

WCAN Milwaukee has neither received nor accepted any firm offers, Lou Poller, president of the 5 kw (1250 kc) facility, announced Friday. WCAN has not been sold nor offered for sale and is operating as usual, Mr. Poller said. Negotiations for sale of WCAN to WEMP Milwaukee (1340 kc with 250 w) for about $250,000 were reported underway last month [B•T, Sept. 13].

WGAD Gadsden, Ala., Sold

PURCHASE of WGAD Gadsden, Ala., by Dick Biddle interests for $40,000 from Curtis DeLamar announced by Mr. Biddle, president of WOWL Florence, Ala. Sale is subject to FCC approval. Radio Muscle Shoals Inc., WOWL licensee, will own 50% of WGAD while Mr. Biddle and James L. Garrett, prospective president-manager of WGAD, each will own 25%.

WNBF-TV Binghamton Boost

WNBF-TV Binghamton, N. Y., operating ch. 12, granted boost in ERP by FCC Friday to 166 kw visual, 83.2 kw aural; antenna height above average terrain 1,200 ft.

Payson Hall Wed in Phoenix

PAYSON HALL, treasurer of Meredith Publishing Co., and director of radio-tv operations, and Dona Wild Telder of Phoenix, were married Oct. 4 in bride's home city. They are residing in Des Moines, Meredith headquarters.



GOOD . . . advertising always pays in the . . . . .

RICH, GROWING NORTH CAROLINA MARKET

BETTER . . . coverage than ever before is yours with RADIO in the . . . . . .

15-county Winston-Salem NORTH CAROLINA Market

BEST . . . buy morning, afternoon and evening is

WSJS

NBC AFFILIATE

600 KC—5 KW AM - FM

Represented by HEADLEY-REED CO.

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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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Framed here, in the symbolic cloverleaf of prosperity, is a low-flying view of the Detroit Steel Corporation's plant at Portsmouth, Ohio, in the heart of the rich Ohio River Valley — also the heart of WSAZ-TV's rich 116-county area. Detroit Steel employs some 4,000 people here, and has spent over $63,000,000 on expansion in the past four years on this largest existing plant in the Portsmouth area.

America's Clover Patch . . .

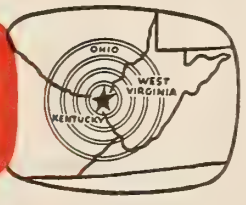
It's less pastoral than the description would indicate — but infinitely more lush than the greenest meadow that ever made happy a herd of Guernseys. This industrial heart of America served by WSAZ-TV is a richer type of clover patch — an area of 116 counties bulging with industries, ever-growing payrolls, and the kind of sales opportunity that soon makes a sales manager run short of vertical room on his wall chart.

Elementary as it is, we must remind you how people with money are always anxious to spend it. What they need most is help in deciding what to spend it on . . help in the form of persuasive messages, ably delivered by a medium in which they have neighborly faith.

Here, in the WSAZ-TV area, that's a set-up. For WSAZ-TV is the *only* medium — counting *all* media — fully and deeply covering these 116 counties where over 400,000 of the biggest-earning (and TV-owning) families live. This is a clover patch of remarkable stability . . a region where big industries are commonplace, and small industries are everywhere . . and *better than two-and-a-half-billion dollars* were spent last year on consumer goods not much different from what *you* sell.

Opportunity here grows tall and profit-green. Whether, saleswise, you want to graze or gulp greedily, WSAZ-TV can be counted on to mow over this whole, incredible pastureland of sales potential for you. But to appreciate the magnitude of WSAZ-TV's whole five-state range, you need the facts. They're awaiting your inquiry at the Katz agency.

WSAZ



TELEVISION

Huntington-Charleston, West Virginia

Channel 3 — 100,000 watts ERP

NBC BASIC NETWORK-affiliated ABC and Du Mont

Also affiliated with Radio Stations WSAZ, Huntington; WGKV, Charleston

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency


WESTPORT
DCU
Chod



what's Charlie got that you haven't?

Charlie Arndt is by choice, instinct and achievement one of the country's shrewdest radio timebuyers.

If he reads that sentence after he steps on the 8:15 out of Westport, Conn., or as he wedges his way through the La-Salle St. station, he'll probably murmur to himself, "Well, mebbe so. But I also married Mary Bowdoin who's one whiz for *facts*. She always says, 'Get it *right,* Charlie; get it right!' "

That as it may, Charlie's a razor when it comes to radio.

Sure he's one of the more than 17,000 radio people who swear by - rarely at - Broadcasting Yearbook.

Maybe he can't twine a wisteria vine, but he *can* wrap up a spot or fifteen-minute campaign that makes millions of people come galloping down the streets hollering, "Gimme! Gimme!"

What's Charlie got that you haven't?

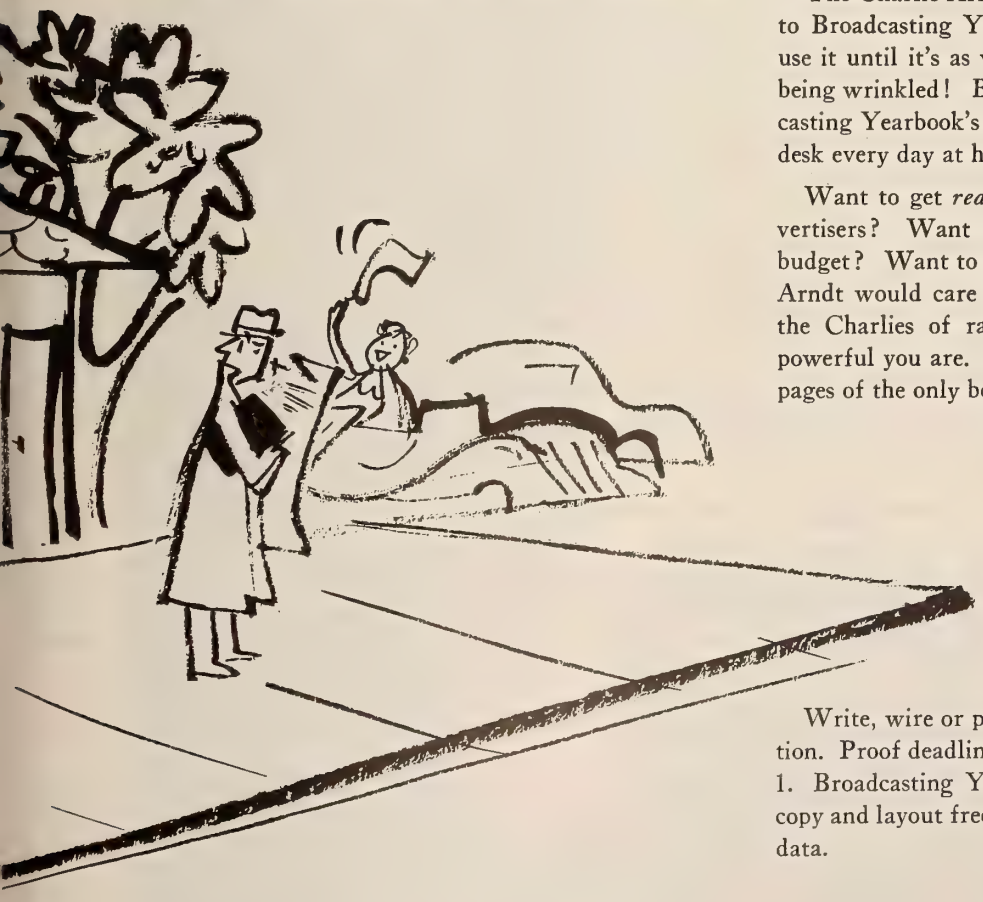
Charlie's got (God, how blunt can we get!) Broadcasting Yearbook. Charlie's got the most fact-packed, well-edited, crisply-written daily reference book in modern American radio.

If pressed - he's rather shy - he'll sing off the total radio billings of every known agency, plus the agency's accounts. He's got the most complete roster of national and regional advertisers down to the last name in the "We-want-radio" unit.

We could go on and on. The darn book is one of the most phenomenal things in modern radio broadcasting.

The Charlie Arndts of today's radio buying read and refer to Broadcasting Yearbook every minute of the day. They use it until it's as wrinkled as an old skiing cap - and that's being wrinkled! But Charlie's brow isn't - thanks to Broadcasting Yearbook's quick, accurate facts that are there on his desk every day at his fingertips.

Want to get *real* results for your station, network or advertisers? Want to make radio the choice slice of every budget? Want to make *your* station the *only* station Charlie Arndt would care to recommend in your area? Then, tell the Charlies of radio buying. Tell them how good and powerful you are. Tell them in a most-referred-to-ad in the pages of the only book of its kind - Broadcasting Yearbook.



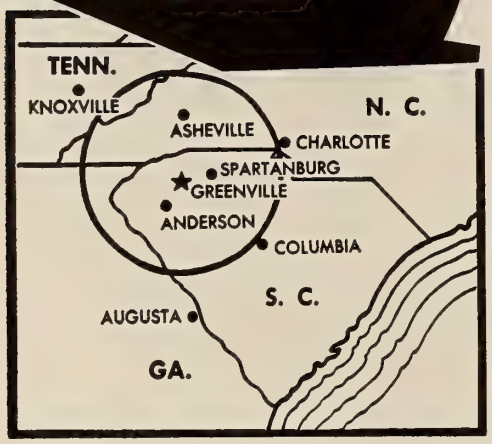
Write, wire or phone now for an immediate space reservation. Proof deadline November 20. Final deadline December 1. Broadcasting Yearbook's crack creative staff will supply copy and layout free of charge, if you wish, based on your own data.

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1735 DeSales St. at Connecticut Avenue
Washington 6, D. C. ME. 8-1022

WFBC-TV

100KW POWER
2204 FT. ANTENNA

"Giant of Southern Skies"



. . . boasting more people and larger income within 100 miles radius than Atlanta, Jacksonville, Miami, or New Orleans, WFBC-TV is truly the "Giant of Southern Skies," and a powerful new advertising medium in the Southeast.

HERE'S THE WFBC-TV MARKET
(Within 100 miles radius)

Population	**2,924,625 People**
Income	**$3,174,536,000**
Sales	**$2,112,629,000**
Television Homes	**277,622***

Market Data from Sales Management *TV Homes: Figures from CBS Tel. Res. Dept., compiled by A. C. Nielsen Co. as of Nov. 1, 1953—plus RETMA set shipments in the 100 mv. contour since Nov. 1, 1953.

Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.



NBC NETWORK

Represented Nationally by

WEED TELEVISION CORP.

TONIGHT

Network: NBC-TV
Time: Mon.-Fri., 11:30 p.m.-1 a.m. EST
Sponsors: Participating
Star: Steve Allen
Cast: Eadie Gorme, Steve Lawrence, Gene Rayburn
Executive Producer: Mort Werner
Producer: Bill Harbach
Director: Dwight Hemion
Writers: Stan Burns, Herb Sargent
Production Cost: $35,000 per week

AT THE opening of NBC-TV's *Today*, back in the early-Weaver period of television, this publication commented that the show would last if its easy-going master-of-ceremonies, Dave Garroway, were not crushed to death by the sheer weight of gadgets and production.

In the early-Weaver era, *Today* was a nightmare of remote pickups, tape recorders, transoceanic telephone calls, and interminable closeups of clocks showing the time in Bombay. The program's survival represents a joint triumph of man (Mr. Garroway) and monkey (J. Fred Muggs) over a mechanical world gone mad. The results show in the new NBC-TV *Tonight*, a product of the middle-Weaver or contemporary period. (What the late-Weaver period will bring is too awesome to consider.)

Tonight has Steve Allen and not much else. There are other regular performers in the cast, but none of particular consequence. If any attention is being paid to production tricks, it is not apparent. Such few technical problems as are attacked (an occasoinal remote here and there) are handled with an informality bordering on anarchy.

On the opening show Sept. 27 one scheduled remote was prevented because the driver of the camera car was pinched by a cop. On a later program a pickup from the roof of Radio City proved such a difficult assignment that it was 15 minutes after the original cue before it could be cut into the program. Mr. Allen filled the void with random comment which was far more enjoyable than the remote itself.

Not much beside Mr. Allen is needed to make *Tonight* a success. He has wit, intelligence and passable ability as a pianist and is able to carry much of the show by himself. With a moderate amount of relief from others, he ought to go on indefinitely. This relief, by the way, should not include the short newscasts by Gene Rayburn which have been inserted in the show and which have been neither newsy nor entertaining.

It is and should be an informal program, but not to the extent that the production crew yields to the normal desire to sleep at the hours it is on.

SHOWER OF STARS

Network: CBS-TV
Time: Every fourth Thurs., 8:30-9:30 p.m. EST
Executive Producer: Cecil Barker
Producer: Nat Perrin
Director: Seymour Berns
Choreographer: Bob Sidney
Musical Conductor: Gordon Jenkins
Cast: (Sept. 30) Betty Grable, Mario Lanza, Harry James, Marvin Kaplan, Fred Clark
Sponsor: Chrysler Corp.
Agency: McCann-Erickson Inc.
Production Costs: $100,000

MAYBE it wasn't precisely a *Shower of Stars* that fell on the country from CBS-TV Hollywood two weeks ago, but it was a good workmanlike variety show, held together by the showmanship of the supporting cast.

Especially to be commended is the sterling and often-funny comedy delivery of Fred Clark and Marvin Kaplin and the easy informality of Bill Lundigan, who delivered the Chrysler commercials with relaxed competence.

As for the stars in the title, Betty Grable looked delicious and struck a few elementary dancing poses; Harry James blew an excellent hot trumpet; Mario Lanza—well, that's another story, covered elsewhere. Frankly, Mr. Lanza showed up best, videowise. It becomes obvious now that he didn't have much to distract him.

The color and costumes were appropriately gorgeous for the amount of money expended on the program. However, it should be noted that the three color sets at CBS Tv City in Hollywood each registered a different-hued version. The only approximately true color picture didn't last long. A technician "adjusted" it and the tuxedos turned a lovely shade of green and the people a bilious yellow for the rest of the hour.

Whether sponsoring Chrysler Motors got its full dollar's worth out of *Shower of Stars* remains to be seen. Perhaps the Lanza fiasco, in which Chrysler was blameless, paid off in publicity. On the other hand, it's too soon to know whether some of the unfavorable press reaction following the incident rubbed off on the innocent advertiser.

LASSIE

Network: CBS-TV
Time: Sun., 7-7:30 p.m. EDT
Cast: Lassie, Tommy Rettig, Jan Clayton, George Cleveland
Producer: Robert Maxwell
Director: Leslie Goodwins (Sept. 12)
Writer: Claire Kennedy (Sept. 12)
Location: Filmed in Hollywood
Sponsor: Campbell Soup Co.
Agency: BBDO
Distributor: Television Programs of America
Estimated Production Cost: Approximately $27,000 per program

WITH the launching of *Lassie* on CBS-TV Sept. 12 and the upcoming appearance of *The Adventures of Rin Tin Tin* on ABC-TV Oct. 15, children are in for a season of tv fare such as their parents knew through the media of books and motion pictures. This would indicate a trend away from cowboys, space ships and men from Mars, for which Campbell Soup is to be congratulated.

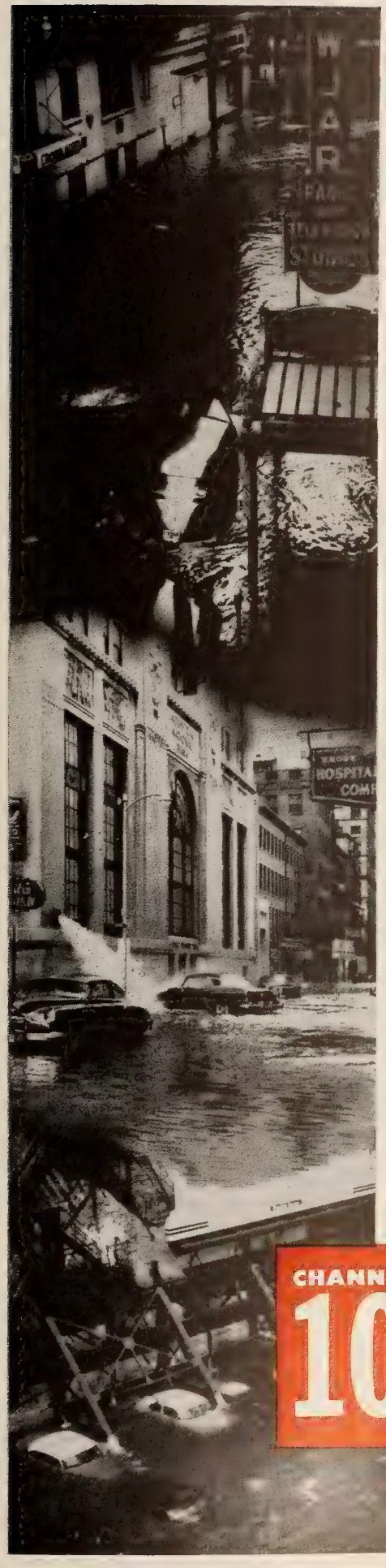
A better format could not be devised than that of a boy and his dog. Parents should heartily endorse the clever child phychology and children should be completely unaware of the fact that through *Lassie* they are being taught a few moral values.

The first film in the series, "The Inheritance," established the characters with a neighbor bequeathing the collie to Jeff Miller, portrayed by 12-year-old Tommy Rettig. The basic action revolved around Lassie's grief for her departed master and her reluctance to take the little boy in his place. After numerous trips back to her former home, $2,000 in cash is inadvertently discovered by Jeff. A fight with the hired man who wants the money ensues, but Lassie fells him and right triumphs.

By the end of the half-hour, Lassie, her duty to her former master discharged, is willing to accept the boy, his widowed mother and grandfather.

It is Lassie's show all the way through, which fact should be perfectly satisfactory to all dog fanciers. This is not to say the two-legged performers do not suffice. Tommy Rettig is an appealing and competent juvenile actor. Jan Clayton and George Cleveland as the lad's mother and grandfather, respectively, prove themselves properly understanding, always at hand with the unobtrusive bit of guidance.

Productionwise the series got off to a good start, leaving little to be desired. The musical



Neither Rain Nor Hurricane Stops This Bird!

WJAR-TV On The Air One Day After Worst Hurricane In Rhode Island History!



Providence, Rhode Island — Here's the story of a pretty tough Rhode Island Red:

Hurricane "Carol" struck Providence, Rhode Island with the full fury of 100 mile an hour winds and 8 foot flood tides early Tuesday morning, August 31st. General power failure put WJAR-TV off the air.

On September 1st, one day later, WJAR-TV was back on the air from emergency transmitter facilities in Rehoboth, Massachusetts carrying the latest hurricane news and vital community service information.

On September 3rd, WJAR-TV was back in full service from their mid-town Providence studios thanks to the Caterpillar Mobile Electric Set with a capacity of 315 KW's.

At the height of the hurricane, throughout and after the storm, 20 teams of WJAR-TV camera and newsmen took over 4,000 feet of film plus hundreds of stills. These on-the-spot films were shown 27 times between September 3rd and September 7th. All southern New England had a "bird's eye" view of hurricane "Carol" thanks to WJAR-TV!

NBC—Basic
ABC-DuMont—Supplementary

Represented by WEED TELEVISION



CHANNEL 10

WJAR-TV

PROVIDENCE, RHODE ISLAND



supervision by Raoul Kraushaar and cinematography by Harold Stine were done with warmth and care.

The commercials follow the same pattern established by Campbell Soup in their other fall program buy, *Dear Phoebe* on NBC-TV. The opening is an animated spot, the middle is live action depicting the ease with which Campbell Soup fills the bill for Sunday dinner and the closing commercial features the human element of the program. No, Lassie did not sit up and bark for tomato soup.

DECEMBER BRIDE

Network: CBS-TV
Time: Mon., Oct. 4, 9:30-10 p.m. EST
Sponsor: General Foods Corp. (Instant Maxwell House Coffee)
Producer: Frederick D. Cordova for Desilu Productions
Agency: Benton & Bowles
Director: Jerry Thorpe
Creator: Parke Levy
Cast: Spring Byington, Dean Miller, Harry Morgan, Frances Rafferty
Production Cost: About $27,500.

THE GAY, situation comedy that has won *I Love Lucy* the love of its many fans and top ratings is being employed in *December Bride,* the Lucille Ball-Dezi Arnaz (Desilu Productions) program which premiered last Monday night, fittingly adjacent to and following *Lucy's* time-honored half-hour segment on CBS-TV. Only time and weekly ratings will tell how well *Lucy's* companion will have succeeded.

The typical American couple did everything possible to boost the *December* show which keeps comedy in the family (actually replacing General Foods' *Red Buttons Show* which filled this time last year). Before the program got its steam up, Mr. and Mrs. Arnaz lovingly told the audience about *December* and its characters and then switched their living room set to the program, a clever promotion and tie-in.

The format is as sure and as worked over as the vaudevillian's "Why did the chicken cross the road?" The *December* tale is built around the mother-in-law situation—an extension of momism and, we presume, the butt of gagsters as far back as the Neanderthal age.

Happily, the modern twist has the mother-in-law—played lightly in the pleasant, easy manner of Spring Byington, a veteran of the flighty characterization—loved as much by her son-in-law (Dean Miller) as her daughter (Frances Rafferty). That ought to make a lot of mothers-in-law in this U. S. feel their talents have not been wasted, and keep them tuned in.

The program's plot is of no greater significance than any of *Lucy's;* its appeal may depend to a certain extent on the viewer's individual attachments in the home-hearth-husband-wife-mother-in-law sphere.

THE FLORIAN ZABACH SHOW

Syndicated: 25 pre-sold markets
Cast: Florian Zabach and guest stars
Producer: Guild Films Inc.
Director: Duke Goldstone
Musical Director: Harry Zimmerman
Location: Filmed in Hollywood
Distributor: Guild Films Inc.
Estimated Production Costs: Approximately $20,000 per program

UNFORTUNATELY for Mr. Zabach, who has proved himself a most personable young man on his tour of night clubs and during his previous brief tv guest shots, Guild Films has seen fit to let him and his violin carry almost the entire half-hour single-handedly and backed him with inferior production to boot.

In the opening shot of the first program, the curtains parted to reveal the violinist already at work. After announcing and playing "Dance of the Comedians" he got off some facetious remarks as a prelude to "My Blue Heaven." The wild applause registered by the sound track would imply that there really were three Florian Zabachs and not just a gimmick possible through trick photography. More film magic permitted Ronnie Deauville to sing a duet with himself and Mary Ellen Terry to perform some singularly unlovely dance accompaniments to the star's renditions of "Sorrento" and "Tico Tico."

For his closing number Mr. Zabach dragged in two children from the "audience" and played "Waltzing Cat" to them. Musically this came closer to what fans of his "Hot Canary" expected. He concluded the program with the wish, "may all your dreams come true."

One wish might be that Guild Films would snap to and sell its star—and his viewers—a program more worthy of his talents—and their time.

AMOS 'N' ANDY MUSIC HALL

Network: CBS Radio
Time: Mon.-Fri., 9:30-9:55 p.m.
Stars: Freeman Gosden (Amos) and Charles Correll (Andy)
Producer: Sam Pierce
Director: Cliff Howell
Executive Producer: Joe Connolly, Bob Mosher
Announcer: Harlow Wilcox
Talent Costs: $1,000 per six-minute segment

MORE THAN 25 years ago, Freeman Gosden and Charles Correll, better known as Amos 'n' Andy, made history by introducing the quarter-hour across-the-board program to network radio. That was on NBC. This fall, on CBS, the team is heard 25 minutes a day, five days a week, in what is for them a new format, a disc jockey show.

Every deejay needs a gimmick, something to let the listeners know they're listening to his show and not just any old record program. Amos 'n' Andy's gimmick is to locate their platter-spinning in the lodge hall of that mythical fraternity, the Mystic Knights of the Sea, with the Kingfish in charge of the turntable, Amos 'n' Andy as assistants and an audience in the hall to provide thunderous applause after each record.

The blackface duo supplies the chatter between the records and also handles the commercials, in dialect, as well as the interview with the guest star. Last Monday, when this reviewer was listening, the guest was Jimmy Stewart, unhappy cast as a would-be hep cat in a tortured lead-in for a recording of "They Were Doing the Mambo."

The many Amos 'n' Andy fans will welcome the pair's return to a nightly series. But it seems unlikely that it can lure the younger listeners away from their local deejay programs, with more music and less chatter.

* * *

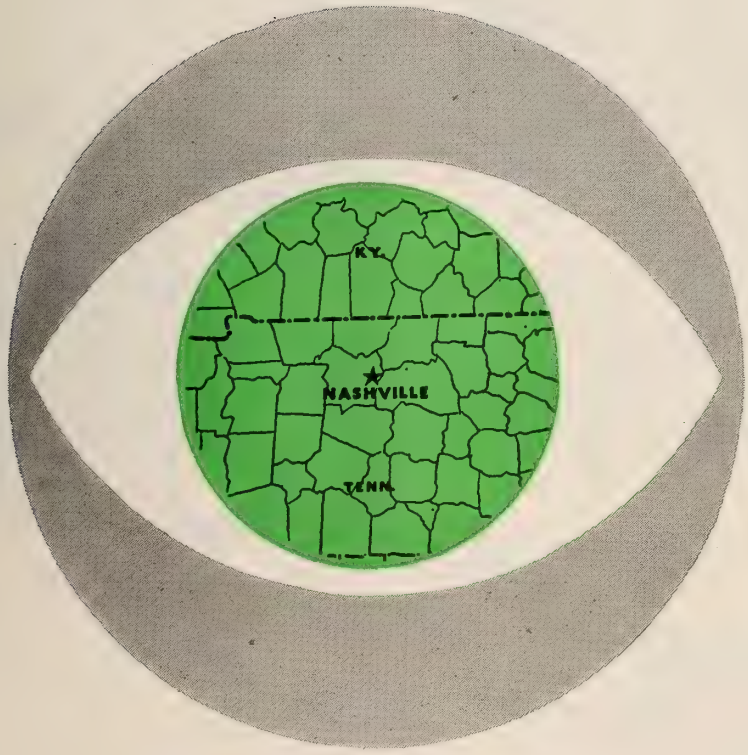
BOOKS

I LOOKED AND I LISTENED, by Ben Gross. Random House, New York. 344 pp. $3.95.

THE subtitle of this volume, "informal recollections of radio and tv," is an accurate description of its contents. Ben Gross became radio editor of the *New York News* in 1925 and he's been at it ever since. His account of broadcasting's history, told with the accent on the humorous happenings of the early days, would make good reading for anyone, and for those who know broadcasting it's a must.

To reach Greater Nashville and the Great Mid South...

DON'T GUESS... GO CBS



Television comes alive on CHANNEL 5 . . .

for 62 Tennessee and Kentucky counties—the billion dollar market reached by Nashville's newest, maximum powered, highest towered station, **WLAC-TV.**

With programming based on highly rated CBS network shows, augmented with local personalities and the pick of filmed productions (including Foreign Intrigue, Ellery Queen, Amos & Andy, Front Page Detective, to name a few), WLAC-TV offers highly desirable adjacencies in an important market. The Katz man has complete information.

WLAC-TV

100,000 watts Channel 5

CBS Basic Affiliate

National Representatives:
The Katz Agency



We ain't got no fifth amendment listeners in Central Ohio. They listen to WBNS and they'll tell any pollster who calls up and asks 'em. When PULSE interrogates this area's listeners they get answers which add up: WBNS has more listeners than all other local stations combined; WBNS has the TOP 20 PULSE-rated programs heard in Central Ohio.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

OPEN MIKE

Too Many Meetings

EDITOR:

"Rebel Yell" rings the bell. Remember the area meeting setup in place of district meetings we established back a few years? History repeats.

There *are* far too many meetings! And NARTB as an organizational setup now for an industry with as many segments as we have is about as outmoded as the horse and buggy.

The boys at NARTB are doing a good job but we could do better if we performed a major operation and decentralized under a common umbrella such as you suggest. Let's get at it.

Leslie C. Johnson
Vice President and General Manager
WHBF-AM-FM-TV Rock Island, Ill.

Taped Trip

EDITOR:

My wife and I recently took a trip to Belfast, Northern Ireland, via British Overseas Airways Corp. She hails from Belfast, a "war bride."

Here at WLYC we conduct a daily program called *Coffee with the Carlsons* and so we took along our portable tape recorder and did sev-



eral interviews on the trip. Here's a snap of Norah Carlson with Capt. Murray Doloford, BOAC, taken just as we concluded the interview—18,000 feet over the Atlantic Ocean, about one hour flying time from Shannon Airport, Ireland.

The tapes were airmailed back to the States to continue our programs in our absence.

W. Richard Carlson
Vice President and General Manager
WLYC Williamsport, Pa.

Improved Weather

EDITOR:

. . . We have noticed considerable improvement in the quality of the severe weather announcements throughout the country during the past two years, with more broadcasters now using a matter-of-fact tone of voice when relaying forecasts rather than tending to be dramatic and ad-libbing to the point of upsetting listeners who may be of a nervous temperament. We appreciate this improvement in the weather broadcasts since it definitely represents an advance in the public service provided by the industry. We would also like to take this opportunity to say thanks for the



• Horizontal wipe



• Vertical split



• Vertical wipe



• Vertical wedge wipe



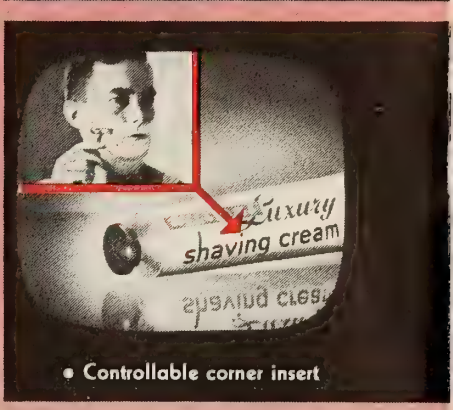
• Diagonal wipe



• Horizontal split



• Diamond insert and wipe



• Controllable corner insert



• Horizontal wedge wipe



• Rectangular insert and wipe



• Controllable corner insert



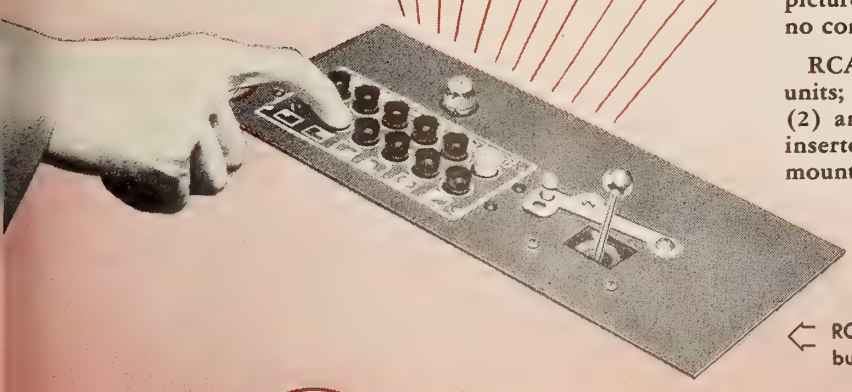
• Optional special effect

12 ways *to present your "commercial"*

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown left) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.



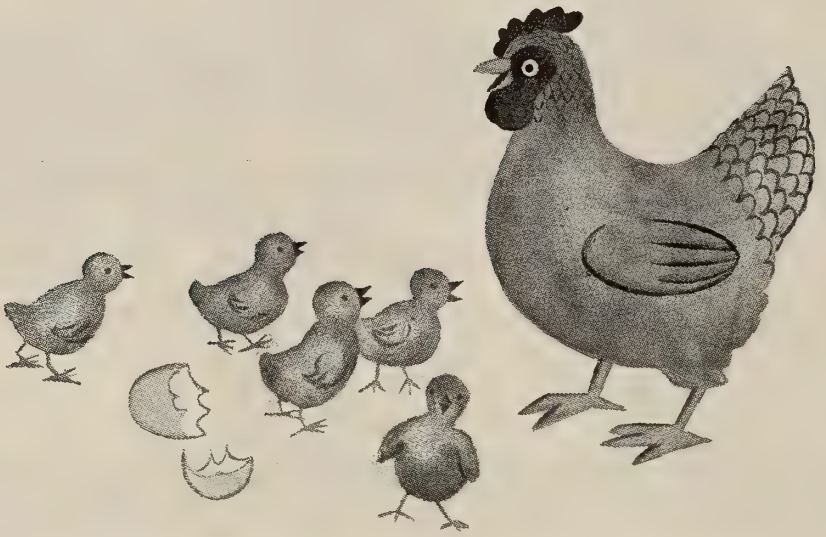
⇦ RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N. J.

It's results you're after . . .



Ask your H-R Television man. He has the answer . . . and it concerns the success a top advertising agency had with a national product using WFBG-TV as a test station. Results were frankly surprising in this Pennsylvania test area between Pittsburgh and Harrisburg.

and get with WFBG-TV

Channel 10

316,000 Watts

OTHER PLUS FEATURES:

Television Homes	447,128
Families	651,267
Population	2,280,525
Effective Buying Income	$2.9 Billion
Retail Sales	$2.1 Billion

WFBG TV AM

The Gable Broadcasting Co.

ALTOONA, PA.

ABC Basic **NBC** **CBS** **DuMONT** Interconnected

National Representative, H-R Television, Inc.

excellent cooperation we receive from all stations in promptly relaying vital weather information to the public for the protection of life and property.

I. R. Tannehill, Asst. Chief of Bureau (Operations)
U. S. Weather Bureau
Washington, D. C.

Picture Story

EDITOR:

. . . I saw your new *B•T Picture Story* feature [B•T, Sept. 27] and this is to congratulate you on the inclusion of this lively and interesting type of story presentation.

The fact that our agency and one of our clients was the subject of this first picture story naturally added to our interest in it, but we will certainly look forward to seeing subsequent stories on other phases of broadcasting and telecasting with a great deal of interest.

H. W. Newell, President
Lennen & Newell, New York

Blurs Annoy

EDITOR:

Why doesn't your IN REVIEW editor mention that so-called color live tv-casts via "compatible" systems appear blurred, un-sharp and filmed—in comparison to live black-and-white shows on ordinary sets?

Are we viewers—and advertisers—being "forced" into color?

Bert Haling, Adv. Dir.
Great National Life Insurance Co.
Dallas, Texas

[EDITOR'S NOTE: FCC engineers explain the apparent blurring of colorcasts received in black-and-white is possibly due to faulty tuning of the receiver. In cases where local stations are airing a network color show in monochrome, fuzzy pictures might result if the stations did not properly filter out the color subcarrier frequency, it was explained.]

Unique Responsibility

EDITOR:

. . . I have followed your very great success —who could stay in radio and tv without BROADCASTING • TELECASTING?—but I have gone even further; I have read your editorials.

I mention this because it's pleasing to see that, with your unique responsibility to the industry, you have played all facets of the industry with great fairness, even including the FCC and its individual members. . . .

Ivan Hill, Executive Vice President
Cunningham & Walsh, Chicago

Job Well Done

EDITOR:

Ever since receiving the first issue of BROADCASTING • TELECASTING following the CBS affiliates meeting in Chicago I have tried to get around to writing you and expressing my appreciation for the excellence of your report on what happened there.

The tone of optimism which pervaded your stories really pleased me. And, you did no more than report the facts. The talks made by the gentlemen representing CBS Radio were characterized by a positive, forward approach and they most certainly added strength to radio's standing in the media field. Your coverage put the finishing touches on a job well done.

F. C. Sowell, Mgr.
WLAC Nashville


KWK-TV
channel 4
CBS
ST. LOUIS, MISSOURI
100,000 WATTS • OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.
CBS
TELEVISION
NETWORK

SPURRED for ACTION

With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

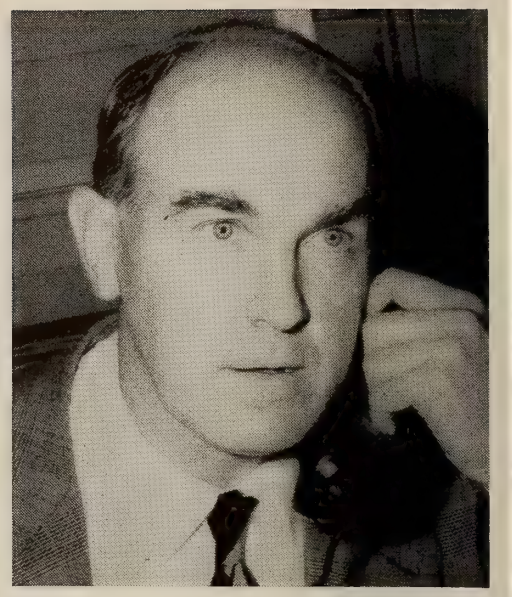
First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

our respects

to ALFRED BURGESS SAMBROOK



RADIO in the '50s is undergoing many changes and its local insurance policy for the future is the transcription library service—according to A. B. Sambrook, manager of RCA Recorded Program Services.

Mr. Sambrook, "Al" as he is known to associates, has his office on the 32d floor of the International Bldg. in Rockefeller Center, a perfect location for brooding on the Manhattan skyline. That is exactly what Mr. Sambrook doesn't do—in fact, unless they could pop up a stellar idea for a new program package or service which RCA does not now provide, Mr. Sambrook's surroundings are only incidental to his life's work, which is the broadcasting business.

Fundamentally, Al Sambrook is a salesman. He began in the radio business on the selling side and he's never thought of doing anything else. Where he differs from many colleagues in the sales field is, he can't sell his product without becoming engrossed in a sincere, enthusiastic plug for radio. And he believes in what he's saying.

Library Service Importance

Take radio today, for example. Mr. Sambrook, who got into the business on the ground floor with World Broadcasting System in 1933 as one of two members of WBS' station relations dept. staff, is still pioneering. He believes the transcription library service today is "of skyrocketing importance" to the broadcast industry in that it has broken the ground and seeded the field for future local sales stability. "It is the finest source of local programming at the most reasonable cost in the radio industry," he says. He believes the local radio stations with the best programming will compete successfully with television in the coming era of color.

The highpoints of his career thus far, he feels, must be marked with the trends and growth of the radio transcription library service. Not long after he got into the business, the first transcription library was conceived, and soon after he joined RCA (in 1950) the big name package show, as built within the library today, became a reality and ever since has been revitalizing stations' programming and sales.

In the early days, he explains, transcription services stuck to being syndicated music program services. Now all that has changed and the additions have become numerous and historic: The voice track within the package service was developed and the conception of fitting a package into a format was put into practice. He says 1950 "was the start of the present era of the package library program." Since then, RCA Thesaurus, the library service provided by RCA Recorded Program Services, has been undergoing tremendous expansion.

Alfred Burgess Sambrook was born Oct. 1, 1903, in Troy, N. Y., where he completed his schooling. After a stint as supervisor of a chain of gasoline stations for Pure Oil Co.—his only job outside of the radio field—Al Sambrook headed for depression-ridden New York. He located employment with World Broadcasting System. He moved upward to manager of the station relations department in 1936, stayed with the program service library as it underwent corporate changes (Decca ownership in 1943 and later a second transfer to Ziv). He left World in January 1950 and transferred to Frederic W. Ziv Radio Productions. A few months later he joined RCA Recorded Program Services as sales manager, soon took over a combined job of sales, management and administration and the title of manager, a post he has held since.

Recalls Early Days

As Mr. Sambrook dabbles in gardening at his home in West Hempstead (Long Island), or finds time for a few rounds of golf, he can recall the changes in the radio field and the part he played in those changes. When he first entered radio with World, his job included the buying of station time and selling it to advertisers and agencies, a function which, as the radio business flourished, became the forte of the advertising agency.

Mr. Sambrook and his wife, the former Katherine Marshall, whom he has known from childhood and wed in 1938, have three children, Susan, 12, Judith, 11 and Richard, 10.

Needless to say, Mr. Sambrook, the salesman, administrator and programming expert, who sees tv on the threshold of an era of local station expansion similar to the one which faced radio in 1946, must keep his finger on the pulse of radio-tv's future two to three years hence to keep up with industry doings in general and the activities of RCA R-P-S in particular. These activities include RCA Thesaurus, film distribution, feature length film packages, tv film properties and 26 syndicated radio programs. That's a broad slice of activities which supplements local radio and tv programming as we know them today.



The Gold Cup Went to "5"*

News Item (August 7, 1954): "Slo-mo-shun V, twin sister of the world's fastest hydroplane, roared over Seattle's Lake Washington today at better than 100 MPH to win motorboat racing's top prize, the coveted Gold Cup."

TV Item (three weeks later): "The August Seattle Telepulse reveals KING-TV, Channel 5, scored a clean sweep over the rival network station in duplicate telecasting of the Pacific Northwest's biggest sports event, the Gold Cup. Out of an estimated 500,000 viewers, the elaborate KING-TV coverage pulled almost three times as many families as the other network station."

There's a reason, of course. KING-TV is the *first* station in the market . . . *first* in *all* ratings (morning, noon, and night), *first* in local personalities, and always *first* in news, sports, and public events. People dial "5" in Seattle almost as naturally as you dial your home phone.

**FIRST IN SEATTLE*

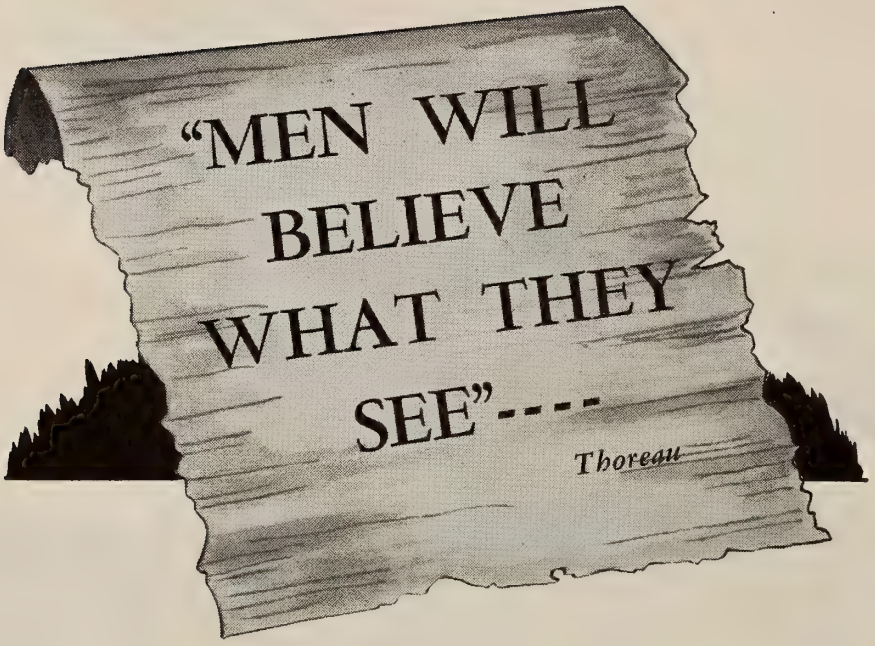
KING-TV

Channel 5 • ABC 100,000 Watts
Ask your BLAIR TV Man

**Channel 5 (KING-TV) 36.0*
**Second Seattle Station 12.5*

**Average Telepulse rating for duplicate coverage of Gold Cup race, Seattle, August 7, 1954*

Otto Brandt, Vice President and General Manager



Although Mr. Thoreau lived long before the era of television, he expressed a theory that **WBNS-TV** upholds throughout its entire operation.

Seeing is believing . . . and we believe it is important to give our viewers things they can believe in...whether it's a fantasy that leads them into a temporary make-believe world for a short reprieve from every day doldrums, or a down to earth honest product promotion.

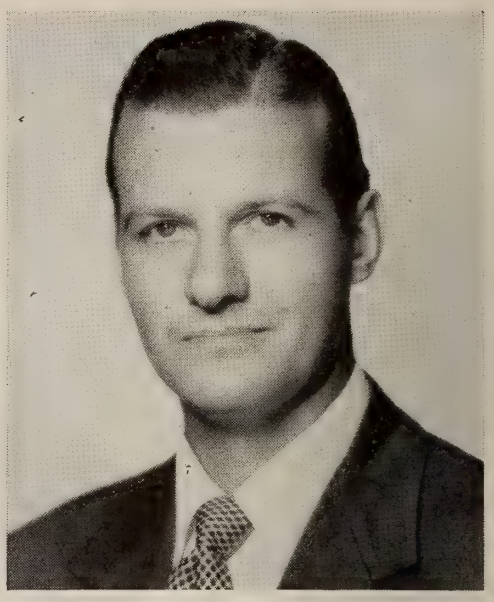
That's why **WBNS-TV** makes use of top rated CBS TV programming, and meets the same high standards for each commercial production. Whether your spots are integrated into CBS network or local shows, or are 15 minute to hour strips across the board, all films, slides and live productions are accorded true showmanship, then backed up with an outstanding merchandising promotion.

We at **WBNS-TV** want the 423,000 homes that tune us in every day to enjoy the best of full time programming that enables them to believe what they see.

WBNS-TV **COLUMBUS, OHIO • CHANNEL 10**

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV



ED LaGRAVE JR.

on all accounts

BEING a one-man radio-tv department brings many a headache, but it also has its exciting moments, Ed LaGrave Jr. says of his position at Lessing Adv. Co., Des Moines. He has been credited with selling Lessing on radio. Heretofore, Lessing felt radio accounts "took too much time, tied up too many people and were not profitable." Today, radio and tv account for about 20% of all billings.

Charles Edward LaGrave Jr. attended high school in Mitchell, S. D. Later, as a freshman at the U. of South Dakota, he became an announcer at KUSD Vermillion. While still a junior at college, he was appointed station manager, remaining in that post until his graduation in 1942.

Mr. LaGrave moved to Sioux City, Iowa, joining KTRI as copywriter, disc jockey and staff announcer, then went into service with the U. S. Army Signal Corps, emerging as a second lieutenant. Upon his return he became a space salesman in the local display department of the *Des Moines Register* and *Tribune* and later account executive with Cary Adv. Agency there.

Since 1949, when he joined Lessing, Mr. LaGrave has filled many capacities—account executive, copywriter, announcer, producer, recording engineer, media director and timebuyer. This versatility helped him bring in more and more radio clients for Lessing. Under his direction, 20 clients have used radio and tv on 37 stations in 11 states the past year.

Mr. LaGrave also is responsible for the complete advertising campaigns of 13 active accounts, including that for KRNT Des Moines, the Cowles station, and an overall institutional campaign for the Meredith properties. He is particularly active in tv these days, assuming full responsibility for tv production from selling to direction.

Ordinarily an even-tempered, soft-spoken young man, Ed LaGrave grows vehement at the mere mention of rate-cutting and double-spotting practices. He says: "Rate-cutting . . . never accomplishes what the station hopes to achieve—more and lasting business. . . [and] You can't insult the listener and viewer forever by slugging him with excessive commercials."

Mr. LaGrave married the former Shirley Brookman on Dec. 25, 1945. They have two daughters—Linda, 8, and Kathy, 5. He belongs to Beta Theta Pi, the Des Moines Adv. Club, the Optimists Club and Des Moines Country Club. For hobbies he plays the saxophone, collects records and writes singing commercials.



55th in construction

The signs of Charlotte are signs of a market more important by far than city size indicates. For proof, consider construction.

In 1953, Charlotte—72nd in city size—was 55th in total construction. Its total roofed the next two buildingest Carolina cities combined, and was third only to Baltimore and Washington in the Fifth Federal Reserve district.

On a per capita basis, Charlotte's construction was *more than twice* that of Washington or Baltimore.

Charlotte's out-size construction bill mirrors not only city but area needs. For Charlotte uniquely serves, in myriad specialized fields, a rich and populous area which has no other metropolitan resource.

Important among the city's metropolitan services are Jefferson Standard Broadcasting Company's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. These great advertising media—planned and operated for area coverage—blueprint a massive market, ranking by many significant tests among the first 25 in the nation.

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

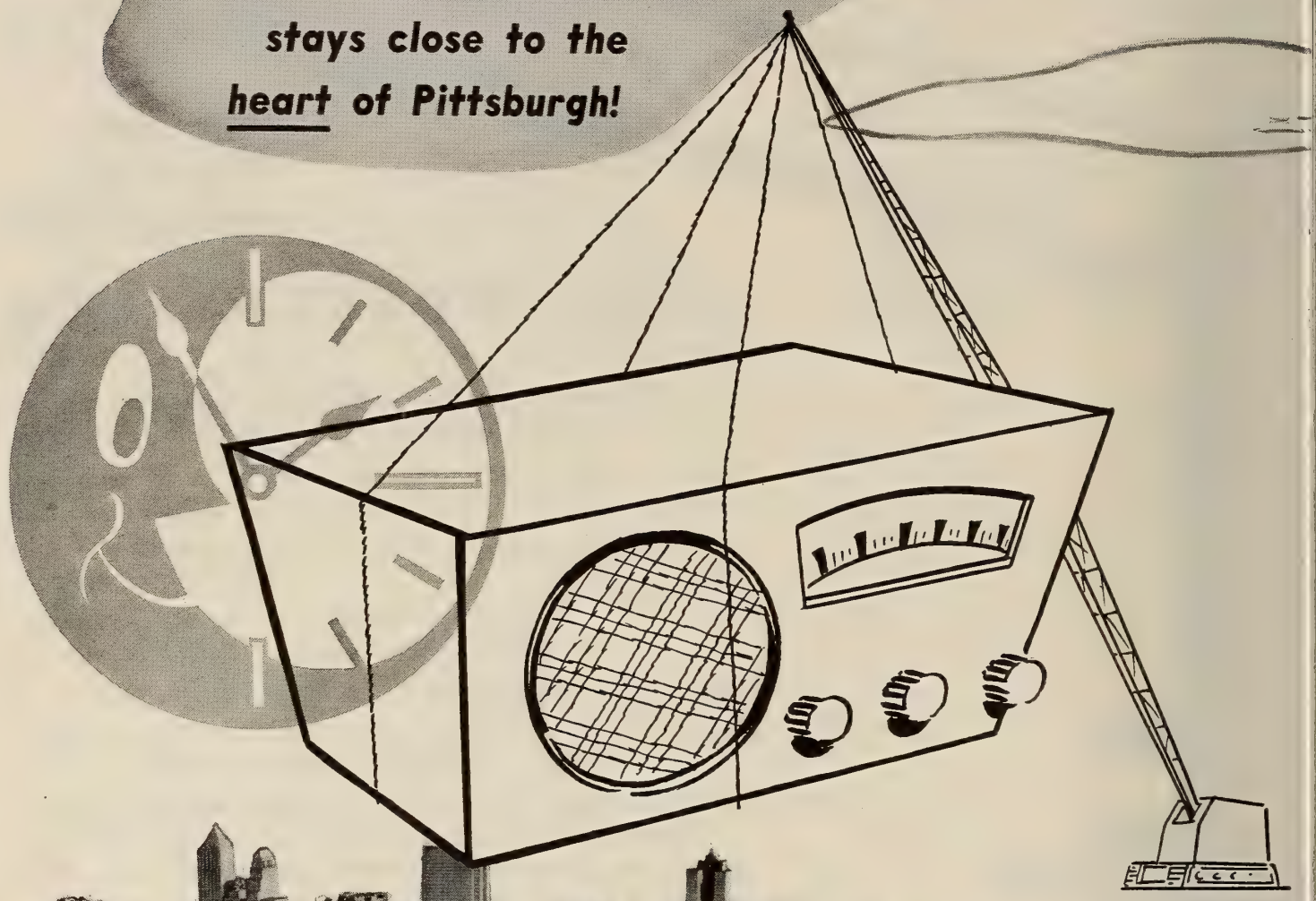
WBT - WBTV

CHARLOTTE, N. C.



The Radio-TV Services of the Jefferson Standard Life Insurance Company

still another way WWSW comes close and stays close to the heart of Pittsburgh!





A big lift in the wee hours — that's WWSW's 970 Club. For 15 years WWSW has regaled the night with music, news and sports; filling a void for stay-up-late Pittsburghers and odd-shift mill workers by the thousands. This 24-hour service, this programming to fit the needs of a great industrial community is still another way WWSW comes close and stays close to the heart of Pittsburgh!

WWSW

970 Kc. 5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.

BROADCASTING TELECASTING

October 11, 1954 Vol. 47, No. 15

THE LESSON OF 'VIDEOTOWN': MORE TIME FOR RADIO AND TV

In its seventh report on the town it picked in 1948 as a laboratory for the study of television influence, Cunningham & Walsh discovers that "Videotown" is learning to live with tv, without sacrificing other leisure interests. Tv owners have readjusted their lives to give more time to radio, reading, movie-going—without decreasing their attention to the family television set.

FOR THE first time, television viewers this year have learned to juggle their work-and-play schedules to accommodate more leisure activities without diminishing the time they spend with their tv sets.

They're listening to radio more, reading more, spending more time at the movies, and yet they're watching television as much as they did before, according to the 1954 Videotown report to be released shortly by Cunningham & Walsh.

With what sort of time-stretcher do they accomplish this feat?

"It isn't that they have more leisure," says John P. Cunningham, president of the agency. "The average person interviewed is working as many hours as ever, but visiting and entertaining in the home have dropped again to make room for other recreation.

"Women in particular have revised their housekeeping routine to free their evenings for televiewing. They concentrate their duties in the morning or around dinner time. Whether this means that they're more efficient—or merely less thorough—is an unanswered question, but they've definitely reorganized their housework. Television seems to be a likely influence."

Six-Year Study

Since 1948, Cunningham & Walsh, New York advertising agency, has been studying trends in tv sales and set usage and the impact of television on family life in Videotown, revealed two years ago to be New Brunswick, N. J., a town of some 30,200 population located 30 miles from New York and within the good service range of New York's seven tv stations. This year the agency expanded the scope of its tv questioning, asking for the first time for opinions of the people interviewed.

A separate set of interviews was arranged to determine what influence, if any, television has had on political opinion.

Gerald Tasker, vice president and director of research, said this phase of the survey showed that "more people who had seen political telecasts were able to express an opinion than those who had not. But people who had strong opinions to start with found them unchanged by seeing telecasts."

As an example, Mr. Tasker cited the Army-McCarthy hearings. They "caused little excitement among those we interviewed," he said, "but the pros became stronger pros and the cons stronger cons after seeing them on television.

"So far, the level of interest in politics is very low in Videotown. We expect to collect more evidence as other major political events are telecast."

This year's study also investigated the subject of color tv, which Mr. Tasker placed at the head of the list in his summary of findings.

"Telecasts in color," he said, "are still too far from the experience of the average person in Videotown to have much effect on set sales for at least another year. Only 8% of those interviewed have ever seen a color telecast. Slightly more than half of these were enthusiastic, saying it was 'vivid,' 'beautiful,' 'wonderful.' About a third of this 8% considered black and white just as good."

Another indication of the extent of color's attraction may be seen in reasons given by set owners who indicated interest in buying a new receiver. In this group 9% said they will buy because they want color. (A year ago 17% had given color as a cause of interest.) By comparison, 50% attributed interest in a new set to a desire for a larger screen; 14% to poor performance of present set, and another 14% to a desire for a second set in the home.

Noting that most of the people questioned had no knowledge and therefore no opinion of color tv prices and screen sizes, but that the few who did express an opinion considered the price too great and the screen too little, President Cunningham observed:

"These two problems—price and screen size—will determine how soon the color television boom will start. But as soon as the first few sets appear in their neighborhoods, these people will change their minds in a hurry. If they see color telecasts in the homes of friends, they'll want the same thing in their own homes."

Getting back to black and white television, C&W researchers once again found that, contrary to the "novelty" theory, families who have had sets longer spend more time with them than do the new owners. Sets bought before 1953 were used for about 4½ hours on an average weekday evening, while sets bought early this year averaged about 2¾ hours. The average for all Videotown sets was 4⅓ hours, up slightly from last year's 4¼ hours.

More of the viewers who have had sets for several years watched television during the average weekday evening in 1954 (77.4% average) than these same families did in 1951 (67.9%), 1952 (69.9%) or 1953 (71.9%). Among all tv families, including new as well as long-time owners, this year's average was 73.9% as compared to 69.7% in 1952 and 73.1% in 1953.

But while more people watch and although the average set is turned on slightly longer, the average person spends somewhat less weekday evening time at his set. This year the average dropped from 2.40 to 2.34 hours per evening. But the evening decline was offset by increases in morning and afternoon viewing.

Where 8% of Videotown set owners watched television in the mornings last year, the study showed, the number this year rose to 14%. In the afternoon, tv sets attracted 16% of their owners as compared to 14% in 1953.

While viewing was maintained at its former level, radio listening registered substantial gains. A total of 23% of the tv owners questioned this year said they listened to radio during the morning as against 12% last year—and also as against 14% classifying themselves as morning tv watchers this year. Afternoon listening was reported by 8%, same as in 1953, while

VIEWING AND LISTENING KEEP GROWING

This table illustrates how people in Videotown are spending more time, year by year, both in watching television and listening to radio. These statistics pertain to television homes. Figures show percent of people watching or listening to their home sets at some time during the period indicated.

	WATCH TV				LISTEN TO RADIO			
	1951	1952	1953	1954	1951	1952	1953	1954
Wives								
Morning	2%	10%	12%	22%	25%	33%	42%	45%
Afternoon	10	18	19	25	15	19	16	17
Evening	71	73	78	79	7	13	12	15
All Day	72	76	80	83	34	42	50	52
All People—Average								
Morning	1	5	8	14	10	15	12	23
Afternoon	7	15	14	16	6	9	8	8
Evening	68	70	73	74	5	8	9	10
All Day	70	72	76	77	16	22	28	30

10% listened during the evening this year where 9% did a year ago. Wives are the biggest fans of both radio and tv, with 52% saying they listened to radio at some period of the day and 83% reporting tv tune-in at some period. (For listenership-viewership breakdown, see table.)

Biggest change in leisure activity this year, according to C&W's findings, was the upward surge in movie-going, a pastime that nosedived by 77% when tv first came into the average home. After a continued decline for several years, movie-going on average weekday evenings showed a 17% increase in 1953, which Mr. Tasker described as the "turning point."

"This year's movie attendance almost doubled last year's," he reported on the basis of the 1954 study. "These increases for two years in succession seem to assure a reversal of the downward trend."

Movie-goers, of course, continue to get in their tv viewing before and after the theatre.

C&W also saw a dramatic change in magazine reading, which went up 70% this year (largely due to increased reading by women) after a 5% rise in 1953. Most newspaper reading, which showed a steady upward trend during the first four years, remained at its 1953 peak in the current findings.

Home entertainment and visiting friends are the only major leisure activities which have dropped sharply, the report showed, noting that this trend has been evident in Videotown surveys since tv's early days.

With increasingly heavy saturation—C&W estimates it will be at 82% by Dec. 31 as compared with 76% last January—Videotown's total set sales are dropping. As predicted in last year's Videotown report, sales in 1953 were down (5%) and they are expected to drop another 8% this year. Already, the report notes, the new-home market consists mostly of newly formed families. Replacement sales this year are expected to exceed, for the first time, sales to families who have never owned television before.

The number of two-set homes grows slowly. By April 1951, 1% of Videotown's tv owners had two sets. By April 1952 the number had reached 2%; a year later it was at 4½%; by April 1954 it was at 5%, and by January 1955 it is expected to reach 7½%. Second sets usually are found in a bedroom (44%) or in a basement recreation room (33%).

The 21-inch screen was found to be the most popular size, accounting for three-fourths of all new sets bought. The 24- and 27-inch sets, which began to appear in Videotown last year, account for 5% of the new receivers, leading C&W to observe that sales of these larger sizes have not increased enough to make them a threat to the 21-inch market.

ADVERTISERS & AGENCIES

UPWARDS OF TEN ADVERTISERS STAGE MOVING DAY IN AD ROW

On the heels of Bulova's exodus from Biow has come a rash of agency switches. On the list are eight of the dissolving Cecil & Presbrey's accounts. Estimated billings involved: $20.5 million.

IN the year's most spirited action of its kind, at least 10 major advertisers have appointed new agencies in the past fortnight and a half-dozen others are in the process of changing affiliations.

The eventual turnover of billings will amount to $20.5 million, attributable in the main to Biow Co.'s loss of the Bulova Watch Co. account and the imminent dissolution of Cecil & Presbrey [B•T, Oct. 4].

Eight of the former Cecil & Presbrey accounts already have named new agencies. These include Block Drug Co., which goes to Grey Adv.; Topp-Chews, to Grey; Seeman Bros. to Biow; Mennen Co. to McCann-Erickson; Benrus Watch Co. to Biow; Necchi Sewing Machine to Biow; Julius Kayser Co. to Peck Adv.; and Minnesota Mining & Mfg. Co. to Roger Brown, Cecil & Presbrey executive who is forming his own public relations firm.

Other accounts announcing new agency associations are Petite Foods, which named Buchanan & Co., and Hill Bros., moving from Biow to Ted Bates and Lennen & Newell.

Accounts still screening agencies and expected to make decisions shortly are Bulova (formerly with Biow), and the following Cecil & Presbrey clients: Philip Morris Ltd. (Marlboro cigarettes), Nestle Co., International Business Machines, Cunard Steamship Lines, and Eagle Pencil.

Hill Bros., New York, had been associated with Biow Co. for 20 years before announcing last week that, effective Jan. 1, advertising of its various products will be handled by Ted Bates in the case of its Dromedary mixes and by Lennen & Newell for Dromedary dates and specialties. The firm spends approximately $2 million in advertising.

Block Drug Co., Jersey City, serviced by Cecil & Presbrey, reportedly has decided upon and is expected very shortly to announce Grey Adv., New York, as its advertising agency. Sam Dalsimer, executive vice president of Cecil & Presbrey and account executive on Block Drug, is expected to join Grey together with a few members of his staff. In addition, Mr. Dalsimer is expected to take the Topp-Chews Gum Co. account to Grey. Block's billing is said to be in the neighborhood of $1 million while the chewing gum firm's budget is approximately $250,000.

Mennen Co. (Foam Shave and Afta Shave), Morristown, N. J., is expected to go to McCann-Erickson after the first of the year. The account now is handled by C & P and its billing runs about $500,000.

Petite Foods, Brooklyn, with a budget of approximately $100,000, has named the Blaine-Thompson Co., New York, to handle advertising, merchandising and sales promotion for its line of frozen-food specialties.

Julius Kayser Co. (lingerie, gloves, hosiery, infants wear and nylon tricot sheets), New York, moved from C&P to Pack Adv., effective at once. Norman A. Mack, executive vice president, is account supervisor and Julian Czukor is account executive. Kayser's advertising budget is about $250,000.

Benrus Watch Co., along with Necchi Sewing Machines and Seeman Bros., all have named Biow Co. to handle their advertising [B•T, Sept. 27]. Benrus accounts for $2 million in billing, Seeman for $750,000, and Necchi for about $1 million.

Minnesota Mining & Mfg., which has been handled by Roger Brown, vice president of C&P, will continue to be serviced by Mr. Brown, when he reopens his own public relations firm.

Bulova, which dropped the Biow Co. two weeks ago [B•T, Sept. 27], is still entertaining agency bids. Philip Morris & Co. (Cecil & Presbrey), which is introducing a new style Marlboro cigarette in a filtered, king-size version with a cork tip and snap-open package, is considering offers from other agencies and is expected to make a decision within a few weeks. The new Marlboro, meanwhile, will use a radio and television spot announcement campaign starting with a market test in Rochester, N. Y., today (Monday).

THE $20.5 MILLION THAT'S PULLING STAKES

Advertisers' new agencies and approximate billing:

Account	Former Agency	New Agency	Approximate Billing
Block Drug	Cecil & Presbrey	Grey Adv.	$ 1,000,000
Topps-Chews	Cecil & Presbrey	Grey Adv.	250,000
Seeman Bros.	Cecil & Presbrey	Biow Co.	750,000
Mennen & Co.	Cecil & Presbrey	McCann-Erickson	500,000
Benrus Watch Co.	Cecil & Presbrey	Biow Co.	2,000,000
Necchi Sewing	Cecil & Presbrey	Biow Co.	750,000
Julius Kayser	Cecil & Presbrey	Peck Adv.	250,000
Minnesota Mining	Cecil & Presbrey	Roger Brown	2,000,000
Petite Foods	(Newly Formed)	Buchanan & Co.	250,000
Hill Bros.	Biow Co.	Ted Bates-Lennen & Newell	2,000,000
TOTAL			$ 9,750,000

Accounts still screening agencies:

Bulova	Biow Co.	??	$ 5,500,000
Philip Morris (Marlboro)	Cecil & Presbrey	??	1,500,000
IBM	Cecil & Presbrey	??	1,250,000
Cunard	Cecil & Presbrey	??	750,000
Eagle Pencil	Cecil & Presbrey	??	250,000
Nestle Co.	Cecil & Presbrey	??	1,500,000
TOTAL			$10,750,000

CHEVROLET STILL STRONG FOR RADIO

Advertising manager Bill Power tells Michigan meeting that not one cent has been taken from radio, despite tv expenditures. Also added is a word of scolding for radio men with 'defeatist attitude.'

CHEVROLET Div. of General Motors, one of the first major users of radio on a national saturation scale, still believes in it just as firmly and has not taken its tv money out of the older medium, Bill Power, Chevrolet advertising manager, said Oct. 1 in an address to the Michigan Assn. of Radio & Tv Broadcasters (see story page 42).



MR. POWER

Famed as one of the nation's leading inspirational speakers, Mr. Power gave MARTB delegates a lecture on the power of their own medium. He scolded them soundly on their "defeatist attitude"—so soundly that the delegates gave him a standing ovation and cheered him several minutes in appreciation of his pep talk.

"How could anything that has been so good so long get discouraged so fast?" he asked. "I'm a client. You should be giving me the pep talk."

Mr. Power assumed the role of a football coach in a locker room between halves, talking to them, he said, "just as he talks to Chevrolet salesmen all over the nation."

Chevrolet has "not taken one nickel out of radio or anything else for its television," he said. "All television money is new money." He recalled early Chevrolet radio including Fred Allen, Eddie Rickenbacker, Jan Pierce and the pioneering *Musical Moments* transcription series.

"Radio has an 89½-million receiving-set start on tv," he said. "If tv continues to sell at the rate of 217,000 sets a year more than radio, it will take 412 years for tv to overcome radio's lead.

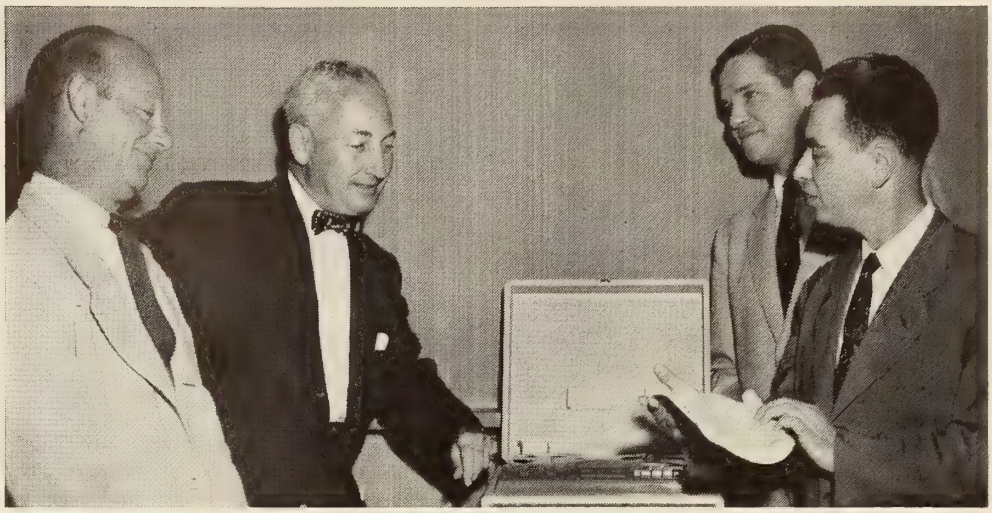
"I believe in radio. I believe it is a wonderful medium and our dealers like it. Radio is the best way to sell a lot of people,"

Phillips Tells Musts Of Copy for Television

A FAST-TALKING tv announcer delivering a commercial has much the same effect as the small print in a black-and-white advertisement, Kalman Phillips, J. Walter Thompson Co., Los Angeles, said in a talk to the Copy Club of Los Angeles.

Mr. Phillips outlined what makes good tv advertising copy:

1. Demonstrate visually whenever possible, making sure the audio describes only what the viewer sees.
2. Stay with a copy point only long enough to put it over.
3. Don't cram too many ideas into one commercial.
4. Use experts to sell a product (i.e.: a movie star to sell soap, a mechanic to sell a car), making sure the authority expresses his own personality, rather than parroting copy.
5. Showmanship is important, but don't allow it to distract from the main selling theme.



LISTENING to a tape recording made at the 25th anniversary celebration of Henry J. Kaufman & Assoc., Washington, D. C., are (l to r) Jeff Abel, Kaufman radio director; Henry J. Kaufman, agency managing director; Dan Cavalier, vice president of WGMS there, and M. Robert Rogers, president of the station.

Pontiac Sets Record Two Weeks of Spots

PONTIAC Cars, Detroit, through McManus, John & Adams, Detroit, will be using the largest radio and television spot announcement campaign in its history [B•T, Oct. 4] with approximately $500,000 earmarked for a two-week "teaser and followup" schedule to introduce new cars. Cadillac, too, through the same agency, will be using a radio schedule about the middle of November in major markets.

Pontiac will break as early as Oct. 15 on the West Coast and as late as Oct. 26 for five days of teaser and a week of followup spots on more than 1,000 radio stations throughout the country. A similar spot schedule will be placed on 200 television stations.

Porter to Be JWT Media Chief; Banks Named by Leo Burnett

ARTHUR A. PORTER, vice president in charge of media at Leo Burnett Co., Chicago, has resigned effective Dec. 1 to accept a similar post with J. Walter Thompson Co., New York, it was announced by Leo Burnett Co. last week. Simultaneously, the Burnett organization reported the appointment of Dr. Seymour Banks, formerly media supervisor, as manager of its media department.

Mr. Porter, an acknowledged Midwest authority on media and research, particularly with respect to broadcasting and newspapers, will become vice president and media director of the Thompson agency. He joined Burnett in 1945 as head of its research department after being associated with George Gallup's American Institute of Public Opinion and the Canadian Institute of Public Opinion since 1936. He later became an account executive, media analyst and manager of Leo Burnett's media department. Mr. Porter was elected a vice president in charge of media in 1951.

AAAA Committee Posts

FOUR agency executives have accepted chairmanships of planning committees for the 1954 eastern annual conference of the American Assn. of Advertising Agencies. The men and their committees. Anthony DePiarro, Lennen & Newell, media; Henry Schachte, Bryan Houston Inc., contact; L. T. Steele, Benton & Bowles, radio-tv administration, and Hal Davis, Kenyon & Eckhardt, public relations.

Roto-Broil Buys Election Coverage on NBC-TV, CBS-TV

ROTO-BROIL Corp., Long Island City, N. Y., has signed for part sponsorship of the Nov. 2 election coverage on both NBC-TV and CBS-TV. Contracts provide for sponsorship on NBC-TV of one-half of the period between 9:30 p.m. and 1 a.m. EST, and on CBS-TV of one-half of the time between 11 p.m. and conclusion.

The Roto-Broil orders, placed through Product Services Inc., New York, are for the full interconnected networks of both NBC-TV and CBS-TV.

WPIX (TV) Sells Last Quarter Of Sports Package to HFC

SALES to Household Finance Corp. of the last available quarter sponsorship of the 69 championship events which form the WPIX (TV) New York 1954-55 Madison Square Garden sports package was announced last week by the station.

Other sponsors of the sports presentation, which begins Oct. 20, are Piel's beer, which purchased a quarter for the third straight year, Robert Burns cigars, which bought a quarter for the second straight year, and Esso Standard Oil, which also bought a quarter.

Package includes three telecasts of the National Horse Show, two telecasts of the Westminster Kennel Club show, 15 professional New York Ranger hockey games, 23 professional New York Knickerbocker basketball contests, 18 New York college basketball games, and at least eight playoffs of the Ranger and Knickerbocker games. Agency for Household is Needham, Louis & Brorby.

McGraw-Hill Names Clay

APPOINTMENT of David M. Clay, tv packager and pioneer in educational tv, as radio-tv programming specialist of McGraw-Hill Book Co. was announced last week. Mr. Clay's duties will include preparation for local and national distribution of package programs featuring McGraw-Hill films and books. Special emphasis will be placed on more interesting and effective educational tv.

Mr. Clay has been active in tv since 1948. Previously, he was with other publishing houses.



APPROVING a $1,000 per week saturation radio campaign by Sta-Nu Corp., for its Sta-Nu (finishing process for dry cleaning) over WHB Kansas City are (l to r): George W. Armstrong, WHB general manager; Clifford J. Barborka, John Blair & Co., Chicago; Roy Edwards, president of Sta-Nu Corp., and Bob Finch, Lester Jacobs Adv., Chicago. The schedule calls for a daily series of 5-, 10-, and 15-minute newscasts and sportscasts.

NL&B Appoints Williams

APPOINTMENT of Lee Williams, vice president, Needham, Louis & Brorby, Chicago, as chairman of the agency's plan board was announced last week. He will coordinate activities of the ten-man group which reviews all advertising prepared by the agency, according to Maurice Needham, NL&B president. Mr. Williams has been serving as senior consultant to the agency and works actively on such accounts as Campbell Soup, Monsanto Chemical and Wilson & Co., among others. Included on the plan board is James Cominos, vice president and radio-tv director.

NEW BUSINESS

Frawley Corp. (Paper-Mate Pens), Culver City, Calif., to co-sponsor with Toni Co., Chicago, *People Are Funny* (NBC-TV, Sun., 7-7:30 p.m. EST) on Oct. 17, 24, 31; Nov. 14, 28; Dec. 12, 19. Agency: Foote, Cone & Belding, L. A.

General Foods Corp. (Calumet Baking Powder), White Plains, N. Y., to sponsor Thurs. and Fri. segments of Mary Margaret McBride program (NBC Radio, 10-10:05 a.m. EST), effective Oct. 14. Agency: Young & Rubicam, N. Y.

RENEWALS

Swift & Co., Chicago, renews 8:15-45 a.m. segment, *Breakfast Club* (ABC Radio, Mon.-Fri., 8-9 a.m. CST) for 52 weeks, effective Nov. 1; company also will sponsor *Edward R. Murrow News* on 23 Columbia Pacific Radio Network stations (Tues.-Thurs., 5-5:15 p.m. PST) for 39 weeks, effective Nov. 2. Agency: J. Walter Thompson Co., Chicago.

De Soto Motor Corp. (Chrysler Corp. div.), Detroit, renews *You Bet Your Life,* on 207 NBC Radio stations (Wed., 9-9:30 p.m. EST). Agency: BBDO, N. Y.

Free Methodist Church of North America, Winona Lake, Ind., renews *Light and Life Hour* (ABC Radio, Sun., 8:30-9 a.m. EST), effective Oct. 24. Agency: Walter F. Bennett & Co., Chicago.

Billy Graham Evangelistic Foundation, N. Y., renews *Hour of Decision* (ABC Radio, Sun., 3:30-4 p.m.) for 52 weeks, effective Oct. 31. Agency: Walter F. Bennett & Co., Chicago.

AGENCY APPOINTMENTS

Screen Gems Inc., N. Y., appoints Joseph Katz Co., same city, with Sidney Loewenberg as account executive. Tv will be used.

Enterprise Heat & Power Co., Chicago, appoints Elliot, Jaynes & Baruch, same city. Radio-tv will be used.

Ralston Purina Co., St. Louis, appoints Guild, Bascom & Bonfigli Inc., S. F., for cereal advertising.

Magnavox Research Laboratories, div. of Magnavox Co., L. A., and **Gertsch Products Inc.** (electronic test equipment), same city, appoint Don Larson Adv., Beverly Hills, Calif.

Pastorelli Food Products Co. (Italian Chef pizza), Chicago, appoints Olian & Bronner, same city. Tv will be used.

Romar Laboratories (STS Nasal Inhalant), Phila., appoints Benjamin Katz Agency, same city. Radio will be used.

World Over Importers Inc. (western distributors, Karl's Beer, Schneider Brewing Co. Inc., Trinidad, Colo.), L. A., appoints Jimmy Fritz & Assoc., Hollywood. Radio-tv spot announcement campaign will be used.

Albert Sheetz Mission Candy Co. (Albert Sheetz restaurants, candies, ice cream, bakery products, catering), L. A., appoints West-Marquis Inc., same city, with Charles B. Smith as account executive. Radio will be used.

Vitamix Corp., Phila., appoints Lee Ramsdell & Co., Philadelphia.

Town Square Foods Inc., Pittsburgh, appoints Cavanaugh Morris Adv., same city. Radio will be used.

Elysee Cosmetic Co. (Queen of Beauty cosmetic cream), S. F., and The Pamper House (health establishment), Oakland, appoint Ad Fried & Assoc., Oakland. Radio-tv will be used for both.

Cockshutt Farm Equipment Ltd., Brantford, Ont., appoints Griswold-Eshleman Co., Cleveland, for Canadian advertising; agency presently handling U. S. advertising.

Culligan Soft Water Service Dealers of Northern California Inc. (Culligan Inc., Northbrook, Ill.) appoints Hoefer, Dieterich & Brown Inc., S. F., with James A. Brown as account executive. Tv is planned.

A&A PEOPLE

Vincent Anson, Nesco Inc., Milwaukee, appointed advertising and merchandising manager, also handling sales promotion and product development.

Robert Riemenschneider Jr., account executive, Schwimmer & Scott Inc., Chicago, appointed media director, succeeding **Evelyn Vanderploeg,** who moves to radio-tv timebuying dept., Arthur Meyerhoff & Co., same city.

Charles E. Van Voorhis, formerly advertising manager, Packard Motor Car Co., Detroit, appointed group head, McCann-Erickson Inc., Chicago.

Edgar C. Pierce, assistant to manager, Geoffrey Wade Adv., N. Y. office, promoted to radio-tv operations director, Hollywood office; **Dennis Clark,** radio-tv dept., Hollywood, appointed to handle radio-tv commercial production.

David Wallace, formerly with *Time* magazine, N. Y., to Ogilvy, Benson & Mather, same city, as manager, research dept, and assistant to vice president in charge of research.

J. H. Hoffman, formerly with C. J. Roche & Co., Chicago, to Foote, Cone & Belding, N. Y., as copy supervisor.

Helen Whitmore, radio-tv copywriting staff, N. W. Ayer & Son., N. Y., appointed copy supervisor; **Alexander Maclachlan,** advertising supervisor, So. New England Telephone Co., New Haven, Conn., to radio-tv copywriting staff of agency.

Robert A. Haverback, advertising staff, Zenith Radio Corp., Chicago, to Norge div., Borg-Warner Corp., same city, as assistant to advertising manager.

John R. Pfann, sales assistant, Sharples Chemicals Inc., Phila., appointed sales analyst, succeeding **J. W. Conyers Jr.,** who moves to market development department.

Scott Costello, formerly with Griswold Eshleman Co., Cleveland, to account management staff, James Thomas Chirburg Co., N. Y.

Frank Wheeler, art director, Anderson & Cairns Inc., N. Y., to copy-contact staff, VanSant, Dugdale & Co., Baltimore.

Robert R. Sawyer, Metro-Goldwyn-Mayer Studios, Culver City, Calif., to radio-tv dept., Campbell-Ewald Co., Detroit, as creative tv writer and commercial film production supervisor.

Robert De Pue Brown, formerly with Ward Wheelock Co., Phila., to advertising promotion dept., *Saturday Evening Post,* same city.

Sylvia Begley, formerly with C. P. MacGregor Inc., Hollywood, to Al Paul Lefton Co., Philadelphia.

Harry Wayne McMahan, vice president in charge of radio-tv commercials and copy plans board member, McCann-Erickson Inc., N. Y., author of book *The Television Commercial,* published by Hastings House.

Arthur C. Fatt, Grey Adv. Agency Inc., Phila., appointed head, 1954-55 Adv. Div. of Federation of Jewish Philanthropies campaign.

Al Paul Lefton, president, Al Paul Lefton Co., Phila., elected member, board of directors, Greater Philadelphia Chamber of Commerce.

C. James Fleming Jr., vice president, Compton Adv., N. Y., appointed vice chairman, business and professional committee, United Hospital Fund 75th anniversary campaign.

Arnold Cohan, president, Arnold Cohan Corp., N. Y., appointed chairman, radio-tv advisory committee, United Hospital Fund 75th anniversary campaign.

Arthur E. Burdge, Coca-Cola Co., Atlanta, announced as governor, seventh district, Advertising Federation of America.

NATL. TELEFILM PREPARES EXPANSION

Financier Gustave Ring and Producer Harry Popkin associate with firm as prelude to enlarged production and distribution activities.

IN PREPARATION for a program of expansion in both production and distribution, National Telefilm Assoc., New York, announced last week it has entered into an association with Col. Gustave Ring, industrialist and financier, and Harry M. Popkin, veteran motion picture producer.

Financial backing for enlarged operations is expected to be forthcoming from Col. Ring, who has been named chairman of the board of NTA but will not assume an active management role in the company. Col. Ring is president of the Ring Construction Co. and the Ring Engineering Co., and makes his headquarters in Washington.

Mr. Popkin's association with NTA was said to be already in effect, with the producer currently supervising production on an NTA series on the West Coast. NTA has distribution rights to nine of Mr. Popkin's theatrical films and the firm will obtain rights to other properties as he makes them available for television.

NTA, which is headed by Ely Landau, president, was formed last January. It operates on a system of franchise agents throughout the country [B•T, Jan. 11] except in New York, Chicago and Hollywood, where NTA maintains owned-and-operated offices.

Mr. Landau reported that NTA currently consists of 15 regional offices with a total of 28 salesmen. He said the staff has been broken down into three regional commands, with Ed Gray as supervisor for the Far West; E. Johnny Graf, the Midwest, and Harold Goldman, the East. Mr. Goldman also is vice president in charge of sales for the entire organization.

The newest NTA office, Mr. Landau said, is one in Montreal, headed by Napoleon Vaillancourt, owner of the Canadian Educational Film Co.

NTA $1 Million Contest Ready for Tv Stations

GIVEAWAY prizes valued at $1 million will soon be offered by local tv stations to viewers through a new plan worked out by National Telefilm Assoc., New York. The two-fold purpose behind NTA's move, announced last week, is to give stations a new showmanship twist that will help them build audiences and increase sales and at the same time to sell NTA's library of filmed programs in 100 markets before Jan. 1, 1955.

Beginning Oct. 18, NTA's sales force will unfold to station owners the details of the largest giveaway contest in broadcasting's history, according to Ely Landau, NTA president. The contest, copyrighted under the title "Tv Tic Tac Toe," will be available only to stations buying NTA programs such as *China Smith, Orient Express, The Passerby,* and *The Bill Corum Show.* Exclusive rights to the contest will be assured stations in their individual coverage areas.

Starting date of the contest is Jan. 2, 1955. It will run 17 weeks, during which time there will be a controlled number of weekly winners. The national winner selected at the end of the contest will get $100,000 in prizes, including a $35,000 home, $15,000 worth of decorations, a trip around the world or $10,000 in cash, a Cadillac, a mink coat and a $5,000 gift certificate redeemable at any local store.

In addition to the prizes, NTA will supply over $400,000 worth of promotional material to participating stations. Viewers will be required to pick up a different contest card each week at distribution points set up by the station. The station will give viewers a new clue each day—seven days in all—and the clue may be repeated as often as the station wishes.

To help map out promotion campaigns for the contest at a local level, NTA has assigned a full-time merchandising man to visit stations where he will work with executives in setting up the drive. Stations participating in the contest also will be supplied with a complete kit of on-the-air promotion material, including slides and spot announcements, as well as point-of-sale material such as counter cards, window streamers and fly tags.

Screen Gems Announces Latest Staff Additions

LATEST additions to the staff of Screen Gems Inc., New York, were announced last week by Ralph Cohn, vice president and general manager, who noted the national staff of the organization has been increased by 100% since the first of the year.

Bud Donnelly, who has served on the sales staff of several tv film companies, has been appointed as assistant to John McCormick, midwestern sales manager in Chicago. George E. Burgess Jr., formerly head of Screen Gems' sales service department, has been transferred to the sales force, and Arthur Topol, who had been Mr. Burgess' assistant, has been named to succeed him.

Other new staff members include: Conrad Wallenstein, assistant to the business manager; Joe Morrison and Vincent Cafarelli, assistant animators; Fred Eng, painter; Stanley Ackerman, dialogue director, and Bernard Kahn and Robert L. Stevens, film inspectors.

Judge Asks Main Issues In Anti-Trust Film Suit

STATEMENTS of what attorneys for both the Justice Dept. anti-trust division's Los Angeles office and defendant major motion picture production and distribution firms believe to be the main issues in the government's suit to force release of 16 mm theatrical films to tv and other uses [B•T, Sept. 27] were requested by Oct. 18 by Federal District Judge Harry C. Westover last week, in an effort to simplify and speed up trial proceedings.

Meanwhile, James McGrath, acting chief of the Los Angeles anti-trust office, said so many answers have been filed in replies to government interrogatories by the 11 defendant firms, and so many new issues raised by defendant attorneys, that he will move by Nov. 15 that the interrogatory replies be stricken from the court record.

At last week's pre-trial hearing, Judge Westover indicated he was sympathetic to Mr. McGrath's request for an early trial and would seek to complete preliminaries as soon as possible.

Casey Studios in Florida Are Acquired by Trio

ACQUISITION of the Thomas Casey Film Studios in Winter Park, Orlando, Fla., by Martin Jones, Henry Olmsted, and Gordon Knox was announced last week. Purchasers will make the studios immediately available for filming tv shows and commercials. The investment was said to total $500,000. Studios contain two fully equipped sound stages, with floor areas measuring 55x60 feet for one, 45x10 feet for the other. It was said each studio can handle four to six sets simultaneously.

The studios will operate as a branch of the Princeton Film Center, Princeton, N. J., of which Messrs. Jones, Olmsted and Knox are directors. They will serve also as a branch of Olmsted Sound Studios, which in turn will serve as New York headquarters for Princeton Film Center.



WFMJ-TV Youngstown, Ohio, signs the G. M. McKelvey Co., local department store for its *Gem Theatre* Sunday night motion picture series. Agreeing on the contract (l to r): Bob Jolly, WFMJ-TV salesman; Mitchell F. Stanley, WFMJ-TV manager; Charles G. Nichols, McKelvey president and general manager; Robert C. Harnack, Paul Smith Agency representative, and Mrs. Vera Friedman, McKelvey ad director.

Bagnall Planning to Offer Five New Television Shows

GEORGE BAGNALL & Assoc. has acquired five new shows for tv distribution, according to an announcement made last week by the firm. The shows are: *Scene With a Star,* starring Vera Vague, a comedy audience participation series; *Spotlite of Hollywood* with Jim Ameche, a personality interview series; *World of Wolo,* a children's show; *Let's Draw,* with artists Frank Webb and Valerie Landon, and *Sports Mirror,* a sports celebrity series.

All shows are 15 minutes in length and are available immediately for local, regional or national sponsorship. Earlier this year, the Bagnall firm acquired distribution rights for all of Consolidated Television's properties. The combined library now exceeds 1,000 hours of programming.

FILM DISTRIBUTION

Association Films Inc., N. Y., announces seven different 13-week film series it distributes, which are made available to stations free, are currently playing on stations throughout country. Among its properties are *Made in the U.S.A.,* booked by 108 stations; *Films for the Family,* 70 stations; *A Stacked Deck,* 18 stations; *Boy's Railroad Club,* 82 stations; *Sur-Prize Package,* 69 stations, and *Tv Travel-Log* and *Italian Rainbow,* recently offered to stations.

FILM PRODUCTION

Superman Inc., Hollywood, starts this month on new series of 13 half-hour color *Superman* films for Kellogg Co., Battle Creek, Mich. Agency: Leo Burnett Co., Chicago.

Roland Reed Productions Inc., Hollywood, will begin 26 new half-hour *Waterfront* films Nov. 4.

Hal Roach Jr., Productions, Culver City, Calif., will shoot *The Story Teller* tv series this month with John Nesbitt as writer and narrator and Jerry Stagg as producer.

Fran O'Brien, public relations director and account executive, Goldswan Productions Inc., N. Y., and **Spencer Bentley,** former director, Radio Free Europe, have packaged new tv series titled *How To Be Happy.*

RANDOM SHOTS

Hoffberg Lewis Enterprises, N. Y., has been organized by Jack Hoffberg and Martin Lewis at 362 W. 42nd St. for production and distribution of tv film featurettes and shorts.

Film File, div. of Pix Enterprises, Studio City, Calif., announces new film library service supplying loops, clips and inserts for integration into station programming.

Global Telefilms Inc., N. Y., has moved to 35 W. 53rd St.

FILM PEOPLE

Howard Grafman, formerly production director, NBC Chicago, elected vice president in charge of sales, MAC Studios (film producers' sales representatives), same city.

Bert Lytell, 69, radio-tv, motion picture and stage actor, died Sept. 28.

OUT-OF-HOME LISTENING SETS RECORD

Pulse reports for last summer show out - of - home listening added 23.8% to the at-home audience, a factor big enough to justify combined at-home and out-of-home ratings.

RECORD growth of out-of-home radio listening during the past summer was pointed up last week by Dr. Sydney Roslow, director of The Pulse Inc., in announcing the results of out-of-home surveys conducted by The Pulse in 23 major markets throughout the U. S.

The growing importance of this segment of broadcasting, Dr. Roslow said, has prompted The Pulse to set plans in motion for the issuance of a combined at-home and out-of-home rating —in place of two separate measurements—in its future reports. He said the combined rating plan will be put into effect in Miami, starting with the October-November (1954) report, and added:

"Radio audience measurements should cover all listening—regardless of where it occurs. The growth in importance of listening away-from-home makes it essential to include this audience when radio is examined as an advertising medium. This can only be assured by presenting one rating, which contains both at-home and out-of-home listening. Extension of this plan to other markets will depend on the reaction on the part of Pulse subscribers."

During the summer of 1954, Dr. Roslow said the surveys showed that away-from-home listening added 23.8% to at-home audience, which he described as "a new high." Three years ago, he continued, the "plus" represented by this group amounted to only 17.3%.

Away-From-Home Average

"During the average quarter-hour from 6 a.m. to midnight, 4.3% of all radio families in the areas surveyed were listening in automobiles, at work, or in other away-from-home places," Dr. Roslow revealed. "If these results are projected, the out-of-home audience at any given time of the day would average over 2 million radio families."

The studies showed that the "plus" represented by the away-from-home audience ranged from 17.9% in Seattle to 27.1% in New York. Los Angeles and New York were said to rank first on the basis of the level of out-of-home listening, with 4.8% of the families in these two markets reporting away-from-home listening during the average quarter hour from 6 a.m. to midnight.

"The current Pulse studies also make it clear," Dr. Roslow observed, "that a serious rating error occurs if a single figure, representing the average out-of-home 'plus' for all stations in a market, is arbitrarily applied to each station's at-home rating. The percent added by the away-from-home audience varies widely from station to station. In New York, for example, the 'plus' represented by out-of-home listening averaged 27.1% for all stations. Yet, for one broadcaster, it came to 10%, while for another 50%."

Dr. Roslow said that these studies are conducted semi-annually (in the winter and summer), except in New York, where they are issued quarterly. He pointed out that if plans to present a combined at-home and out-of-home rating are accepted, away-from-home studies would comprise an integral part of all Pulse radio audience surveys.

The 23 markets surveyed by Pulse last summer were said to contain 15,764,480 radio families, estimated to be more than one-third of the total throughout the U. S. The markets: Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Columbus, Detroit, Houston, Kansas City, Los Angeles, Milwaukee, Minneapolis-St. Paul, New Orleans, New York, Philadelphia, Richmond, San Diego, San Francisco, St. Louis, Seattle and Washington.

'Dragnet' Leads Nielsen Tv And Latest Videodex

DRAGNET held top spot in the national Neilsen tv ratings for the two-week period ending Sept. 11. NBC and CBS each had five programs among the top ten shows reaching total homes. ABC's coverage of the "Miss America Pageant" replaced *Robert Montgomery* in the listing based on per cent of tv homes reached.

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Dragnet (NBC)	13,955
2.	Public Defender (CBS)	11,662
3.	Best of Groucho (NBC)	10,862
4.	Toast of the Town (CBS)	10,188
5.	Ford Theater (NBC)	10,140
6.	I've Got A Secret (CBS)	9,607
7.	Masquerade Party (CBS)	9,593
8.	This Is Your Life (NBC)	9,206
9.	Robt. Montgomery (Johnson) (NBC)	9,017
10.	Arthur Godfrey's Scouts (CBS)	8,958

Per Cent of Tv Homes Reached Program Station Basis

Rank	Program	Homes %
1.	Dragnet (NBC)	46.5
2.	Public Defender (CBS)	38.9
3.	Best of Groucho (NBC)	36.1
4.	Ford Theater (NBC)	35.1
5.	Toast of the Town (CBS)	34.7
6.	Miss America Pageant (ABC)	34.2
7.	I've Got A Secret (CBS)	32.9
8.	Masquerade Party (CBS)	32.3
9.	This Is Your Life (NBC)	31.9
10.	Arthur Godfrey's Scouts (CBS)	31.8

Copyright 1954 by A. C. Nielsen Co.

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LEADING show in the Videodex listing for Aug. 28-Sept. 3, remains NBC-TV's *Dragnet.* Complete listing as follows:

	Name of Program	No. of Cities	% Tv Homes
1.	Dragnet (NBC)	116	31.9
2.	Best of Groucho (NBC)	133	29.1
3.	Toast of the Town (CBS)	118	27.5
4.	Red Skelton (CBS)	129	24.7
5.	Tv Playhouse (Goodyear) (NBC)	109	24.4
	Stage Show (CBS)	92	24.4
6.	Ford Theater (NBC)	157	23.9
7.	Summer Theater (Westinghouse) (CBS)	83	23.3
8.	Talent Scouts (CBS)	61	23.0
9.	Public Defender (CBS)	128	22.2
10.	Kraft Tv Theater (Wed.) (NBC)	59	22.0

	Name of Program	No. of Cities	No. Tv Homes (000's)
1.	Dragnet (NBC)	116	11,079
2.	Best of Groucho (NBC)	133	10,054
3.	Toast of the Town (CBS)	118	9,216
4.	Ford Theater (NBC)	157	8,737
5.	Red Skelton (CBS)	129	8,618
6.	Tv Playhouse (Goodyear) (NBC)	109	8,318
7.	Stage Show (CBS)	92	7,971
8.	Public Defender (CBS)	128	7,824
9.	Summer Theater (Westinghouse) (CBS)	83	7,591
10.	Summer Comedy Hour (NBC)	115	7,480

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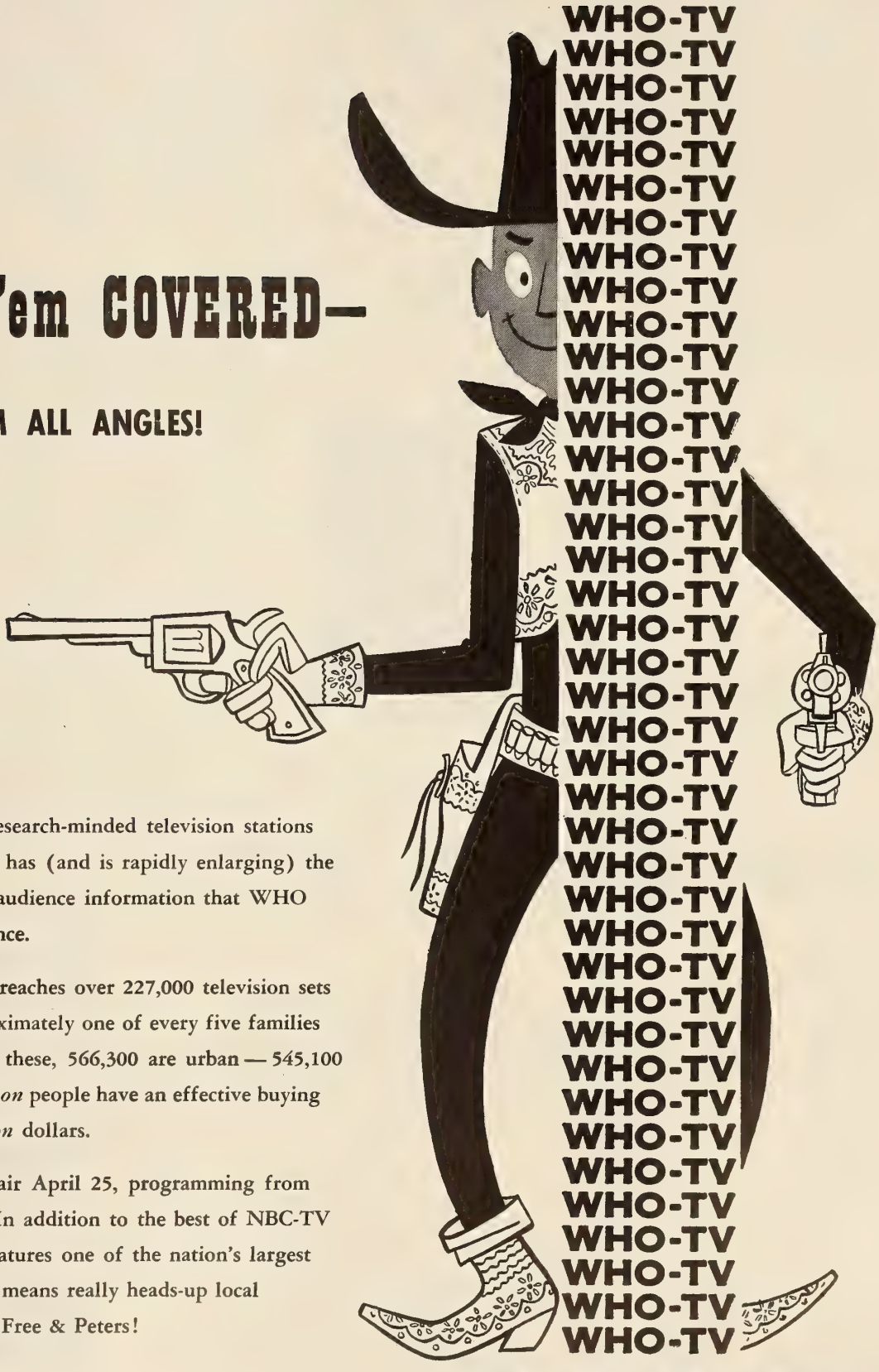
Aug. Cathode Tube Sales Up

SALES of cathode ray tv tubes in August totaled 855,191 units compared to 514,346 sold in July, according to Radio-Electronics-Tv Mfrs. Assn. August 1953 sales totaled 879,169 tubes, slightly above this year's figure. Eight-month cathode tube sales totaled 5,326,775 units compared to 6,710,440 last year.

Sales of receiving tubes totaled 35,167,272 in August compared to 24,208,512 in July. Eight-month total was 225,084,844 compared to 308,222,911 in the same 1953 period.

We got 'em COVERED—

FROM ALL ANGLES!



As one of the most research-minded television stations in the world, WHO-TV has (and is rapidly enlarging) the same reliable *television* audience information that WHO offers on its *radio* audience.

Briefly, WHO-TV now reaches over 227,000 television sets in central Iowa — approximately one of every five families (1,111,400 people). Of these, 566,300 are urban — 545,100 are rural. These 1.1 *million* people have an effective buying income of over 1.7 *billion* dollars.

WHO-TV went on the air April 25, programming from 6 a.m. to 12 midnight. In addition to the best of NBC-TV attractions, WHO-TV features one of the nation's largest local-talent staffs, which means really heads-up local programming, too. Ask Free & Peters!

WHO-TV

Channel 13 • Des Moines • NBC



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

Census Bureau Begins Two New Surveys

Farm census questionnaires mailed out; business and industry report forms being readied. Answers should provide a reliable picture of nation's economy in mid-50s.

TWO separate Census Bureau projects, the farm census and a survey of business and industry, will provide a reliable picture of the nation's economy in the mid-50s.

The farm census will provide the first enumeration of tv sets on farms since television attained national stature as a medium [B•T, July 19]. Work of taking an inventory of the nation's 5.4 million farms got under way last week as questionnaires were mailed out and a crew of 34,000 workers began visiting farmers to help them fill out the forms.

Report forms, to be used in the 1954 Census of Business, Manufactures and Mineral Industries, were sent to the printer last week. They will be distributed early in 1955 to 2.5 million firms. Radio and tv stations and networks are not included in this count because figures on their operations are collected by the FCC.

Electronic manufacturing firms and producers of motion picture-television films will be covered by the business survey, the first since 1948. In general this census covers retail trade, wholesaling, and selected service trades such as personal, business and repair services, amusement places, all phases of the motion picture industry, hotels and motels.

Use Mail, Tax Returns

These firms will report on location, kind of business, form of organization, employment and payrolls, inventories, annual sales or receipts, and credit sales. The canvass will be done by mail for all firms having paid employes. Data on no-employe enterprises will be derived from Internal Revenue Service income tax returns.

Robert W. Burgess, Director of the Census, said emphasis will be placed on speed in collecting data and publication of results. He pointed out that "vigorous steps will be taken to assure that data most needed by businessmen and government for use in day-to-day operations will be released as soon as possible.

"Businessmen receiving questionnaires will be urged to complete their reports within 30 days after receipt of the report form."

Mr. Burgess said Secretary of Commerce Sinclair Weeks will send a message with the report forms, pointing out that the Census Bureau is dependent upon prompt and accurate reporting by businessmen to carry out its program for early publication of results.

The Census of Manufactures will follow previous surveys, emphasizing production of commodities, use of fuels and materials, value added by manufacture, employment and pay, inventories, power equipment and capital expenditures. The Bureau of Mines is cooperating in the survey of mineral industries.

The Census of Agriculture will provide businessmen with complete data about the nation's farms. Combined with the business, manufacturing and mineral enumerations, the Census Bureau will show how the needs of 163 million people are served by farmers, merchants, factory workers and miners.

A fund of $16 million is available for the farm tally, with $8,400,000 appropriated for the business-manufacturing-minerals enumeration. Additional appropriations will be sought next year to cover final collection of returns and their tabulation.

The last farm census was taken in 1950, based on 1949 conditions. The question on tv receivers will be asked on 20% of the questionnaires. This sample is deemed accurate by the bureau on a nationwide basis and should be accurate within 5% in the case of even the most isolated county. The tv set count will yield bench-mark figures that will be widely used by business and government.

Myers Joins ARB to Head New Service Dept. in N. Y.

LORIN S. MYERS, former tv promotion manager of Free & Peters, radio-tv station representatives, joins American Research Bureau Inc. Oct. 12 as head of the new advertiser service department. He will specialize in research problems of tv sponsors, according to James W. Seiler, ARB president.



MR. MYERS

Mr. Seiler said the new department was formed to meet an increasing demand by advertisers for tv audience data on a national and local basis. ARB issues two national reports each month and makes individual surveys in over 60 major markets. With Free & Peters two years, Mr. Myers had previously been with CBS-TV as sales research counsel and with the NBC tv and radio networks in a sales promotion role. He entered broadcasting in 1940 at WSB Atlanta and later served at WRC-WNBW (TV) Washington. The new ARB department will be headquartered at 551 Fifth Ave., New York. ARB's headquarters office is in the National Press Bldg., Washington.

BAB Brochure Relates Grocers' Use of Radio

A NEW two-color 12-page brochure titled "How Six Major Grocery Chains Use Radio" has been released by Broadcast Advertising Bureau, New York.

The report covers the number of stores in each chain, location, annual sales volume, type of radio used, and the length of time the broadcast medium has been employed in advertising campaigns. The brochure has been mailed to BAB's member stations and is available to advertisers and advertising agencies.

The grocery stores presentation is one in a series being prepared by BAB detailing the specific usage of radio in promotion plans of leading firms in particular categories.

Film Employes Wages Drop

DROP from an all-time high average weekly wage level for motion picture production workers, including tv film employes, from $132.20 during July, to $129.80 during August, was reported by the California State labor statistics bulletin last week. Despite lower August earnings, however, average weekly payroll still remains substantially over the August 1953 wage level of $116.16 weekly.

Hal Tunis Assoc. Formed With N. Y. Headquarters

FORMATION of Hal Tunis Assoc., radio-tv program production and packaging firm, was announced last week by Hal Tunis, who heads the firm. The firm also will deal with retail store promotion. Associated with Mr. Tunis are Albert Etter, merchandising executive who created the "treasure chest campaign," and Murray Terrick, former professional basketball star and sports expert. Offices are at 150 E. 35th St., New York.

'Attorney' Sales Hit 296

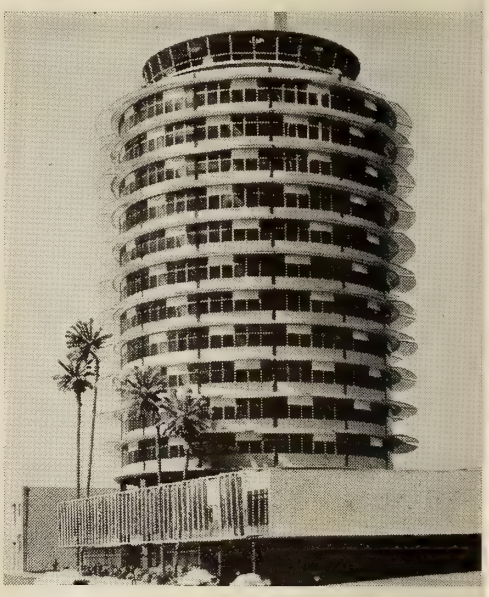
RECORD renewal rate has been established by the radio version of *Mr. District Attorney* with the sale of the series in 296 markets, according to Alvin E. Unger, vice president in charge of sales of Frederic W. Ziv Co. Among the advertisers signing for sponsorship this season are packing firms, banks, bakeries, appliance dealers, breweries, insurance companies, retailers and food producers.

Star of the radio series is David Brian, who also plays the lead in the tv version, a Ziv Television Programs Inc. property.

Tv for Tupelo Planned

COMMUNITY Tv system for Tupelo, Miss., will be built by Lancaster Corp., a Philadelphia holding company, and Jerrold Electronics Inc., community tv equipment manufacturer, it has been announced.

Birmingham, Ala., tv signals will be fed to Tupelo residents. Birmingham is 110 airmiles away. Provisions have already been made to carry necessary coaxial cables on existing poles of local electric and telephone utilities.



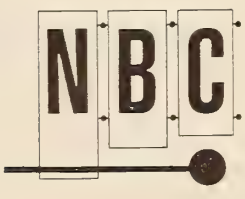
CURRENT quip in Hollywood is whether Capitol Records' new circular office building, pictured above, for which ground was broken last month, is set for 33 1/3, 45 or 78 rpm. Radio-tv executives and personalities, and civic and industrial leaders helped president Glenn E. Wallich start construction with ceremony. When completed, Capitol will occupy half of the building, with rest leased to outside business concerns.

and now...NBC takes you to

NEW YORK

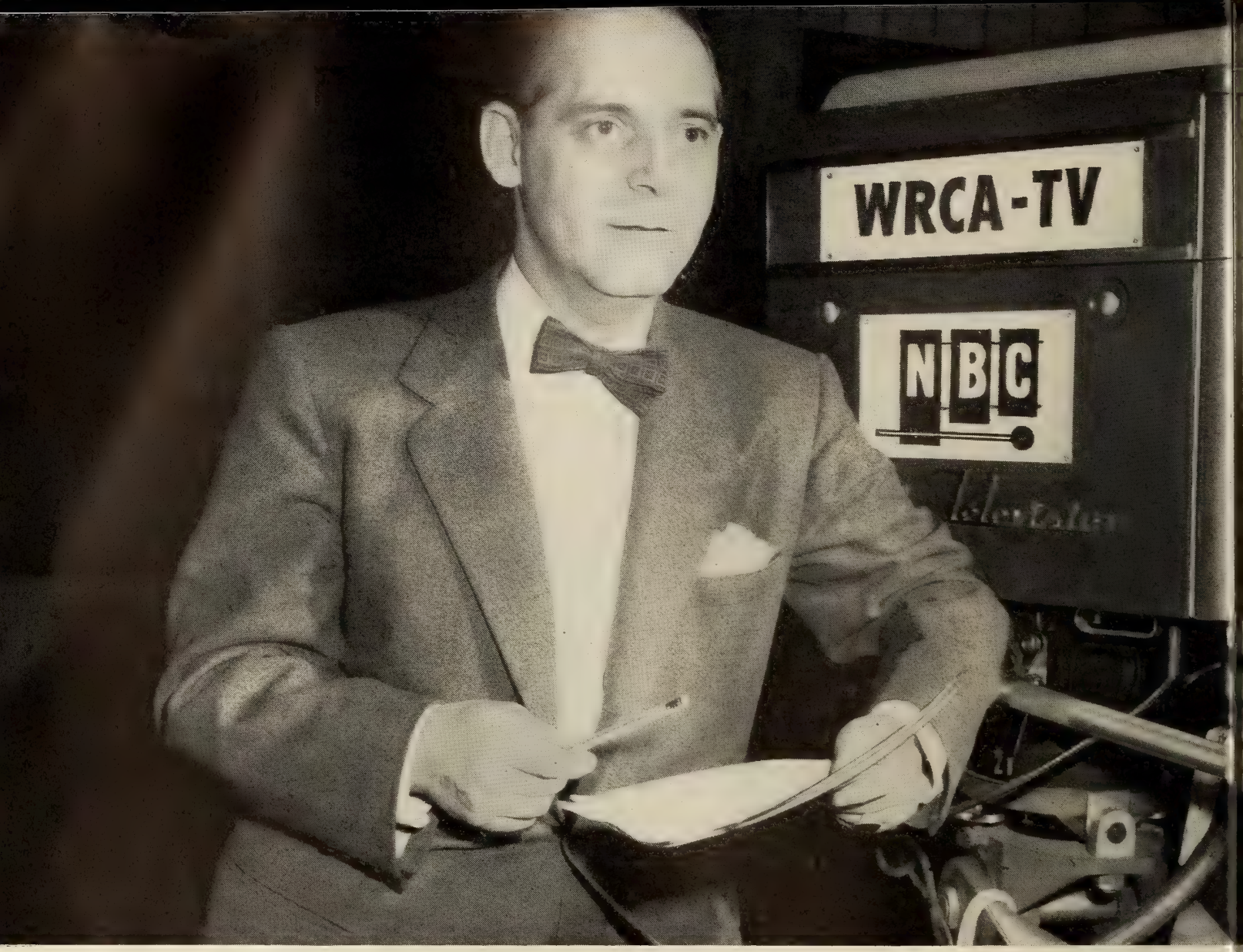
LOS ANGELES

and **WASHINGTON, D. C.**



radio and television

a service of RCA



This is Ben Grauer reporting from New York . . .

as of October 18, the FCC has authorized **WNBC 660**

to change its call-letters to **WRCA 660**

and **WNBT** *channel* **4**

to change its call-letters to **WRCA-TV** *channel* **4**

Only the call-letters are changed. In New York,
radio advertising still sells best on 660. . .
television advertising still sells best on Channel 4.

and now to Los Angeles . . . . .

WRCA 660 • WRCA-TV CHANNEL 4 • REPRESENTED BY NBC SPOT SALES



This is Jack Latham reporting from Los Angeles . . .

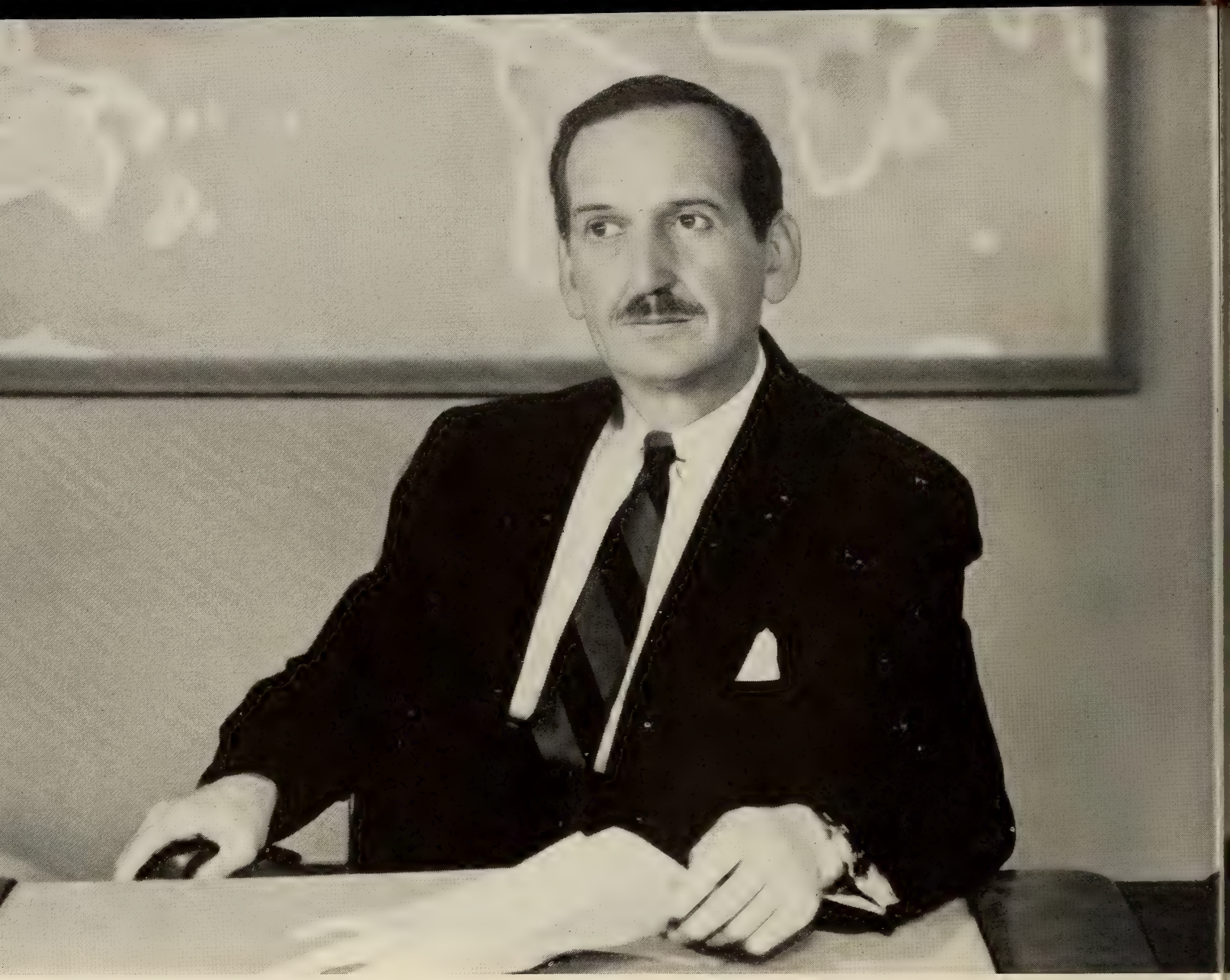
as of October 18, the FCC has authorized **KNBH** *channel* **4**

to change its call-letters to **KRCA** *channel* **4**

Only the call-letters are changed. In Los Angeles, television advertising still sells best on Channel 4.

and now to Washington, D. C. . . . . .

KRCA CHANNEL 4 • REPRESENTED BY NBC SPOT SALES



This is Richard Harkness reporting from the Nation's Capital...

as of October 18, the FCC has authorized **WNBW** *channel* **4**

to change its call-letters to **WRC-TV** *channel* **4**

Only the call-letters are changed. In Washington, D. C., television advertising still sells best on Channel 4 . . . radio advertising still sells best on WRC-TV's sister station, WRC 980.

WRC-TV CHANNEL 4 · WRC 980

WRCA, WRCA-TV, KRCA, WRC-TV *a service of* RCA

REPRESENTED BY NBC **SPOT SALES**

NARTB DISTRICT MEETING ATTENDANCE SHOWS INCREASE AFTER EARLIER LAG

District 9 opens its sessions today at Lake Delavan, Wis., with District 11 slated to convene Thursday-Friday at Minneapolis.

ATTENDANCE at the NARTB district meeting circuit, now entering its sixth week, rose to the 1953 level last week after having lagged behind recent years.

The first nine meetings attracted 905 delegates compared to 910 last year in the same districts. Three districts have recorded heavy increases over 1953. They are District 4 (N. C., S. C., D. C., Va.), 119 compared to 88 last year; District 8 (Ind., Mich.), 80 compared to 69 and District 10 (Ia., Mo., Neb.), 132 as of noon Thursday compared to 98.

In some districts the total attendance has been less than that of meetings of individual state associations, though some of the state groups meet twice a year.

President Harold E. Fellows has told delegates at some of the current meetings that NARTB must consider possible revision of the district formula in view of the large number of meetings in the industry and the heavy travel demands on management [B•T, Sept. 27].

Last week meetings were held by District 8 at Detroit and District 10 at Omaha. District 9 (Ill., Wis.) meets today (Monday) at Lake Delavan, Wis., and District 11 (Minn., N. D., S. D.) meets Thursday-Friday at Minneapolis.

Total attendance at the nine meetings held thus far follows, with 1953 comparative figures:

Dist.	1954	1953
1	108	129
2	109	114
3	121	142
4	119	88
5	66	86
6	96	102
7	74	82
8	80	69
10	132	98
	905	910

DISTRICT 8

GOVERNMENT supervision of radio and tv should be confined to the "mechanics of regulation," Sen. Homer Ferguson (R-Mich.), told NARTB District 8 (Ind., Mich.) at its Tuesday luncheon, held at the Sheraton-Cadillac, Detroit.

In 25 years of public service, Sen. Ferguson said, he has learned that "all wisdom does not lie in a public official." He contended freedom of thought and expression through free radio-tv and press are vital to survival of the Republic.

Sen. Ferguson called for elimination of long delays in FCC procedure, saying he was not satisfied "with the length of time it takes to get a grant or denial of a permit. Delay in justice is a denial of justice."

He encouraged radio and tv to comment "in those areas in which they agree and on those in which they do not agree" but cautioned that editorials should be plainly labeled. The United States can't survive without full knowledge of the facts, he continued, with radio and tv providing a means of access to those facts. He added that "how a man says a thing is often as important as what he says."

District Director Robert B. McConnell, WISH Indianapolis, presided as meetings opened Monday. He named the following to the Resolutions Committee: Robert D. Enoch, WXLW Indianapolis, chairman; Carl E. Lee, Fetzer Stations, and Milton L. Greenebaum, WSAM Saginaw.

Resolutions adopted by the delegates called for support of the NARTB radio and tv codes; opposed discriminatory legislation and censorship moves; called for amalgamation of industry meetings, and commended NARTB President Harold E. Fellows and his staff. Eighty delegates were registered, 10 above the 1953 figure.

Paul Adanti, WHEN-TV Syracuse, presided at the television panel. He urged management to use care in hiring and suggested NARTB form a committee to set up a set of standards of operating procedure. This committee would wrap up sound industry patterns into operating formulas covering personnel and work, how to hire, where to place, number of employes, and similar items.

The solution to all-industry management problems lies in all-industry action, he argued. On the tv panel were Joseph M. Higgins, WTHI-TV Terre Haute; William J. Edwards, WKNX-TV Saginaw; Edward G. Thoms, WKJG-TV Fort Wayne, and Edwin K. Wheeler, WWJ-TV Detroit.

Hosts at a cocktail party were these Detroit stations—WWJ, WXYZ, WJR, CKLW, WJBK, and WKMH.

R. Sanford Guyer, WMOA Marietta, Ohio, radio guest speaker, advocated small, well-paid staffs with experienced people. He suggested recruiting of young people from high school and college classes in radio-tv.

Salesmen should sell program and spot ideas of a tangible type, not just type or spots, he said, adding, "Instead of a 50-word spot, sell a dramatized 30-second presentation." He reminded that radio is spoken salesmanship and that most people spend three times as much time speaking as reading. He said announcers should "paint pictures in the listener's mind." He urged management to cut unnecessary costs such as over-staffing and unnecessary paper work.

"Don't depend on networks for revenue but for helpful programming to supplement your local programming," he said. He predicted radio will continue its upward trend in the local advertising picture and that it will always dominate the small- or medium-sized market.

DISTRICT 10:

PRESENT-DAY radio listeners are choosy, demanding good signals as well as good programming, NARTB District 10 delegates were told Thursday at the opening of two-day session in Omaha. Robert T. Mason, WMRN Marion, Ohio, guest radio speaker, listed factors to be considered in lessening effects of competition on local radio.

He added, however, that fringe-area listeners will tune a station even if the signal is weak, provided they are interested in the programs. Advocating high technical standards, he suggested the technical investment should equal depreciation.

Cheapness will not sell radio, he said, urging stations to study their rate cards with a view to increasing their rates. He said radio should have cleaned its house years ago, avoiding present vulnerability to attacks. He described the present FCC as "the best ever," suggesting stations can't alibi their shortcomings on unfair federal control. He advocated unity within the NARTB fold so the industry can present a solid front to attacks.

E. K. Hartenbower, KCMO Kansas City, presided at the meeting as district director, with 132 delegates registered at noon Thursday.

Paul Adanti, WHEN-TV Syracuse, was guest tv speaker (see District 8 story). FCC Comr. Robert T. Bartley was Friday luncheon speaker.

Named to the resolutions committee were John Alexander, KODY North Platte, chairman; Eugene T. Flaherty, KSCJ, KTVI (TV) Sioux City, and Barton Pitts, KFEQ-AM-TV St. Joseph.

RCA continued its district meeting custom of serving as breakfast coffee host with Joe Mullen and Walter Varnum in charge. Knights of Aksarben and Omaha broadcasters were hosts at receptions for delegates.



CAUGHT IN CORNER between sessions at District 8 meeting were (l to r) Lester W. Lindow, WFDF Flint; James G. Riddell, WXYZ Detroit; George Bolling, The Bolling Co.; William Knodel, Avery-Knodel, Chicago; Gayle Grubb, WJBK Detroit; Edwin K. Wheeler, WWJ Detroit, and Robert D. Enoch, WXLW Indianapolis.



CENTER of Dist. 8 conversation was W. J. Edwards (r), WKNX-TV Saginaw. Others (seated, l to r), J. J. Keenan, WSJV (TV) Elkhart, Ind.; Jan Gilbert, Bryan-Houston, N. Y.; Fred Knorr, WKMH Detroit; R. B. McConnell, WISH Indianapolis. Standing, C. E. Lee, Fetzer Stations; Worth Kramer, WJR Detroit; J. M. Higgins, WTHI Terre Haute.



GATHERED round the piano at NARTB District 7 meeting in Louisville were Allen L. Haid, WSPD-AM-TV Toledo, and Will Dougherty, WDOK Cleveland (seated), and these carolers (l to r): Tom Rogers, WCLT Newark; Gene Trace, WBBW Youngstown; Nate Lord, WAVE-AM-TV Louisville; Mrs. Robert O. Runnerstrom, and Robert O. Runnerstrom, WLOK-AM-TV Lima.

NARTB CONVENTION PLANNING STARTS

Special committee holds initial discussions on next year's Washington sessions.

PLANS to stage the 1955 NARTB Convention the week of May 22 in two Washington, D. C., hotels were considered Wednesday at a meeting of the association's convention committee. Co-chairmen of the committee are Henry B. Clay, KWKH Shreveport, La., Radio Board chairman, and Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman.

The committee inspected facilities of the Sheraton Park and Shoreham Hotels and drew up tentative allocation of display space in the Shoreham and dining space at the Sheraton Park. The hotels are located about a block apart in the Rock Creek Park-Connecticut Ave. section of Washington.

Another session will be held within a fortnight, when NARTB President Harold E. Fellows will interrupt his district meeting schedule to meet with the planning group.

Finance Group Setup

A finance subcommittee was formed with Messrs. Clay, McCollough and Kenyon Brown, KWFT Wichita Falls, Texas, as members. Mr. Brown was chairman of the 1954 Convention Committee. Named to an exhibition facilities subcommittee were Kenneth L. Carter, WAAM (TV) Baltimore; Frank M. Russell, NBC, and Ben Strouse, WWDC Washington. The finance subcommittee will handle arrangements for the banquet entertainment.

Attending the Wednesday meeting, besides those mentioned, were James H. Moore, WSLS Roanoke, Va.; Campbell Arnoux, WTAR-TV Norfolk, Va.; and these NARTB representatives—Robert K. Richards, public relations consultant to NARTB; C. E. Arney Jr., secretary-treasurer; Thad H. Brown Jr., tv vice president; A. Prose Walker, engineering manager, and William K. Treynor, station relations manager. Excused from attendance were John H. DeWitt Jr., WSM Nashville, who is liaison for the Broadcast Engineering Conference, and E. K. Hartenbower, KCMO Kansas City.

AIMS Meets in Ind. Today

THE Assn. of Independent Metropolitan Stations (AIMS) meets today (Monday) and tomorrow in French Lick, Ind., with sessions scheduled to run continuously from 9:30 a.m.-5 p.m. daily. The group, which meets at management level twice yearly to exchange ideas and experiences, has scheduled sessions on business, management, local sales management and promotion, programming and technical matters. Also on the agenda is a discussion on the movement to raise the power of class IV stations from 250 w to 1 kw.

Ohio AWRT Meets Oct. 22-24

NEWLY-ORGANIZED Ohio Chapter of American Women in Radio & Television will hold its first convention Oct. 22-24 at the Carter Hotel, Cleveland. Workshops will be held discussing "Your Selling Power," "Your Value to Your Station," "Building a Hooper" and "Personal Activities"; panelists will include Ohio station management executives, agency representatives and AWRT members.

Central Region AAAA Sets Oct. 14-15 Agenda

WORKSHOP panels on broadcast and printed media, radio-tv creative and production aspects of commercials and research will highlight the annual meeting of the AAAA Central Region in Chicago Oct. 14-15.

More than 40 speakers have been lined up for the two-day sessions at the Drake Hotel. Opening meetings Thursday will be devoted to management discussions, open only to agency personnel.

Slated to participate in Friday morning's media workshop are John Karol, CBS Radio vice president in charge of network sales. George H. Frey, NBC-TV vice president for sales, Vernon C. Myers, publisher, *Look*, and Walter C. Kurz, advertising manager, *Chicago Tribune*. Robert F. Hussey, vice president, Foote, Cone & Belding, will preside as chairman.

An afternoon panel on creative and production aspects of radio-tv commercials will be headed up by Alan Wallace, Needham, Louis & Brorby, Chicago. Speakers will include Nelson Winkless, NL&B, on "The Story of One Commercial"; Peter Cavallo, J. Walter Thompson, on "How To Evaluate Package Commercial Producers"; John B. Simpson, Foote, Cone & Belding, on "Experiments in Color," and Dr. Richard B. Lewis, San Jose State College, Calif.

Research will be explored from the agency and advertiser viewpoints on another workshop Friday, with Dr. Steuart H. Britt, vice president, Needham, Louis & Brorby, as moderator. Need for advertising research will be covered by Stuart D. Watson, advertising manager, S. C. Johnson & Son, while Lyndon O. Brown, vice president, Dancer-Fitzgerald-Sample, will discuss how it can be improved. Third speaker will be Hans Zeisel, U. of Chicago and formerly with McCann-Erickson.

Henry G. Little, president, Campbell-Ewald Co., Detroit, and vice chairman of the board of the AAAAs, will deliver the Friday luncheon address on the subject, "Do We Need a New Blueprint for Advertising." Fred Gamble, AAAA president, will kick off the closed Thursday session with a review of the "State of The Industry." Others to speak are Walther Buchen, The Buchen Co., Gordon Buck and Robert F. Carney, Foote, Cone & Belding, and Richard N. Heath, Leo Burnett Co.



"IT'S REALLY simple," says Frank M. Russell (right), NBC Washington, in discussing how the 1955 NARTB convention will be staged in two hotels. Attending the meeting of NARTB Convention Committee were (seated, l to r): C. E. Arney Jr., NARTB; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenyon Brown, KWFT Wichita Falls, Texas; Clair R. McCollough, Steinman Stations; Henry B. Clay, KWKH Shreveport, La.; Kenneth L. Carter, WAAM (TV) Baltimore; James H. Moore, WSLS Roanoke, Va.; Mr. Russell. Standing: William K. Treynor and A. Prose Walker, NARTB.

WGH

Edward E. Bishop
Vice President and General Manager
of Hampton Roads Broadcasting Corp.
Announces the appointment of
GILL-PERNA, Inc.
as their National Representatives with offices
in: New York City, Chicago, Los Angeles, San
Francisco

Your 2 market, 1 station BUY

in America's 25th market TIDEWATER VIRGINIA

NORFOLK - PORTSMOUTH - SUFFOLK - NEWPORT NEWS - WARWICK - HAMPTON



In America's 25th Market, WGH is the only network station serving Tidewater Va....

- with offices, studios and daily programs originating from Virginia's 1st and 3rd retail markets*
- that hasn't changed networks in 14 years. (one network changed TWICE in '54—three times last 12 months—another network changed in '53)
- that has local and National program stability
- with over 25 years of public service under the same top local management

* Source: SRDS
1st Market
Norfolk,
Portsmouth,
Suffolk
3rd Market
Newport News,
Hampton,
Warwick

for dependability . . . for acceptance . . . for results

WGH STILL ABC BASIC 5000 WATTS

in ALL Tidewater

Your 2 market, 1 station BUY

MARTB Puts Controls On Beer-Wine Messages

Group pledges to eliminate such 'dramatized' commercials. Knorr elected president of the Michigan group.

DECISION of Michigan telecasters to ban dramatized beer and wine commercials, described as the first instance of statewide tv program control, carries the approval of key legislators in the area.

The pledge to stop showing the actual consuming of beer and wine was signed Oct. 1 at a three-day meeting of the Michigan Assn. of Radio & Tv Broadcasters, held at St. Clair, Mich., with 127 registered delegates taking part.

It brought quick praise from Sen. Charles E. Potter (R-Mich.), chairman of the Senate Interstate Commerce communications subcommittee; Rep. Alvin M. Bentley (R-Mich.), part owner of WKNX-AM-TV Saginaw, and State Sen. George Higgins, chairman of the Michigan Senate Tv & Radio Code Study Committee.

The beer-wine action climaxed a state meeting in which Sen. Potter set forth his views on uhf, radio-tv editorializing, network programming and other key topics. Bill Power, advertising manager of Chevrolet Div. of General Motors, chided radio broadcasters for a defeatist attitude (see story page 29).

As explained by John Wismer, general manager of WHLS Port Huron, Mich., outgoing MARTB president, the self-imposed regulation covers animated figures or individuals shown in the act of drinking beer or wine, whether in commercials or dramatic programs. Effective date is Oct. 15, though most stations already have adopted the recommendation in practice, according to Mr. Wismer. It would not apply, of course, to network presentations. Some Michigan outlets have shied away from airing any beer or wine commercials during hours when school age children are awake, Mr. Wismer said.

Fred Knorr, WKMH Dearborn, was elected MARTB president. Carl E. Lee, WKZO-AM-TV Kalamazoo, was elected vice president, and Hugh A. Giesel, WBCM Bay City, secretary-treasurer. New directors elected were F. Sibley Moore, WJR Detroit; Russell J. Staffeld, WMIQ Iron Mountain; Howard H. Wolfe, WKNX Saginaw, and Mr. Lee. Stanley R. Pratt, WSOO Saulte Ste. Marie, was elected president of the Michigan AP Broadcasters Assn.

In the beer-wine action, tv broadcasters recalled that legislation to ban beer-wine commercials had been introduced last spring. It had been referred to Sen. Higgins' study committee. Sen. Higgins and Rep. Bentley took part in MARTB's panel discussion on self-regulation as opposed to censorship.

Rep. Bentley called the beer-wine pledge "a step in the right direction that might obviate the need for federal action." Sen. Potter said he was "proud" that telecasters in his state had been the first to adopt voluntary regulation of beer-wine commercials.

Sen. Potter said he feared the trend toward radio and tv editorializing might be leading broadcasters into the hands of those who want to control the industry. He contended such editorializing is not the same as newspaper editorializing and labeled the radio-tv version "a dangerous trend."

Color telecasting will be the normal rendition of the tv medium in two years, he said.

As to radio, Sen. Potter predicted it will "continue to be strong." He added, "Radio has nothing to fear from the television of today or tomorrow. Radio will always be the most universal and most accessible of media."

Sen. Potter said uhf is essential to television. "It is here to stay," he said. "Within a short time uhf will be operating successfully despite the present difficulties of some uhf stations."

Discussing the Bricker Bill (S 3456) to regulate networks, he said the Senate committee will hold hearings next year. "There is some discussion that networks be made available to all as AP was made available to some newspapers some years ago," he said. "I can see many dangers in that point of view. It constitutes government intervention in business and violates a concept of government in which I believe."

Kevin B. Sweeney, BAB president, discussed advantages of radio as an advertising medium. Richard P. Doherty, consultant, listed these three significant factors in radio since 1948—local revenue up 55%; network revenue down 40%; national spot up 37%. He said total radio has risen 19.6% since 1948 and predicted local time and programming sales along with national spot will continue to increase while network income continues to decline.

The association also protested high "privilege fees" for university athletic events, mainly football, and set up a committee to work with the U. of Michigan and Michigan State College. In a talk, Fritz Crisler, U. of Michigan athletic director, scored NCAA's controlled football tv program as neither practical nor salable, quoting the report that ABC-TV had lost heavy sum trying to sell it. He felt the Big Ten should adopt its own regional plan.



NEWLY-elected directors of Southern California Broadcasters Assn. are (l to r) Gene Lee, general manager, KFXM San Bernardino, from District 3; Marion Harris, general manager, KGB San Diego, District 4; Hal Brown, general manager, KBIS Bakersfield, District 2; and F. Robert Bauer, owner-manager, KDB Santa Barbara, District 1.

Wisconsinites Elect Peck New President

HARRY D. PECK, vice president and general manager of WISN Milwaukee, was re-elected president of the Wisconsin Broadcasters Assn. at its annual business meeting in Milwaukee Tuesday.



MR. PECK

The session was held at the Plankinton Hotel where members heard a luncheon address by Roger W. LeGrand, tv director of Cramer - Krasselt Co., Milwaukee. He talked on "What an Advertising Agency Expects From a Radio Station," stressing need for creative selling.

Other officers elected (or re-elected): Ben Hovell, WKOW Madison, vice president; Jerry Sill, WMIL Milwaukee, secretary, and Mig Figi, WAUX Waukesha, treasurer (re-elected). New board members: Mrs. Jeanne Donald, WTCH Shawano (one year term); Thomas R. Kelly, WRCO Richland Center (two years), and Don Wirth, WNAM Neenah-Menasha (three years).

In the only formal action taken, WBA adopted a resolution strongly opposing the Bryson liquor bill in Congress, and urged members to contact their representatives on Capitol Hill. Educational tv came up for spirited discussion, particularly the upcoming state referendum vote of whether Wisconsin should operate a tax-supported tv network.

OSU Ad Conference Plans Columbus Meeting Oct. 15

ELEVENTH annual Ohio State University advertising conference is set for Oct. 15 at the Deshler-Hilton Hotel in Columbus. Cooperative efforts of advertising and public relations groups in Cleveland have contributed greatly to the success of the series, according to conference chairman Dr. Kenneth Dameron,

Co-sponsors of the conference include: Clevland Advertising Club; Woman's Advertising Club of Cleveland; Cleveland Chapter of American Assn. of Advertising Agencies; Cleveland Chapter of Public Relations Society of America; Cleveland Chapter of American Marketing Assn. and Cleveland Chapter of National Industrial Advertisers. A committee which was established in March has made an effort to contact O.S.U. alumni engaged in advertising and selling, according to the university.

Fellows to Testify

NARTB President Harold E. Fellows will interrupt his tour of the association's district meetings to testify on behalf of the broadcasting industry at the Senate Juvenile Delinquency Subcommittee's hearings next week on television programming for children.

Mr. Fellows said he has accepted an invitation to speak at 2 p.m. Oct. 20, and that Ralph Hardy, NARTB government relations vice president, will take his place at the District 11 (Spokane) meeting Oct. 18-19. The NARTB president will resume the tour Oct. 21-22.

The Senate group, headed by Sen. Robert C. Hendrickson (R-N. J.), holds hearings in Washington Oct. 19-20 to determine the effect of "crime" and "horror" television programming on youngsters.

SEND FOR "THE INSIDE STORY" OF SYRACUSE

For some time we have felt that a more precise investigation of the Syracuse market was needed. In "The Inside Story" we have tried to present an accurate basis for determining radio audience habits. These include starting and quitting times of industrial workers, population figures including labor force, automobiles, telephones and monthly sales percentages for gasoline, beer, etc.

We offer this as an objective study. Send for your free copy today.

WOLF

SYRACUSE • NEW YORK

●

Represented by the

WALKER COMPANY

Sherm Marshall
Radio Station WOLF
Kirkpatrick & Van Rensselaer
Syracuse, New York

NAME: _____

FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____

Kentuckians to Hear Morris, Flanagan, Others

BROADCAST problems ranging from federal regulation to sales and remote operation of transmitters will be taken up Oct. 20-21 by Kentucky Broadcasters Assn., meeting at Cumberland Falls State Park. Mike Layman, WSFC Somerset, is KBA president.

Mary Jane Morris, FCC Secretary, will take part in a "bull session" the first afternoon. Banquet speaker will be T. F. Flanagan, managing director of Station Representatives Assn. A. Prose Walker, manager, NARTB Engineering Dept., will speak at the opening luncheon, discussing Conelrad as well as remote operation of directional stations and high power. F. Ernest Lackey, NARTB District 7 director, will address the luncheon on the second day. Election of officers will conclude the meeting.

Edmond H. Smith Jr. Named Head of N. C. AP Group

IN ELECTIONS of new officers of the North Carolina Associated Press Broadcasters Assn., which held its annual meeting Sept. 28, Edmond H. Smith Jr., general manager, WIRC Hickory, was named president. Others officers are: Add Penfield, WBIG Greensboro, first vice president; Joseph A. Pace, WAIR Winston-Salem, second vice president; Paul Hansell, AP in Charlotte, secretary. Mr. Smith, formerly a vice president, had been acting as president following the death of Ward A. Coleman of WENC Whiteville.

In the awards ceremonies, WEEB Southern Pines won the WBT Cup donated by the Charlotte stations to the outlet in the state doing the best job of news protection for AP. Other awards went to stations and individuals who were winners in the association's annual contest for excellence in news broadcasting.

The meeting was marred by the sudden collapse of novelist James Street after he had presented awards at the association's banquet. He died at a hospital shortly afterward.

King Joins NARTB

ALVIN KING, recently head of Al King Adv. Agency, Clayton, Mo., has joined the NARTB Station Relations Dept. under William K. Treynor, manager. A St. Louis native, he spent 13 years in radio, tv and films, and had been vice president - commercial manager of KSTM-TV St. Louis as well as sales manager of KFMB-TV San Diego, Calif. He was with the Capitol Records broadcast division at one time.



MR. KING

Phila. AWRT To Be Host

PHILADELPHIA chapter of American Women in Radio & Television will be host to Pennsylvania members at the annual state meeting, to be held at the Warwick Hotel there, Oct. 15-17. Dolly Banks, WHAT Philadelphia, is president of the chapter and Margaret Mary Kearney, educational director for WCAU-AM-TV same city, is convention chairman. Alma Cramer of WARD Johnstown and AWRT state chairman, will officiate at the business meeting.



STATE OFFICERS for the newly organized Sooner (Oklahoma) Chapter of American Women in Radio & Television are (l to r): seated, Saidie Adwon, account executive at KTUL Tulsa, named regional vice president for the Tulsa area; Montez Tjaden, promotion manager for KWTV (TV)-KOMA Oklahoma City, elected state president; Prissy Thomas, public service director, WKY-AM-TV Oklahoma City, area vice president for Oklahoma City; standing, Betty Harrell and Lee Burgess, KWTV continuity writers, assistant secretary and treasurer, respectively, and Rusty Kirk, program director, KAKC Tulsa, state secretary.

Best Heads S. C. AP Group

FRANK BEST, WDIX Orangeburg, S. C., was elected president of South Carolina Associated Press Broadcasters Assn. at the annual meeting Sept. 30 in Columbia.

Other officers elected were T. Douglas Youngblood, WFIG Sumter, vice president; Randy Davidson, WAKN Aiken and Norvin Duncan, WFBC-TV Greenville, directors, and Paul Hansell, AP in Charlotte, N. C., secretary. At the same time, 13 radio newsmen were presented awards for excellence in news broadcasting, and WAGS Bishopville won a special award for providing AP with the best local news coverage there. Awards were presented by Lt. Gov. George Bell Timmerman Jr.

RTNDA Schedules Mickelson

PRINCIPAL speaker at the banquet during the annual convention of the Radio-Television News Directors Assn. Nov. 18-20 in Chicago will be Sig Mickelson, CBS vice president for radio-tv and former RTNDA president.

Russ Van Dyke of KRNT and vice president-convention chairman of RTNDA pointed out that with the exception of few major addresses by prominent government and industry spokesmen, among whom will be Gen. Benjamin Wiley Chidlaw of the U. S. Air Force, many of the sessions will be slanted to a "shirt sleeve" approach to basic problems of the nation's radio-tv newsmen.

Gerbic Elected to ANA Post

ASSN. of National Advertisers' board of directors has elected Edward G. Gerbic vice chairman of the organization to fill out the unexpired term of Guy Berghoff, who has resigned. Mr. Gerbic, formerly treasurer of ANA, is vice president of Johnson & Johnson. He will serve as vice chairman until ANA's annual meeting in November, at which time new officers will be elected.

Stations Remiss in Seeking L. A. Industrial Sales—Teague

NO radio station representative has ever called on any member of the Los Angeles Industrial Advertisers Assn., Vince Teague, advertising manager of the Fluor Corp. there, and LAIAA president, told a Southern California Broadcasters Assn. meeting in Hollywood last month.

As a result, no LAIAA member firm currently uses radio in its advertising, Mr. Teague, a member of a three-man panel discussing broadcasting as an industrial advertising medium, told the broadcasters.

However, both Walton Brown, advertising manager of Northrop Aircraft Inc., and John O'Connor, Southern California manager of Associated Products Co. (Sackrete ready-mixed concrete), told of successful radio use in the industrial field. Northrop recruits skilled labor through broadcasting, Mr. Brown said, while Mr. O'Connor found radio "most effective" in advertising Sackrete.

AFA Dist. 10 Elects Horner

BERT HORNER, president of Bert Horner & Assoc., Oklahoma City, was elected governor of the 10th district of the Advertising Federation of America, at the district's convention at San Antonio, Tex. Other officers elected were Garydon Smart, first lieutenant governor; Frank McGowan, second lieutenant governor, and Tom McHale, executive secretary. Delegates also selected Oklahoma City as the site for their 1955 convention.

SCBA Sets 'Whingding'

ANNUAL "Whingding" stag party of Southern California Broadcasters Assn. will be held at Inglewood Country Club Oct. 27, with broadcasting industry and agency personnel promised a day of golf, a steak dinner and a social evening by SCBA. Reservations can be made through the association's office in Hollywood.

new sales force

This week Portland's first-ranking television station and television's first-ranking spot representatives join together to give advertisers new sales force in the Pacific Northwest.

Beginning October 15, CBS Television Spot Sales is national spot sales representative for KOIN-TV, Portland, Oregon.

KOIN-TV, with 100,000 watts on Channel 6 and the highest antenna in the Pacific Northwest, blankets 35,000 square miles in 30 Oregon and Southwest Washington counties. And with its powerful combination of top CBS Television network and regional programming, *KOIN-TV delivers the market's largest audiences, daytime and nighttime, month after month.*

For the full story on KOIN-TV and how you can ring up big sales in the nation's 20th market call

CBS TELEVISION SPOT SALES

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WITNESS SAYS LAMB FAVORED RED COMMUNICATIONS GRAB

Charges of attempted bribery, a hotel-room 'liaison' and alleged pro-Communist statements by Edward Lamb feature testimony of a 50-year-old divorcee who claims to have been Red in 30s.

A MIDDLE-AGED divorcee and onetime Communist testified last week that in 1936—during trysts in a Columbus, Ohio, bar and hotel room—Edward Lamb told her he believed in a Communist revolution which would require seizure of U. S. communications.

She added that she was testifying despite an offer of a $50,000 bribe to keep quiet.

She said she was once the "guest" of Mr. Lamb at the Chittenden Hotel in Columbus. Married and divorced three times, the witness recalled "it was my first act of infidelity and resulted indirectly in my [first] divorce."

But it was at one of several rendezvous at the Purple Cow, a Columbus cocktail lounge—that Mr. Lamb spoke of the revolution, she testified. He told her that "only through revolution could the intolerable living conditions of the oppressed masses be alleviated," she said.

To bring about a revolution in the U. S., the witness quoted him as saying, would require first the "seizure and control of the communications," followed by seizure of transportation and "insurrection in the armed forces."

The witness was Mrs. Marie Natvig, 50, who says she is now a Miami Beach public relations counsel, but in 1935-37 was a Communist Party member in Ohio. She was the seventh witness to be called by the FCC Broadcast Bureau in the hearing into the license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

At issue in the case is whether Mr. Lamb falsely represented himself when he told the FCC he never had Communist associations—ties he continues to deny. In his newspaper, the *Erie Dispatch*, and in personal conversations Mr. Lamb has repeatedly termed the FCC case a political frame-up. The hearing began Sept. 15 before FCC Examiner Herbert Sharfman [B•T, Sept. 20 *et seq*].

Bribe Attempt Alleged

It was under cross-examination by counsel for Mr. Lamb that Mrs. Natvig described the alleged bribe attempt. A tall, thin man by the name of Milling Underwood offered her a bribe of $50,000 a fortnight ago to "dress up" her testimony or not to testify at all, she said. The man did not say who sent him, she said, but he suggested she "might like to go to Mexico" instead of returning to Miami Beach.

Counsel for Mr. Lamb challenged the mental competency of the witness. Mrs. Natvig replied that she had never been under treatment for any mental disorder, and she volunteered to subject herself to psychiatric examination to prove her competency to testify.

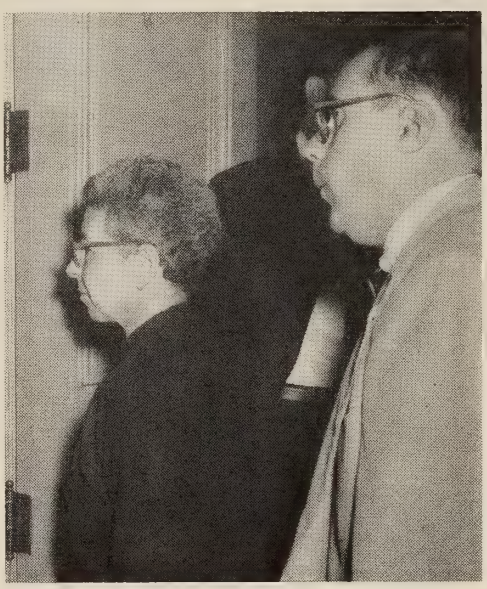
Earlier in the week, Louis Francis Budenz, former managing editor of the Communist *Daily Worker* and now professor at Fordham U., testified Mr. Lamb "kindly defended me in the Auto-Lite strike" in May 1934. "I was arrested for leading the picket line," he recalled.

Mr. Budenz recalled he met Mr. Lamb in 1942 at Cleveland or Toledo in connection with an International Labor Defense meeting, the purpose of which was to work out a defense of the Communist Party in the U. S. during the period of the Hitler-Stalin pact. He said the party was under a "legal cloud" and was opposing President Roosevelt and instituting strikes against defense production. The witness described ILD as "the legal and defense arm of the Communist Party."

It was noted an earlier witness had testified Mr. Lamb was a member of the ILD legal advisory committee, to which Russell Morton Brown, attorney for Mr. Lamb, replied, "If lawyers had to answer for all of the sins of their clients, it would be a dangerous profession."

While Mr. Budenz was on the stand, FCC counsel attempted to introduce copies of articles from the *Daily Worker* said to contain Mr. Lamb's name, but these were blocked by the examiner as "hearsay" after protest by Mr. Brown. Mr. Budenz is to return later for cross-examination.

On Wesdesday morning under direct examination, Mrs. Natvig testified the first time she saw Mr. Lamb was at an Ohio state Communist



MARIE NATVIG, confessed ex-Communist, accompanied by FCC attorney Thomas Fitzpatrick, enters hearing room to testify.

Party conference in Columbus in early 1936. Held at the Chittenden Hotel, the meeting included a statement by Mr. Lamb about the proposed charter and by-laws of the National Lawyers Guild, Mrs. Natvig said.

"He explained in detail how it was necessary for the Communist Party to have a legal arm to use in civil defense and international labor defense and stressed the importance of it," she related. The witness said there was "a good deal of discussion which was concerned primarily with the phraseology which the capitalist press had identified as being phraseology employed by the Communists."

"Comrade Lamb" was among those who led in the discussion, Mrs. Natvig said.

"Now wait," the examiner interposed at the use of the word "comrade."

"That is perfectly all right," Mr. Brown said. "I am delighted to have that kind of phraseology from this witness."

Mrs. Natvig said she got acquainted with Mr. Lamb after this meeting while having cocktails at the Purple Cow. She said she gave him her phone number.

At a second meeting of the party at the Chittenden Hotel several weeks later, Mrs. Natvig recalled that Mr. Lamb read an "amended" paper "containing the Communist advocated version of the aims and purposes, the charter and the by-laws of the proposed National Lawyers Guild . . . and this time he stressed the fact that the lawyer Communists were to interest the non-Communist members of the legal profession in the organization of the National Lawyers Guild."

Again at the Purple Cow after this second meeting, Mrs. Natvig said Mr. Lamb "called attention to the fact that I had done some public questioning at the meeting and he pointed out to me that since I was still a dilettante in the Communist Party and didn't know as much, perhaps, as I should, that it would be better for me not to question in public as that might be implied criticism of the party line, which, of course, was always dangerous, and that if I had any questions that he would be very happy to answer them.

"I did have a question. I said that I realized that the social and economic reforms that were advocated by the Communist Party could not be brought about by legislation, but through revolution, and that although I went along with the idea, I was selfish enough to wonder what was going to happen to my own family in case of a revolution, and Comrade Lamb pointed out that since my family were capitalists, that they would be treated as such, but that since I was a member of the Communist Party, I might be in a position to help them."

Comes the 'Revolution'

Asked by Commission counsel if Mr. Lamb stated whether he "opposed or favored the Communist doctrine of revolution," the witness replied, "Oh, he was definitely in favor of it."

"Excuse me," Mr. Brown interjected. "I just want to be sure I transcribe these immortal phrases."

"Yes," the examiner said. "What did Mr. Lamb say?"

"He was in favor of it," Mrs. Natvig replied. "He told me how revolution could come about in the United States. He pointed out that there would first have to be seizure and control of the communications, and then have transportation along with insurrection in the armed forces, and that only through revolution could the intolerable living conditions of the oppressed masses be alleviated."

A few more weeks passed and a third meeting was held in Columbus, the witness testified, at which Mr. Lamb reported on the "finished charter and by-laws that the Communist Party advocated, and which they were instructed to adopt at the coming organizational meeting of the National Lawyers Guild."

Asked by FCC counsel what happened after the meeting, Mrs. Natvig said, "We once again went to the Purple Cow for cocktails."

"Who is 'we'?"

"Edward Lamb and I, and some of the others. That was the usual procedure."

"This was just you and Ed Lamb?"

"We sat alone at the table, yes."

"Did you have a discussion with Mr. Lamb?"

"Yes. He pulled a map out of his pocket. It was a large white map of the world, with the countries separated by a thin black line, and I remember that the U.S.S.R. and the Far East were colored in pink, and he narrated how the European countries, because they were so dependent on their colonies in Asia and Africa, where their loss would be economic depletion, and that it would not be difficult to enroll them under the hammer and sickle, and it was for

Effective October 15, CBS Radio Spot Sales becomes the national sales representative for KOIN, Portland.

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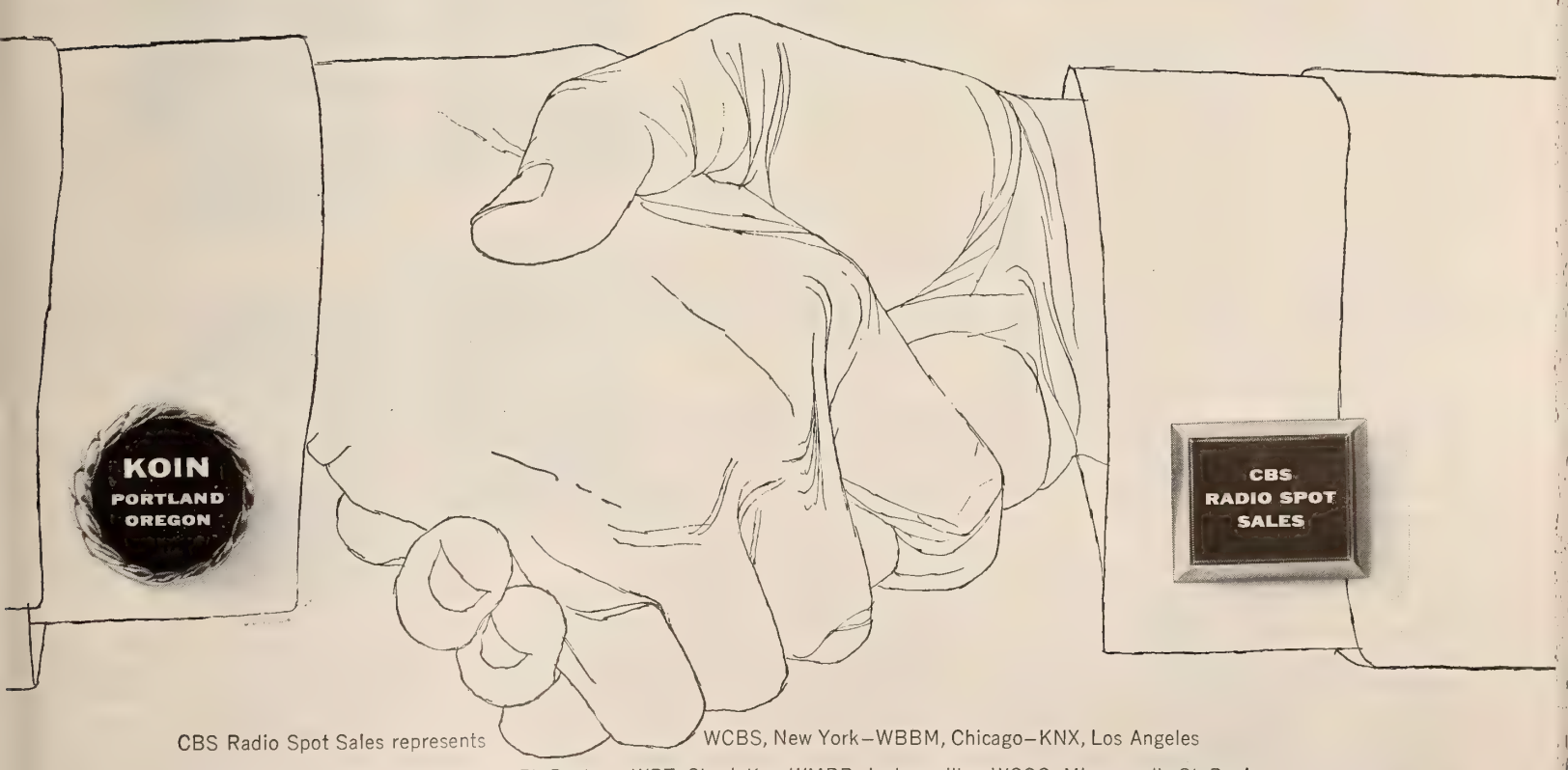
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WRVA, Richmond–KMOX, St. Louis–KSL, Salt Lake City–KCBS, San Francisco–WTOP, Washington
Columbia Pacific Radio Network–Bonneville Radio Network

'Professional Witnesses'

EDWARD LAMB in the "Publisher's Notebook" column in the Oct. 3 issue of his *Erie Dispatch,* writes of the FCC hearing: "The professional witnesses who have been paraded across the headlines in an attempt to smear me, will some day have to explain to other government agencies. They'll even have to bring along the scripts prepared for them by the folks assigned to get me. The professional witnesses hired for the job include perjurers, bigamists, 'queers,' convicted gangsters and murderers. Is it from such characters that the FCC threatens or attacks decent citizens?" The column was published before the appearance of Mrs. Marie Natvig.

that reason that the U.S.S.R. was starting, or was attempting to first Sovietize the colonial possessions of the European countries, but that although there would be little wars throughout the world, hot and cold wars, that they would simply be a red herring; that the ultimate strategy of the U.S.S.R. was to Sovietize the Far East, and that at the same time, through a good neighbor policy in Latin and South America, and the infiltration of American Communists there, that the United States would be completely surrounded by satellites of the Soviet, and with an internal revolution in the United States, that there would be international Communism."

Examiner Sharfman asked, "Did he use the phrase 'cold war'?"

"Yes, he used both the phrases cold and hot wars," the witness replied.

"I see. I was wondering about when that phrase was popularized," the examiner observed.

After cocktails, Mrs. Natvig testified, Mr. Lamb drove her to catch her train to Cleveland and when she got home she discovered she had left her coat in Mr. Lamb's car.

"The next day I called him at his office in Toledo," she related, "and he was not in. So I wrote asking him to please return my coat as I needed it and he returned the coat, but he also wrote me a letter explaining that by the time I received the letter, I would already have had the coat, and there was a subtle scold in the letter because I communicated with his office and his secretary read the letter."

Asked how she happened to appear for testimony in the case, Mrs. Natvig said she had seen two or three newspaper articles "to the effect that Edward Lamb had applied for a renewal of his license on a radio station in Erie, and that that was subject to inspection or examination since there was some evidence to the effect that he had had some Communist affiliation, and I thought, well, certainly it won't be difficult to identify Lamb as a Communist, and I wasn't going to stick my neck out, because I had had no association with the party or any Communists since 1937 and so did nothing about it.

"I read in Drew Pearson's column that there were some diverse opinions, and suddenly I got a flash back of the conversations I had with him about the control of communications, and so far as I knew, he was still the moderately successful attorney as I knew him in 1936 or 1937, and I thought immediately that he has been planted in communications by the Communists. So I picked up the phone and called the FBI and said that I have definite knowledge that Edward Lamb is a Communist because I was one."

Mrs. Natvig said she subsequently was asked to testify but at first she was "extremely reluctant" to do so after being out of the party 18 years. She said her conscience bothered her so she consented. Mrs. Natvig said she spoke Sept. 29 to John Riley of the Justice Dept. and on Sept. 30 appeared before a federal grand jury in Washington.

Under cross-examination Thursday, Mrs. Natvig admitted she was Mr. Lamb's "guest" at the Chittenden Hotel in Columbus on one occasion in 1936 and she assumed he paid the bill because it was planned that way in "advance."

"Were you Mr. Lamb's sweetheart at this time?" Mr. Brown asked.

"I don't know . . . Let us say it was simply a liaison."

"Casual?"

"Yes."

"You had many such?"

"That is being impertinent."

Instructed by the examiner to answer, Mrs. Natvig said, "Well, if Mr. Brown wants to raise his blood pressure, why doesn't he read Dr. Kinsey or *True Stories?* I am not going to help him."

Under questioning by the Lamb counsel, Mrs. Natvig said she had been arrested in New York about 1929 but didn't remember the charge. She said the case involved mistaken identity and was dismissed.

"Were you charged with soliciting men for immoral purposes?" Mr. Brown asked.

"Of course not," she shot back, "you say anything like that again . . . I'll crack you one."

Asked later if she ever had been arrested for soliciting, she shouted "No, No, No, No!"

Questions Are Protested

When FCC counsel protested the improper questioning, the examiner instructed the witness she could claim privilege against answering any question that she felt might tend to degrade her.

"My answer isn't degrading. The question is," Mrs. Natvig said.

On Thursday afternon, Mrs. Natvig told Mr. Brown a tall, thin man who identified himself as Milling Underwood offered her $50,000 on Sept. 24 at the Harrington Hotel in Washington if she would "dress up" her testimony or not testify in the Lamb case. She said the man started with an offer of $10,000, then went up to $50,000 and "would have gone further."

Mrs. Natvig said she interrupted the conversation and called FCC officials and the FBI.

The witness said Mr. Underwood "showed no money" but suggested she could get it "if I met certain requirements." Mrs. Natvig said the man did not say who sent him but apparently knew what she would testify about, although she had discussed her testimony only with the FCC and the FBI.

Liquor Adv. Referendum Planned for Wash. State

VOTERS in the State of Washington this fall will decide on an initiative and referendum proposal to prohibit liquor advertising on television between 8 a.m. and 10 p.m.

The proposal was ordered to be put on the Nov. 2 election ballot by Secretary of State Earl Coe, Seattle, after its initiation by the Washington Temperance Assn., an affiliate of the National Temperance League, and represented by some 20 to 25 Protestant Church denominations.

Mr. Coe earlier had questioned the legality of the petition, but it was ruled valid by the Superior Court of Thurston County. Wording of the ballot proposal refers to protection of "the public generally and minors particularly."

STATION REPORTS ON BEER, WINE LAG

Less than a third of radio-tv stations polled by NARTB have returned usable questionnaire —not enough for report to be given Congress.

DEADLINE of today (Monday) set by NARTB for return of the 2,800 station questionnaires on beer and wine advertising data had resulted in only 870 properly-answered replies by late last week, Robert K. Richards, NARTB public relations consultant, reported.

Mr. Richards said that although 1,300 forms had been returned to NARTB, only 870 were filled out according to instructions.

Most of the balance of 430, he said, were returned incomplete by broadcasters who do not carry beer and wine commercials. These have been sent back to the respective stations for more complete information, he said.

The NARTB questionnaire, Mr. Richards explained, requests that radio-tv broadcasters submit information on total time, number of commercials and number of programs, including public service announcements and programming, for a specific week between Sept. 1, 1953, and Aug. 31, 1954. This information is needed whether or not a station carried beer and wine commercials and programming, since the NARTB research department must compare total time, commercials and programs with those devoted to beer and wine.

The information is being sought for a reply by the industry to a mandate by the House Commerce Committee asking data on the amount of beer and wine advertising on radio and television. The House group requested the information in a report issued in lieu of reporting for floor action the controversial Bryson Bill to prohibit liquor advertising.

Mr. Richards said the NARTB, concerned at the unsatisfactory number of replies to the questionnaires, mailed a follow-up letter Oct. 1.

VOLUNTARY CONTROL

Meanwhile, other activities were afoot last week as a result of the furor created by the House Commerce Committee report. The Michigan Assn. of Radio-Tv Broadcasters adopted a resolution that its member tv stations would omit local and spot beer and wine commercials showing the product being consumed (see story, page 42), and WNHC-TV New Haven, Conn., served notice to its national representative, The Katz Agency, New York, that after Dec. 31 it no longer would accept alcoholic beverage commercials in which the product is shown being used.

Edward C. Obrist, WNHC-TV manager, said his station believes there are "reasonable grounds for criticism when teen-agers are exposed to scenes depicting the pleasures and satisfactions of consuming alcoholic beverages." WNHC-TV added: ". . . We contend that these products can be sold via television effectively without such demonstrations. . . ."

The drys were taking advantage of the tenor of the House Commerce Committee report with articles such as one which appeared in the September *American Issue,* monthly organ of the National Temperance League. The article quoted ABC President Robert Kintner as telling the U. S. Brewers Foundation at its convention last January that the radio-tv network is "a willing servant of the beer industry" and that the electronic media have helped to make beer the "family drink" of Americans.



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CHAIRMAN'S FIRST DAY

GEORGE C. McCONNAUGHEY, lawyer and public official of extensive experience, completed his first week as new FCC Chairman in surroundings familiar to his fellow Commissioners—hearings, charges and counter-charges, grants and denials.

Chairman McConnaughey reported to his post Monday noon after receiving his Commission and taking the oath of office at the White House. His first official act was to greet newsmen, a task he performed with ease while adroitly parrying pointed queries.

The oath was administered at 10:30 a.m. in the Cabinet Room by Supreme Court Justice Harold H. Burton, an Ohio friend of long standing. Standing with him at the ceremony as representative of President Eisenhower was Bernard M. Shanley, counsel to the President, who was in Denver.

The six other FCC members witnessed the ceremony. Afterward he was greeted by retiring Chairman Rosel Hyde, who commented that the maneuverings of newsreel and still photographers "were the worst part of these ceremonies." The Commissioners chatted in-

(Text continued on page 52)



George C. McConnaughey (r) takes oath as FCC chairman, administered by Supreme Court Justice Harold Burton (l) as Presidential Assistant Bernard M. Shanley watches.



Mr. McConnaughey is congratulated by Former Chairman Rosel H. Hyde and other FCC Commissioners (l to r) Frieda B. Hennock, Robert T. Bartley, Edward M. Webster, John C. Doerfer and Robert E. Lee.



Mr. McConnaughey poses with wife after swearing-in ceremony.



New chairman holds first news conference in office.



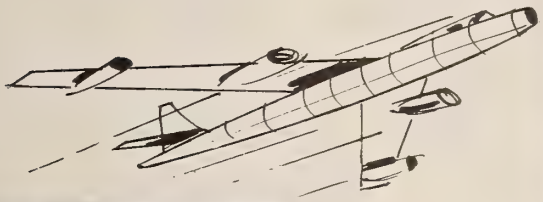
Here he sits for first portrait at chairman's desk.

William J. Lear

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Chairman of the Board, Lear, Inc., says:

"Grand Rapids will always be the main production center for Lear. We located here in the first place because of the people — honest, down-to-earth Americans who make Grand Rapids one of the finest cities in the world. Our experience, since we came here in 1944, has been excellent."



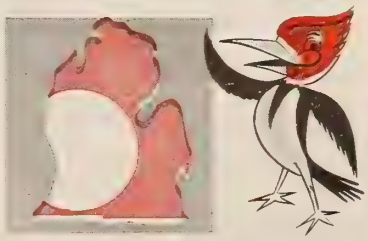




WOODland-TV is big territory!

Big territory, certainly — but what counts most is the people. Industrialist-inventor Bill Lear has demonstrated his faith in these people — and in the future of the area as a whole. A new $3,000,000 Lear factory is soon to be built in Grand Rapids. And Lear, Inc. — manufacturers of precision aeronautical accessories, electro-mechanical systems, radio communications products and the famous F-5 Automatic Pilot — last year increased production of almost every line.

You'll find ample evidence of business expansion, throughout the entire WOODland area. WOOD-TV's increased facilities are the natural result of this healthy growth. First station in the country to deliver 316,000 watts from a tower 1000′ above average terrain... WOOD-TV provides top coverage of the entire Western Michigan market. For top *results* . . . in Grand Rapids, Muskegon, Battle Creek, Lansing and Kalamazoo . . . schedule WOOD-TV, Grand Rapids' *only* television station.



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formally with their new Chairman and all left for their offices.

Asked by B•T how he felt about the shift from public utility and government contract renegotiation work to radio-tv and communications regulation, Chairman McConnaughey said, "I love it." As to the problems of regulating utilities and the broadcast media, he said, "There's a lot of difference in regulating radio-tv and public utilities."

Among those witnessing the swearing-in ceremony were Mrs. McConnaughey; Mr. and Mrs. George C. McConnaughey Jr.; Mrs. R. S. Rogers Sr. and Mrs. R. S. Rogers Jr., of Ohio; Mrs. Ralph Pence, of Ohio; Ralph Pence Jr., of Ohio; Charles M. Gowdy, of Ohio, named legal aide to the Chairman; Mrs. Pearl Mohnkern; Ralph Winter, member, Public Utilities Commission of Ohio; James Burtch, Assistant Attorney General of Ohio; Austin Roberts, Assn. of Railroad & Utilities Commissioners; Nelson Lee Smith, member, Federal Power Commission; Sam R. Broadbent, Bureau of the Budget; William Casey, Republican National Committee; James S. Mulloy, vice president of *Look* magazine; Mr. and Mrs. Harold Mosier, Washington; George M. Humphrey, Secretary of the Treasury; H. Chapman Rose, Assistant Secretary of the Treasury.

Following the White House ceremony, Chairman McConnaughey met with newsmen at noon in his new offices at FCC. He explained he was not holding a formal news conference, but wished to get acquainted with the reporters who cover the Commission.

One-Year Term

He announced that his designation as chairman of the Commisison is for a one-year term, indicating the President will follow the policy of rotating the FCC chairmanship annually. The policy was begun with the appointment of Comr. Hyde to that post in April 1953. Mr. Hyde now has reverted to Commissionership status, his term expiring June 30, 1959.

Aside from Mr. Hyde, the other Republican members of the Commission in the order of their seniority are Comrs. John C. Doerfer and Robert E. Lee. It is presumed that they will succeed to the chairmanship in following years under the President's rotation system.

Chairman McConnaughey declined at this time to answer "policy" questions put to him by reporters. He did state, however, in answer to one question about his attitude toward government regulation of business: "I am pretty much on record as believing in as few controls of business as possible. Such controls are justified only when they are in the public interest."

To other questions, the new FCC Chairman said he has a black-and-white tv set but no color receiver. He expressed sharp disappointment at the outcome of the World Series. He said he missed seeing any of the games because they didn't last through the weekend.

CHAIRMAN PICKS AIDES

CHARLES M. GOWDY, Cincinnati attorney, has been appointed legal aide to FCC Chairman George C. McConnaughey, the new Commission head announced Monday at his meeting with newsmen.

Mr. McConnaughey also announced that Pearl Mohnkern had been named his personal secretary at FCC. Mrs. (Wesley) Mohnkern had been secretary to Mr. McConnaughey when he was chairman of the Renegotiation Board.

Mr. Gowdy, who said he previously has not dealt with communications law, is a native of Ohio where he was born July 8, 1908, at Camden. He attended high school at Piqua, Ohio, and received his B.A. in 1931 from Miami U., Oxford, Ohio. He received his law degree in 1933 from the U. of Cincinnati College of Law, later returning there for graduate study in corporation law and accounting.

Mr. Gowdy was admitted to the Ohio bar in 1933 and the Federal bar in 1934. He served as solicitor of Osborn, Ohio, from 1933-35 and was elected solicitor of Lockland, Ohio, from 1939-43. During World War II he served in Army counter-intelligence, part of the time in Europe.

Mr. Gowdy married Pauline M. Snyder in June 1942. They have two children, Charles L., 11, and Ann C., 8. He has not set a date for moving his family to Washington.

Aside from practicing law, Mr. Gowdy is an inventor, having developed a "pre-rotating aircraft tire," which he said is the subject of a contract with Firestone Tire & Rubber Co.

PRESIDENT IS GLAD THAT HYDE STAYS ON

COMMENDATION from President Eisenhower to FCC Comr. Rosel H. Hyde for his service as Chairman of the Commission during the past year was made public Wednesday by the summer White House at Denver.

Mr. Hyde reverts to Commissionership status with the appointment of George S. McConnaughey, chairman of the Renegotiation Board, to the top post at FCC (see separate story).

President Eisenhower's letter to Comr. Hyde stated:

"As you leave the very responsible position of Chairman of the FCC, I wish to express my warm thanks for your contribution to the nation in that position—a contribution greatly enhanced in value by your extensive experience in the field of communications. It is satisfying and reassuring to know that, as you continue as a member of the FCC, your broad experience and knowledge will remain in the service of our people."

The letter was signed "Sincerely, Dwight D. Eisenhower."

BRICKER QUESTIONS FCC ON NETWORKS

It's comprehensive and will take time to answer. Meanwhile, Bricker's investigators are readying questionnaires to be sent to tv networks.

ON THE DESK of the FCC's new boss, Chairman George C. McConnaughey, was dumped last week the first of several questionnaires seeking data for Senate Commerce Committee Chairman John W. Bricker's widely-heralded investigation of the networks and the uhf-vhf situation.

Final contents of the questionnaire are presumed to have been approved and forwarded to the FCC by the GOP senator from his Ohio headquarters. The questions not only go into technical aspects, according to best information, but also deal with such matters as network affiliations, the FCC's allocations philosophy, coverage by tv outlets and the reasons for intermixture of uhf and vhf channels.

Meanwhile, the investigation staff, headed by Robert F. Jones, former Ohio congressman and onetime member of the FCC (1947-52), was readying the second of its questionnaire series—to be sent out to the tv networks. These questions, it was understood, presumably would be approved and forwarded from Ohio by the same method as the FCC quiz and would be largely about the same subjects as those on which the Commission is being questioned.

Completion of the network questionnaires is believed to be far enough along for mailing by today (Monday). Still to be questioned are owners of tv outlets, tv set manufacturers and others.

As the investigative groundwork slid into second gear, Messrs. Jones and Harry M. Plotkin, minority counsel and former FCC assistant general counsel (1943-51), moved into separate offices in the reading rooms of the Library of Congress Annex Bldg., apparently to remove themselves from the anticipated bustle of the Senate Office and Capitol Buildings when the Senate convenes in special session Nov. 8, and to make quarters less cramped for Nicholas Zapple, coordinator for the probe, at his modest-sized office in the Senate Office Bldg.

According to statements by Sen. Bricker, the staff will continue to gather information during the congressional recess to present to the full committee when the 84th Congress returns to Washington. Hearings by the Senate Commerce Committee would follow, possibly in February, and run three weeks to a month.

Avoid Intermixture, Conn. Uhfs Request

Four high-band stations in the Connecticut Valley ask FCC to remove ch. 3 in Hartford from commercial service.

REMOVAL of FCC's ch. 3 allocation to Hartford, Conn., from commercial service and assignment to non-commercial educational service is asked by four Connecticut Valley uhf stations in a petition filed with the Commission last week.

Travelers Broadcasting Service Corp. (WTIC) and Hartford Telecasting Co. are ch. 3 commercial applicants, awaiting an initial decision after hearing. Ch. 24 has been allocated for educational use in Hartford. The four petitioners request a switch of educational service to ch. 3, with ch. 24 becoming the commercial facility.

The four petitioning uhf stations, all operating a year or more in the area, are WGTH-TV Hartford (55% owned by General Teleradio Inc.); WKNB-TV New Britain; WHYN-TV Springfield-Holyoke, Mass., and WWLP Springfield.

The valley is a successful uhf area, the petitioners claim, with only Hartford and New Haven having vhf operations. On the ground the valley can't hope "to have adequate vhf tv service," and it is argued that if uhf is successful the entire area would have at least five grade A uhf signals.

Uhf stations in the valley have fared better than uhf stations in markets where a substantial intermixture problem exists, it is claimed. "Though not presently profitable they can, as a group, look forward to an economically stable and successful future provided the area remains a basically non-intermixed area," it is contended. On the other hand, intermixture would weaken if not destroy the valley's uhf stations, it is claimed. Furthermore, it is stated, two commercial vhf stations would be CBS and NBC outlets, leaving the third and fourth networks only uhf outlets, assuming the uhf stations were able to survive.

He's calling your tune

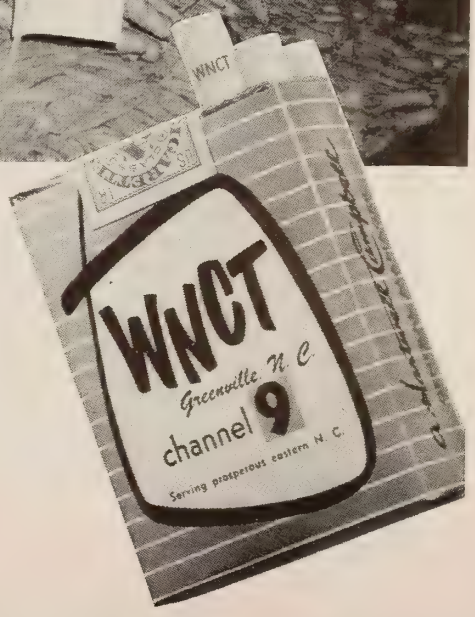


Tobacco Auctioneer in Action



Typical scene during Tobacco Auction Sale in E.N.C. warehouse

'though you can't understand a word he's saying—the Tobacco Auctioneer chants a tune that is of vital importance to your sales in prosperous Eastern Carolina—"Tobaccoland" to the world. The importance is quickly visualized when you realize that between August 16th and the end of the year—about **a quarter-billion dollars will be paid out to Eastern Carolina farmers** for their 1954 crops of flue-cured tobacco. And WNCT is the only TV covering the entire Eastern Carolina tobacco belt. So—whether your product is cars or corsets—now's the time to buy WNCT!

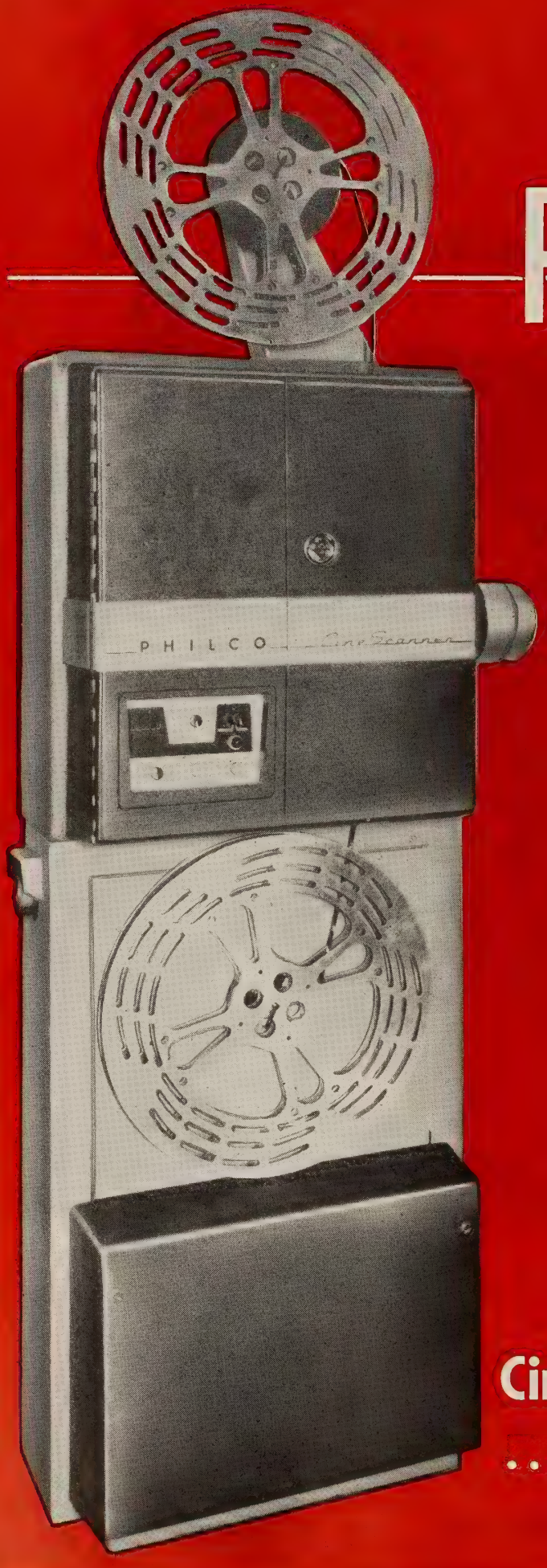


WNCT GREENVILLE, NORTH CAROLINA

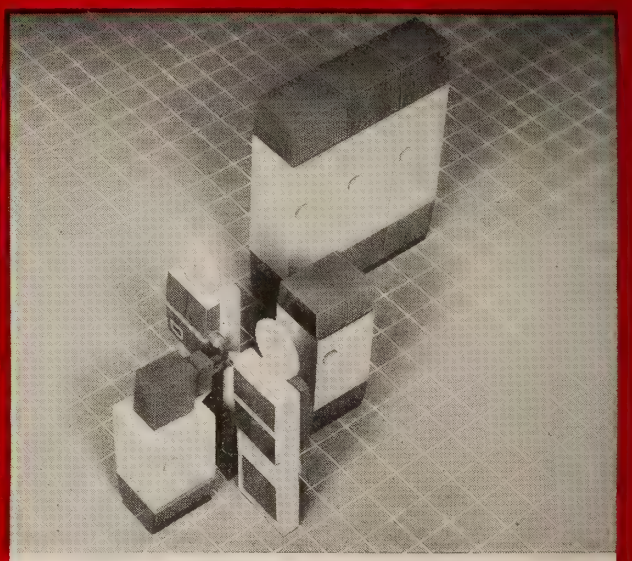
Primary CBS Affiliate operating full time on 100,000 watts

A. HARTWELL CAMPBELL, *General Manager* ★ JOHN E. PEARSON CO., Nat'l Rep.

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This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.



Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

CineScanner—superior for monochrome

. . . the only practical method for color!

PHILCO CORPORATION

CineScanner

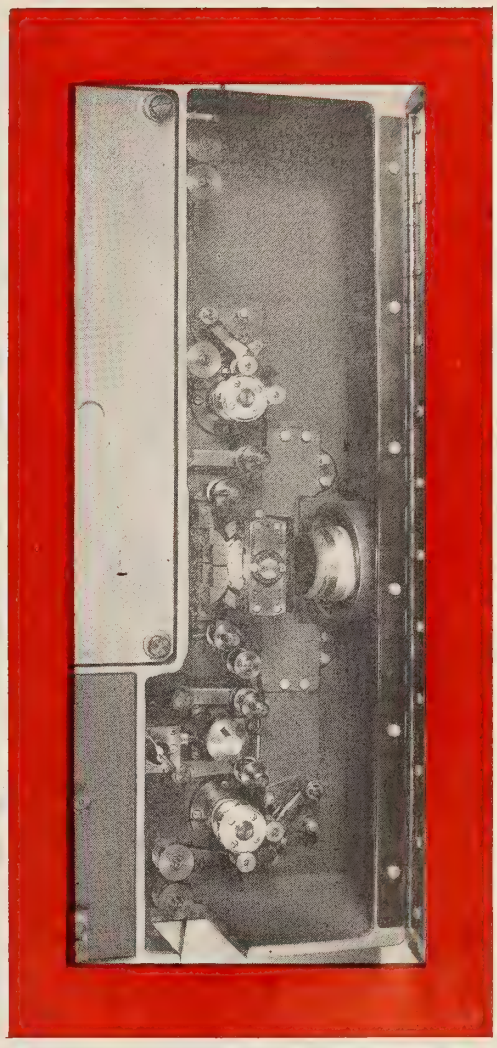
and enjoy modern film telecasting!

- **Smooth, Silent Operation — No Flutter**
- **Preview of all Program Sources**
- **Color and Monochrome, 16MM and 35MM Models**

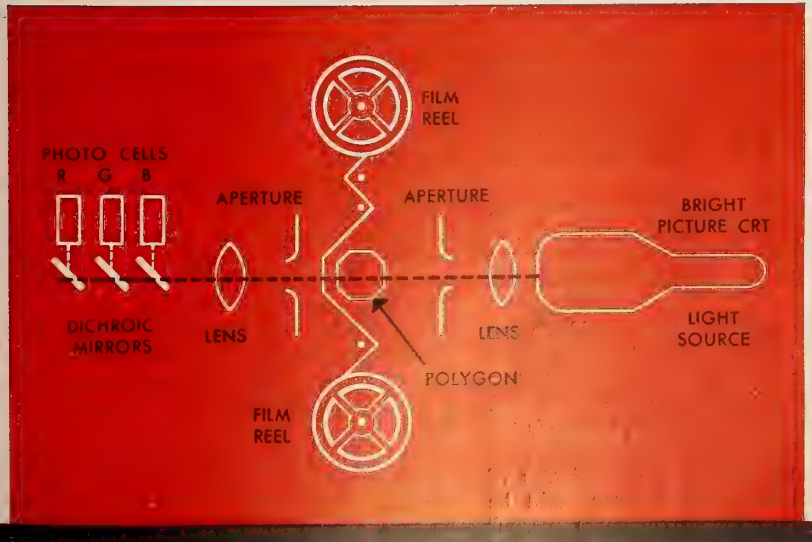
Once you've seen CineScanner operate—witnessed the clear, steady pictures and observed the smooth, silent performance—you will agree it's the only way to televise film—*in monochrome or color!*

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there's no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Hollywood . . . no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes . . . *and there are no color registration problems in CineScanner!*

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color—with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. B•T today.



Interior view of the film unit showing precision film transport mechanism, sound head and the simplicity of the optical system.



Simplified diagram showing the basic principles of CineScanner operation.

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STATE GOVERNMENTS COUNCIL PROPOSES UNIFORM LIBEL LAW

B•T learns model statute, which would relieve broadcasters of liability for defamatory statements made in political talks, has blessing of FCC. Council of State Governments will circulate it to all states.

A UNIFORM libel relief law designed to protect broadcasters from liability for defamatory statements in political broadcasts has been drafted by the Council of State Governments and will be submitted to state legislatures.

The model statute carries the blessing of FCC, which drew it up at suggestion of the Dept. of Justice and the Council. A council draft (see text) embraces a number of changes proposed by federal and state agencies. It will be published by the Council within a fortnight.

NARTB has long pressed for enactment of its own model libel statute, with 30 states having passed relief laws in various versions.

FCC prepared its draft bill, after receiving the Dept. of Justice invitation, along with an explanation of its provisions. Comr. Doerfer dissented from the action. The FCC version was considered Sept. 22 by the Council's drafting committee. Warren E. Baker, FCC general counsel, and R. A. Solomon, assistant general counsel, sat with the committee.

Herbert L. Wiltse, of the Council, told B•T the drafting committee's 1955 legislative report, comprising about 50 separate proposals, will be sent to state and federal agencies as well as legislators. Chairman of the draft group is Sydney Clifford, of the Rhode Island Commission on Uniform State Laws.

Mr. Wiltse said the idea of a model state libel law for radio-tv broadcasters, was discussed with the Dept. of Justice earlier in the year. The department in turn invited FCC to suggest a model statute that would solve the predicament of broadcasters in political broadcasts. The federal agencies and the council recognized the dilemma stations and networks face in view of the ban against censorship of political matter.

The council's draft bill closely follows the first section of the standard NARTB draft. It omits a section relieving licensees from all liability for defamation in connection with broadcasts for or by candidates for public office. It also omits a third section specifying that in damage actions for defamatory statements, the complaining party is to be allowed "only such actual damages as he has alleged and proved." This third clause clarifies the common law damage rules on defamation.

States that have enacted libel relief of some form for broadcasters are Arizona, Arkansas, California, Colorado, Florida, Georgia, Idaho, Iowa, Kansas, Louisiana, Maine, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, South Carolina, South Dakota, Texas, Utah, Virginia, West Virginia and Wyoming.

Model Libel Relief Laws

HERE are the texts of the new model statute covering political broadcasts as drafted by the drafting committee of the Council of State Governments and the model statute NARTB has sponsored for many years:

The Council's model statute:

The owners, licensee or operator, of a visual or aural radio broadcasting station or network of stations, or the agents, or employes, of any such owner, licensee or operator of such station, or network of stations, shall not be liable for any damages for any defamatory statement uttered over the facilities of such station or network by any candidate for public office, but this section shall not apply in the event said owner, licensee, operator, agent or employe shall wilfully, knowingly, and with intent to defame, participate in such broadcast.

NARTB's model statute follows:

Section 1. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, and the agents or employes of any such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employe thereof, unless it shall be alleged and proved by the complaining party, that such owner, licensee, operator or such agent or employe, has failed to exercise due care to prevent the publication or utterance of such statement in such broadcast. Provided, however, the exercise of due care shall be construed to include a bona fide compliance with any federal law or the regulation of any federal regulatory agency.

Section 2. In no event, however, shall any owner, licensee or operator, or the agents or employes of any such owner, licensee or operator of such a station or network of stations, be held liable for any damages for any defamatory statement uttered over the facilities of such station or network by or on behalf of any candidate for public office.

Section 3. In any action for damages for any defamtory statement published or uttered in or as a part of a visual or sound radio broadcast, the complaining party shall be allowed only such actual damages as he has alleged and proved.

TIPS ON AVOIDING POLITICAL HAZARDS

TIPS on how to avoid many of the headaches arising out of political broadcasting, particularly in allotment of time and setting of time charges, were offered Friday by spokesmen for FCC and NARTB.

FCC Comr. Robert T. Bartley, addressing the NARTB District 10 meeting in Omaha (see story page 39), told broadcasters how to live within Sec. 315 of the Communications Act and explained FCC's interpretation of the section.

Vincent Wasilewski, NARTB chief attorney, speaking to the Alabama Broadcasters Assn. at University, Ala., offered specific advice on ways of handling political contracts under the act and FCC's rules.

Comr. Bartley conceded "few problems are as troublesome to the licensee" as the equal requirements section and urged broadcasters to make their plans well in advance of political campaigns on the theory that "an offense is the best defense."

Notify interested parties and candidates of availabilities, he said, and the road will be paved "for a more serene campaign season" while a better program structure is set up and there will be more "satisfied customers."

The planned policy, he contended, should give "reasonable opportunity" to candidates while maintaining proper program balance. He suggested broadcasters "give weight to the importance of the office being sought" in view of "the dependence of his audience on radio and television as the most effective source of information in the field of public affairs."

Comr. Bartley proposed broadcasters consider use of the forum or debate technique by which candidates for principal offices would be given or sold equal time to address the public. He advised stations to study FCC's document interpreting Section 315 of the law.

Mr. Wasilewski, defining the word "use" in the law, said it has been interpreted by the FCC as synonymous with "appearing," no matter how brief or perfunctory the use of a facility might be.

The term "equal opportunity," he said, "means that no station shall make any discrimination in charges, practices, regulations, facilities or services rendered the candidates for a particular office."

He said that as in 1952 a station cannot charge premium rates for political broadcasts but now a "new wrinkle" has been added—a station must make available to a candidate "the same discounts that would be accorded to the ordinary commercial account."

Mr. Wasilewski added, "And, it may not charge a candidate more than the rate a station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that within which persons may vote for the particular office for which such a person is a candidate."

As to national and local rates, he said the only overall rule is that "a station with both local and national rates may not charge the national rate to a candidate for local office. On the other hand, it is possible that situations may arise whereby a candidate who is not a local candidate will find himself being charged the national rate by one station and the local rate by another." He suggested stations follow their "normal rate practices" in political contracts.

He said that technicalities involved in "group purchases can be avoided by not selling to groups." Group negotiations can be handled, he said, but he cautioned that full records on money expended and time should be kept. "Fairness of treatment will avoid many difficulties," he added.

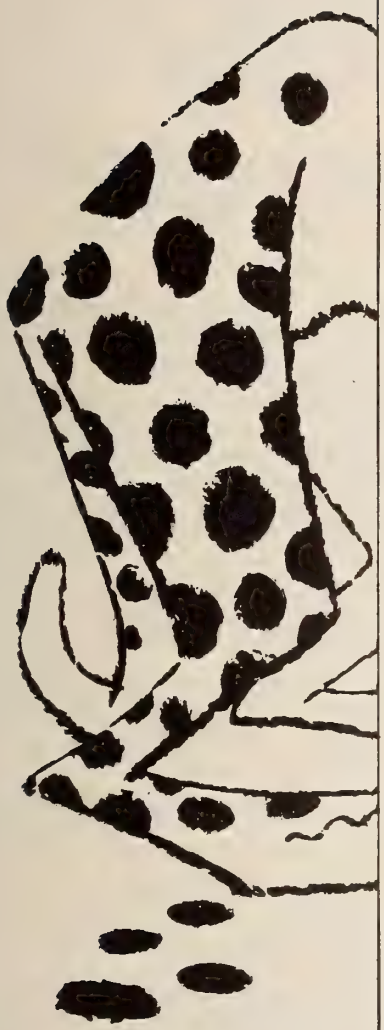
Lee Tribute to Hyde

IN AN address before the Kiwanis in Salt Lake City last Thursday, FCC Comr. Robert E. Lee paid high tribute to Comr. Rosel H. Hyde as one who had led him "through the wilderness." Mr. Hyde, who hails from the Intermountain area, the preceding Monday, had relinquished his chairmanship to revert to commissioner.

Said Comr. Lee:

While out here in the great West I would be remiss indeed, if I did not pay tribute to one of your distinguished sons and past Chairman of the FCC, Comr. Rosel Hyde. Comr. Hyde led me through the wilderness in the early days of my appointment and I learned to lean on his wisdom and counsel in reaching decisions on the many complex problems that overwhelmed me. He has devoted his life to the cause of a healthy industry and as a government servant has served the people well. He is indeed the soul of integrity and gentle patience and I am happy indeed to pay this slight tribute to him.

Leopards may want to— our customers don't



It may be frivolity that makes the leopard want to change his spots, but the wise advertiser today knows that if he wants to *move goods now*, the best way is to buy *spot radio, on key stations*—and stick by the spots. It doesn't take many good stations to reach just about everybody. WJR alone, for instance, reaches some 10 per cent of U. S. buying power — more than 15 million people. Ask your Henry I. Christal man for details on WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: more than 15,000,000 customers



FINAL TV GRANTS MADE IN THREE CITIES

Sacramento ch. 10 final decision involves reversal of the examiner's proposed action. Other cases: ch. 7 at Evansville and ch. 10 in Waco.

FOR the third time in two weeks, the FCC last week reversed an examiner's decision and issued a final grant to the applicant which had been proposed to be denied.

The FCC granted Sacramento ch. 10 to Sacramento Telecasters Inc., reversing the examiner's proposal to award the channel to McClatchy Broadcasting Co. It made its decision on the ground of diversification of the media of communications.

Two weeks ago the Commission overturned two examiners' rulings—in Fort Wayne, Ind., and Petersburg, Va. [B•T, Oct. 4].

Last week, initial decisions were issued in favor of granting Evansville ch. 7 to non-broadcaster Evansville Television Inc. and denying WEOA and WGBF, both Evansville; and Waco, Tex., ch. 10 to KWTX Waco, Tex., and denying WACO.

"Determinative" in the Sacramento ch. 10 case is the question of diversification, the FCC said in reversing the hearing examiner's initial decision recommending the grant to McClatchy Broadcasting Co [B•T, Nov. 16, 1953]. It issued a final decision in favor of Sacramento Telecasters Inc. (principally owned by John H. Schadt, 50% owner-general manager of KMOD Modesto, Calif.).

Cites Appeals Court Decision

In discussing its criteria, the Commission referred to the 1951 Court of Appeals decision in Scripps-Howard Radio Inc. case and added: "Our decisions have shown that the Commission ordinarily will incline toward an applicant not associated with the local channels of communication of fact and opinion over an applicant having such association."

McClatchy owns KFBK-AM-FM Sacramento, KERN-AM-FM Bakersfield, KWG Stockton, KOH Reno and KBEE (FM) Modesto. It also publishes the *Sacramento Bee*, the *Fresno Bee* and the *Modesto Bee*.

Because it has no other broadcast interests, FCC Hearing Examiner Herbert Sharfman recommended that Evansville ch. 7 be awarded to Evansville Tele-Vision Inc., mainly owned by former broadcaster (KPHO-AM-TV Phoenix, Ariz.) Rex Schepp.

Mr. Sharfman proposed the denial of applications by WEOA and WGBF Evansville because of other broadcast interests. WEOA is owned by the Harry M. Bitner interests (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, and WFDF Flint, Mich.). WGBF is owned by the same interests which own WTMV East St. Louis, Ill., and WBOW Terre Haute, Ind.

Except for the principle of diversification, Mr. Sharfman said, he would have preferred WGBF.

Better programming proposals, more local ownership, superior radio experience and diversification of the media of communications were the touchstones used by FCC Hearing Examiner John B. Poindexter last week in recommending the grant of Waco, Tex., ch. 10 to KWTX Waco and the denial of WACO Waco.

Mr. Poindexter said KWTX proposed better news and farm programs, showed better planning and preparation of programs and proposed better local live programming than did WACO. On the subject of diversification, Mr. Poindexter held against WACO the 40% interest of Texas State Network in WACO. TSN also owns KFJZ-AM-TV Fort Worth, KRIO McAllen, KFDA-AM-TV Amarillo. Gene Cagle, 35% owner and president of TSN, owns 25% of KTOK Oklahoma City.

New Skywave Deadline

DATE for filing comments on FCC's daytime skywave proposal was extended by the Commission last week from Oct. 15 until Dec. 6 at the request of WLAC Nashville. Date for filing replies was extended until Dec. 16. This is the second time the deadline has been postponed. FCC's proposal generally affords Class I clear channel stations greater protection from the interference caused at sunrise and sunset by certain secondary stations on those channels, but the plan has met with wide opposition [B•T, July 12, March 15].

Grand Jury Indicts Witness In San Antonio Ch. 12 Case

GRAND JURY in San Antonio returned an indictment Wednesday charging James R. Duncan, private detective, with falsely representing himself June 18 as an employe of FCC while engaging in credit investigation work in the ch. 12 tv case involving the competitive applications of KMAC and KONO, both San Antonio [B•T, July 5]. Mr. Duncan was seeking data about KMAC backers.

In testimony last month before an FCC examiner, Mr. Duncan said his orders for investigation of KMAC came from Hugh Caterson, his associate in the investigation firm of Texas Industrial Surveys.

Mr. Duncan said he received no instruction from KONO on manner or technique of investigation. Mr. Caterson testified KONO was not aware that the case had been turned over to Mr. Duncan until report was made.

Democrat's Mitchell Praises Impartiality of Radio and Tv

DEMOCRATIC National Committee Chairman Stephen A. Mitchell last week praised the radio-tv media for adhering to fair journalistic principles after criticizing what he called the "one-party press."

Speaking Tuesday to the National Press Club, Washington, Mr. Mitchell cited as partisan journalism a series of "front-page" articles in the New York *Herald-Tribune* by Republican leaders on the accomplishments of the Eisenhower Administration. Radio and television, although much younger, have been more impartially politically than many segments of the press, he said.

In another reference he charged Republicans with political pressuring through several federal agencies, among them the FCC.

The *Herald-Tribune* Wednesday offered to carry similar front-page articles by Democratic leaders.

Mundt Charges Disloyalty

SEN. Karl E. Mundt (R-S.D.) charged in a speech Sept. 28 in Oshkosh, Wis., that "disloyal individuals on radio, television and newspapers" are working for the communist cause. He called on listeners to insist that "manufacturers of our country discontinue employing these disloyal individuals."

GOP Claims Record

THE talks of President Dwight Eisenhower and Vice President Richard Nixon Friday night were carried on the biggest television hookup in political history, the Republican National Committee said last week. The half-hour period was scheduled on an augmented CBS-TV network of about 158 stations, and on around 534 stations of the NBC and Mutual radio networks, the committee said. The simulcast originated in Denver from 9:30-10 p.m. EST, was to be delayed on the Pacific Coast to 9:30-10 p.m. PST, the announcement said. The talks were carried as a "tribute" to Republican National Precinct Day.

6 NEW AM OUTLETS GRANTED BY FCC

Fm station also authorized. Five am stations are granted power increases in series of actions by Commission.

SIX new am stations were authorized last week by the FCC, along with one fm grant and a number of power increases.

New am Stations

Delta, Colo.—Monarch Bcstg. Co. (D. E. Towne, of KEVO Grand Junction, 62%); 1400 kc 250 w unl.

Baxley, Ga. — Farnell O'Quinn, department store manager; 1260 kc 1 kw D.

Columbia, Mo.—Cecil W. Roberts (operator of KREI Farmington, Mo., etc.); 1580 kc 250 w D.

Andrews, Texas—Andrews Bcstrs. (Joseph E. Young, of KERB Kermit, Texas, ½, and Archie W. Holman, owner of lumber company, ½); 1360 kc 500 w D.

Jackson, Tenn.—Jackson Bcstg. Co. (Dr. Alexander Leech, veterinarian, ½, William E. Leech, attorney); 1460 kc 1 kw D.

Salt Lake City, Utah—William W. Phillips (former radio parts distributor); 860 kc 1 kw D.

New fm Station

Bakersfield, Calif.—KLEF Broadcasters (Edw. L. Robertson); Class B, 92.5 mc (ch. 223), ERP 16.5 kw.

Facilities Changes

WDKD, Kingstree, S. C.—CP change from 1300 kc 1 kw D to 1310 kc 5 kw D.

KRKL Kirkland, Wash.—CP change 1050 kc operation from 250 w D to 1 kw D.

KBRL McCook, Neb.—CP change from 1450 kc 250 w unl. to 1300 kc 1 kw D.

KSPR Casper, Wyo.—CP change 1470 kc operation from 1 kw unl. to 1 kw 5 kw LS unl.

WBUY Lexington, N. C.—CP change from 1450 kc 250 w unl. to 1440 kc 5 kw D.

Eisenhower Tv Appearances Urged for Civil Defense

CIVIL defense directors of the 48 states Wednesday recommended that President Eisenhower "spark" a public education program with occasional tv appearances designed to alert the nation to the need for more adequate protection in the event of enemy air attack.

The suggestion was offered following a series of meetings in Chicago by the National Assn. of State Civil Defense Directors at the Drake Hotel.

State directors felt that the chief executive should confer with his own advisors and governors of the various states, along with city mayors and industrial leaders, before embarking on such a video program.

The association also recommended a new audible signal for the initial warning where an air attack is probable "but not imminent"—thus apparently modifying, in intent, and to some technical extent, the present Conelrad radio alert system.

MAKE A DATE WITH CHANNEL 8

EASTERN OKLAHOMA'S MOST POWERFUL
Television Station

ABC ☆ DUMONT

KTVX



The KTVX AREA MARKET

Counties Covered	31
Total Population	1,038,994
Total Families	313,491
TV Families	158,347
Spendable Income	$1,298,141,000
Total Retail Sales	$916,065,000

TULSA BROADCASTING CO.
Box 1739, Tulsa, Oklahoma

Operators of

KTUL — CBS Radio, Tulsa
KFPW — CBS Radio, Ft. Smith, Ark.

L. A. BLUST, JR.
Vice President, Gen. Mgr.

BEN HOLMES
National Sales Mgr.

KTVX Channel 8
in the
MILLIONAIRE STATE

Studios — 720 Eastside Blvd.
Muskogee, Oklahoma

AFFILIATED WITH

KATV, Channel 7
Little Rock — Pine Bluff, Ark.

KWTV, Channel 9
Oklahoma City

KOMA — CBS Radio
Oklahoma City

AVERY-KNODEL, INC. NATIONAL REPRESENTATIVES

Visalia Grant Among Tv Actions of Commission

NEW uhf tv station on ch. 43 was granted by FCC last week to Sequoia Telecasting Co. at Visalia, Calif. Firm is owned by Irwin V. Willat, retired movie producer-director.

To operate with effective radiated power of 22.9 kw visual and antenna height above average terrain of 310 ft., the Visalia station will cost an estimated $122,500, FCC said. First year operating cost is estimated at $180,000.

In other tv actions last week, FCC extended for six months the construction deadline for WTHS-TV Miami, ch. 2 educational station, and designated for hearing Nov. 5 the extension of completion date request of ch. 7 KLYN-TV Amarillo.

FCC denied a request by ch. 8 KLAS-TV Las Vegas, Nev., for stay of an earlier grant to ch. 2 KLRJ-TV Henderson, Nev., to locate its main studio outside of Henderson. KLAS-TV filed an economic protest with FCC, charging the Henderson station's site is closer to Las Vegas, but KLRJ-TV has pointed out the cities are only eight miles apart and it always was known the ch. 2 station would serve both cities.

Comments on two vhf allocations proposals are invited by FCC on or before Nov. 12. One is the request of Elmira Television to add ch. 9 at Elmira, N. Y., and the other is the petition of WWPA Williamsport, Pa., to add ch. 9 at Blossburg, Pa.

FCC turned down a petition by ch. 74 WMGT (TV) North Adams, Mass., for special authority to operate on ch. 14 pending formal reallocation now proposed [B•T, Oct 4]. FCC also denied request by ch. 32 KTVE (TV) Longview, Tex., to delete ch. 7 at Tyler, Tex., under permit to KLTV (TV) there.

Orange Tv Petitions FCC On Ch. 13 Grant in Tampa

SECOND attack on the FCC's grant of Tampa-St. Petersburg ch. 13 to Tampa Television Co. [B•T, Sept. 6] was made last week when Orange Television Broadcasting Co. filed a petition with the Commission for rehearing, reconsideration and stay in the proceeding.

Tampa Times Co., the third applicant, filed a similar petition two weeks ago against the Commission action [B•T, Oct. 4]. It charged that the Commission's reversal of the examiner's recommendation that the grant be made to the Tampa Times (WDAE-AM-FM Tampa) on diversification of media policy grounds was "irreconcilable" with other decisions respecting newspaper ownership.

Orange called the Commission's action "illogical and unsound." It said the FCC's attitude "stacks the cards" against applicants without broadcasting properties because the Commisison made the grant to an applicant whose principal stockholder is affiliated with an am station which does not meet the test of good operation. Walter Tison, licensee of WALT Tampa, is vice president and general manager of the proposed Tampa Tv Co. station.

Orange said the Commission failed to apply the same standards to each of the applicants in the ch. 13 case. It held that it was superior to both Tampa Tv and Tampa Times on the grounds of local residence, participation of owners in local affairs, integration of ownership with management, etc.

Political 'Public Service'

DEMOCRATS of Cook County in Illinois are sponsoring a new daily local news program on WCFL Chicago, American Federation of Labor outlet, believed to be the first of its kind to be presented as a public service by a political party.

The news report is accompanied by an announcement that the program is sponsored by the Democratic Party and urges all citizens to vote Democratic Nov. 2 for senatorial reapportionment. The daily program, which debuted last Thursday, is described as a "public service program," but the station will be paid card rates, according to Marty Hogan, WCFL general manager.

Jenner Committee Sets More Hearings for Nov.

THE SENATE Rules subcommittee which has been investigating congressional committee procedures will hold additional hearings sometime after Nov. 8, according to Sen. William E. Jenner (R-Ind.), chairman.

He said he had invited Sen. Arthur V. Watkins (R-Utah), Sen. Homer E. Capehart (R-Ind.) and Sen. Estes Kefauver (D-Tenn.) to testify at the sessions, which he said would be held when the Senate finishes action on that body's motion to censure Sen. Joseph R. McCarthy (R-Wis.).

Sen. Watkins is chairman of a special Senate committee which held hearings on the McCarthy issue, and at which microphones and cameras were excluded. Sen. Capehart has been asked for testimony based on his experience as chairman of the Senate Banking & Currency Committee which is investigating charges of scandal in FHA administration. Sen. Kefauver has been asked to testify on his experience as chairman of a special Senate committee which investigated crime in 1951-52.

Among questions being studied by the Jenner group is that of radio-tv coverage of public hearings by congressional committees.

Dates of hearings will be set for convenience of witnesses and members of the subcommittee, and will be announced later, Sen. Jenner said.

Other members of the Rules group are Sen. Frank Carlson (R-Kan.), and Sen. Carl Hayden (D-Ariz.)

WGRD Asks Appeals Court To Order Hearing by FCC

DAYTIMER WGRD Grand Rapids, Mich., last week asked the U. S. Court of Appeals in Washington to order the FCC to give it a hearing on its attempt to win back the right to begin broadcasting before sunrise [B•T, Dec. 14, 1953].

The right of the Commission to summarily order WGRD to cease pre-sunrise operations was backed by FCC General Counsel Warren E. Baker and WING Dayton attorney Harrison T. Slaughter.

WGRD's license permits it to operate before sunrise, Paul Dobin, the Michigan station's attorney, told the court. His contention was that the FCC rules permit before-dawn broadcasting provided no "undue interference" is caused to other stations. Since 1947, Mr. Dobin said, WGRD has begun broadcasting at 6 a.m., and there were no complaints. Mr. Dobin also questioned whether the interference complained of came under the head of "undue" interference.

Both WGRD and WING operate on 1410 kc. The FCC ordered WGRD to stop pre-sunrise broadcasts after WING last year complained of interference during its own pre-dawn broadcasts.

Both Mr. Baker and Mr. Slaughter emphasized that WGRD's license was for daytime operation only and that the regulation which permits pre-sunrise operation by a daytime-only station specifically provides that the station must cease such operation upon notice of undue interference to another station. No hearing is required, they said.

KMO Sale Approved

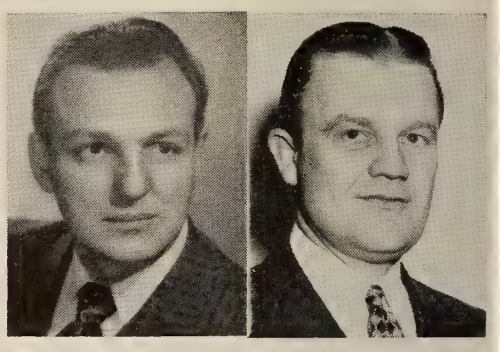
SALE of KMO Tacoma, Wash., by KMO Inc. to Tacoma Radio Corp. for $200,000 was approved by FCC last week. Tacoma Radio includes part owner Charles D. Hunter Jr., law partner of Edgar Eisenhower, brother of the President. Tacoma Radio is headed by J. Archie Morton, executive assistant to the president of KIRO Seattle. Chief owners of KMO Inc. are Carl E. and Carl D. Haymond. Sale of KMO-TV for $300,000 to broadcaster J. Elroy McCaw was approved earlier [B•T, Sept. 20].

— PROFESSIONAL SERVICES —

Marshall, Jackson Join Blackburn-Hamilton Co.

APPOINTMENTS of Clifford Marshall, United Press business representative in Atlanta, to the Washington staff of Blackburn-Hamilton Co., and Phil Jackson, former owner of KWCO Chickasha, Okla., to the B-H Chicago office, were announced today (Monday) by the station and newspaper brokerage firm. Increased volume of business made the expansion necessary, the company said.

A veteran of almost every department of UP, Mr. Marshall has been with that wire service since 1934, the last nine years as a sales representative in the south, except for a brief period when he left UP to manage WRGV Greenville,



MR. MARSHALL MR. JACKSON

Tenn., returning to UP in 1947. He will handle eight southern states for Blackburn-Hamilton, succeeding William T. Stubblefield, who has been placed in charge of the firm's San Francisco office [B•T, Sept. 27].

Mr. Jackson has been active in southwestern broadcasting for 15 years. Before acquiring KWCO he had operated KTMC McAlester, Tex. During 1947 and 1948 he was associated with Blackburn-Hamilton in the southwest. He rejoins the brokerage firm in charge of the same territory, including Texas and Oklahoma.

PROFESSIONAL SERVICES PEOPLE

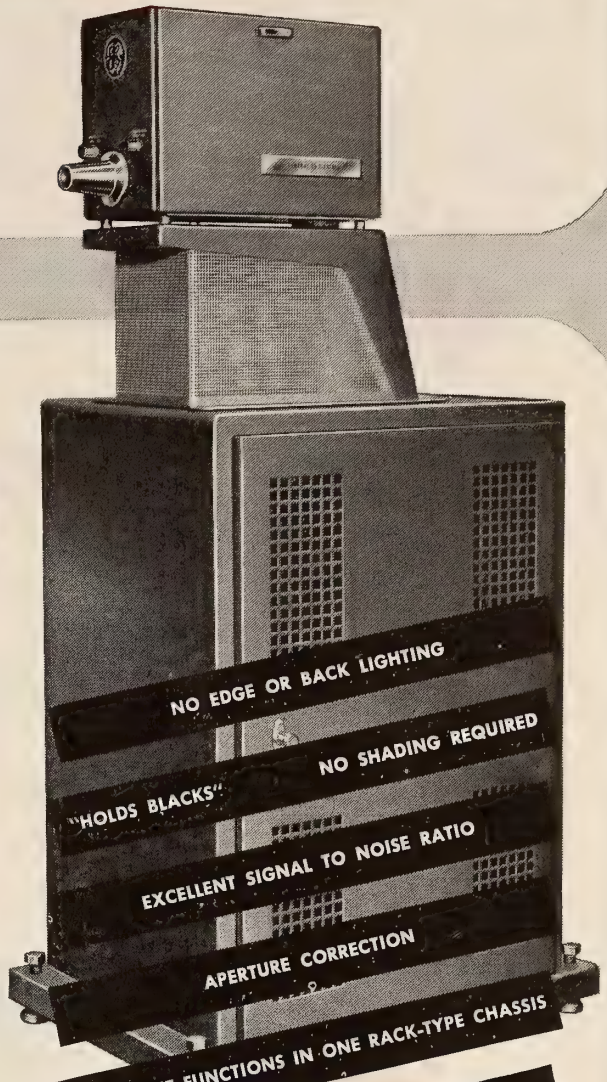
Martin Poll, formerly co-producer, *Flash Gordon* syndicated tv film series, to executive staff, Theatre Network Televison Inc. (closed circuit tv), N. Y., in sales and production capacity.

Harold E. Mott, Welch, Mott & Morgan (radio-tv attorneys), Washington, elected vice president, National Exchange Club.

NEW!

VIDICON

FILM CAMERA CHANNEL

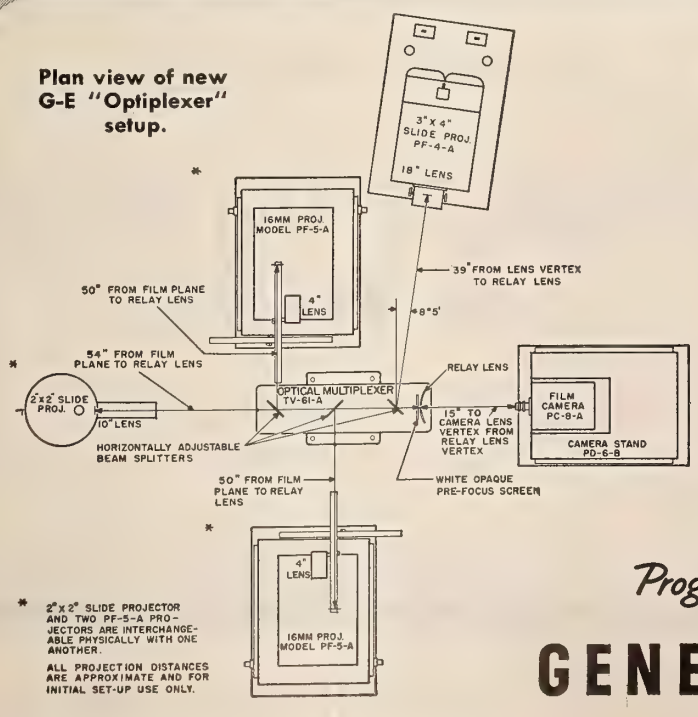


HIGHEST FILM PROGRAMMING QUALITY TO TOP COMPETITION . . . BUILD SPONSORED TIME

YOUR STATION AUDIENCE will be vitally aware of the *quality difference* between G-E Vidicon film reproduced pictures and any other system. Only a keen eye can distinguish this from *live program reproduction.* And, it has many more benefits you'll recognize. First, since shading controls and the need for them have been eliminated, your operators can devote full time to other video duties. Next, this highly flexible film technique accommodates a variety of projected-image systems. There's a choice of channel amplifier mounting—either in a standard rack or in the camera stand.

Examine each stand-out feature of the G-E Vidicon Film Camera Channel and you'll decide here is the only channel that lives up to modern day TV standards. *General Electric Co., Section X2104-11, Electronics Park, Syracuse, N. Y.* In Canada, write: *CGE Electronics, 830 Lansdowne Ave., Toronto.*

Plan view of new G-E "Optiplexer" setup.



* 2"x2" SLIDE PROJECTOR AND TWO PF-5-A PROJECTORS ARE INTERCHANGEABLE PHYSICALLY WITH ONE ANOTHER.

ALL PROJECTION DISTANCES ARE APPROXIMATE AND FOR INITIAL SET-UP USE ONLY.

CAPABLE OF HANDLING FOUR PROJECTION SOURCES as illustrated at left in conjunction with the new G-E "Optiplexer". By using this highly efficient optical system there's *no need to flip mirrors!* And, the new G-E Vidicon channel offers a choice of monitors . . . 1. Studio console type. 2. Lightweight portable design.

Progress Is Our Most Important Product

GENERAL ELECTRIC



"everybody talk

——but nobody eve

Nobody—that is—unti

Weather News a "must" fo

Housewives, Farmers, Railroaders, Shipper
Travellers, School children, School official
Promoters, Automobilists, Merchant

—all these depend on WCKY's Weathe

Temperature and Weather Forecast

Every Hour on the Hour

3 Complete Forecasts and River News

Direct from the Weather Bureau
7:05 am; 7:56 am; 12:10 pm

Weather Bureau Teletype Service

24 hours daily in WCKY News Room

Direct Reports from Airports

Get Next To The Weather on WCKY

some choice weather adjacencies
still available for advertisers.

WCKY . . . ON THE AIR EVERYWHERE ● TWE

about the weather

does anything about it"

Mark Twain

WCKY Made

Rivermen, Truckers,
Vacationers, Sports
Flyers.

Words



Chief Meteorologist, A. W. Walstrom, at WCKY microphone in U. S. Weather Bureau Office.

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

TY-FOUR HOURS A DAY ● SEVEN DAYS A WEEK

CBS SELLS INTEREST IN WTOP; WCCO BIDDING REPORTED

In accord with announced plans to unload all its minority station holdings, CBS sells its 45% of WTOP Inc. to Washington Post Co., which has been majority owner. Three groups are bidding for CBS' 47% minority holding in WCCO-AM-TV.

CBS LAST week sold its 45% interest in WTOP Inc., corporation which operates the Washington CBS radio and tv outlets, to the Washington Post Co., 55% stockholder, for a figure understood to be in excess of $3,250,000. Closing date is Dec. 15.

Simultaneously, it was learned that the network was actively negotiating for sale of its last remaining minority holding — 47% of WCCO-AM-TV, Minneapolis-St. Paul—with at least three groups. The talking figure for the 47% interest was believed to be around $4 million.



MR. GRAHAM



MR. HAYES

Having first refusal on the Twin-City properties is the present majority owner, Mid Continent Radio-Television Inc. But it was learned that conversations also have been held with the *Minneapolis Star* and *Tribune* (Cowles enterprise) and with a leading New York brokerage house. Mid Continent, which owns 53% of the WCCO stock, in turn is owned 50-50 by Northwest Publications Inc., a Ridder controlled corporation, and the Minnesota Tribune Co., a holding company headed by William J. McNally. The latter company (McNally) owns 14.6% of the Star and Tribune Co.



MR. STANTON



MR. MEIGHAN

With the disposition of its WTOP interest and the imminent sale of the WCCO interest, CBS would be clear of minority ownerships in the broadcast field. Neither transaction requires formal FCC approval since control would not be involved.

CBS Inc. President Frank Stanton disclosed last month that the network intended to dispose of its minority holdings, possibly by the year-end. A fortnight ago it sold its 45% interest in KQV Inc., Pittsburgh for $236,250 [B•T, Oct. 4]. CBS thus would be left with three wholly - owned television properties [WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles]. It is an applicant, however, for vhf facilities in both Boston and St. Louis. Presumably it will seek uhf facilities in other major markets under the new multiple ownership rule permitting seven owned-and-operated stations to an entity (not more than five of them vhf) slated to become effective Oct. 22.

Agreement on the WTOP sale was reached last Wednesday by Philip L. Graham, president of the Washington Post Co. and publisher of the *Washington Post* and *Times-Herald* and John S. Hayes, president of WTOP Inc., and general manager of its stations, with Dr. Stanton and Howard S. Meighan, vice president of CBS Inc. The Post Company also owns WMBR-AM-TV Jacksonville, CBS affiliates. WTOP Inc. recently moved to new $2 million quarters.

Previously Dr. Leon Levy, of Philadelphia, CBS director and substantial stockholder in CBS Inc., had considered making a bid for the CBS minority interest in WTOP but the Post company exercised its rights of first refusal.

Whether Mid Continent will exercise its first refusal on the WCCO properties could not be ascertained last week. John Cowles, president and publisher of the *Star* and *Tribune* has been in active negotiation with CBS officials, it is reported. John Cowles is chairman of the board and vice president of the Cowles Broadcasting Co. His brother Gardner (Mike) is president of the broadcasting company.

The Cowles stations are: KRNT-AM-FM Des Moines (initial decision favoring grant of ch. 8 pending); WNAX Yankton, S. D., and KVTV (TV) Sioux City. In addition to the *Minneapolis Star* and *Tribune*, the Cowles publish the *Des Moines Register* and *Tribune* and *Look*.

STORER BUYING WJW CLEVELAND

ROUNDING out its proposed Cleveland broadcast ownership, Storer Broadcasting Co. last week bought the 5 kw, ABC-affiliated WJW-AM-FM Cleveland (on 850 kc) from William O'Neil, brother of Thomas O'Neil, president and chairman of General Teleradio Inc. Price was reported to be $330,000, less $25,000 in net quick assets. Sale is subject to FCC approval.

Pending before the FCC is Storer's purchase of Empire Coil Co. and its WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., for $8.5 million [B•T, Jan. 11].

In order to remain within the FCC's present limit of five tv stations to a single owner, Storer is selling its KGBS-AM-TV San Antonio to the *San Antonio Express* for $3.5 million [B•T, April 12]. The *Express* has sold its KTSA-AM-FM San Antonio to O. R. Mitchell, local auto dealer [B•T, May 31]. The new FCC regulation permits the additional ownership of two uhf stations.

Announcement of the sale agreement was made jointly Thursday by Mr. O'Neil and George B. Storer, president of Storer Broadcasting Co. The agreement conditions the purchase of WJW on FCC approval of Storer's sale of its San Antonio stations, which in turn are conditioned on FCC approval of the Empire Coil Co. purchase.

WJW was founded in 1943 and its fm adjunct in 1948. WJW is represented by H-R Reps. It is understood that Mr. O'Neil and William Lemmon, executive vice president and general manager, will continue to operate the Ohio Music Co., music franchise holder in Cleveland.

Other Storer-owned stations are WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WWVA-AM-FM Wheeling (W. Va.) and WGBS-AM-FM Miami.



WORLD'S first uhf transmitter, used experimentally by RCA at Bridgeport, Conn., for three years and then moved to KPTV (TV) Portland, Ore., first uhf station, has been retired to standby duty. Plaque memorializing the historic transmitter has been installed at KPTV's Council Crest antenna site, noting that the equipment had only 3½ hours outage in over 8,000 telecasting hours. Examining plaque are (l to r) Sheldon B. Hickox Jr., NBC station relations director, Pacific Div.; William McAlister, KPTV chief engineer, and Russell K. Olsen, station manager.

RADIO-TV GET EQUAL PLAY IN REVISED WCPO POLICY

In announcing changes, Watters says he was wrong in thinking radio was dead.

PROMOTIONS of Glenn C. Miller, national sales manager and assistant to the general manager of WCPO-AM-FM-TV Cincinnati, to station director of radio and tv; Pat Grafton, sales executive, to national sales director; John Sweeney to the new post of business manager and Sid Barger to director of film programming, have been announced by Mort C. Watters, general manager, to implement a new policy which will give radio equal importance with tv. Ed Weston continues as assistant to the general manager and Earl Corbett as radio station director.

"Everyone makes mistakes. I made a dandy," Mr. Watters said in announcing the new policy. "For years, I operated on the hopeful theory that radio was dead. It seemed to me tv had saturated the market. I was wrong. Radio is very much alive, not competitive to newspapers and, in its new form, not competitive to tv.

"There is a place for radio, as there is one for newspapers and one for tv," Mr. Watters said. "Tv is theatre. News doesn't any longer have an important place in tv any more than it has in motion picture theatres."



Yes, Tulsa, the dynamic center of Oklahoma's No. 1 Market *is* big and getting *bigger!* And . . .

KVOO, Oklahoma's Greatest Station *is* big and getting *bigger!* Here is an unbeatable pair . . . a top market among America's major markets . . . (11th in population growth 1950-1954) . . . and a 50,000 watt radio station which has been serving an ever-expanding, faithful and responsive audience for more than 29 years!

In the face of claims of all kinds by competing stations and other media, KVOO continues to grow and prosper. The reason is clear: KVOO is a strong habit with listeners; they *depend* on KVOO's powerful, always *dependable* voice, and they enjoy KVOO's *preferred* programming! And . . .

Because KVOO is an established habit with listeners it is a profitable habit with advertisers! Advertisers know from experience that KVOO delivers more listeners at lowest cost per listener, all of the time, than any other station in Oklahoma's No. 1 market!

Your *best* buy is a *radio* buy on KVOO!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



MAKING LIKE a surveying crew to mark the site of the new home of WSB-AM-FM-TV Atlanta in a $1.5 expansion program are (l to r): C. F. Daugherty, chief engineer; Marcus Bartlett, station manager, WSB-TV; J. Leonard Reinsch, executive director of the Cox stations; Frank Gaither, station manager, WSB, and John Outler, general manager of the Cox radio and television stations.

WIBW-TV Dedicates Tower, Holds Open House for 30,000

DEDICATION of the new 1,010-ft. tower of WIBW-TV Topeka and an open house celebration held by that station, attracted a crowd estimated at 30,000. Guides explained the various station operations, as well as providing information on color tv plans. The station expected to make its first color broadcast last Wednesday.

Among those taking part in the special dedication ceremonies were Henry S. Blake, president of WIBW-TV and Capper Publications Inc.; Ben Ludy, Capper radio-tv manager; Franklin D. Murphy, chancellor of Kansas U.; Brig. Gen. David Wade, commander, 21st Air Div.; Topeka Mayor George Schnellbacher; Sens. Andrew Schoeppel and Frank Carlson (both R-Kan.), and Al Hodge (Captain Video), who served as master of ceremonies.

With the new tower, WIBW-TV claims to have tripled its former coverage area.

WABC-TV's 'Sell-A-Vision' Offers Merchandising Plan

POTENTIAL advertisers as well as agencies and station representatives will be offered WABC-TV New York's new merchandising plan, "Sell-A-Vision," via a special brochure which soon will be in the hands of prospects, John H. Mitchell, station's vice president and general manager, has announced.

The plan combines selling at home via tv with mass merchandising at the point-of-purchase and is promoted in food chains through floor, end, dump and basket displays; shelf strips, refrigerator space and signs for refrigerated products; and on wire bins at check-out counters. WABC-TV already has 1,001 stores in the Greater New York area, including A&P Tea Co.'s 683, Safeway Stores Inc.'s 187 stores, and Gristede Bros.' 131, taking part.

'Well Done'

THE RECIPE for proving the effectiveness of radio has been found in the *Encyclopedia of Cooking* by WHAM Rochester, N. Y. Twenty-six cookbooks each dealing with a different phase of the art were promoted for a 26-week period exclusively by spot announcements over WHAM. Copies of the book were available at three food chains, the A & P, Harts Stores and the IGA. During the promotion, the station reports, 459,886 copies were sold, which breaks down to 1½ books per person in Rochester and over $100,000 spent in their purchase.

Terry Requests NCAA Consent to Televise Colo.-Okla. Game

FORMAL REQUEST to televise the Oct. 30 Oklahoma-Colorado football contest, has been sent to National Collegiate Athletic Assn. Executive Secretary Walter Byers by Hugh B. Terry, president and general manager of KLZ-TV Denver. Mr. Terry also urged the NCAA to relax current controlled rules pertaining to college football which limit telecasting to only one game a week.

Mr. Terry pointed out that the Oklahoma-Colorado game, which will be played at Boulder, Colo., is a complete sell-out. He cited last year's Oklahoma-Notre Dame game at Norman, Okla., as a precedent—NCAA gave approval to an Oklahoma City station to televise the contest inasmuch as it was a sell-out. The request was supported by Jack Carberry of the *Denver Post* who urged Colorado football fans to back up Mr. Terry's letter with messages to Mr. Byers.

Joseph Weed Hits Tv's Use Of Other Media's Vernacular

JOSEPH J. WEED, president of Weed Television, station representatives, took issue last week with usage of "magazine concept," "newspaper of the air," and "feature section" in the television business. He said the descriptions "can be a promotional detriment to the industry" and that networks are reverting to them "in imitation of spot telecasting."

Mr. Weed's criticism was circulated by his firm to client stations. He said in part: "Use of the words 'magazine' and 'newspaper'

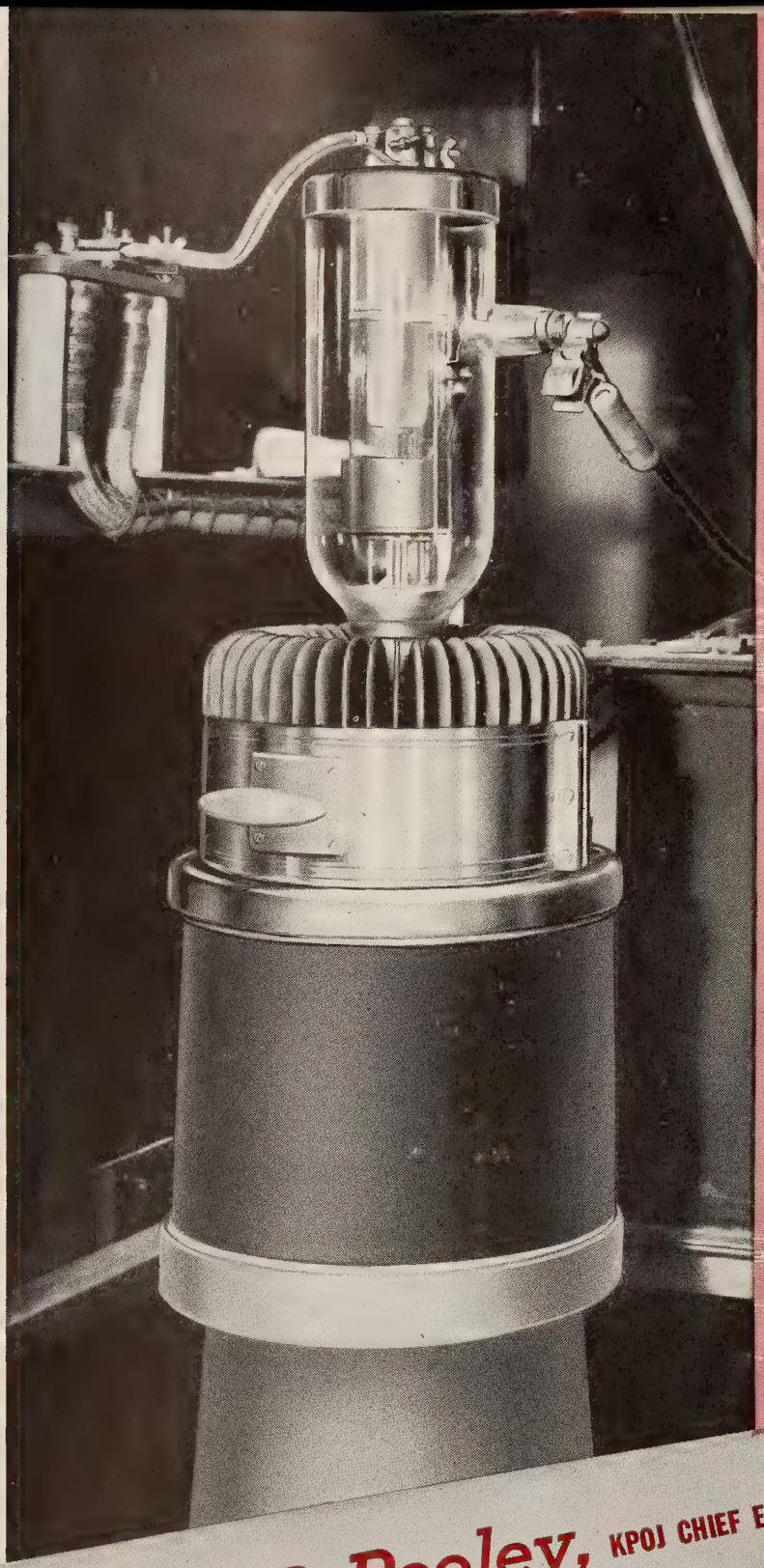


KGU and KONA-TV Honolulu collaborated on a contract with Honolulu Piggly Wiggly food chain in what the stations say is the largest joint radio-tv campaign in Hawaiian advertising history. Piggly Wiggly is to present five half-hour tv and five half-hour radio programs per week. Left to right are: George Mansfield, KGU sales manager; Chubby Roland, emcee of the forthcoming shows; Cecil Johnson, Honolulu manager of Piggly Wiggly; Jim Gunn, KONA-TV account executive; and Jack Irvine, KONA-TV general sales manager.

Right from KPOJ's Station Log..

94,613 HOURS ON-AIR*

... and still going strong!



...“This RCA-891R started its career in the class B modulator of our 10 kw transmitter over fourteen years ago, and it's still operating just as satisfactorily as the first time we turned on the filament power. In my book, *that's service far beyond the call of duty.* (The companion RCA-891R has now clocked 42,457 hours).”

The 891R is another of the many RCA power types that are “delivering” long life performance in broadcast transmitters throughout the country. Broadcasters everywhere like the extra dividends of lower operating cost—lower capital investment per hour of tube performance—minimum “down time”—more stable operation, that they get from RCA power tubes.

Your local RCA Tube Distributor is always ready to fill all your broadcast tube requirements promptly. Just pick up the phone and give him a call...you'll like his dependable service.

...says R. R. Pooley, KPOJ CHIEF ENGINEER

RCA-891R

10-kw power amplifier triode—the tube that revolutionized high-power transmitter design by operating AIR-COOLED!



RCA®

RADIO CORPORATION of AMERICA

ELECTRON TUBES — HARRISON, N.J.

*(as reported August, 1954)

Tees for Ike

GOLDEN TOUCH has been added to President Eisenhower's golf game with three packages of gold-plated golf tees sent to him by KGEM Boise, Idaho. Mr. Eisenhower acknowledged the gift in a letter to George R. Turpin, KGEM general manager, signed by Ann C. Whitman, personal secretary to the President.

actually call attention to competitive media. Our industry should be concerned with 'television concepts'—a term broad enough to embrace an indefinite variety of program types and merchandising ideas.

"Network usage of the 'magazine' and 'newspaper' terms is sugar-coating for attempted inroads into spot-type advertising. They can't say 'spot,' so they've reached out for other worlds."

Paschall Opens Hollywood Representative Offices

BENTON PASCHALL, who resigned Sept. 1 as vice president-general manager of WNOE New Orleans, has announced the opening of Hollywood, Calif., offices where he will specialize in sales for 10 West Coast radio stations. The offices are at 1680 North Vine St. Telephone is Hollywood 9-3946.

Mr. Paschall, who formerly was vice president and West Coast manager of defunct Liberty Broadcasting System, said he will act as "management's other sales self" dealing with specialized, concentrated, management level selling in the Los Angeles market.

WABC New York Celebrates 34th Year on Airwaves

AN ELDER among radio station pioneers—WABC New York—is celebrating is 34th year of broadcasting. The station made its debut Oct. 1, 1921, with the WJZ call and originating from "studios" set up in space provided by one-half of the ladies' lounge in the Newark, N. J., Westinghouse Meter Works. Today WABC, housed in modern offices and studio facilities on 66th St., New York, is ABC Radio's key outlet—"America's oldest key radio network station," according to its claim.

WJZ originally was built and operated by Westinghouse Electric & Mfg. Co. which set up the transmitter on the roof of its Newark factory. The station then operated with 500 w but its strength since has been upped to the radio power limit—50 kw. Thomas J. Cowan, who threw the switch that placed the station on the air, was announcer, m.c., artists' contact, program supervisor and general utility man.

The station was non-commercial in its first few years. When it outgrew its original studios, it opened a branch studio on the sixth floor of the old Aeolian Hall on 42d St., in Manhattan. It became one of NBC's keys (Red and Blue networks) in 1926 when NBC was born, was identified with ABC (formerly NBC's Blue Network) in 1943 when ABC came into existence. Its transmitter is now located in Lodi, N. J.

KOSI Plans Nov. 8 Start

KOSI Aurora, Colo., new 1 kw daytimer on 1430 kc, has announced plans to go on the air on Nov. 8. The station also announced the appointments of Tom Alford and Lonnie Licata as station manager and chief engineer-program manager, respectively. Both are from KTFS Texarkana, Tex.



PURCHASE of a five-times-a-week classical record program with Howard Mitchell, National Symphony Orchestra conductor, as host, has been contracted for by American Security & Trust Co., Washington, D. C., on WGMS there. Participating in signing for the five hourly programs, called "the biggest single promotion in the bank's history," are (l to r) Mr. Mitchell; M. Robert Rogers, WGMS president; Daniel W. Bell, president of American Security & Trust, and John Ahearn, America Security promotion director.

WJR's Leydorf Resigns, Will Continue on Board

GEORGE F. LEYDORF, vice president in charge of engineering for WJR Detroit resigned Sept. 30, but he will continue to serve as a member of the board of directors for Goodwill Station Inc., WJR licensee. Mr. Leydorf will devote full time to research and consulting activities. One of his clients will be WJR.



MR. LEYDORF

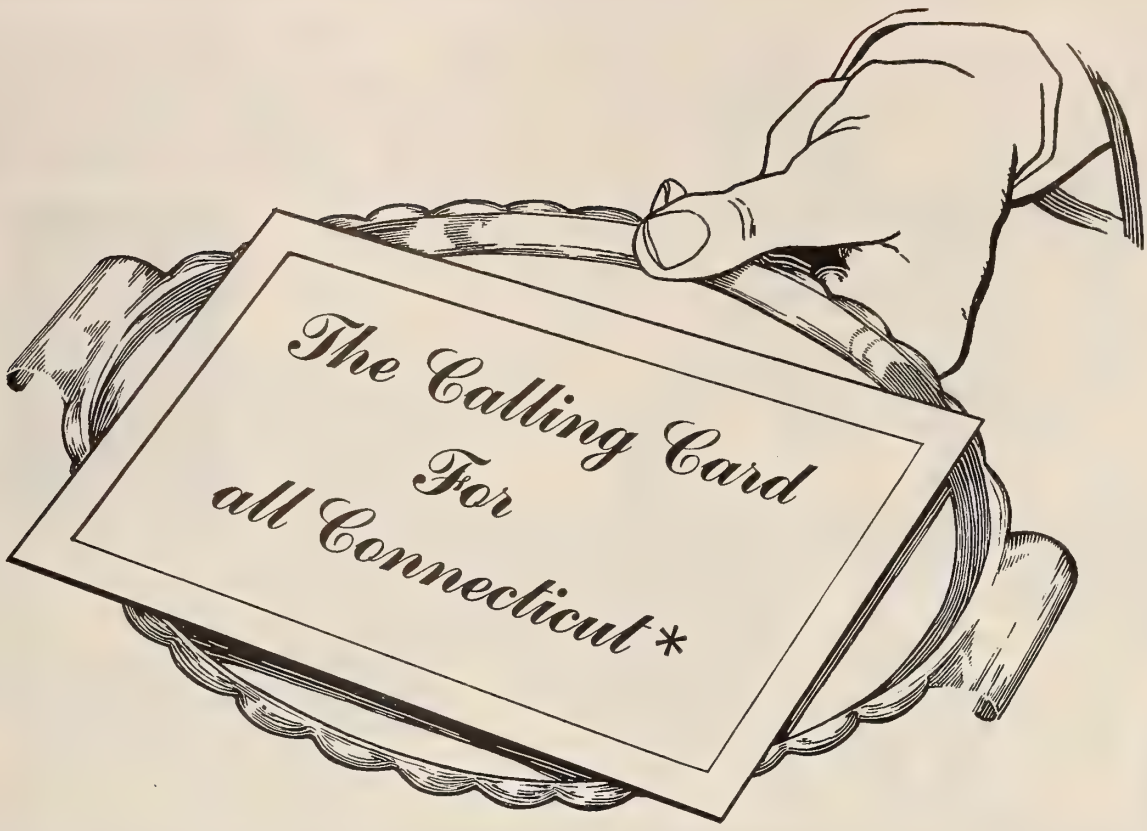
Mr. Leydorf joined WJR on March 1, 1946, as chief engineer. He was elected vice president in charge of engineering in 1948 and a director in 1949. Administration of the engineering dept. will be handled by Andrew Friedenthal (for WJR) and Clarence W. Jones (for WJRT Flint).



BREAKING GROUND for the new $500,000 transmitting plant which will boost KOTV (TV) Tulsa to maximum 100 kw are (l to r): Dr. C. F. Spencer, president of East Central State College at Ada and chairman of Oklahoma Educational Television Authority; Oklahoma Gov. Johnston Murray; Tulsa Mayor L. C. Clark; C. Wrede Petersmeyer, president of KOTV Inc., and Dick Campbell, KOTV station manager. In foreground are Susan and Gregg Petersmeyer, daughter and son of the station president. To be located 4½ miles northwest of Tulsa, the new plant, scheduled for completion by Oct. 31, will include a 1,135 ft. tower, which will be shared with the state's educational tv station. Coverage is expected to increase from 9,548 to 23,902 square miles.

Blunder-Boss

EVEN the boss can "foul up" the operation of a television station. Aldo DeDominicis, general manager of WNHC-TV New Haven, has learned that lesson and views the experience with mixed emotions. When he neglected to read the "keep out" sign on one of the largest doors at his transmitter site atop Gaylord Mountain and stepped inside, he was greeted with popping lights, ringing bells and a dead station signal. Crestfallen, Mr. DeDominicis reported one compensating factor: he was "very glad" the safety device, rigged to cut the power when the door is opened, was in excellent working order.



*PLUS COVERAGE IN MASSACHUSETTS, LONG ISLAND, RHODE ISLAND AND EASTERN NEW YORK STATE

- Population — 3,187,684
- Food Sales — $1,076,130,000
- No. of Families — 940,989
- Family Spendable Income — $6,178
- Retail Sales — $4 billion
- Only VHF in Connecticut
- Drug Sales — $112,863,000
- Set Count — 702,032

ABOVE ARE LATEST FIGURES (SRDS 1954) BASED ON 100,000 WATTS COVERAGE

REPRESENTED BY KATZ

WNHC-TV

316,000 WATTS SOON

RADIO TOO!

Channel 8

NEW HAVEN, CONNECTICUT

NEW ENGLAND'S FIRST COMPLETE BROADCASTING SERVICE

Employes Trust Acquires Storer Broadcasting Common

STORER BROADCASTING Co. Profit Sharing Trust, in which 164 members of Storer Broadcasting Co. personnel now participate, has purchased 3,000 shares of common stock of the company, George B. Storer, president, has announced.

The transaction enables participants in the trust indirectly to become stockholders in the firm and to share in its future prosperity which the employes themselves are helping to create, Mr. Storer said. He said both the committee administering the employe's Profit Sharing Trust Fund and the participating employes have long felt the company's own stock should be included in the fund as a sound investment.

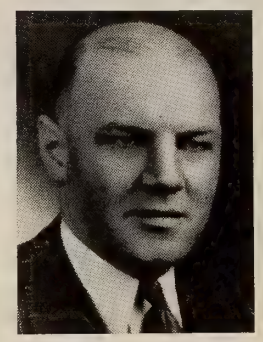
WABI-TV Want Ads

CLASSIFIED AD department has been added at WABI-TV Bangor, Me., with a new daily show, *Classified Ad Program*. Leon P. Gorman, general manager, claims the Monday-Saturday telecast is the first of its type to be shown in the New England area. Since the classified section of any newspaper produces a sizeable revenue for the paper, Mr. Gorman sees no reason why this will not also be true in tv. The show has been on the air three weeks on an experimental basis and already is 70% sold out according to Mr. Gorman.



WBC Elects Harmon As Engineering V. P.

ELECTION of Ralph N. Harmon, engineering manager of Westinghouse Broadcasting Co., as vice president for engineering has been announced by Chris J. Witting, WBC president.



MR. HARMON

Mr. Harmon, in his new capacity, continues to direct and supervise technical and engineering operations at WBC radio and tv stations: WBZ-WBZA Boston-Springfield and WBZ-TV Boston; KYW and WPTZ (TV) Philadelphia; KDKA Pittsburgh; WOWO Ft. Wayne, Ind.; KEX Portland, Ore.; KPIX (TV) San Francisco.

A board member of WBC since June 1952, Mr. Harmon started in radio as an engineer at KDKA and since has served in nearly every technical phase of the broadcasting field. Only recently he directed engineering operations which returned WBZ-TV to normal operating condition after its facilities had been crippled by Hurricane Carol [B•T, Oct. 4].

Mr. Harmon joined WBC in 1929; has delivered numerous engineering papers before various sections of the Institute of Radio Engineers and NARTB; has been granted some 12 patents; is a registered professional engineer in Washington, D. C.; an IRE fellow and member of AIEE, has served as vice chairman of FCC's Industry Committee and the Radio Propagation Advisory Committee; was industry advisor for the third NARBA, and served on the National Television Systems Committee.

WMGM Garden Series Starts

WMGM New York was set to launch last Saturday what it described as "the largest schedule of winter sports broadcasting in its history," during which time about 200 events promoted by the Madison Square Garden Corp. will be broadcast.

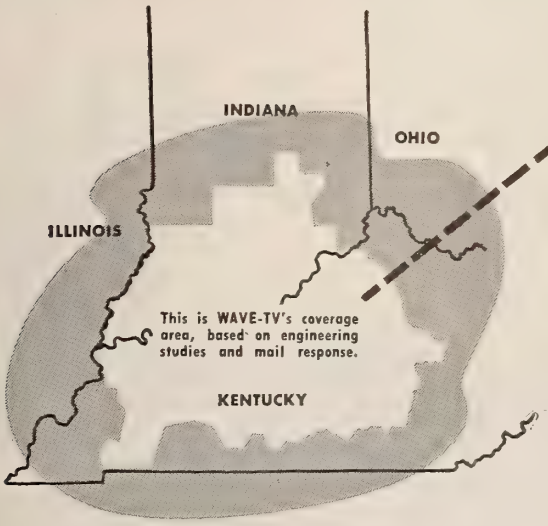
The opening broadcast Saturday featured the hockey game between the New York Rangers and the Detroit Red Wings. The schedule will extend through March, 1955.

Among the advertisers who are participating in the 1954-55 schedule on WMGM are Coca-Cola Bottling Co., Adler Shoe for Men, and Wildroot Co.

Ubiquitous Adams

CEDRIC ADAMS, WCCO-AM-TV Minneapolis personality and a newspaper columnist, may soon be wending his way into thousands of kitchen cabinets and family medicine chests—perhaps not personally, but at least through the power of advertising. Cedric Adams Inc. has been formed to license the name "Cedric Adams" as a brand name on food and household products. Agency representative Addison Lewis Co. reports the license arrangement will allow manufacturers of selected products to capitalize on the Adams personality and "in every instance they will be products or services actively used by Adams and his family and which lend themselves to the upper Midwest distribution pattern."

HUDDLING?



Call in the statistical platoon if you like, but the best way to find the station that reaches the biggest TV audience in Kentucky and Southern Indiana is to...

CALL YOUR REGIONAL DISTRIBUTORS!

Pick up the telephone now and call your wholesaler in Louisville, then Evansville, then Lexington.

Ask them, "What TV stations do your neighbors prefer?"

These little huddles will cost a few bucks, but you'll know the score at kickoff time.



WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

Grand Jury Criticizes WHAS And Newspaper Affiliates

WHAS Louisville and the affiliated *Times* and *Courier-Journal* were criticized Oct. 1 by a Jefferson County (Ky.) grand jury for broadcast and published material which the jury said "borders on the obstruction of justice."

The grand jury has been probing an alleged Communist plot in the dynamiting of a Negro's home in a white neighborhood. Six persons were indicated on charges of advocating sedition. The newscasts of Richard Oberlin, WHAS news director, were mentioned by the jurors.

In its presentment, the grand jury referred to a statement in the October *American* magazine by J. Edgar Hoover, FBI director. This statement charged that "a former labor agitator in the North, a leader in red-front organizations and political campaigns. . ." is connected with a southern tv station and maintains secret ties with the Communist Party while being in a position" to shape attitudes in a large audience."

Fellows Doubts Propaganda Use

NARTB President Harold E. Fellows, interviewed by a *Courier-Journal* reporter on the Hoover statement, was quoted as saying he had "a good idea of the identity" of the purported Communist but doubted if he could use the station "for propaganda purposes." Mr. Fellows saw no danger of Communist propaganda on American stations, according to the article.

The grand jury called Mr. Oberlin to answer questions about newscasts. According to the *Courier-Journal,* Mr. Oberlin was questioned about his sources and said afterward that the jury and public would benefit if more information on the investigation were released.

A motion to cite Richard Harwood, *Times* reporter, for contempt of court when he declined to reveal a source of information, was dropped by the commonwealth attorney.

WTVW's 'Big Top' Keeps Construction Going

WTVW (TV) Milwaukee has a rendezvous to keep, and to insure itself against the contingency of inclement weather the station has "gone tenting" on the studio and transmitter foundation. WTVW had said it would be on the air on October 27, but recently work on the building has been held up for several days by heavy rain.

To prevent further delays, a mammoth tent was erected over the 3,500 sq. ft. foundation, underneath which the entire building will be constructed. When the work is completed WTVW plans to "fold its tent like the Arabs" and begin telecasting. Work on a temporary 200 ft. tower was to begin last Thursday with completion scheduled for this week.

Plans then call for construction of a permanent 1,105 ft. transmitter tower, which will allow the ch. 12 station to broadcast on full 316 kw power early next year, according to the station.



IN KEEPING with the tradition that "the show must go on"—this particular one on Oct. 27—workmen erect a tent which will allow WTVW's studio and transmitter foundation to be constructed despite interference from the elements.

D. C. Fm Outlet to Stay on Air Following Promise of Capital

LAST minute promise of new capital has prompted WCFM (FM) Washington to change its plans to surrender its license last Monday night [B•T, Oct. 4], with the station scheduled to stay on air pending result of the negotiations with "new capital," according to John W. Corwin, manager.

Station, which was owned cooperatively by organizations and individuals, has been operating under a reorganization trustee since Aug. 10. The new ownership, if arrangements are consummated, will contain C. Edward Behre, present president, as one of the new owners. If the plan goes through, there will be no change in the present staff or programming format, Mr. Corwin said. WCFM, operating on 99.5 mc (ch. 258) with 20 kw, emphasizes high-fidelity "good" music, news and commentators, and cultural programs. It has been sustained largely by listeners' contributions during the last few years. It began operating in 1948.

KOAT-TV Interconnected

KOAT-TV Albuquerque, N. M., reports that it is interconnected with the nationwide network as the result of the microwave installation joining Amarillo, Tex., with Albuquerque. AT&T Long Lines Dept. previously announced that the microwave extension made it possible for KOB-TV and KGGM-TV, both Albuquerque, to be connected to the network [B•T, Oct. 14].

LBS Suit Against NFL Asks $2.1 Million

DEFUNCT Liberty Broadcasting System has sued the National Football League in U. S. District Court, Philadelphia, for $2.1 million damages under the anti-trust laws. Suit was filed Oct. 1 after two delays while attorneys for the LBS trustee sought a settlement with Bert Bell, NFL commissioner [B•T, Oct. 4].

The suit charged that NFL "unlawfully" restrained the broadcasting of pro football games. It also named nine of NFL's present 12 member teams (Chicago Bears, Chicago Cardinals, Cleveland Browns, Detroit Lions, Green Bay Packers, New York Giants, Philadelphia Eagles, Pittsburgh Steelers and Washington Redskins).

Damages Sought

LBS asked the following damages: $100,000 in losses in 1949, $300,000 for losses in operation in 1950 and 1951, $300,000 for losses in profits in 1950, 1951 and 1952. This totals $700,000, but under the law the plaintiff may ask for triple damages—$2.1 million.

LBS suspended operation in 1952 when proposed arrangements to broadcast major league baseball and football failed to materialize. It owed creditors $900,000, it was reported.

Anti-trust suit is based on last year's decision in Philadelphia Federal court that NFL could not restrict radio broadcasts of league games. Court held, however, that the league could "black out" telecasts of league games which compete with home contests.

Complaint, brought by William J. Rochelle Jr., trustee of the bankrupt network, alleged that LBS reached a peak of 400 affiliates but was forced to go out of business when it was



High Caliber

"Treasury Men in Action" reports tomorrow to ABC with Chevrolet as sponsor

Tomorrow night ABC captures another famous program! "Treasury Men in Action," with proven appeal, adds new excitement to Thursday's schedule, and a welcome new star . . . Walter Greaza . . . and an important new sponsor . . . Chevrolet. So far this season 18 new advertisers have lined up on ABC.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



unable to contract for the broadcasting of pro football and baseball.

Petition said that Liberty had "at all times been willing to pay higher prices for broadcasting rights . . . than any other network or sponsor proposing such broadcasts."

LBS was organized in 1948 by Barton R. and Gordon B. McLendon. The McLendons own KLIF-AM-TV Dallas, KELP-AM-TV El Paso and KTLG (TV) Corpus Christi, all Texas.

Hurlbut to Join F&P In Tv Promotion Post

APPOINTMENT of John F. Hurlbut, former advertising and promotion manager of NBC-owned WNBC and WNBT (TV) New York, as television promotion manager of Free & Peters is being announced today (Mon.) by Lloyd Griffin, vice president in charge of tv for the national representation firm.



MR. HURLBUT

Mr. Hurlbut succeeds Lorin S. Myers, who joins American Research Bureau Oct. 12 (see story page 34).

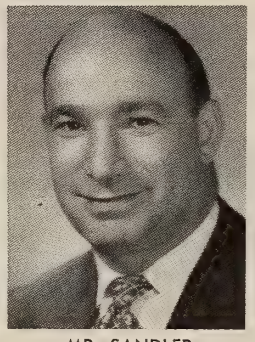
Mr. Hurlbut was manager of audience promotion for NBC-TV before moving over to the network's New York owned stations almost two years ago. He was promotion manager of WSYR and WSYR-TV as well as the *Post-Standard* in Syracuse before moving to New York.

His appointment with Free & Peters is effective Oct. 18.

STATION PEOPLE

Vic Rugh, formerly manager, KORC Mineral Wells, Tex., to KHUB Watsonville, Calif., in same capacity.

Jack Sandler, sales dept., KOWH Omaha, Neb., appointed sales manager.



MR. SANDLER

C. Brent Kansler, formerly assistant, Greater National Capital Committee, Washington Board of Trade, Washington, to WBAL-AM-TV Baltimore as sales promotion manager.

Martha Rose, formerly chief estimator, Ted Bates & Co., N. Y., to Product Services Inc., same city, as timebuyer for all accounts.

Andrew Karnig to international div., Young & Rubicam Inc., N. Y., as account executive; **Carmen Stokes** rejoins division as head, Spanish copywriting department.

James E. Fox, sales representative, KMJ Fresno, to KFMB San Diego in same capacity; **Patrick J. McGuiness,** newscaster, KLAC Hollywood, to KFMB as news editor, succeeding **Ray Wilson,** who becomes full-time newscaster.

Harry Edgar to CKWS-TV Kingston, Ont. (target date: Nov. 15), as commercial manager; **Bill Luxton** to CKWS-TV as program director; **Bert Cobb** to station as chief engineer.

Charles N. Cutler, engineer, WNOP Newport, Ky., to WOCH North Vernon, Ind., as chief engineer.

Kenneth H. Cook, formerly chief engineer, KMBC-TV Kansas City, Mo., to KCKT-TV Great Bend, Kan. (target date: November), in same capacity.

Bill Lansing, merchandising and sales representative, General Mills Inc., Minneapolis, to WCCO there as special services supervisor.

Stanley Rames, formerly with scenic design dept., NBC-TV Chicago, to WDSU-TV New Orleans as art director.

Steve Rowan, news editor, KACY (TV) Festus, Mo. (suspended operations, CP still retained), to WMIX Mt. Vernon, Ill., in same capacity; **Mike Shield,** formerly with WCHA-AM-TV Chambersburg, Pa., to WMIX-FM as producer-disc m.c.

Roy Murray Schwartz, producer, WBZ-AM-FM Boston and WBZA-AM-FM Springfield, Mass., appointed assistant sales promotion and advertising manager of stations.

Irv Smith, producer, WCCO Minneapolis-St. Paul, to WDGY there as morning disc m.c., succeeding **Dean Sherman,** who moves to sales staff.

Arch Presby, announcer, NBC, returns to *Uncle Archie* program, KNBH (TV) Hollywood.

Jerry Martin to WLEY (FM) Elmwood Park, Ill., as newscaster-disc. m.c.

Bob Schulz, disc m.c., WKBR Manchester, N. H., to WELI New Haven, Conn., as newscaster.

Paul Shinkman returns to WASH (FM) Washington and WDON Wheaton, Md. (Commercial Radio Equipment Co. licensee for both) as newscaster.

Bob Connelly, WENS (TV) Pittsburgh, to sales staff, WLWD (TV) Dayton, Ohio; **Carlos Mittag,** WMTV (TV) Madison, Wis., to production staff, WLWD.

Bob Jackson to announcing staff, KLYN Amarillo, Tex.

Dick Nichols, formerly publications editor, Kansas State Board of Agriculture, to farm dept., WIBW-AM-TV Topeka, Kan.

Jean Mauro to advertising and sales promotion dept., KEX Portland, Ore., as assistant.

Jack Strickland, WACL Waycross, Ga., returns to Florida U. to resume radio-tv announcing-production studies.

Fred Fiske, disc m.c., WWDC-AM-FM Washington, featured in profile article, Oct. 7 *Hit Parader* magazine.

Sam Serota, special events director, WIP Philadelphia, will conduct Philadelphia Junto Radio Workshop for 11th year in station studios.

Jane Todd, women's commentator, KCBS San Francisco, addressed Motion Pictures Distributors in San Francisco Oct. 6 on United Crusade charity drive.

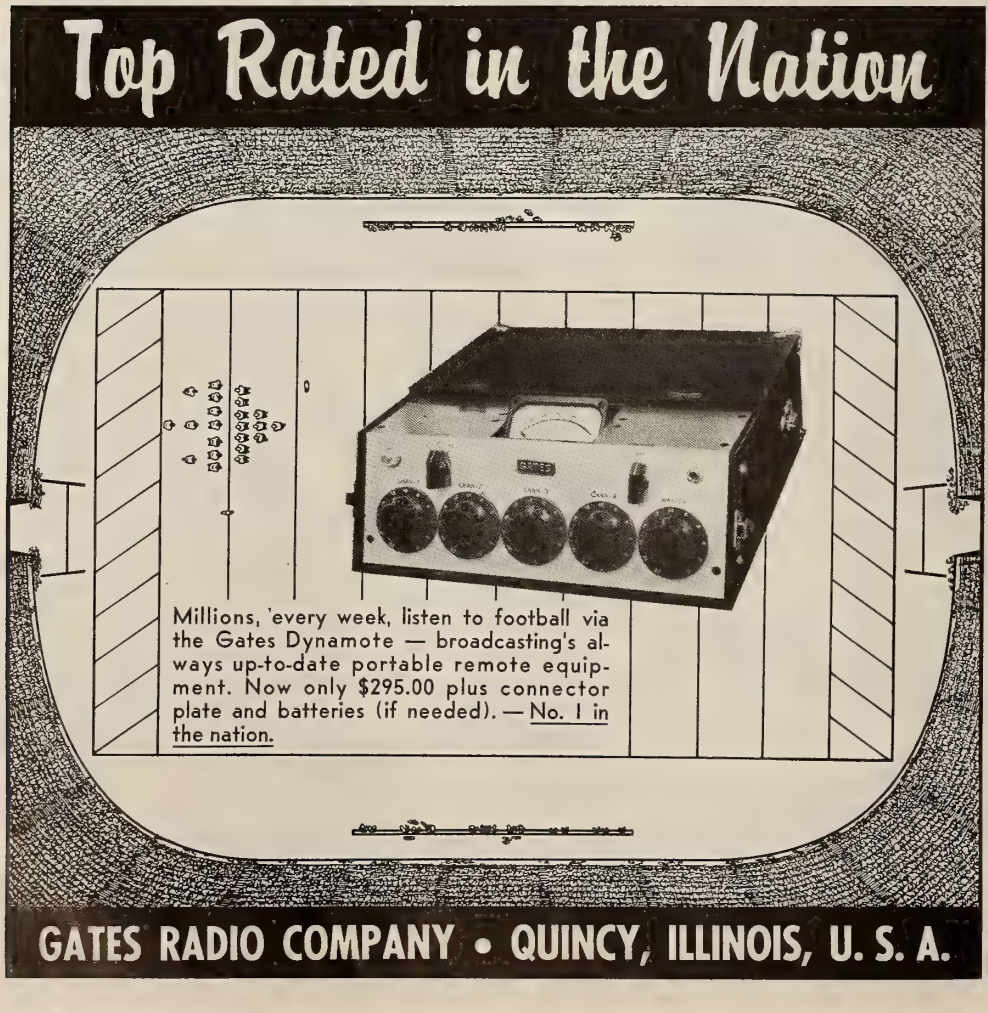
Inga Rundvold, conductor, *Inga's Angle,* WNBW (TV) Washington, was judge, Silver Spring, Md., Fire Prevention Parade Oct. 6.

Allan Schroeder, account executive, WBBM-TV Chicago, father of boy Oct. 2; **C. W. Doebler,** sales promotion manager, WBBM-AM-TV, father of girl, Deborah.

George Green, program director, WATV (TV) Newark, N. J., father of boy, Daniel, Sept. 21.

Frank Cresic, 23, writer-producer, WBBM-TV Chicago, died Oct. 1.

Top Rated in the Nation



GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

Come and Get it!

Michigan's Golden Triangle



77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH	WKHM	WKMF
DEARBORN	**JACKSON**	**FLINT**
5000 Watts (1000 WATTS — NIGHTS)	1000 Watts	1000 Watts

IN HOUSTON . . .
K-NUZ
LEADS IN COST PER 1000* SETS EVERY MINUTE IN EVERY DAY!

Share of Audience in Cost Per 1000 Sets, Monday through Friday.

MORNING
8:00 A.M. to 12:00 NOON
K-NUZ . . . 24¢

IND. STA. "A"	60¢
IND. STA. "B"	50¢
IND. STA. "C"	60¢
NET. STA. "A"	35¢
NET. STA. "B"	35¢
NET. STA. "C"	44¢
NET. STA. "D"	28¢

AFTERNOON
12:00 NOON to 6:00 P.M.
K-NUZ . . . 22¢

IND. STA. "A"	48¢
IND. STA. "B"	42¢
IND. STA. "C"	60¢
NET. STA. "A"	29¢
NET. STA. "B"	29¢
NET. STA. "C"	47¢
NET. STA. "D"	50¢

EVENING
6:00 P.M. to 12:00 P.M.
K-NUZ . . . 22¢

IND. STA. "A"	60¢
IND. STA. "B"	(OFF)
IND. STA. "C"	$1.20
NET. STA. "A"	48¢
NET. STA. "B"	35¢
NET. STA. "C"	49¢
NET. STA. "D"	72¢

*APRIL-MAY PULSE Share of Audience against SRDS One Minute Rates

Write - Phone - or Wire
Forjoe & Co. - Nat'l Rep.
or
DAVE MORRIS at KE-2581
K-NUZ Radio Ranch

K-NUZ Leads in Cost per 1000 Sets Saturday and Sunday, too.

CBS Inc. Reorganizes West Coast Operations

CBS INC. last week further realigned its West Coast radio and television operations as part of a continuing reorganization begun in the summer of 1951 when the network split its radio and tv operations into separate divisional entities.

Affected, according to a joint announcement by CBS Radio President Adrian Murphy and CBS-TV President J. L. Van Volkenburg, are the auditing, labor relations, legal, personnel, photographic, program clearance, purchasing and storekeeping departments which are being transferred to CBS-TV because "the larger part of the work is now attributable to television."

Overall supervisor of these departments will be Charles L. Glett, CBS-TV vice president in charge of network services, Hollywood, who also continues his responsibilities for tv departments, general business and operational functions.

Under the reorganization, Lester Bowman has been appointed director of physical operations for CBS-TV in Hollywood and Theodore Denton becomes manager of technical operations for CBS Radio. John Minkowsky will supervise CBS-TV accounting activities in Hollywood. A supervisor of the CBS Radio accounting department, it was said, "will be selected within the near future." In other changes, Ed Nathan will head CBS-TV's editing department in Hollywood and Samuel Froelick, formerly senior editor, will manage the CBS Radio editing department there.

12 Am Outlets Form Calif. Rural Network

FORMATION of the California Rural Network, with 12 independent radio station-members throughout the state, was announced last week in Los Angeles and San Francisco.

Members are KPAS Banning, KBMX Coalinga, KDAC Ft. Bragg, KOCS Ontario, KMOR Oroville, KAFP Petaluma, KBLF Red Bluff, KRNO San Bernardino, KROG Sonora, KTKR Taft, KTUR Turlock and KWSO Wasco.

The network will offer combined facilities of any three or more stations to national spot advertisers, network executives said. Single billings and single contracts are in effect with discounts ranging up to 33 1/3% of regular rates, they added.

"A package sales unit of this type permits advertisers to use smaller home-town stations with a minimum of effort and on a competitive price level with a maximum of merchandising impact," a network statement said.

CRN executive offices are located at 111 N. LaCienega Blvd., Beverly Hills, with Art Chipman in charge, and a sales office at 233 Sansome St., San Francisco, with William Ayres in charge.

DuMont Tightens Belt, Drops Two Sustainers

DuMONT Tv Network has tightened its programming belt a couple of notches, the economical "new look" resulting in the dropping of two unsold programs *Author Meets the Critics* (Sun., 7-7:30 p.m. EST) and *The Goldbergs* (Tues., 8-8:30 p.m. EST).

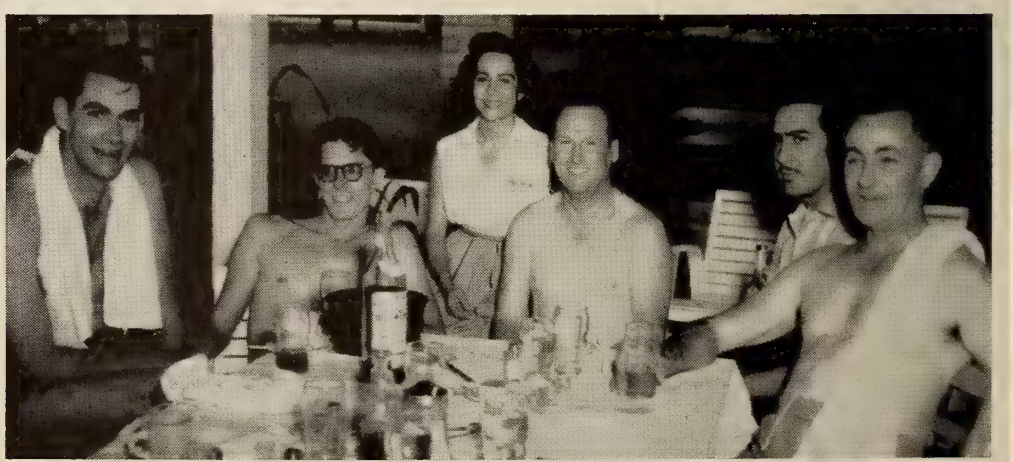
Author is a sustainer. DTN cut this off the air after yesterday's (Sunday) telecast. *Goldbergs* currently is sponsored by Vitamin Corp. of America but its contract ends Oct. 19 and DuMont says it has no plans to continue the show beyond that date.

While further DuMont plans are not known, the network's director, Ted Bergmann, said the current moves were made to consolidate DuMont's "sustaining money now to make a push in January." According to Mr. Bergmann, *Author* has not sold and few stations carry it—"so there's no point in our carrying it as a sustainer."

DuMont spokesmen denied any decision has been made to drop *Time Will Tell* (Fri., 10:30-11 p.m. EST), a sustainer, and also pointed out that the network will resume weekly hour-long concerts by the Chicago Symphony Orchestra on Wednesday (9-10 p.m. EST) for 26 weeks.

DTN's present plan is to replace *Author* with another show, as yet unselected. Admiral Corp.'s *Life Is Worth Living* returns Nov. 2 to the Tuesday, 8-8:30 p.m. EST period occupied by *Goldbergs* during the summer.

DuMont officials say that the reappraisal of programming was in the normal process in line with the belief expressed by Mr. Bergmann that it was better to conserve money on sustainers in order to build new shows which



RELAXATION is the keynote of this sales promotion meeting held in Brownsville, Tex., by the Texas Spanish Language Network. L to r: Joe Harry, TSLN Texas representative; Robert N. Pinkerton, general manager of XEO-XEOR Brownsville; Juana Maria Pinkerton, XEO-XEOR commercial manager and star of *Juana Maria Show*; J. H. Mayberry, general manager of KUNO Corpus Christi; Severo Garza, director of operations in Mexico for XEO-XEOR, and L. E. Richards, general manager of KIWW San Antonio. Pedro Meneses of XEJ El Paso, the other member of the group, was unable to attend the meeting which planned national and regional promotions.

WHO'S WHO

Masquerade Party brings new faces to ABC . . . unmasks new celebrities, new gags, new sponsors

Television's star-studded panel show, Masquerade Party, moved last Wednesday night to ABC. From start to finish, the show with the unique guess-who format, show-cases more celebrities per minute than any other half-hour on television. Sponsored on alternate weeks by *Remington Rand* and *Esquire Boot Polish*, MASQUERADE PARTY is an "added starter" on ABC's all-new, exciting Wednesday night schedule.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



may be more salable. No personnel cutback is anticipated in connection with the program cut, it was said.

Mr. Bergmann also noted that "this time of the year is when the stations are filled up the most and interested the least in sustaining programs."

KPIX (TV), DuMont Split After Grid Incident

KPIX (TV) San Francisco, CBS-TV affiliate in that city, has cancelled its contract with the DuMont Television Network, according to General Manager Philip Lasky, due to an alleged violation of contract by that network.

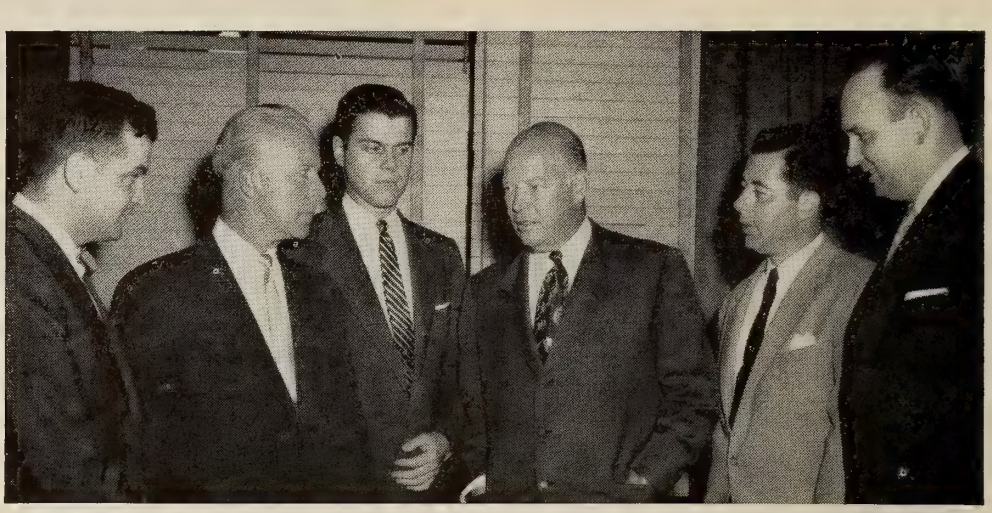
Mr. Lasky's decision came after DuMont announced that professional football games would be carried by KOVR (TV) Stockton, Calif., ch. 13, as well as KPIX.

KOVR, located on Mount Diablo, covers the Bay Area and parts of central California.

Mr. Lasky reported that just a few weeks ago DuMont had assured his station it would have exclusive rights to the games.

Elmore B. Lyford, director of station relations for the DuMont network, said that as a result of an honest difference of opinion and by mutual consent of both parties, "the affiliation agreement between DuMont network and KPIX is terminated effective immediately and KOVR will be DuMont's sole affiliate in Northern California and the San Francisco Bay Area.

A. E. Joscelyn, manager of KOVR, confirmed that his station is televising the DuMont games, and is now officially affiliated with the DuMont network.



DISCUSSING PLANS for "aggressive merchandising," network integration and color telecasting at the second annual meeting of DuMont Tv Network's o&o stations in New York [AT DEADLINE, Aug. 30] are (l to r): Norman Knight, manager of WABD (TV) New York; Harold C. Lund, general manager, WDTV (TV) Pittsburgh; Leslie G. Arries Jr., manager, WTTG (TV) Washington; Dr. DuMont, president of Allen B. DuMont Labs, Clifton, N. J.; Ted Bergmann, the network's managing director, and Donald H. McGannon, general manager of the o&o stations division.

BARRY QUITS NBC VICE PRESIDENCY

RESIGNATION of Charles C. (Bud) Barry, NBC vice president in charge of television program sales, was announced last week by Robert W. Sarnoff, NBC executive vice president [CLOSED CIRCUIT, Oct. 4]. NBC is not expected to appoint a successor.

In his letter of resignation, addressed to Mr. Sarnoff, Mr. Barry said: "Reviewing the fabulous progress of the company and its activities in television, I am proud of my many years of association and my modest contribution to it. It is my earnest wish that we will be meeting together from time to time on many industry projects." Mr. Sarnoff wrote in reply: "I share your sentiments on the future of television, and I, too, hope that we will continue to see each other on various industry projects."

Mr. Barry has not disclosed his future plans. His resignation came after he and NBC came to terms on settlement of his unexpired contract. He was named vice president in charge of television program sales late last year.

CBS-TV Adds Beaumont, Tex., And Three Canadian Affiliates

KFDM-TV Beaumont, Tex., and three Canadian tv stations have signed with CBS-TV; the Beaumont station as a primary affiliate and the Canadian stations as secondaries, Herbert V. Akerberg, vice president in charge of station relations, announced last week.

KFDM-TV (ch. 6), owned by Beaumont Broadcasting Corp. with C. B. Locke as vice president and general manager, will become a CBS-TV affiliate effective Dec. 25, while the affiliations of the Canadian outlets—CFPA-TV Port Arthur, Ont. (ch. 2), CFRN-TV Edmonton, Alta. (ch. 3), and CFQC-TV Saskatoon, Sask. (ch. 8)—were effective Sept. 5, Sept. 15 and Oct. 1, respectively.

Gould of 'Times' Pessimistic About Radio Network Future

NETWORK radio appears to face curtailment, with local radio becoming fiercely competitive, Jack Gould, *New York Times* radio-tv editor wrote in the Oct. 3 issue. Mr. Gould recently returned to the *Times* after 2½ months as information advisor of CBS Inc. [B•T, Oct. 4].

"The unpleasant truth at the moment is that the economics of tv have caught up with radio," Mr. Gould wrote. He said some stations will be hurt though no one believes "radio is going to die." He said radio "can and does perform far too great a service and in a military emer-

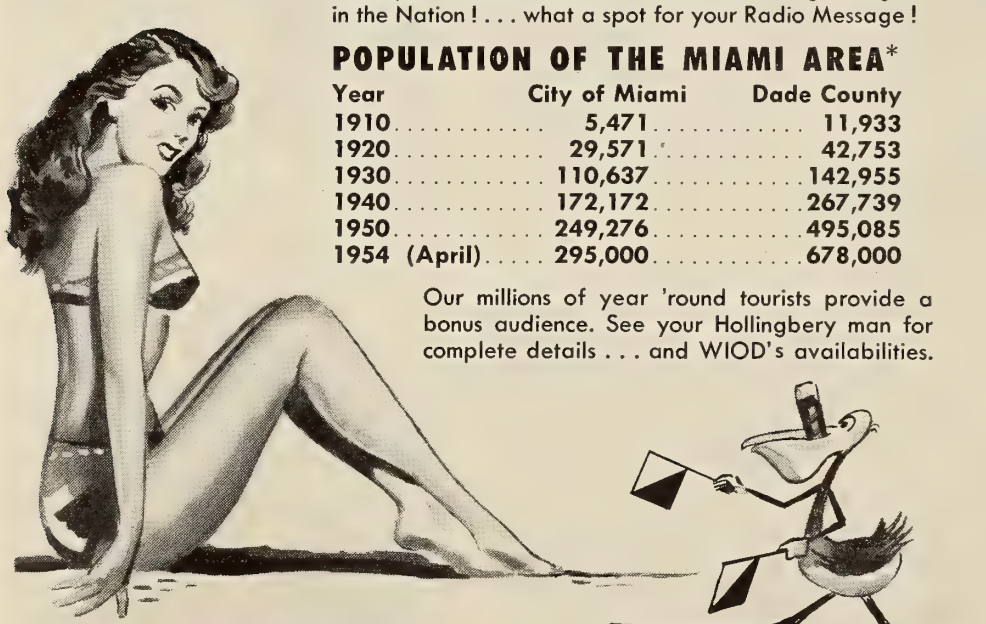
IT'S A Beautiful Picture!

Since 1910 the City of Miami and its Metropolitan Area, which comprises Dade County, has grown at an annual rate of from 7% to 9%. This rate of growth makes the Metropolitan Miami Area one of the fastest growing in the Nation! . . . what a spot for your Radio Message!

POPULATION OF THE MIAMI AREA*

Year	City of Miami	Dade County
1910	5,471	11,933
1920	29,571	42,753
1930	110,637	142,955
1940	172,172	267,739
1950	249,276	495,085
1954 (April)	295,000	678,000

Our millions of year 'round tourists provide a bonus audience. See your Hollingbery man for complete details . . . and WIOD's availabilities.



*Source: Bureau of Census, U. S. Department of Commerce

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

Established January 18, 1926
WIOD
MIAMI, FLORIDA



Mr. Vincent Sillitta, Traffic Manager of Clarostat Mfg. Co., Inc., discloses

"How this guided missile gets there on time!"

". . . 5, 4, 3, 2, 1, *fire* . . . and a Clarostat product helps head the missile for an 'enemy' bomber!

"But before its deadly rendezvous, that tiny part of the missile's 'brain,' a Clarostat resistor, had to keep another vital appointment—with the Guided Missile production schedule.

"That date was kept by Air Express!

"We ship up to 15,000 pounds of Clarostat Resistors per month by Air Express. Their sizes range from the one mentioned above—finer than a human hair—to shipments weighing one hundred pounds and more.

"With Air Express help, we can meet extremely exacting delivery specifications. Yet most shipments cost *less* than by any other air service. A 25 lb. shipment from Boston to Toledo, for instance, costs $6.45. That's 5¢ *less* than the next lowest air carrier—and the service can't be compared!"

It pays to express yourself clearly. Say Air Express!

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**


WREX-TV
47,000 WATTS E.R.P. 13
FALL SCHEDULE
ASSURES YOU THE "Lion's Share" of the big
ROCKFORD - MADISON AREA AUDIENCE

★*Disneyland*
★I LOVE LUCY
★U. S. Steel Hour
★PROFESSIONAL FOOTBALL GAMES
★Jackie Gleason Show
★Voice of Firestone
★N.C.A.A. Collegiate Football
★*Robert Q. Lewis Show*
★Blue Ribbon Bouts
★Bob Crosby Show
★Toast Of The Town
★PERRY COMO
★*Arthur Godfrey*
★Make Room For Daddy
★Meet Millie
★I've Got A Secret
★WHAT'S MY LINE
★*Strike It Rich*


WREX-TV 13
NOW SERVING OVER 214,992 TELEVISION SETS
ROCKFORD - ILLINOIS
NETWORK AFFILIATIONS CBS • ABC
REPRESENTED BY
H-R TELEVISION, INC.

gency would be a necessity. But after eight years of television the day when the form and size of radio must change is unquestionably near."

Should radio exist without networks, he said, speculation would arise that tv might do the same. Advertisers are "bewitched by tv," he continued, and "network radio simply has become unprofitable for the network."

Mr. Gould wrote that radio must settle for a minority audience, programming music, news and discussion "which are tv's weak points." He said radio networks believe that anything they can do in these areas "the individual station can do for itself more profitably."

Hede, Barthelmess Named ABC Directors of Sales Service

PROMOTIONS of Henry Hede to director of sales service of ABC-TV and Steward Barthelmess to director of sales service for ABC Radio were announced last week by Harold L. Morgan Jr., ABC vice president and comptroller.

The promotions are to new positions created by consolidation of the network's sales service, order processing and station clearance functions into sales service divisions for both the radio and tv networks, Mr. Morgan explained.

Mr. Hede, joined ABC in 1942 as purchasing agent, has had periodic promotions, assuming in October 1953 the post of administrative manager of ABC-TV's network sales department. Mr. Barthelmess, who came to ABC's sales service department in 1950, has been sales service manager for the radio network since last July.

DuMont Has 7 Announcers For Football Coverage

DuMONT'S coverage of the 10 National Football League professional games, which started Oct. 4 and continues each Saturday evening through Dec. 11, may prove to be as tricky, shifty and complicated as any play on the field.

The network pointed out that as many as three announcers at one time will be airing the same game to different sections of the country on a national and regional basis. Seven announcers have been signed to do the play-by-play of all Saturday night games:

Chuck Thompson, nationally; Chris Schenkel on the New York-New England hookup; Byrum Saam, for the Philadelphia lineup; Bob Neale on the Baltimore regional; Joe Tucker, in the Pittsburgh area; Van Patrick, in the Michigan region, and Bob Kelley, on coast-to-coast.

Saturday games begin at 8 p.m. EST except for the West Coast games of Dec. 4 and 11, which go on the air at 5 p.m. EST.

Woodworth Named Director Of ABC Western Division

HARRY WOODWORTH has been appointed director of the ABC Radio Network's Western Division [CLOSED CIRCUIT, Sept. 27], Charles T. Ayres, vice president in charge of the ABC Radio Network, announced last week. He succeeeds Francis Conrad, who has resigned.

Mr. Woodworth has been with ABC since 1948 as an account executive. Before that he was radio director of BBDO in Minneapolis, and later director of radio research, radio account executive and producer for the same agency in its New York office.

In and Out of Voice

MARIO LANZA got a reported $40,000 on the CBS-TV Chrysler *Shower of Stars* program Sept. 20 for mouthing the words to recordings made two years ago, network executives in New York and Hollywood admitted last week.

Last Monday, Mr. Lanza held a select recital in his home for an audience of 20 newsmen, network executives and photographers, at which B•T was in attendance. He robustly sang selections from "Il Pagliacci," hitting a natural C at one point, and finished with a rendition of "Be My Love" for the feminine members of the group.

To the question of why he did not sing on the preceding Thursday when he was in such excellent voice five days later, Mr. Lanza stated that extensive tests during his recent much-publicized reducing treatment had resulted in such low blood sugar and body dryness that his physician disclaimed responsibility should Mr. Lanza sing at the pre-recording session.

Mr. Lanza firmly announced: "Anything from now on, I will actually sing." He said he hoped to do further tv work, but did not go into detail.

AT&T Plans Relay Route

PLANS were announced last week by AT&T's Long Lines Dept. to construct the final segment of a projected radio relay route, which ultimately would stretch 1,000 miles west of Amarillo, Tex., to Los Angeles. Communications between the West Coast and the rest of the country now is furnished by a radio relay system, cables and open wire lines. A Long Lines spokesman said that since these facilities have reached their "practical circuit capacity," the proposed route is needed to handle the increased telephone traffic.

NETWORK PEOPLE

Bernard Trotter, CBC representative to United Nations, N. Y., appointed CBC representative, London, England.

Grady Hunt, costume head, NBC-TV *Hallmark Hall of Fame,* transfers to NBC-TV *Colgate Comedy Hour;* **Jack Bear** succeeds Mr. Hunt.

Peter Thomas to CBS Radio *Aunt Jenny* as announcer, succeeding **Dan Seymour,** who will devote full time to vice president duties, Young & Rubicam Inc., N. Y.

Laddie Marshack, publicist, Hecht-Lancaster Productions, Hollywood, to CBS Radio, same city, in similar capacity.

Joseph Connolly, co-writer and co-producer, CBS Radio *Amos 'n' Andy Music Hall* and *Amos 'n' Andy,* father of boy, Patrick Pearse, Sept. 26.

Joel Tall, audio technician, news programs, CBS Radio, author of book, "Techniques of Magnetic Recording," slated for Jan. 12 publication.

NETWORK SHORTS

ABC-TV's *Kukla, Fran & Ollie* (daily series, 7-7:15p.m. EST) being offered to affiliates for local sale; program currently is on WBKB (TV) Chicago and WABC-TV New York.

NBC has been presented collection of 800 photographic portraits of military and political leaders of World War II made by Comdr. Maurice Constant (USN, Ret.) at behest of President Roosevelt.



Is This "COVERAGE"?



The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

Lincoln-Land is Nebraska's other *big market. It has about half the state's population and half the wealth, and most of its 186,000 families are available via KOLN-TV* only. *The map tells the story.*

KOLN-TV COVERS **LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET**

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ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

The best way to sell the KANSAS FARM MARKET



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Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

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JCET REPORTS ON EDUC. TV PROGRESS

A minimum of $25 million has been put behind educational tv. Twelve million people claimed within areas reached by operating stations.

EDUCATIONAL tv stations now on the air cover metropolitan areas having 12 million people, with another 10 million in primary service areas of nine stations now under construction, according to a report submitted last week to the FCC by the Joint Committee on Educational Television. Thirteen stations will soon start construction, it is stated, bringing the potential audience within the near future to 35-40 million.

A minimum of $25 million has been put behind educational tv, according to the report filed by Ralph Steetle, JCET executive director. Details of the report were released by Dr. David D. Henry, executive vice chancellor of New York U. and JCET chairman.

Existing Service

Communities listed as having educational tv stations in operation are Houston; Los Angeles; East Lansing, Mich.; Pittsburgh; Madison, Wis.; San Francisco; Cincinnati; St. Louis; Ames, Iowa; Columbia, Mo. The Ames and Columbia stations operate on commercial licenses. KTHE (TV) Los Angeles is silent pending a fund-raising campaign. Soon to have educational tv, it is stated, are Chapel Hill, N. C.; Boston; Columbus; Champaign-Urbana, Ill.; Detroit; Seattle; Oklahoma City; Tulsa; Munford, Ala.

Construction will start in the near future, it was indicated, in Memphis; Chicago; New Orleans; Athens, Ga.; Atlanta; Denver; Philadelphia; Cleveland; Miami; Toledo; Nashville; Birmingham. Projected stations are sought in 32 communities.

Mr. Steetle cited "the extensive degrees of progress made in so short a time" in the light of the pressure of other educational needs and the challenge of arousing community support. He said nearly two-thirds of the 252 educational channels are in communities under 200,000.

The $25 million financial support was listed as follows: Legislatures and other governmental agencies, $5 million; school budgets, $2 million; commercial broadcasters, $3½ million; foundations, $10 million; business (non-broadcast) interests, $4 million; numerous religious, charitable and public welfare as well as individual donations.

EDUCATION PEOPLE

Kelly Snow to Northwest Radio & Television School, Portland, Ore., as registrars supervisor.

EDUCATION SHORTS

WCHS-AM-TV Charleston, W. Va., announces 140 persons enrolled in *Radio Classroom* and *Television Classroom* college credit course programs conducted in cooperation with Morris Harvey College, same city.

U. of Wis. Scholarships

THREE annual scholarships in radio journalism and radio engineering have been announced by the U. of Wisconsin at Madison. The scholarships, open to graduates, undergraduates or professionals are: The H. V. Kaltenborn Radio scholarship ($600 annually)—selection to be made on bases of scholarship, special aptitude for broadcasting, indications of a career in radio and financial need; The Joseph C. Harsch-Alfred I. duPont Awards Foundation scholarship ($250 annually)—to encourage graduate study in the social sciences by a radio newsman; The Radio Corporation of America scholarship ($800 annually)—offered as part of RCA's national scholarship plan to promote interest of undergraduate students of science in radio, tv and electronics. Complete information on these and other scholarships may be obtained from the University.

Educ. Tv-Radio Center Awards Eight Grants

SEVEN universities and colleges and one nonprofit educational organization have been awarded grants-in-aid totaling nearly $40,000 by the Educational Television & Radio Center at Ann Arbor, Mich. The grants, which were recommended by a committee of the National Assn. of Educational Broadcasters, through whom they will be administered, are part of a joint effort to "improve the quality of educational radio broadcasting by stimulating local programming."

Distribution of grants was as follows:

Ohio State U.—$3,200 for a series of 13 half-hour programs.

San Bernardino Valley College (Calif.)—$5,000 for 10 half-hour programs.

Millikin U. (Ill.)—$775 for twenty-six 15-minute programs.

U. of Michigan—$6,850 for 13 half-hour programs.

U. of Alabama—$5,350 for 18 half-hour programs.

U. of Texas—$5,400 for 13 half-hour programs.

U. of North Carolina—$6,750 for 13 half-hour programs.

Lowell (Mass.) Institute Cooperative Broadcasting Council—$6,750 for 13 half-hour programs.

The grants are for production of educational radio programs during the 1954-55 school year and all programs produced under these grants will be distributed nationally by NAEB.

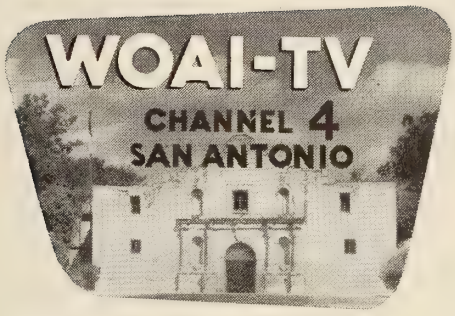
WPIX (TV)-Hofstra Show

EDUCATIONAL activities will be expanded Oct. 18 on WPIX(TV) New York with a regular half-hour program produced in cooperation with Hofstra College, which marks the first experiment in tv education for the 20-year-old school. The series, titled *People*, will be produced by Worthington Gregory of the Hofstra staff.

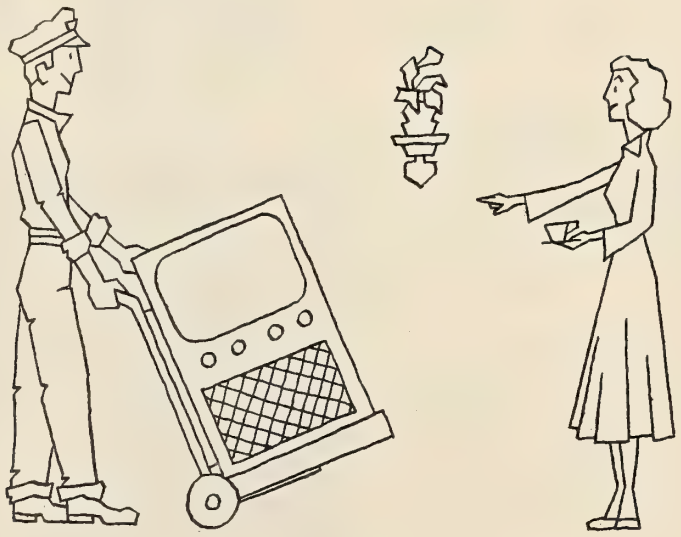
The programs will center on the psychology of human adjustment, with members of the college faculty leading the discussion. The format will utilize charts, photographs and film clips in addition to commentary. Director of the series will be Jack Felice of WPIX.

50th Commencement Held

FIFTIETH COMMENCEMENT of the National Academy of Broadcasting, Washington, D. C., was held Sept. 17. The academy, located at 3338 16th St., N. W., was opened in 1934 and, according to the school, one of the services has been the training of foreign diplomats and embassy attaches.



the picture people prefer



Here's the best advertising buy in San Antonio today—
morning and afternoon announcements on WOAI-TV.
Since last September, 55,000 additional TV screens
have lit up in the WOAI-TV viewing area, bringing the
total to 210,000. That's like adding a market the size of
Baton Rouge! NBC's outstanding morning programming,
including "Today" and "Home", has been added.
And WOAI-TV's average afternoon audience rating
has **doubled** (Hooper, October '53, July '54).
Add new, low package plan rates, with announcements
for as little as $12 apiece, and you've got the biggest
TV selling bargain in the Southwest. Ask your
Petry man to prove it.

DEVELOPMENT OF NEW 21" RECTANGULAR COLOR TUBE ANNOUNCED BY DUMONT

Tube, when in production early next year, will sell for around $175 to set manufacturers, the same price as its 19-inch tube.

FIRST 21-inch rectangular color shadow mask picture tube with a picture area of about 225 square inches and of metal cone construction was claimed as a color landmark last week by Allen B. DuMont Labs.

First notice of the tube's development, given early in the week, was scant in detail. Later, however, DuMont revealed more of the tube's detail, noting that the development "has served to establish validity of our techniques for the manufacture of rectangular color tv tubes of the shadow mask type."

Questioned by B•T, F. P. Rice, DuMont's tube division manager, who with Kenneth Hoagland, chief engineer, presented a sample tube to Dr. Allen B. DuMont, the company's president, said that:

• The tube when in production—anticipated to be early in 1955—will sell for about $175 to set manufacturers, the same price at which the DuMont 19-inch round color tube now is tagged.

• Samples for the trade can be expected by the end of this year. There are no plans in the works for publicly demonstrating the tube.

• The tube is comparable in performance to the 21-inch round color picture tube developed by RCA and demonstrated only a few weeks ago [B•T, Sept. 20]. DuMont's tube does not lose any picture area because of its rectangular shape.

Color To Be Speeded

Mr. Rice said he believed the arrival of the rectangular color tube "will lend impetus to the color picture [the public's acceptance of color]. From the consumer viewpoint, the tube's development will speed up the entire color program."

He also said that credit for the tube's development primarily lay with Mr. Hoagland and his engineering staff.

DuMont spokesmen also said the rectangular tube could be fitted "along with minor modifications" in the same chassis which accommodates the 19-inch round color picture tube.

At the same time, it was emphasized that the tube which will go into production actually may be a 22-inch rectangular color shadow mask tube not of metal cone but of glass construction. Announcement of the current 21-inch tube, it was asserted, points up that the technical problem of producing a rectangular color tube "has been solved."

DuMont asserted that with its color tube technique perfected, it now expects to be able to make deliveries "in quantity in 1955." Spokesmen, meanwhile, emphasized that the 22-inch glass tube, if and when developed, would give more than 250 sq. inches of picture area. RCA claims that its 21-inch color tube, although round, with 250 square inches of viewing area, has 22% more viewing area than any other color tube produced at the time of its tube's showing in Princeton. RCA's expected Nov. 1 industry sampling of the 21-inch tube would be at the same estimated equipment price as DuMont's—$175.

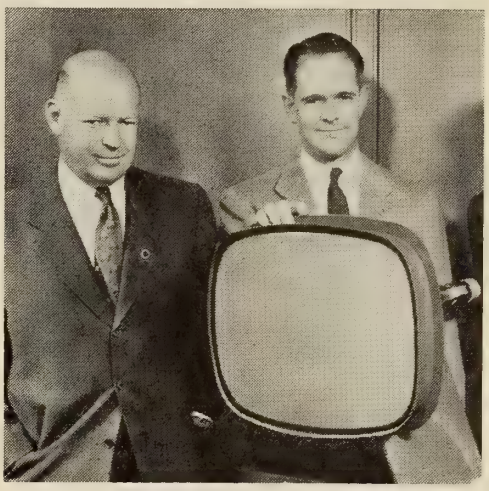
At the time RCA showed its new 21-inch color tube, the company also demonstrated a magnetic field equalizer, known as the Color Equalizer, which eliminates the need for magnetic shield and rim coil to guard against magnetic disturbances.

Set-maker executives, including Dr. DuMont and RCA's Dr. E. W. Engstrom, executive vice president of research and engineering, have claimed that one of the important factors in speeding commercial color's growth will be the supply of large-screen receivers of reliable performance suitable for mass production.

Last spring, Dr. DuMont told company stockholders that the lack of economical large-screen color tubes had blocked production of popular-priced, large-screen sets. He then predicted that "before very long" DuMont Labs "ought to be making a 21-inch rectangular color tube" and that "it should sell for less than $100 when mass production is accomplished." With color receivers at about the $500 price, Dr. DuMont had asserted, "that will be the time for large volume sale" [B•T, May 10].

It is known that other set makers are working on rectangular glass color tubes [CLOSED CIRCUIT, Sept. 13] but DuMont also claims that some of these tubes would not be of the comparable color mask type.

Philco about two months ago announced that it had developed a 21-inch color tube with a viewing area of 250 inches and that its work on the tube had not been completed [B•T, Aug. 9].



FIRST OF DuMont's 21-inch rectangular color picture shadow mask tubes is inspected by Dr. Allen B. DuMont (l) and Thomas T. Goldsmith Jr., vice president in charge of research.

CBS-Hytron, tube manufacturing division of CBS Inc., has demonstrated mass production of its 19-inch color tv picture tube, known as the CBS-Colortron "205" as well as showing tests of the tube itself [B•T, July 12]. That tube is claimed to be the closest in viewing size to the 21-inch black-and-white tube, offering 250 square inches of viewing area.

While DuMont has no plans at the present to demonstrate its rectangular color tube, company spokesmen emphasized that the tube has been amply and successfully tested.

In announcing the 21-inch color rectangular, DuMont Labs said of the tube's presentation:

"After congratulating the division's management and engineers on their significant contribution to the advancement of color television, Dr. DuMont announced that the tube would take its place in the DuMont museum alongside other 'firsts' in television for which DuMont is widely known."

Color Course Stress

CBS-Columbia is putting particular stress on the proper training of servicemen in the handling of color sets.

CBS' set manufacturing division emphasized that it has set up a complete color service training school in its new 20,000-sq. ft., one-story brick-and-steel headquarters building, opened Tuesday at 4850 34th St., Long Island City, N. Y., and warned that the company will not ship color tv sets to a distributor until one of his service personnel has "successfully completed" the training course.

The new building, which has parts storage space, workshops and executive offices, provides for specialized classroom instruction as well as workbench units for practical work by those attending the course. Harold J. Schulman, product service director, said CBS-Columbia currently is conducting a series of seminars for selected distributor service personnel at the new building. New seminars begin each Monday and continue for five days with some 50 hours of instruction, demonstration and practical work for the "student." Training includes discussion and demonstration of basic color principles, the CBS-Colortron "205" tube, signal transmission, basic circuitry, components, installation-maintenance and trouble-shooting procedures.

Color Tv Discussed At NEC Chicago Meet

DISCUSSIONS on the latest advances in electronics, including color television, drew thousands of engineers and other technical experts to Chicago last week for the 10th annual convention of the National Electronics Conference. The Oct. 4-6 sessions were held in the Sherman Hotel and were jointly sponsored by the Institute of Radio Engineers, Illinois Institute of Technology and American Institute of Electrical Engineers, along with two schools, in cooperation with Radio-Electronics-Television Mfrs. Assn., Society of Motion Picture and Television Engineers, and other schools. The convention and accompanying exhibits were designed "as a national forum on electronic research, development and application."

Highlight of the three-day meetings, Wednesday, was a technical session on television, featuring speakers from CBS Labs in New York and Westinghouse Electric Corp. Wilfrid F. Niklas of CBS discussed design considerations for triode systems of tv picture tube guns. C. H. Jones, J. W. Taylor Jr. and T. M. Moore, Westinghouse executives, aired views on linear color tv receivers and deflection systems using transistors.

Mr. Niklas reported that new cathode developments "may be important for future application even if they are now still in a developmental stage," referring to diffusion type and interred and hollow cathodes.

Mr. Jones predicted that one "advance" in color tv that can be anticipated is that of the linear color signal, as contrasted to that adopted for the industry by the National Television Systems Committee. He said the latter is nonlinear "in that changes in saturation generally cause changes in phase as well as magnitude of the color signal," a point frequently noticed by trade observers.

Messrs. Taylor and Moore discussed the

nature of the limitations on transistor elements that can be reduced by a novel circuit design utilizing a single vacuum tube. Transistors in deflection systems have limitations in power-handling ability, limited voltage rating, change in characteristics with temperature, and relatively low input impedance compared to vacuum tubes.

In a paper delivered by three Motorola Inc. technical specialists—Dr. William Firestone, Angus MacDonald and Henry Magnuski—these conclusions were drawn:

(1) Contrary to general belief, am and single sideband am transmitters are no better in practice than fm transmitters because of distortions and modulator non-linearities.

(2) Channel spacings closer than 15 or 20 kc will be very difficult to achieve in am and fm.

Dr. Alfred N. Goldsmith spoke Tuesday on "Blasting Away Scientific Roadblocks." Editor emeritus of Institute of Radio Engineers, Dr. Goldsmith lauded NEC's "symposium technique" methods, citing the groundwork for television laid by several panels of the NTSC as far back as 1940.

(Also see story on NEC awards, page 94)

PRICES ON TV SETS INCREASE SLIGHTLY

PREPARING for the usual fall selling season (65 shopping days to Christmas), tv set manufacturers have instituted a round of price increases that adds $10 to $20 to the list price of video receivers.

Interestingly, most manufacturers have not touched the price of their leaders—the low-priced table models that serve as promotional items for attracting customers.

During the past ten days, seven manufacturers upped prices on some sets in their 1955 lines. Biggest hike was by Philco Corp., which raised prices on 15 models by $10 to $20. Example: 21-in. table model, from $259.95 to $269.95.

DuMont, instead of increasing prices, introduced a new "wide horizon" line which is priced at from $10 to $20 above comparable receivers already in the line.

Emerson told dealers that it was going to boost its prices, and said details would be forthcoming.

Sylvania jumped list prices on five models from $10 to $20.

Majestic (a division of Wilcox-Gay Corp.) pushed prices up from $5 to $25 on seven models.

Stewart-Warner announced that prices of some models in its fall line will be marked up.

And CBS-Columbia raised the price of a single model by $10.

Costs Higher

Price boosts were required, most of these manufacturers said, because of increases in component costs, picture tube prices, higher labor costs and other production costs hikes.

It was also acknowledged that manufacturers had trimmed profit margins in recent months in order to keep sales volume up. Last summer, most manufacturers cut prices when they introduced their new models. Among these were Admiral, DuMont, Emerson, GE, Magnavox and Motorola.

Philco said its price increases were due to the rising cost of manufacture, "including substantial wage increases." In mid-June, Philco ended a 45-day strike with a 3.5% wage boost for its employes.

RCA Tube Div. Appoints Color Staff at Lancaster

APPOINTMENT of a separate operations staff for the administration of all activities connected with the engineering and manufacturing of color television picture tubes at RCA's Lancaster (Pa.) plant was announced last week by the RCA Tube Division.

Supervising the staff will be Harry R. Seelen, who recently was appointed manager of a newly-created RCA color kinescope operations department, with headquarters at the Lancaster plant. The new department divides Lancaster activities into two separate plant operations, one devoted exclusively to RCA color kinescopes and the other to RCA black-and-white kinscopes and other types of cathode-ray and power tubes.

Those appointed to the staff of the color kinescope operations department are: Donald O. Corvey, manager, purchasing; S. M. Hartman, manager, equipment development; Homer L. May, manager, planning and controls; C. Price Smith, manager, engineering; and Rex E. McNickle, administrator, quality control.

Kenneth M. McLaughlin, former manager of transistor manufacturing at RCA's Harrison (N. J.) plant, has been named manager of the RCA Lancaster color kinescope plant. Earl M. Wood continues as manager of the RCA Lancaster cathode-ray and power tube plant, one of the two manufacturing centers for the RCA cathode-ray and power tube operations department. That department, under the management of Carlos E. Burnett, has responsibility for the engineering and manufacturing of RCA black-and-white television picture tubes, oscillograph tubes, phototubes and numerous types of power tubes for industrial and broadcast use.



FROM
CAT WHISKERS
TO
RABBIT EARS
IN
WMBV
GREEN BAY PACKERLAND



In 1924 Packerland radio enthusiasts marvelled when their "cat whiskers" brought in distant sounds, just as tv viewers in 1954 bragged when their wind-whipped antennas and super boosters brought them snow-covered, flopping pictures.

But now 175,000 sets are bringing in the best of NBC shows and regional Packerland programs bright and clear on WMBV's Channel 11. And thousands of new viewers boast of perfect pictures with their inexpensive "rabbit-ear" antennas.

They're all watching for **you** to "Come Eleven" on Packerland's most powerful station.

nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL 11 TELEVISION
MARINETTE, WISCONSIN

GREEN BAY: Phone HEmlock 5-9389
MILWAUKEE: Phone WOodruff 4-3587

National Representatives
VENARD, RINTOUL & McCONNELL, Inc.
New York - Chicago - Los Angeles - San Francisco - Boston



But down in Northwest Alabama and Northeast Mississippi WERH reaches more folks than a Saturday night fish fry.

The reason for this is that WERH is long on entertainment. The sort of music and programs that the folks down here prefer. And WERH has a signal that reaches . . . not just reaches, but *dominates* the 14,695 square miles of its 0.1MV/M contour.

When you want your advertising buck to reach the most for the money WERH, the station for Northwest Alabama and Northeast Mississippi, is your station.

WERH | 5000 watts 970 KC
Regional representatives: Dora-Clayton Agency
Mortgage Guaranty Building, Atlanta, Georgia

National Representative: Hil F. Best Co.

BMI "Pin Up" Hit

OOP-SHOOP

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THE CREW CUTS . . . . . Mercury
KAY BROWN . . . . . Crown
HELEN GRAYCO . . . . . "X"
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RETMA Plans Symposium To Cover Printed Circuits

THE Engineering Dept. of Radio-Electronics-Tv Mfrs. Assn. will sponsor a symposium on printed circuits Jan. 20-21 at the U. of Pennsylvania, Philadelphia, RETMA announced last week.

Purpose of the symposium is to promote a "more thorough understanding of the practical techniques, problems and applications of printed circuits and to provide an opportunity for discussion of recent developments in the field." The six sessions, to be under general direction of Donald W. Cottle, General Electric Co., Syracuse, N. Y., will feature:

Product Design Applications. Papers on conversion of specific products from conventional to printed circuit construction; problems of conversion and superiority or shortcomings of printed products as compared to conventional apparatus; techniques of the design of printed circuit products.

Reliability and Serviceability. Papers describing techniques for meeting Underwriters' Laboratories' requirements; specific reliability data, and special tests for reliability; papers concerning repairmen's acceptance of printed circuit products and their problems and repair techniques.

Management Considerations. Papers on converting a manufacturing operation from conventional electronic products to printed circuit products; papers on the economics of such changes.

Panel Session on Techniques of Producing Printed Wiring Boards. Panel of a chairman and one member to speak as an advocate of each system of producing printed wiring panels (etched, stamped, fired-on paint, etc.).

Printed Components and Components for Use With Printed Wiring. Papers on materials, printed components and other components for use with printed wiring.

Production Techniques and Manufacturing Methods. Papers describing quality control and inspection, assembly equipment, soldering techniques, etc.

Barkmeier Elected President Of RCA Estate Appliance Corp.

ELECTION of Paul A. Barkmeier as president of RCA Estate Appliance Corp. was announced last week by Robert A. Seidel, executive vice president of Consumer Products, RCA. Mr. Barkmeier, who will assume his new post Nov. 1, succeeds Cecil M. Dunn, who has resigned.

Mr. Barkmeier, who has been vice president in distribution, RCA, joined the corporation in 1948. He has also been associated with the financial and merchandising divisions of Marshall Field & Co. and Montgomery Ward & Co.

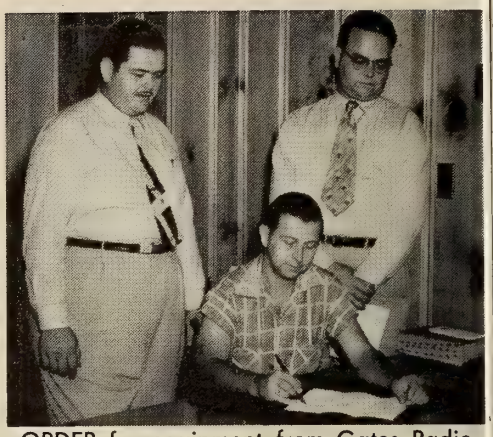
Raytheon Sets Color Goals

RAYTHEON Mfg. Co. has set a production goal of 2,000 color tv receivers for the rest of this year and 25,000 during 1955, it was announced Thursday by Henry F. Argento, vice president and general manager of Raytheon's tv-radio operations.

Sets tabbed for output the next few months will incorporate a 19-inch three-gun color tube and will sell for $1,095, it was explained. Next year's schedule calls for use of a 21-inch color tube, with retail price of under $1,000.

Muntz Hearing Set

DATE of Nov. 2 has been set for hearing objections to a new plan for reorganization of Muntz Tv Inc. and its subsidiary companies. Plan has been filed with U. S. district judge Win G. Knoch by trustees of forms. A petition for reorganization originally was filed last March when the company balance sheet showed liabilities of $13 million against $3 million in assets.



ORDER for equipment from Gates Radio Co., Quincy, Ill., which will raise WMTM Moultrie, Ga., to 5 kw power, is signed by (l to r) Dick Spruill, Gates' southeast sales engineer; Douglas Turner, partner in licensee Colquitt Broadcasting Co., and N. B. Mills, Colquitt partner and president. WMTM is on 1300 kc.

Hi-Fi Gear to Be Featured At Audio Fair in New York

SIXTH annual Audio Fair, an exhibit devoted solely to audio equipment, will open Oct. 14 at the Hotel New Yorker, New York. The four-day show is expected to attract an estimated 30,000 professional sound engineers and high-fidelity hobbyists, according to Harry N. Reizes, manager of the fair.

This year for the first time the fair will include a Sunday showing to serve those unable to attend during the week. Exhibit hours will be 1-10 p.m. Thursday through Saturday and noon to 6 p.m. Sunday.

The annual convention of the Audio Engineering Society, under whose sponsorship the fair is presented, will be held in conjunction. The society's annual banquet will be held Oct. 13 at the New Yorker.

The entire fair will be conducted around the theme "Audiorama" to dramatize the extent that hi-fi has taken its place in American living.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

Professor Edmund P. Learned
Harvard Graduate School of Business Administration—writes on

The Truth About Gasoline Prices

In these days of high prices it seems as if *everything* we buy costs at least twice as much as it used to. That's why it's encouraging to tell you about a commodity which, outside of increased taxes, actually costs little more than it did in 1925. I'm talking about today's gasoline.

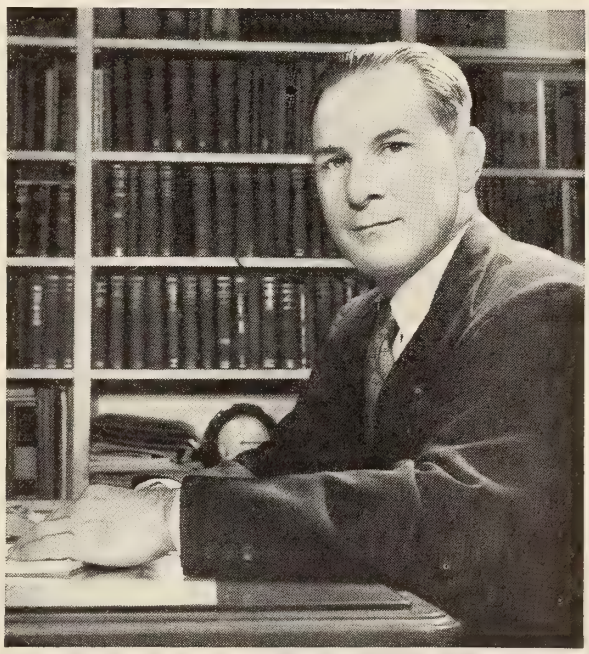
It is very important to note that the consumer owes this favorable price situation to one basic factor—the healthy struggle for competitive advantage among all U. S. oil companies and gasoline dealers.

I can demonstrate how this competition works by a study made of a typical midwestern oil company. This company was considered a price leader because of its dominant market position. Yet in Ohio alone its products were in active competition with the brands of 7 large national companies, 5 smaller but well established regional companies and the private brands of jobbers and large retailers.

The company's retail prices were the result of keen local competition. Except for differences in customer services or unusual locations, prices out of line with competition caused loss of trade. From the social point of view, retail prices in Ohio were sound. Consumers had ample opportunity to choose between varying elements of price, service and quality. Their choice determined the volume of business for the dealer and the supplying company. New or old firms were free to try any combination of appeals to attract new business. Even the biggest marketer had to meet competitive prices. And price leadership—in the sense of ability to set prices at will—was impossible. If, as rarely happened, a price was established that was not justified by economic forces, some competitor always brought it down.

Consider the effect of this competition since gasoline taxes were first introduced. The first state gasoline tax was enacted in 1919. Last year, in 50 representative American cities, federal, state, and local gasoline taxes amounted to 7½ cents that had to be included in the price paid by consumers. Nevertheless, management ingenuity contrived to keep the actual advance in price to consumers down to 3½ cents. This is an outstanding record in view of the general increases in wages and higher costs of crude oil.

This same competitive force among oil companies has resulted in the 50% gasoline improvement since 1925. The research and engineering efforts of the oil companies supported by the improved designs of automobile engines, have produced gasoline so powerful that today 2 gallons do the work that 3 used to do in 1925.



Edmund P. Learned, professor of Business Administration at the Harvard Graduate School of Business Administration is the author of a study on the pricing of gasoline by a midwestern oil company. This study, considered to be a classic on the gasoline price question, was published in the *Harvard Business Review* and is the basis for this article.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

This is a WMT Spectacular



MANUFACTURING PEOPLE

O. O. Schreiber, assistant to president, Philco Corp., Phila, appointed vice president.

Edward L. Dodelin, assistant to manager, RCA Distributing Corp., Chicago, elected vice president in charge of sales; **Dr. James Hillier,** research director, Melpar Inc., N. Y., to research and engineering staff, RCA, as administrative engineer, headquartered at David Sarnoff Research Center, Princeton, N. J.

Karl Gauck, marketing and research director, Geare-Marston Inc., Phila., elected vice president and director.

Nathaniel B. Nichols, manager, research div., Raytheon Mfg. Co., Waltham, Mass., appointed assistant vice president of company; **Dr. K. C. Black,** formerly business manager, Polytechnic Research & Development Co., Brooklyn, N. Y., to communications engineering dept., Raytheon, as head.

James F. White, formerly vice president, CBS-Columbia Inc., Long Island City, N. Y., appointed general sales manager, Crescent Industries Inc. (high fidelity tape recorders, phonographs, record changers), Chicago.

Leon A. Wortman, magnetic tape recorders and high fidelity components national advertising and sales promotion manager, RCA, Camden, N. J., appointed sales manager, J. C. Warren Corp. (magnetic tape recorders), Freeport, L. I., N. Y.

Jack Moore to Skyline Mfg. Co. (antennas), Cleveland, as sales manager.

Robert K. Hartman, World War II and Korean War U. S. Signal Corps contracting officer, appointed government operations director, CBS Labs. and CBS-Columbia Inc., Long Island City, N. Y.

Brig. Gen. James S. Willis (U. S. Army, ret.), appointed research and development coordinator, Hallicrafters Co., Chicago.

Ronald E. Vedder appointed sales training supervisor, radio-tv div., Sylvania Electric Products Inc., N. Y., succeeding **John O. Painter,** who becomes district sales manager, Philadelphia territory.

M. Barry Carlton, executive director and reliability coordinator, office of Secretary of Defense, Washington, to defense products div., Magnavox Co., Fort Wayne, Ind., as general manager.

Robert J. Stein, executive, Acme Aluminum Alloys Inc., Dayton, Ohio, to government contract div., Allen B. DuMont Labs, same city.

Dr. Allen B. DuMont, president, Allen B. DuMont Labs., Clifton, N. J., will address Pulse Inc. 13th Annual Luncheon in New York Oct. 27 on "Progress in Television."

Ernest F. Leathem, assistant to president, Raytheon Mfg. Co., Waltham, Mass., elected chairman, procurement advisory committee, National Security Industrial Assn.

Harold H. Buttner, vice president, International Telephone & Telegraph Corp., N. Y., re-elected trustee, National Security Industrial Assn.

MANUFACTURING SHORTS

Berkeley div., Beckman Instruments Inc., Richmond, Calif., announces decimatic scaler, model 2020, featuring non-overloading input amplifiers—choice of 0.2 volts or 1 millivolt input sensitivity; 10-turn discriminator control +5 to +50 volts; preset time and count; electrical reset of register, timer and scaling circuits with single switch; precision H. V. supply with coarse and fine adjustments; stand-by H. V. switch position which prevents overshoot at warm-up; and line frequency test facility, according to company.

Atlas Film Corp., Oak Park, Ill., has completed all-color motion picture demonstrating use and operation of electronically-controlled robot machine assembly line of Admiral Corp., Chicago. It is to be distributed to dealers and distributors.

Audak Co., N. Y., announce Hi-Q7, "a high output chromatic reproducer that successfully overrides magnetic interference (from certain types of motors, etc.)."

Gyro Control Co. (Gyro Skid-Control), Beverly Hills, Calif., announces consolidation of sales div., Beverly Hills, and mfg. div., Chester, Ill., to MEMCO Co., Warren, Pa.

Shure Bros. Inc., Chicago, announce model "333" high fidelity studio unidirectional microphone which has extended frequency response of 30-15,000 c.p.s., plus or minus 2½ db and patented "Uniphase" system, according to company. It is designed for tv, motion picture, and professional recording studios and radio stations. Firm also announces Shure General Catalog 55 covering microphones, microphone accessories, magnetic tape, wire recording heads, crystal and ceramic pickup cartridges, crystal phonograph pickups and phonograph needles.

Chester Cable Corp., Chester, N. Y., has published brochure describing several wire and cable products for radio, electronic and tv industries.

Gray Research & Development Co., Manchester, Conn., announces Telop III, exhibited at NARTB convention earlier in year, in production with deliveries being made; new model projects both 4″ x 5″ opaque slides and 2″ x 2″ transparancies, according to company.

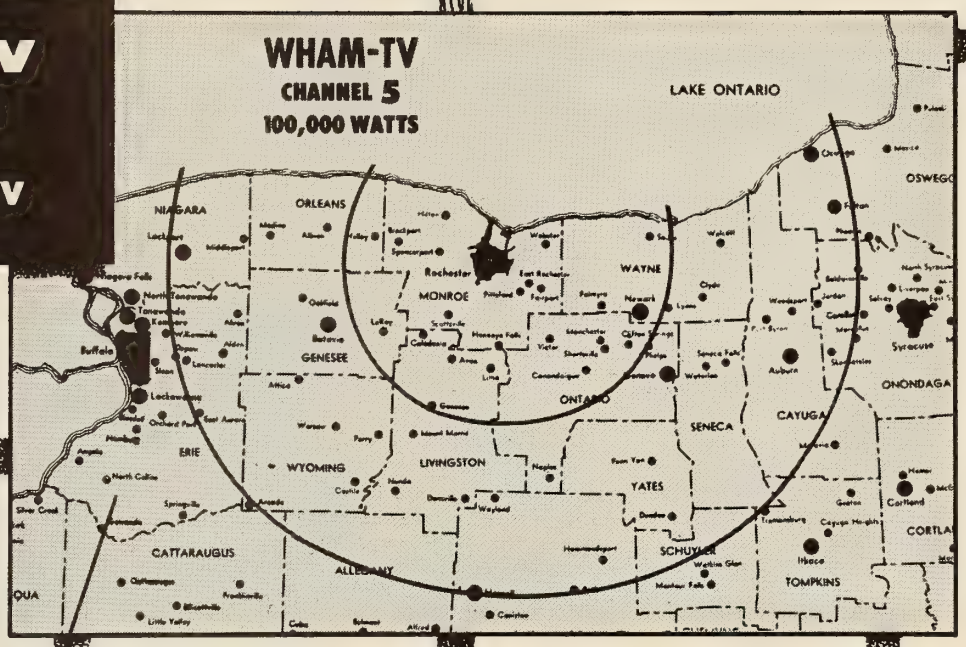
Krylon Inc., Phila., announces Dulling Spray, preparation designed to remove glare from shiny objects before tv cameras.

Collins Radio Co., Cedar Rapids, Iowa, has published brochure on its 17L-4 vhf transmitter and associated equipment.



"Take 5" to do the Best TV Sales Job in Western New York

now 100,000 watts WHAM-TV





Rochester's most powerful station—now telecasting on 100,000 watts—extends its leadership and coverage to 17 sales-producing counties.

When you want your product to gain first position in this area, use WHAM-TV—the first TV station that's still first.

*Sales Management 1954

***population . . . 1,029,200 homes . . . 315,050**

WHAM-TV CHANNEL 5

Rochester N.Y.'s MOST POWERFUL Station

AFTRA, NABET Strike Hits KEAR Operations

KEAR San Francisco-San Mateo, "Good Music" station, went off the air last Tuesday when members of the American Federation of Television and Radio Artists and the National Assn. of Broadcast Engineers and Technicians went on strike.

Engineers and announcers left their posts to picket studios in San Mateo and San Francisco and transmitters of KEAR at Belmont, in suburban San Francisco, as well as KXKX, fm affiliate, in Twin Peak Area of San Francisco.

Ken Hildebrandt, general manager of the station, denied that KEAR was unwilling to negotiate, as the two unions charged, but said it would not negotiate with both unions jointly. Steve Cisler, president of Bay Radio, operator of the station, said he, too, would be happy to reopen negotiations but with each union individually.

The unions are asking overtime pay for more than eight hours work a day, a wage scale closer to that of comparable Bay Area independent stations and improved working conditions.

NABET claims that its engineers are being paid only $75 per week, while the prevailing wage in similar stations is $135. AFTRA claims its announcers are paid as little as $1.50 an hour.

Mr. Cisler, in a statement to B•T, said that he cannot afford the unions' demands and charged that they were asking the scale of the "larger and more prosperous" stations.

Supervisory personnel have undertaken to get the station back on the air.

WGN-AM-TV, AFTRA Tiff On Time for Renegotiating

LABOR-management relations were slightly strained in Chicago radio-tv circles last week after a dispute involving WGN Inc. (WGN-AM-TV) and the American Federation of Television and Radio Artists.

Last Tuesday, the *Chicago Tribune* outlets filed a petition with Region 13 of the National Labor Relations Board charging that AFTRA was "unwilling to negotiate [new contracts] in good faith with a sufficient period of time for honest negotiations." Later in the week, both WGN Inc. and AFTRA agreed to meet for discussions on Oct. 12, which the union had originally requested, notwithstanding WGN Inc.'s contention that the meetings should have been held Sept. 21 or Sept. 24—at least 60 days before expiration of AFTRA contracts.

AFTRA pacts with WGN and WGN-TV as well as a number of other stations—including local network o&o outlets—expire Nov. 15 after being in effect two years. The others are CBS o&o WBBM-AM-TV, WBKB (TV), WMAQ, WNBQ (TV) and WLS. Discussions with these stations on new and/or revised pacts have been set by the union for Oct. 12-13.

Pension Plan Covers 18,000 Film Workers

A PENSION plan covering 18,000 tv and theatrical motion picture employes, reached after a year's negotiation between 200 employers and 40 guilds and unions, was announced in Hollywood last week.

The plan provides for both employer and employe contributions of two cents each for all "straight time" hours worked. Benefits will start in 1960, to allow time for an adequate fund to develop, with present plans for $20 monthly payments to participants.

Employer contributions are retroactive to the start of negotiations in October 1953, while employe contributions will start Oct. 24, 1954.

Minimum age requirement is 65, and the employe must have worked a minimium of 20,000 hours and 20 "qualified" years in film.

The plan is open to all employers in motion picture and "allied" industries, with Alliance of Tv Film Producers specifically included among negotiators.

The plan will be administered by a board of 16 directors, equally divided between labor and management. The first board chairman, elected Oct. 1, is George J. Flaherty, Hollywood international representative, International Alliance of Theatrical and Stage Employes, with Basil Grillo, Bing Crosby Enterprises, and Louis Gray, Flying A Productions, as director and alternate director, respectively, both representing ATFP.

AFTRA and Networks to Open Negotiations for New Pact

OPENING negotiations for a new contract between AFTRA and all radio and television networks will be held today (Monday) at the Park Sheraton Hotel, New York. The present pact expires Nov. 15.

AFTRA is expected to press for the demands outlined at its convention in Detroit last August [B•T, Aug. 9]. These include a non-employe contributing welfare and pension plan, an estimated 20% increase in basic fees and an improvement in working conditions.

WGAW Election Nov. 17 To Select 73 Officers

SLATE of 146 candidates will compete for 73 offices and positions in newly-formed Writers Guild of America West Inc., Hollywood [B•T, Sept. 6] election Nov. 17. WGAW's constitution provides for three overall WGAW officers and four trustee members to its council, to be elected by the entire membership; and to be elected by each individual branch of the Guild radio, tv and screen, three council members, three officers and 16 board members, respectively.

WGAW executive candidates include Gomer Cool and Paul Franklin, from radio, for vice president; Curtis Kenyon and Erna Lazarus, from tv, for secretary-treasurer, and Richard Breen and Frank Nugent, from screen, for president.

Nominees for four overall trustee posts on WGAW council, which must by group's constitution go to "well-established veteran" screen writers with, wherever possible, experience in other media, are Mr. Breen, Julius J. Epstein, Everett Freeman, Sonya Levien, Stephen Longstreet, Ronald MacDougall, Mr. Nugent and Barry Shipman.

Campaigning for the three radio seats on WGAW council are Mr. Cool, Peter Dixon, Lester Farber, Sam Perrin, Don Quinn, and Maurice Zimm; for the three tv seats, Gwen Bagni, David Dortort, Howard J. Green, Mr. Kenyon, Lawrence Kimble and Miss Lazarus; for the three screen seats, James Warner Bellah, Ivan Goff, Edmund Hartmann, Walter Reisch, Allen Rivkin and James Webb.

Candidates for radio branch posts are, for president, David Friedkin and Francis Van Hartesveldt; for vice president, Antony Ellis and Morton Fine; for secretary-treasurer, David Gregory and Robert Libott; and for 16 radio board seats, Tom Adair, Gil Doud, John Dunkel, Blake Edwards, Hy Freedman, Adrian Gendot, Kathleen Hite, Joel Kane, Mort Lachman, John Meston, E. Jack Neuman, Richard Pedecini, Roswell Rogers, Eric Strutt, Helen Thompson, David Vaile, Gene Wang, Martin Wark, Gene Webster and Paul West.

Candidates for tv branch posts are, for president, Fenton Earnshaw and Donn Mullally; for vice president, Dwight Babcock and William Sackheim; for secretary-treasurer, Morgan Cox and Eugene Vale; and for board seats, Lee Berg, True Boardman, George C. Brown, Frank Burt, Richard Collins, Dorothy Wright Cooper, Albert Duffy, Hal Fimberg, Paul Gangelin, Jerome Gottler, Leonard Levinson, William Lively, Ellis Marcus, James Moser, Martin Ragaway, Dean Reisner, Joe Richardson, Samuel Roeca, DeVallon Scott, Maurice Tombragel, Catherine Turney and Malvin Wald.

Thirty-eight candidates are competing for motion picture branch posts.

WGAW announces approximately 800 screen writers, 400 tv writers and 300 radio writers will be eligible to vote in the November elections. Candidates who run for two offices and are elected to both will assume the higher position, the WGAW nominating committee stated.

Baseball Pact Ends Plans By NABET to Sue NBC, Others

THE CIO's National Assn. of Broadcast Employes & Technicians has canceled its contemplated $6 million suit against NBC and various other parties as a result of an agreement reached before the recent World Series involving use of union technicians.

NABET threatened the suit last summer, naming NBC, Gillette Safety Razor Co., Maxon Inc., and baseball personalities, claiming the network had employed non-union technicians from WXEL (TV) Cleveland in the annual All-Star baseball contest. It pushed the proceedings to the arbitration stage, charging that WNBK (TV) personnel should have been used.

According to NABET, NBC recently agreed to employ NABET crews at both the All-Star and World Series classics provided the games were played in cities with NBC o&o stations.



National Board of Fire Underwriters invites you to enter the

Gold Medal Awards

for community fire prevention and safety



If you are a newspaper editor or the manager of a radio or television station, chances are you've plunked hard for fire prevention and safety. The extra stint you did was directed at saving lives and property, perhaps even your own. Most likely you gave little thought to reward for your time and effort . . . And it's possible they could have gone unnoticed, too.

But the fire insurance business wants to bring your activities to public attention, to honor you . . . to show others by example that what you have done, others, too, can do . . . that the terrible loss of 11,000 lives every year and nearly a billion dollars in property damage can be checked—at least reduced.

In the 13 years since the National Board of Fire Underwriters instituted its Gold Medal Awards for this purpose, 12 dailies, 8 weeklies, and 14 radio or television stations have been so honored and some 100 others, in their respective classifications, have received Honor Award Citations.

Your newspaper, radio or television station is eligible for these honors provided it makes outstanding contribution to fire prevention during 1954.

There are four classifications for entries—daily newspaper, weekly newspaper, radio station, television station. A Gold Medal or its equivalent of $500 in cash is awarded in each classification. In addition a number of Honor Award Citations are presented.

You may nominate yourself as an entry or be nominated by your local fire department, civic organization or town official. To support your nomination, a scrapbook of clippings, letters, photographs, recordings, or other material relating to your 1954 fire prevention activities should be submitted to the National Board of Fire Underwriters. The National Board will place it before a panel of judges.

The judges are outstanding representatives in your medium's classification—daily newspaper, weekly newspaper, radio or television. The National Board, of course, takes no part in the judging.

Deadline for 1954 Gold Medal Awards entries is February 14, 1955

Presentation of Gold Medals and Honor Award Citations usually is made at local civic functions. Generally these take the form of a luncheon or dinner attended by community leaders, municipal and fire department officials, joining together to honor the local newspaper, radio or television station.

The National Board of Fire Underwriters will welcome your entry and takes this means to invite your participation in its 1954 Gold Medal Awards.

Address all inquiries to Gold Medal Awards

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 38, N. Y.

EAST GERMANY TV GETS MORE FUNDS

Plans are for a network of stations to saturate the Soviet Zone of Germany.

THE GOVERNMENT of the East Zone of Germany has tagged another 50,000,000 marks or $2,500,000 for construction of tv stations and studios. According to official reports, the planned tv network in the Soviet Zone of Germany would in the first place "be an instrument of propaganda." Entertainment is being put in the second place. Another part of the government's television plan provides for a large number of receivers to be put in public places as in "culture buildings," clubs and large factories.

Presently there are 1,500 television sets being operated in the East Zone. Sets are sold at about 3,500 marks or $175. This price is far from being low after Soviet Zone standards. The price is the equivalent of what a worker earns in 9 to 12 months in the Zone.

Sets can be used only to tune in to three channels, all of them belonging to television stations in the East. There are no provisions for a reception of Western Zone tv stations.

Program schedules mainly are made up of political discussions with a few Russian and East German motion pictures.

All sets are manufactured in one plant at Radeberg, E. Germany. According to reports there are serious bottlenecks in picture tube manufacturing (15 in. tubes only, up to now). Color tv is still far away.

The station construction program of the Soviet Zone government provides for a complete tv network in the area by the end of this year. Presently there are two stations, in Berlin and Leipzig, the two largest cities of the Zone. Three more stations—at Schwerin, Brocken Mountain and Inselberg—are under construction. Berlin officials claim that after the network will have been completed the Zone will be blanketed by television.

Commercial Radio 2 to 1

COMMERCIAL radio was preferred by more than 2-1 over national or government-subsidized broadcasting, according to the results of a nation-wide Gallup poll conducted in Australia and recently reported by the *Sun-Herald,* Australian newspaper. A similar poll in 1952 showed the same general results.

IAAB Forms New Unit In Central America

NEW unit in Inter-American Assn. of Broadcasters has been formed in Central America following a series of meetings held by the IAAB board in Mexico and several Central American countries. A score of broadcasters from the six Central American nations (Costa Rica, Guatemala, Honduras, Nicaragua, Panama and San Salvador) were guests of the board.

Fernando Eleta A., of Panama, an IAAB board member, was elected president of Central American Broadcasters Assn., which will hold its first general meeting in Panama within a few weeks.

President Carlos Castillo Armas, new Guatemalan president, and his cabinet conferred with the IAAB board. IAAB has been working with Guatemalan broadcasters for several years in an effort to bring free broadcasting to the country, at that time under the pro-Communist regime of ex-President Arbenz.

IAAB's program for free broadcasting received encouragement from President Armas, who invited IAAB to return after elections to cooperate in rewriting legislation and drawing up new laws as a bulwark against governmental censorship, suppression, oppression and competition by governmental commercial broadcast operations.

Attending the board meeting were Emilio Azcarraga, of Mexico, IAAB president; Goar Mestre, Cuba; Boris Esersky, San Salvador; Jose Ramon Quinones, Puerto Rico; Malcolm Neill, Canada, and Gilmore N. Nunn, WLAP Lexington, Ky., United States member.

A hemispheric "Broadcasting Day" was celebrated Oct. 4 throughout Latin America under IAAB auspices. Tribute was paid to IAAB by President Eisenhower, who sent the following letter to IAAB President Azcarraga:

I have learned that Oct. 4 has been designated "Broadcasting Day" on the American continent, and I am happy to congratulate the members of the IAAB on their efforts to strengthen the bonds of unity among the nations and people of this Hemisphere.

Radio is an extraordinarily powerful instrument by which to advance understanding among the peoples of the free world, and it has proved its great value in our fraternity of nations. Through this medium, the best of human knowledge and experience in each of our nations has been widely disseminated among us, and it has broadened our common appreciation of the rights, privileges and obligations of men and women who desire to remain free. I know that all of us want these beneficial results not merely to continue, but to expand in scope and effectiveness.

I am, therefore, very happy to extend my warm greetings to you and your Association of Broadcasters and to wish you success in the advancement of harmony and understanding throughout the Americas.

Nfld. Gag on Civil Workers Evokes News Group's Protest

NEWFOUNDLAND has ordered its civil servants not to give information to radio station and newspaper reporters. Under the new regulations all news from government departments must come from cabinet ministers. The new order was issued late in September because incorrect information might be released or views expressed which do not follow government policy. The Newfoundland provincial government is headed by Premier Joseph Smallwood, a former newspaperman and radio reporter.

The St. John's (Nfld.) Press Club has protested the regulation and has pointed out to the government that cabinet ministers are usually difficult to locate. Reporters have up until now obtained their news from deputy ministers and department heads.



SIGNING for a Latin American adaptation of Ziv International's *Yesterday's Newsreel* over WKAQ-TV San Juan, P. R., in what is said to be the first tv show sponsored by a Latin American bank, are (l to r) Edward Stern, head of Ziv International, David Brown, president of Brown Adv., and Horace Davila, executive vice president of First Federal Savings & Loan of Puerto Rico. The series features great news events of the last 50 years. Narration and dialogue are lip-synchronized by Latin American actors.

All-Canada Radio Resume

TO INFORM ADVERTISERS and agencies what has happened to radio in the past few years since the advent of television in Canada, an illustrated statistical booklet has been distributed by All-Canada Radio Facilities Ltd., Toronto, station representatives. The booklet points out that in 1953 Canadians spent $52 million to purchase over 600,000 radio receivers; that more than a million Canadian homes now have two or more radio sets; that 96.4% of all Canadian homes now have radio receivers, and that Canadian stations have become integral parts of their communities. The booklet tells how Canadian radio stations have increased their services to advertisers and listeners and provides a detailed break-down of the cost of radio advertising and that of other media.

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

Quebeckers Look to U. S.

CANADIANS in the southern and eastern parts of Quebec can now receive tv programs from at least two northern U. S. stations, thanks to mountain locations as high as one and a fifth miles above sea level, it has been reported by Canadian Admiral Corp. Tallest transmitter belongs to WMTW (TV) Mt. Washington, N. H., 6347 feet above sea level. Tv set owners in Sherbrooke, Verdun and Thetford Mines can get a "good, consistent picture" from its ch. 8 with an outside antenna. The second highest is WMVT (TV) Montpelier, Vt. (ch. 3), 4,176 feet atop Mt. Mansfield. In some communities close to the U. S.-Canada border, viewers may even get a good picture, if they're favorably situated, without a roof antenna, it was said. Canadian Admiral is promoting tv antennae, electrically-operated antenna rotors and other accessories.

CBC to Carry Bishop Sheen Without Admiral Commercials

AFTER numerous discussions and public pressure the Canadian Broadcasting Corp. has decided to carry Bishop Fulton Sheen's *Life Is Worth Living* series on its tv stations, but without advertising. A. D. Dunton, CBC board chairman, said that the CBC would carry the program "free, without commercial messages but with a credit line to the American commercial sponsor. In doing so, the CBC is carrying out the recommendations of the National Religious Advisory Council, representing the main religious denominations in Canada."

No date has been set yet as to when CBC tv stations will begin carrying the programs. Independent Canadian tv stations are carrying the series.

Luxembourg Studies U. S. Tv

IN CONNECTION with the launching of commercial programming by Television-Luxembourg, scheduled for January 1955, Jacques Du Closel, director-general, and Jean D'Agostino, program director of Radio-Luxembourg, were in the U. S. last week studying television techniques. They visited ABC-TV studios in Hollywood, where they were given a tour of the network's motion picture center, and Transfilm Inc.'s facilities in New York where they discussed tv commercial film production with Joe Forest, Transfilm creative director.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Canada Supreme Court Favors CAPAC in Copyright Fight

CANADIAN broadcasters lost their appeal to the Canadian Supreme Court on the authority of the Copyright Appeal Board to fix a tariff for music based on percentage of revenue. Decision was handed down at Ottawa last Tuesday and it means that Canadian broadcasters must pay the Composers, Authors and Publishers Assn. of Canada back fees for the 1952 to 1954 period.

Decision Tuesday was split with three judges backing the Copyright Appeal Board tariff and two judges agreeing with broadcasters that such tariff was not within the statutory powers of the board.

Canadian broadcasters must now decide individually whether they will continue using CAPAC music for 1955 at a tariff based on 1¾% of their revenue or whether to use only BMI music.

Meanwhile the Canadian Assn. of Radio and Television Broadcasters plans to press for amendments to the present Canadian Copyright Act through the recently-appointed Royal Commission on Copyright.

CBO Increases to 5 Kw

CBO Ottawa, Ont., is increasing power from 1 kw to 5 kw on 910 kc. A new unattended transmitter has been ordered from the Canadian Marconi Co., Montreal, by the Canadian Broadcasting Corp., owners of CBO. The present 1 kw installation has been in use in Canada's Capital since 1933 when it was installed by the old Canadian Radio Broadcasting Commission. The new transmitter will be located at Ramsayville, near Ottawa, where a 45 acre farm has been purchased for the station. Canadian Marconi Co. is constructing the transmitter building, transmitter and a three-tower directional antenna.

French Broadcasters to Meet

PROBLEMS of French-language radio will be discussed at this week's meeting of the French Assn. of Radio & Television Broadcasters at the Seigneury Club, Montebello, Que. (Oct. 11-13). Canadian Broadcasting Corp. regulations on share of commercial time in a given period, the switching of practically all beer advertising from radio to television and the development of new local talent programs for national commercial sponsorship are on the agenda. Also, some French-speaking Canadian advertising agency men will discuss problems of French-language radio-tv from the agency standpoint. David A. Goourd, CHAD Amos, Que., is president of the association.

INTERNATIONAL SHORTS

Associated Broadcasting Co. Ltd. (adv.), Toronto, enfranchised by CARTB, bringing total of Canadian and U. S. agencies enfranchised for 1954-55 to 61.

CHEX-TV Peterborough, Ont., is slated to start operations Feb. 1 with RCA Victor wavestack antenna and transmitter.

CJIC Sault Ste. Marie, Ont., will start telecasting Dec. 1 with rates based on $150 per hour class A time.

CHCT-TV Calgary, Alta., began operations Oct. 1.

CJIC-TV Sault Ste. Marie, Ont. (target date: early December), appoints All-Canada Television, Toronto, as Canadian representative.





FRIIS GETS IRE MEDAL OF HONOR

Other engineering awards announced last week go to Hazeltine's Loughren, Salzberg of Naval Research Lab. and Law of RCA Labs Div.

HARALD T. FRIIS, director of radio research, Bell Telephone Labs, Red Bank, N. J., was named recipient of the Institute of Radio Engineers' Medal of Honor last week. Winners of other top awards also were announced.

The IRE said the Medal of Honor, described as the highest technical award in the radio engineering profession, will be presented during the organization's national convention next March in New York.

The award to Mr. Friis was for "outstanding technical contributions in the expansion of the useful spectrum of radio frequencies, and for the inspiration and leadership he has given to young engineers."

The Morris Liebmann Memorial Prize, awarded annually to an IRE member who has made a recent important contribution to the radio engineering art, went to Arthur V. Loughren, director of research, Hazeltine Corp., "for leadership and technical contributions in the formulation of the signal specification for compatible color television."

Bernard Salzberg of the Naval Research Lab in Washington, D. C., received the Harry Diamond memorial award given to persons in government service for outstanding work in radio and electronics. IRE noted Mr. Salzberg's contributions in electron tubes, circuits and military electronics.

Harold B. Law, RCA labs div., Princeton, N. J., was recipient of the Vladimir K. Zworykin Television Prize Award for contributions to the development of the shadow-mask tri-color television picture tube.

Statement of The Ownership Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1946

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 4, 1954.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge, and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown on the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946; embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—EDWIN H. JAMES, Washington, D. C.
General Manager—MAURICE H. LONG, Chevy Chase, Md.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases, where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner: and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 16,506.

MAURICE H. LONG

Sworn to and subscribed before me this 4th day of October, 1954.

SHEILA A. KELLY
Notary Public.

(Seal)

(My commission expires October 31, 1958).

GE Executives Win Awards At Chicago Electronics Meet

TWO General Electric executives were honored last week with the first award ever presented by the National Electronics Conference, during its 10th annual convention in Chicago's Sherman Hotel.

E. D. McArthur, manager of GE Electric Research Labs Electron Tube Section, and E. F. Peterson, marketing manager of the company's Radio-Tv Dept., were presented with a $250 cash award and certificate, recognizing papers "which introduce developments of a new and revolutionary character to the electronics industry." They were cited for a paper on "the Lighthouse tube, a pioneer high frequency development," presented at the first NEC meet in 1944.

These tubes, NEC explained, played an important part in the development of hf radio and radar in World War II and are in widespread usage today. Presentation was made at a luncheon session last Tuesday.

AB-PT Wins Industry 'Oscar'

LEONARD H. GOLDENSON, president of American Broadcasting - Paramount Theatres Inc., parent company of ABC, will be presented the bronze "Oscar of Industry" at the "Financial Worlds' " annual awards banquet Oct. 25 at New York's Hotel Statler. The award was made to AB-PT for having the best annual report of the motion picture industry for the second consecutive year. A total of 5,000 annual reports were considered in the international competition and were judged in 100 industrial classifications for the best-of-industry awards.

Peabody Awards Data Listed

U. OF GEORGIA has prepared a pamphlet giving information on the 1954 George Foster Peabody Radio and Television Awards and containing an entry blank which may be submitted no later than January 10, 1955, for consideration in the current competition. Copies may be obtained by writing to the dean of the Henry W. Grady School of Journalism, Athens, Ga.

AWARDS SHORTS

WATV (TV) Newark, N. J., presented New Jersey State Fair blue ribbon for *Junior Frolics* program from fair's radio-tv awards committee for being most popular program of its type during past year.

NBC-TV *Armstrong Circle Theatre* program presented New Jersey State Fair blue ribbon from fair's radio-tv awards committee for outstanding program of its type and division on tv.

CBS-TV presented 1953-54 American Legion Television Award carrying citation for "Back to God" program, Feb. 7, 1954, telecast of flag raising ceremony June 14, and "continued cooperation with American Legion in other endeavors."



WPEN Philadelphia, last month observed its silver anniversary and at the same time presented awards to employes who have been with the station for 25 years. William B. Caskey (left), vice president and general manager, presented diamond pins and inscribed gold watches to (2d l to r) Chief Engineer Charles W. Burtis, and engineers Thomas Ryan and Richard Shipp for their long service to the station.

Doris Corwith, supervisor, public affairs programs, NBC, presented certificate of appreciation from Veterans Administration for "outstanding service to U. S. veterans through the media of radio and television."

KWRT Boonville, Mo., presented community service award from Veterans of Foreign Wars Post 4072 for public service rendered during past year.

WOW-AM-TV Omaha, Neb., presented Distinguished Service Award from Omaha Chapter, United Cerebral Palsy, for marathon simulcast of last April which raised $135,519 to fight cerebral palsy.

WNBW (TV) Washington, awarded citation from Benevolent and Protective Order of Elks for *Our Beautiful Potomac* series.

KPIX (TV) San Francisco presented award by California State Fair for *Western Farm and Family* program, citing it as outstanding example of public service programming.

WCBS-TV New York, presented special citation from Div. of Civil Defense, Air Warden Service, New York City, commending station for civil defense public service programming.

Burton Minshall, president, Minshall Organ Inc., Brattleboro, Vt., given public service award from Academy of Broadcast Arts, N. Y., for "creating an electronic organ designed especially for the radio and television industry."

WJAR-TV Providence, R. I., cited by Veterans of Foreign Wars of Rhode Island for donation of time in bringing VFW programs to people of state.

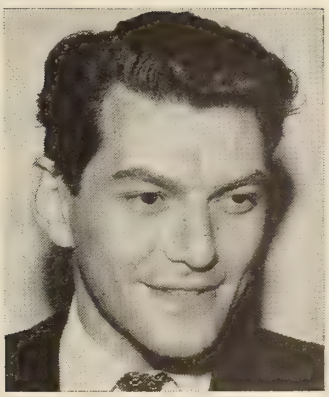
Hazel Markel, women's commentator, WWDC-AM-FM Washington, will receive Citation Scroll from English-Speaking Union for "outstanding contributions for the betterment of British-American relations."

Paul Jonas, sports director, MBS, presented with special plaque from Armed Forces Radio Service and was named honorary AFRS sports director during 1954 World Series opening.

WTAG-AM-FM Worcester, Mass., presented citation from Savings Bond div., U. S. Treasury, Washington, for "outstanding cooperation" in aiding Savings Bond program.

BROADCASTING
TELECASTING
telecast
FILM FEATURE SECTION

• What Walt Disney will do on television. Page 97
• Hunting headhunters for a tv film. Page 98
• New animation stand helps production. Page 110



film maker

SHELDON REYNOLDS

IF FOR no other reason, Sheldon Reynolds will be remembered in video history as the first man to make filming an American tv series abroad pay off. As he was born a scant 31 years ago, there is every likelihood this fact will eventually be only one of many.

Creator-producer-director-writer of *Foreign Intrigue,* he first went to Stockholm in 1950 to make a pilot film. On the strength of it he sold the series to P. Ballantine & Sons (beer and ale) for an original 11 markets. The series now is seen in a total of 62 markets, 23 of which continue under Ballantine's sponsorship. Syndication of the remaining markets is handled by William Morris Agency. All told, Mr. Reynolds has produced over 130 *Foreign Intrigue* half-hour films and 26 *Sherlock Holmes* half-hours now in distribution by Motion Pictures for Television.

A native of Philadelphia, Mr. Reynolds graduated from New York U. with a science major. After deciding against medical school in favor of writing for radio, he soon began turning out scripts for NBC Radio's *My Silent Partner* and *We, The People* and CBS Radio's *Robert Q Lewis Show*. The last two were broadcast opposite each other. Before going abroad, he was writing *Danger* and other CBS-TV programs.

Many fallacies surround this business of filming abroad, he declares. Foreign production is far from cheap. A minimum of at least $5,000 over what the same production would cost in the U. S. must be added to the budget. Apart from the lack of equipment and technique, he adds, "many previously good situations have been hopelessly ruined by major film companies that have come in and thrown their money to the winds. You wouldn't believe what happens to the uninitiated American business man."

Foreign governments, with the exception of Communist-controlled ones, are most cooperative, Mr. Reynolds says. Such organizations as the Marshall plan, tourist bureaus, airline companies and general charity groups also offer complete cooperation.

No series, according to Mr. Reynolds, can stop at its initial notices. With that in mind, he has effected a major change in *Foreign Intrigue*. As the new fall schedule goes on the air, Gerald Mohr succeeds James Daly as the protagonist.

Keeping two and a half months ahead of the telecasting date of each *Foreign Intrigue* showing in the U. S., the youthful entrepreneur has found time to get a backlog of *Sherlock Holmes* films in the can. This series, shooting in France and England, is an attempt to come close to the original Arthur Conan Doyle intent, he says. Starting when Holmes and Dr. Watson first meet at 35 and 38 years of age, respectively, Mr. Reynolds is trying to give the series a lighter touch than was given the feature films on the same subject.

A bachelor, considered by many to be most eligible, Mr. Reynolds will probably not light in any one place in the near future. On his agenda is an adventure series, whose working premise is based on *Foreign Intrigue,* which will make use of cities and locations in the U. S. This series is reportedly under option to NBC-TV. Still in his mind is an idea for an anthology series to be made in Europe by a select group of actor-directors.

WELCOME BACK TO:

I LOVE LUCY

starring **Lucille Ball and Desi Arnaz**

A DESILU PRODUCTION

CBS-TV—Monday 9:00 PM

PHILIP MORRIS CIGARETTES

MAKE ROOM FOR DADDY

starring **Danny Thomas**

Filmed by ***D.P.I.***—ABC-TV—Tuesday 9:00 PM

Pall Mall cigarettes and Dodge Automobiles

THE RAY BOLGER SHOW

starring **Ray Bolger**

Filmed by ***D.P.I.***—ABC-TV—Friday 9:00 PM

LEHN & FINK PRODUCTS CORP.

OUR MISS BROOKS

starring **Eve Arden**

Filmed by ***DESILU PRODUCTIONS INC.***

CBS-TV—Friday 9:30 PM

GENERAL FOODS



GREETINGS TO:

WILLY

starring **June Havoc**

A DESILU PRODUCTION

CBS-TV—Saturday 10:30 PM

GENERAL MILLS

DECEMBER BRIDE

starring **Spring Byington**

A DESILU PRODUCTION

CBS-TV—Monday 9:30 PM

GENERAL FOODS

LINEUP

Filmed by ***DESILU PRODUCTIONS INC.***

CBS-TV—Friday 10:00 PM

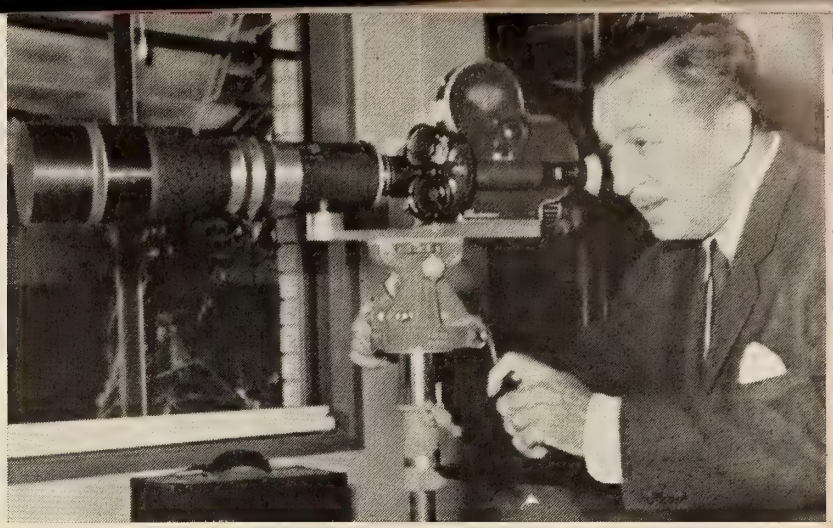
VICEROY CIGARETTES

MONDAY:	**"Lucy"**	**. . . . ½ hr.**
	"Bride"	**. . . ½ hr.**
TUESDAY:	**"Thomas"**	**. . ½ hr.**
FRIDAY:	**"Brooks"**	**. . ½ hr.**
	"Bolger"	**. . ½ hr.**
	"Lineup"	**. . ½ hr.**
SATURDAY:	**"Willy"**	**. . . ½ hr.**



TOTAL 3½ HOURS PER WEEK

Desilu Productions Inc.



WALT DISNEY'S PLANS FOR TV

HERE'S WHAT FAMOUS FILM MAKER WILL DO ON ABC-TV SHOWS

by Marjorie Thomas

A TOUR of the Disney studios and a preview of the entire *Disneyland* series will be given viewers of the program's opening telecast on ABC-TV Oct. 27, according to an exclusive run-down of program schedules of the hour-long filmed shows (Wed., 7:30-8:30 p.m. EST) obtained last week by B•T.

Walt Disney himself will serve as host of the new filmed series, which is widely believed to be ABC-TV's answer to the highly-touted $200,000-$300,000 colorcasts being presented by CBS-TV and NBC-TV. Production costs of the Disneyland programs will be somewhat more modest, with a minimum average $100,000 per telecast, although for individual programs it may sometimes amount to double or triple that sum.

But then the *Disneyland* program's stars are not expensive "guests" from other branches of the entertainment world. Instead, this series will feature Mickey Mouse, Donald Duck, Pluto and the other world-famed creations of the Disney pen, along with their live counterparts as caught by the Disney camera.

ABC-TV is confident that the Disney stable of stars will be as popular with the tv viewers at home as it is with the movie-going public who provide capacity audiences for Disney's theatrical productions wherever they are shown. Sponsorwise, the ABC-TV series was sold out within two months of its announcement last April.

Three advertisers will divide sponsorship of the *Disneyland* telecasts on ABC-TV. American Motors Corp., through Geyer Adv., New York, will sponsor one half-hour of the program each week. The other half-hour will be sponsored on alternate weeks by Derby Foods (whose commercials will accompany the first half of the Oct. 27 telecast) through McCann-Erickson Inc., Chicago, and American Dairy Assn., through Campbell-Mithun Inc., Chicago.

Commercials for American Dairy Assn. will combine live, film and animation, spokesmen for the dairy group appearing in both live and film sequences, preceded by animated lead-ins depicting the advantages of various dairy products, which will be changed in accordance with the season, and will include such topical items as a Christmas cheese gift box and holiday eggnog in addition to milk, butter and cheese.

American Dairy Assn. also plans to include reminders to tune in the program in its printed advertising, run chiefly in farm publications. Preceding the inaugural telecast, ADA state dairy branch managers will work with ABC-TV affiliated stations in arranging special pre-series publicity.

American Motors will promote its *Disneyland* sponsorship with posters in show rooms of Hudson and Nash dealers and in its printed advertising in over 2,000 newspapers.

Commercials of the motor maker will combine institutional advertising and product promotion. On the opening show, the American Motors spot will disclose first a billboard, then pan to an open road shot of two models—the Ambassador and the Rambler—in action, while the announcer cites their merits and mentions other models in the American line.

Derby Foods, whose first tie-up with Disney Enterprises was through the use of the cartoon "Peter Pan" characters in connection with Derby's Peter Pan peanut butter, plans to use two types of commercials on the *Disneyland* programs. One will stress the advantages of the Peter Pan package; the other will involve Disney characters in search of a "treasure," the product. Both animation and live techniques will be used. The company is promoting the tv campaign to the trade in regional meetings, which feature a kinescope showing Mr. Disney and Robert Kintner, ABC president, conferring.

Mr. Disney and his staff have reportedly worked with the advertising departments and agencies of all three sponsors in the preparation of the commercials to be used.

Each *Disneyland* program will be complete in itself. Subject matter will be taken from four realms of the entertainment world as mapped by Disney cartographers: "Fantasyland," "Frontierland," "Tomorrowland" and "True-Life Adventureland."

On the program's premiere, the guided tour of the Disney studios will pause at a sound-stage of "20,000 Leagues Under the Sea," upcoming feature film, to show clips of the giant squid fight sequence. Further along, the tv audience can watch artists at work on "Sleeping Beauty," full-length Cinamascope cartoon feature. Viewers also will be shown an animated map of the $10 million Disneyland amusement center, to be constructed on a 160-acre tract 25 miles south of Los Angeles, as Mr. Disney believes the parallel between the park and the tv series can best demonstrate the video programs to come later in the series.

(Continued on page 106)



MICKEY MINNIE GOOFY DONALD PLUTO

The celebrated animals of Disneyland will be seen for first time on television.



AN Amaracairo onlooker

FILMERS SEEK TV ADVENTURE

Boas, condors and headhunters are all in day's work

A NEW series of half-hour color films, now being produced in Latin America under the generic title, *Adventure Is My Business,* will shortly be offered to U. S. tv stations and advertisers, according to a letter sent to B•T by Kenneth Herts, writer-director of the series which is being produced by a new company, American Productions. The company was formed, Mr. Herts reports, in cooperation with Impro Inc. at Hal Roach Studios.

Films so far completed of this semi-documentary series cover such subjects as catching condors by hand, trapping a puma, headhunting, the capture of a 20-foot boa, a wild boar hunt, whale fishing, a trip down the Amazon by raft and a visit to a lost city of the Incas, according to Mr. Herts.

The condor-catching film, he writes, "required us to spend three weeks in the Andes at an altitude of 17,000 feet. Four of us lived in two six-foot traps for five consecutive days before condors finally came to feast on a dead burro that was strategically placed atop a trap."

The headhunters' film, he relates, was "filmed during an actual raid" and includes pictures of the head-shrinking process for which "the Jibaros are world famous." He laconically adds that some changes will be necessary before this film is shown on tv.

The story line, Mr. Herts explains, is based around assignments received by Robert Wells, a writer-adventurer-naturalist, who may be called on to write a story on head hunters, rid a ranch of a destructive puma or catch two condors for a New York zoo. When he gets an assignment, the American Productions crew goes along.



ON LOCATION amid 2,000-year-old Inca ruins, Kenneth Herts (front center with head turned to right) directs his crew in filming a tomb discovered on the site.

Mr. Herts says he formed American Productions when he decided to stay in South America, where he had been sent by RKO to produce and direct a cinecolor motion picture about Inca treasure. He had formerly been in charge of production for United Television Artists, producing, directing and writing *Club Celebrity,* and had written a number of tv series, he reports.

His producer, Herb Strock, produced an early tv series, *Cases of Eddie Drake,* and also "originated and produced the first seven *Dragnet* films and is now directing programs for Ziv," Mr. Herts writes. The associate producer, Richard Taylor, "used to write for *Dragnet* and now writes for Ziv."

Although to date the *Adventure Is My Business* series has been confined to South American countries—Peru, Chile, Bolivia, Colombia, Ecuador and Brazil—the group has plans to go to the Belgian Congo, Mr. Herts says. "The entire series is financed by ourselves and costs about $6,500 for each," he states.



GIANT CONDOR, "40 pounds of fighting fury," does his utmost to belie the fair catch signal given by Robert Wells, star of the tv series, seen demonstrating that adventure really is his business.



They love me in L.A.*

and in over 120 other markets in the U.S.A. and Canada!



ROBERT CUMMINGS *in*

"my hero"

can be your hero!



Here's the rib-tickling family show that has entertained big, BIG network audiences (National rating of 29.9!)... with a sales-success record on everything from Automobiles to Beer to Cigarettes. Best of all, "My Hero" keeps drawing the crowds even when it comes back for bow after bow!

*4th RUN *in Los Angeles*

a 7 station market—"My Hero" gets a 18.3 ARB rating to put it in the Top Ten of syndicated TV film shows!

Just a few of the sales-alert, budget-conscious sponsors who have made "My Hero" their hero:

Atlas Furniture Co.	DETROIT
Chevrolet Dealer	SEATTLE
Duquesne Beer	WHEELING, ERIE
Ever Ready Battery Co.	LOS ANGELES
Chase & Sanborn	LOS ANGELES
Winn Oil	LOS ANGELES
Furr's Supermarkets	EL PASO
Holmes Tire Co.	MADISON
James Cashman	LAS VEGAS
Miami Valley Dairy	DAYTON
Piggly Wiggly Food	AMARILLO
Russer Meat Products	ROCHESTER
Sweet Caporal	CANADA
Supermarkets, Inc.	LUBBOCK
Taylor Insurance	PINE BLUFF
Premier Foods	NEW YORK CITY
Whelan Drug Stores	NEW YORK CITY
RCA Victor TV Co.	KEARNEY
Skelly Oil Co.	MONROE, LA.
York Air Conditioning	HUTCHINSON, KAN.

YOU CAN STILL BUY "MY HERO" IN MANY MARKETS

...some even first run!

39 weeks of half hour top-rated situation comedies with full family appeal.

WRITE! WIRE! PHONE! ***for full details and merchandising plan for sponsors!***

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AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

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TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY

Now! Especially Programmed for TV!

READY FOR YOUR LOCAL MARKET... the star-studded audience participation show that takes cities by storm...jets product sales!

TIME FOR

TUNE



TUNE-O has Great Entertainment!

A continuous procession of big-name stars of stage, screen and records! Outstanding personalities . . . all starring in special TV arrangements of popular songs.



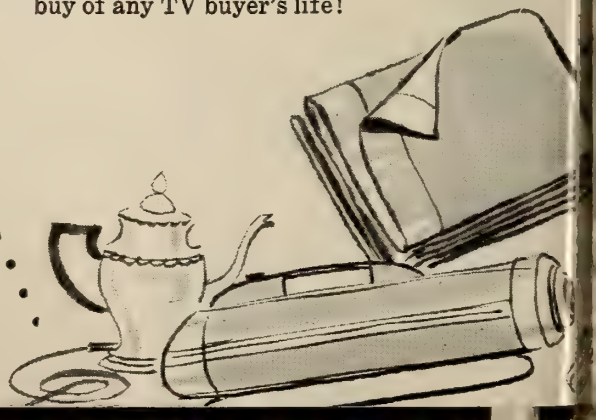
TUNE-O has A terrific Merchandising Package!

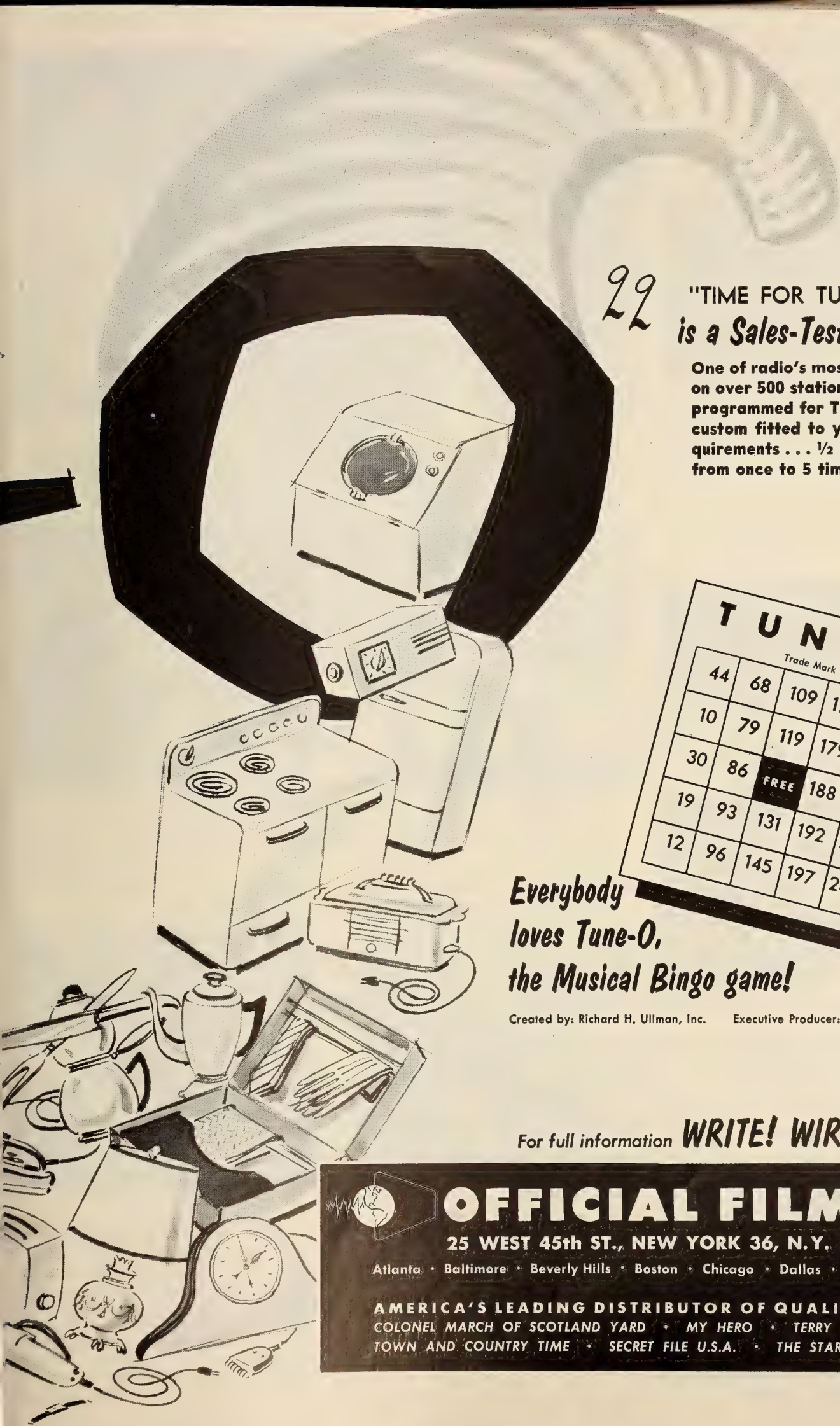
FREE TUNE-O Cards for contestants are distributed through dealers of sponsors! *Every* person who plays "TUNE-O" sees the advertiser's message on the "TUNE-O" card. The cards come with the complete merchandising package . . . everything you need to create brand awareness and store traffic! Arrangements have even been made for your purchase of prizes at a small fraction of their nationally advertised price. "TUNE-O" is the merchandising buy of any TV buyer's life!



TUNE-O has Audience Participation!

and prizes galore! Every viewer—at home or in the studio—can participate in the show and qualify for a prize. Imagine all the excitement created by viewers regularly winning nationally advertised washers, refrigerators and other big prizes! It's the show that can take over a town!

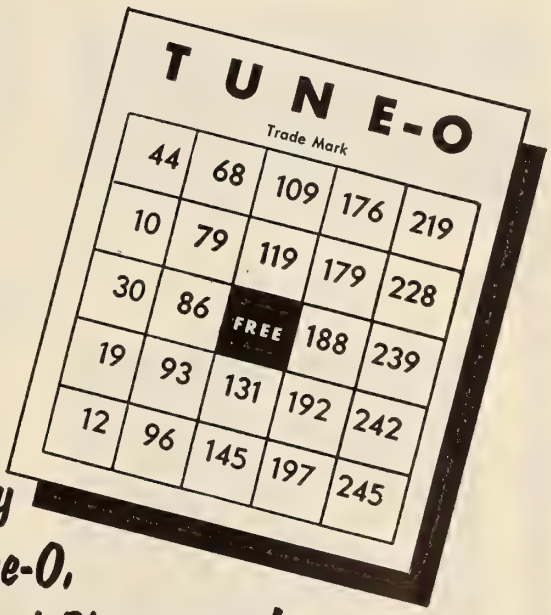




22 "TIME FOR TUNE-O"

is a Sales-Tested Winner!

One of radio's most successful shows on over 500 stations—now especially programmed for TV and ready to be custom fitted to your own local requirements . . . ½ hour or full hour—from once to 5 times a week!



Everybody loves Tune-O, the Musical Bingo game!

Created by: Richard H. Ullman, Inc. Executive Producer: Elliot Alexander

For full information **WRITE! WIRE! PHONE!**

OFFICIAL FILMS, INC.

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Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

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TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY

The Incomparable . . .

APS TV
Production Music
LIBRARY

321 different TV Production Aid Selections, available from no other source, and built expressly for telecasters.

More telecasters use APS than any other transcription library—once you've heard this APS TV production music, you'll know why.

HERE'S WHAT YOU GET:

321 different TV Production Aid Selections —music available from no other source— all carefully coded by production experts in a specially designed catalog which actually spells out the most functional use of every single selection. Every selection precisely timed, all faithfully reproduced on 16 inch virgin vinylite lateral transcriptions for ease of handling and highest fidelity. Every selection tailored to meet the most exacting requirements.

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Just $19.50 per month on a simple one year contract basis.

Write, wire or phone.

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(A division of Muzak Corp.)
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Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

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FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!

FILM NEWSREEL



SYNDICATED *Badge 714* of NBC Film Div. is bought on WSYR-TV Syracuse, N. Y., by the First Trust and Deposit Co. At contract signing are (l to r): Art Knorr, WSYR-TV account executive; Warren Pease, First Trust vice president; Ed Labes, Flack Adv. account executive; Grover Hubbell, Flack Adv. vice president; E. R. Vadeboncoeur, station president, and William V. Rothrum, station vice president.



CONCLUDING arrangements for Ziv Tv's *Meet Corliss Archer* series on WBAL-TV Baltimore are (l to r) Willis K. Freiert, sales manager for WBAL-TV; James McIlvaine III, merchandising manager Renuzit Home Products Co.; Stanley Goldstein, radio-tv director, Feigenbaum & Werman.



CONTRACT for WTVI (TV) St. Louis station break ID slides to carry a Vess Bottling Co. message is discussed by A. F. Oberbeck, Vess Co. president (seated), and Jim Anderson, WTVI account executive. Campaign calls for a minimum of 150 station breaks per week.



OKLAHOMA Television Network [KTVQ (TV) Oklahoma City, KTEN-TV Ada, and KGEO-TV Enid, all Oklahoma] gets its first contract with the sponsorship of Television Programs of America's *The Adventures of Ellery Queen*, on a 39-week basis, by Oklahoma Gas and Electric Co. (L to r): KTVQ Sales Mgr. Raymond Ruff, representing the network; Paul Hoheisel, advertising and publicity manager, OG & E, and John Esau, KTVQ president.

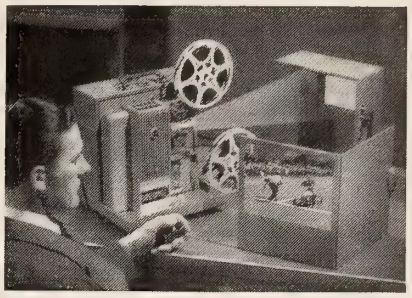


JOHN S. McKee, president of Electrical & Mechanical Supply Co., El Paso, Tex., authorizes 52 weeks of NBC Film Div.'s *The Falcon series* over KTSM-TV there under new sponsorship - merchandising plan worked out by John Conboye, station account executive. Standing (l to r) are Frank M. Coons, Electrical & Mechanical sales manager, Mr. Conboye, Karl O. Wyler, KTSM-TV president, and Al Hatch, E&M general manager.

Bring local scenes to your TV screens

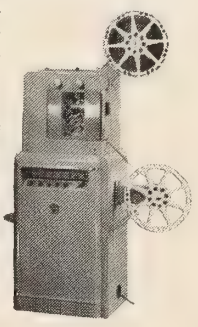


For all your TV movie-equipment needs



ANALYSIS AND EDITING. Especially designed for critical 16mm. film study, the Kodascope Analyst Projector has a special heavy-duty reversing mechanism which permits instantaneous and repeated reversing, without damage either to projector or film. A Daylight Viewer built into the case permits desk-top viewing as well as standard screen projection. $295.

FOR PERMANENT INSTALLATION. The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanism, assure ultra-smooth performance. Light source may be either tungsten or high-intensity arc.



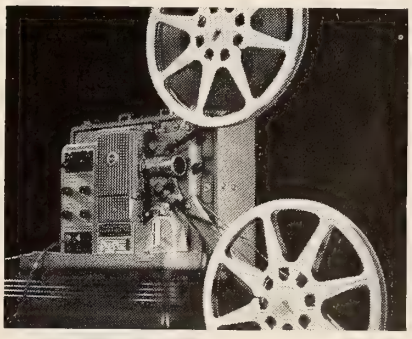
CINE-KODAK SPECIAL II CAMERA, 16mm.

Ideal for news...advertising...special events

Here's how you can bring new sparkle, new force to news programs—with on-the-scene *films* of local events that you can telecast any time at your convenience. Here, too, is how you can increase advertising income—by producing commercials *on film.*

One 16mm. motion-picture camera—the Cine-Kodak Special II—has everything you need! Fades, dissolves, mask shots, slow motion, multiple exposures are just a few of the effects you can get without special apparatus! Famous Ektar Lenses—Kodak's highest quality—assure clear, faithful pictures that will telecast sharply.

For greater impact, lower operating costs, and increased income, equip *your* station with the Cine-Kodak Special II. See your Kodak Audio-Visual Dealer for complete information and prices...or just mail the coupon below.



FOR OUTSIDE SHOWINGS. The Kodascope Pageant Sound Projector is lightweight, built into a single handy-to-carry case. Easy to set up, thread, and operate, it is a favorite among TV salesmen for showings at advertising agency, client's office, and other outside-the-studio locations. True-rated amplifier, well-baffled speaker, and Kodak's exclusive sound-focusing feature give films optimum sound fidelity. Shown above, the Pageant Model AV-151-S—single-case, 15-watt projector with 8-inch speaker—$440. Five other models from $425.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on:

☐ Cine-Kodak Special II Camera ☐ Kodascope Pageant Sound Projectors 10-82

☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Analyst Projector

NAME_____ TITLE_____

COMPANY_____

STREET_____

CITY_____ STATE_____
(Zone)

Prices subject to change without notice.

Kodak
TRADE-MARK

NOW...ON TELEVISION...



SOLD IN 51 MARKETS

PRIOR TO NATIONAL RELEASE!

Top prestige television sponsors like Richfield Oil, Schmidt's Beer, Kennecott Copper, Meister Brau Beer and Sealtest Dairy Products have purchased MAYOR OF THE TOWN starring Thomas Mitchell, in 51 markets.

CONSISTENTLY TOP RATED AS RADIO SHOW

MAYOR OF THE TOWN, as a nationally sponsored radio program, placed consistently in the upper 10% of all national Hooper Ratings for eight consecutive years.

Here is **THOMAS MITCHELL,** star of Hollywood and Broadway, in his greatest role as the warm and friendly mayor of an average American town. He guides this town with the wisdom, tolerance and good humor that symbolize our American way of life.

Both **MAYOR OF THE TOWN** and **THOMAS MITCHELL** are perennial favorites of millions who have eagerly anticipated seeing this pair in their homes on television.

Favorites **MARILLY** and **BUTCH** will be back with the mayor on this stimulating half-hour series . . . a sure sales-getter.

MAYOR OF THE TOWN is a completely promoted and merchandised series sold on a 39 for 52-week basis.

It may still be available in your market. ***CHECK TODAY!***

MAYOR OF THE TOWN is a RAWLINS-GRANT PRODUCTION in association with GROSS-KRASNE, INC.

MAYOR OF THE TOWN



LET THOMAS MITCHELL SELL FOR YOU!

THOMAS MITCHELL, one of America's best known and beloved actors who has won every major acting award,* will **HELP YOU SELL WITH PERSONALIZED COMMERCIALS.**

Nowhere else can you have this great **SELLING** combination of **THOMAS MITCHELL** as the **MAYOR OF THE TOWN.**

CONTACT YOUR NEAREST UTP OFFICE TODAY!

Thomas Mitchell

* **OSCAR** – Academy of Motion Picture Arts & Sciences – "Stagecoach."
EMMY – Academy of Television Arts & Sciences – "Best TV Actor."
TONY – Antoinette Perry – Best Performance, Musical Comedy – "Hazel Flagg."
DONALDSON AWARD Best Performance of Broadway Actor – "Hazel Flagg."
ROY COOPER McGRUE AWARD – Dramatists Guild – "Little Accident."

ALL, WIRE, WRITE — NOW! TODAY!

HOME OFFICE
HOLLYWOOD
650 N. Bronson
HO 9-8321

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444 Madison
PLaza 3-4620

CHICAGO
360 N. Michigan
CEntral 6-0041

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San Francisco • St. Louis • Pittsburgh • Atlanta • Minneapolis

United Television Programs, Inc.

CAPITAL FILM LABORATORIES, INC.
Formerly McGeary-Smith Laboratories, Incorporated
1905 Fairview Ave., N.E., Washington 2, D.C.
Lawrence 6-4634
Capital offers the creative producer the finest in motion picture laboratory facilities . . .
Sound Stage
Editorial
RCA-Sound
Processing
Printing



Director Norman Foster (back to camera) guides the shooting of a sequence from "Davy Crockett" with (center) Fess Parker, portraying the title role, and trio, Gene O'Quin, Harold Hensley and George Bruns, which will be a three-part feature in "Frontierland" segment of ABC-TV *Disneyland*.

DISNEY ON TV

(Continued from page 97)

Ben Sharpsteen, in charge of "True-Life Adventure" features, will locate the 32 teams of nature photographers currently in the field working on feature and tv material. Five clips will be shown of reptiles from the Galapogos Islands; reindeer from Lapland; native musicians from Morocco; penguins from Falkland Islands, and a bullfight from Portugal.

Mr. Disney will discuss the upcoming "Frontierland" segments, which will treat real men who became legendary and legendary men who became real in American folklore. To illustrate, viewers will see a test stage with Norman Foster, director, guiding the star, Jess Parker, in a musical sequence from "Davy Crockett," three-part full-length film being shot specifically for tv in Tennessee.

To highlight "Tomorrowland," Ward Kimball will give a pictorial representation of upcoming programs by means of models and animation. He is director of the three-part "Man in Flight" film created for tv in which the stress is on science facts instead of science fiction. This film is divided into a trip from the earth to a space station, a trip around the moon and an expedition to Mars. These will be presented on future programs of the series.

Mr. Disney will then introduce "Fantasyland" in which his familiar cartoon characters will be featured, in addition to new ones as yet unknown to the public. A sequence from the "Song of the South" feature will illustrate the direction this segment will take. Last part of the initial program will be a salute to Mickey Mouse, tracing him from the character who in the '20s tried to emulate Charles Lindbergh up to the climax of his career 20 years later, when he hit the big time with Leopold Stokowski in the feature-length "Fantasia."

The producer at the end of each program will have a four-minute segment of high-



Schematic aerial view of Disneyland, the 57½-acre amusement park to be opened the summer of 1956, around which much of ABC-TV *Disneyland* will revolve.

lights from the following week's program in typical movie trailer fashion.

The ABC-TV *Disneyland* program schedule, though subject to change, runs as follows:

November 3—Fantasyland. Special tv version of "Alice in Wonderland."

November 10—Adventureland. To answer, "How did those guys get those pictures?" behind-the-scenes clips from "Vanishing Prairie' and "Water Birds" will serve as explanation, followed by "Seal Island" in its entirety.

November 17—Fantasyland. "Story of D. Duck."

November 24—Fantasyland. Special tv version of "So Dear to My Heart."

December 1—Fantasyland. Program devoted to dogs with emphasis on the studio's progress on dog subjects. Featured is the "Story of Pluto," with clips from the upcoming "Lady and the Tramp" feature.

December 8—Adventureland. "Operation Under the Sea" will use specially shot marine footage to show that the last frontier, as far as man's knowledge is concerned, lies on the ocean floor.

December 15 — Frontierland. "Davy Crockett, Indian Hunter," first film in this specific series.

December 22—Fantasyland. Special tv version of "Three Caballeros," combination of live action and animation.

December 29 — Adventureland. Clips from "Beaver Valley" and undetermined footage from "African Lion," new feature currently in the works.

January 5—Fantasyland. Special tv version of "Treasure Island," first part.

January 12—Fantasyland. Special tv version of "Treasure Island," second part.

January 19 — Fantasyland. "Story of Monsters," with Willie Ley collaborating, deals with fabulous legendary and existing monsters, such as the unicorn, the Old Man of the Snow from the Himalays, etc.

January 26 — Frontierland. "Davy Crockett Goes to Congress," second film of this group.

February 2—Tomorrowland. "Man in Flight," first film in the series on which aeronautical experts, including Dr. Heinz Haber, space medicine expert; Dr. Wernher von Braun, rocket engineer, and Mr. Ley, science writer, have collaborated.

February 9 — Adventureland. Various clips as background, followed by showing of "Nature's Half Acre" in its entirety.

February 16—Fantasyland. "The Goofy Story."

February 23—Fantasyland. An Academy Award review, or a symposium of all the great Disney products which have won the producer a total of 21 "Oscars."

March 2—Frontierland. "Davy Crockett at the Alamo," third and last film in this series.

March 9—Fantasyland. While listed as "Story of Fables," not too much is known about its progress yet.

March 16 — Tomorrowland. "Man in Flight," second part.

Remaining programs of the *Disneyland* series are still in the planning stage. Expected to be included are: the third part of "Man in Flight," another Frontierland feature, more about Disneyland Park as it progresses and "How Do You Doodle," a combination of animation and live action.

FEATURES SELL HARDWARE

RESULTS of a merchandising-promotion campaign cooperatively sponsored by a hardware distributor and a group of its suppliers over WBNS-TV Columbus, Ohio, have proved to be "an immediate success," according to co-sponsor Smith Brothers Hardware Co. Using a weekly program, *Academy Playhouse,* which features feature-length, first-run films, the distributor-supplier combination promotes 8 to 10 "tv specials" per show. L. E. Hall, sales vice president of Smith Brothers, advised WBNS-TV Merchandising Director Mort Sherman that "four days after the first show, we sold completely out of every 'tv special' offered." To back up the tv campaign, Smith Brothers placed 20,000 pieces of point-of-sale material with its dealers tying in the "tv specials" at the store level and WBNS-TV notified 750 central Ohio retailers about the promotion and supplied key dealers with tune-in display signs. Mr. Hall suggested that a similar show "would be equally successful in any other tv area in the country."

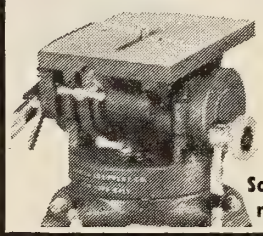
NOW...

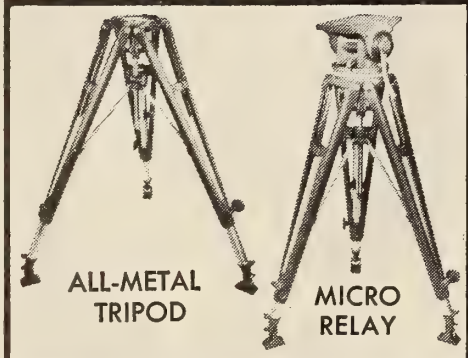
A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT



Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.





ALL-METAL TRIPOD

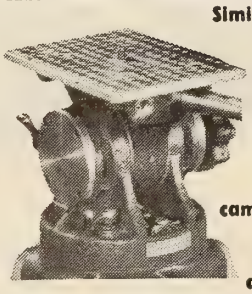
MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS

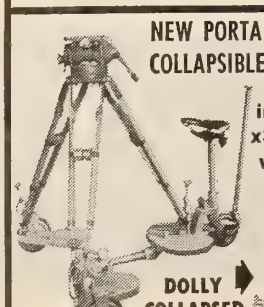


Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.



Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.

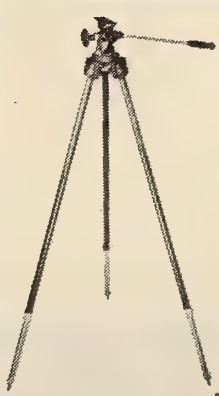
NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY



DOLLY COLLAPSED



Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.



MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

FRANK C. ZUCKER CAMERA EQUIPMENT CO.

DEPT. B-10-13 1600 BROADWAY • NEW YORK CITY

BADGE OF



NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, New York; Merchandise Mart, Chicago, Illinois; Sunset & Vine Sts., Hollywood, California. In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

SUCCESS!

BADGE 714 set best record in TV its first year...
Now, 39 new episodes added for a second great year.

A group of sponsors unafraid of the word "re-run" bought BADGE 714 (formerly Dragnet) and ran it, in many cases, against some of the top-rated network shows. In virtually every case, BADGE 714 pulled a bigger share of the audience, and for an extraordinarily low cost per thousand. The new series of 39 additional BADGE 714 programs will keep up this record. And other NBC FILM DIVISION re-run programs are duplicating it market by market, month by month. When a successful film program enjoys a return engagement, it usually reaches a larger audience than it did the previous time.

BADGE 714 ARB RATING FACTS

City	Time	Badge 714 Rating	Competition and Ratings	
Cincinnati	Mon. 9:30	22.7	Studio One Sports Roundup; Pat Harmon	21.8 11.5
Dayton	Mon. 9:30	25.8	Studio One	20.9
Denver	Sun. 7:00	21.2	Victory At Sea Loretta Young Break The Bank	12.5 11.4 10.8
Memphis	Sun. 9:30	34.1	What's My Line	19.4
Minn.-St. Paul	Mon. 8:30	24.0	Studio One Spotlighting Sports	18.9 0.8
Portland, Ore.	Mon. 7:00	36.6	Studio One	19.3
Rochester, N. Y.	Sun. 7:00	26.1	Paul Winchell	22.6
Salt Lake City	Tues. 9:30	50.0	Godfrey and Friends	21.5
San Francisco	Wed. 9:00	26.7	NBC Kraft Theatre Liberace	22.5 13.7
Seattle-Tacoma	Fri. 9:30	29.5	Our Miss Brooks TV Soundstage Movietime	18.9 8.1 2.5
Syracuse	Sun. 6:00	21.4	My Favorite Husband	5.0
Wichita	Sun. 6:00	36.8	Life With Father	17.9

All data latest available from ARB as of June, 1954.

Here Is A Choice Selection Of Other NBC FILM DIVISION Successful Re-Runs:

DANGEROUS ASSIGNMENT
Outrates such time period competition as "Blue Ribbon Bouts" in Dallas-Ft. Worth, "Voice of Firestone" in San Francisco.



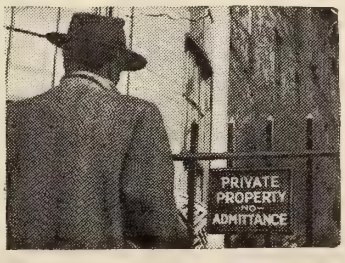
VICTORY AT SEA
Won larger audiences in syndication than it did originally on network run in such markets as New York, Chicago, Philadelphia.



CAPTURED
Lifted time slot ratings for such stations as WAAM, WWJ-TV, WDAF-TV, KTTV, WOR-TV, WFIL-TV, KING-TV.



THE VISITOR
Collects well over-the-average shares of audience in such highly competitive markets as Chicago, Portland, Phoenix, Salt Lake City.



'ERRORITIS' CURE

Transfilm finds specially designed animation stand solves particularly plaguing problem

ONE of the biggest problems that has plagued producers of animated television commercials has been the correction of errors that crop up in normal production.

Transfilm Inc., New York, one of the leading producers of tv commercials and motion pictures, believes it has come up with a solution to "erroritis" with its specially designed animation camera stand, added recently to the firm's production equipment at a cost of $30,000.

Abe Liss, art director of Transfilm, contends it is the most efficient animation stand extant because it provides for "a much smoother, accurate and precise animation service than ever before."

"Every moving part of the stand has an automatic counter so that all moves may be recorded," Mr. Liss explained. "As there is no variation whatsoever, revisions may be made without costly retakes of the complete sequence. This used to be very difficult."

The stand is manufactured by the Caesar-Saltzman Co., New York, and was custom-built to Transfilm's order. It weighs approximately 3,000 pounds and is equipped with 16 mm and 35 mm cameras. The stand is operated electrically through a complex control panel and, according to Mr. Liss, enables the cameraman to "shoot" many animated sequences in a fraction of the time required by conventional stands.

The table of the stand can move in any direction—east, west, north, south, up, down, diagonally and revolving—and photography and movement may be done at different speeds at the press of a button.

Although Mr. Liss believes the stand's main selling features are its accuracy and quick service, he pointed out it can achieve some reduction in costs. As an example, he noted that with a conventional stand, long zooms may require one or two days of art preparation and many different size drawings or reproductions of the same picture. A zoom on the new stand, he said, requires only one piece of art work which may take only three or four hours of art preparation.



TRANSFILM's specially-designed animation camera stand in use.

"In this way, the cost of art work is reduced," Mr. Liss observed. "Another saving can result from the accuracy of the machine. Very often, an agency will indicate a revision. With this machine it is possible to go back to the exact spot where a revision is wanted, perform it, without lengthy and therefore costly retakes."

The stand was used recently for a series of filmed commercials made at the request of BBDO for Betty Crocker cake mixes. The commercials are described as "offbeat," with the angel food cake mix employing sampler needlepoint as a vehicle for animation and the others employing abstract art. Mr. Liss reported that both sponsor and agency were "enthused" with the results.

"We think this stand will enable Transfilm to do practically anything in the animation field," Mr. Liss concluded. "Creative artists plus advanced technology in the animation stage assures the screen quality of the final product. At this level, we appreciate the importance of our new animation camera stand."



FREE from human errors, this Betty Crocker commercial grows from close-up to full scene in 80 smooth, sharp frames.

memo from Ed Hochhauser Jr.

CHANCES ARE . . .

. . . You don't drive to work in a Stanley Steamer. . . .

. . . You don't wear a celluloid collar. . . .

. . . You don't listen to your station on a crystal set. . . .

Yet, the transcription library you have (or your conception of transcription libraries, if you don't have one) may be as outmoded as the Stanley Steamer, the celluloid collar and the crystal set.

It's easy to take things for granted—it's easy to get preconceived ideas.

Maybe it's time for a change.

Maybe you should get the facts about APS by writing, phoning or wiring.

Did you know APS exclusively distributes all the world famous Encyclopaedia Britannica Films for TV? Write for your APS EBF TV Catalog. It's free.

APS "the library that pays for itself"

Associated Program Service

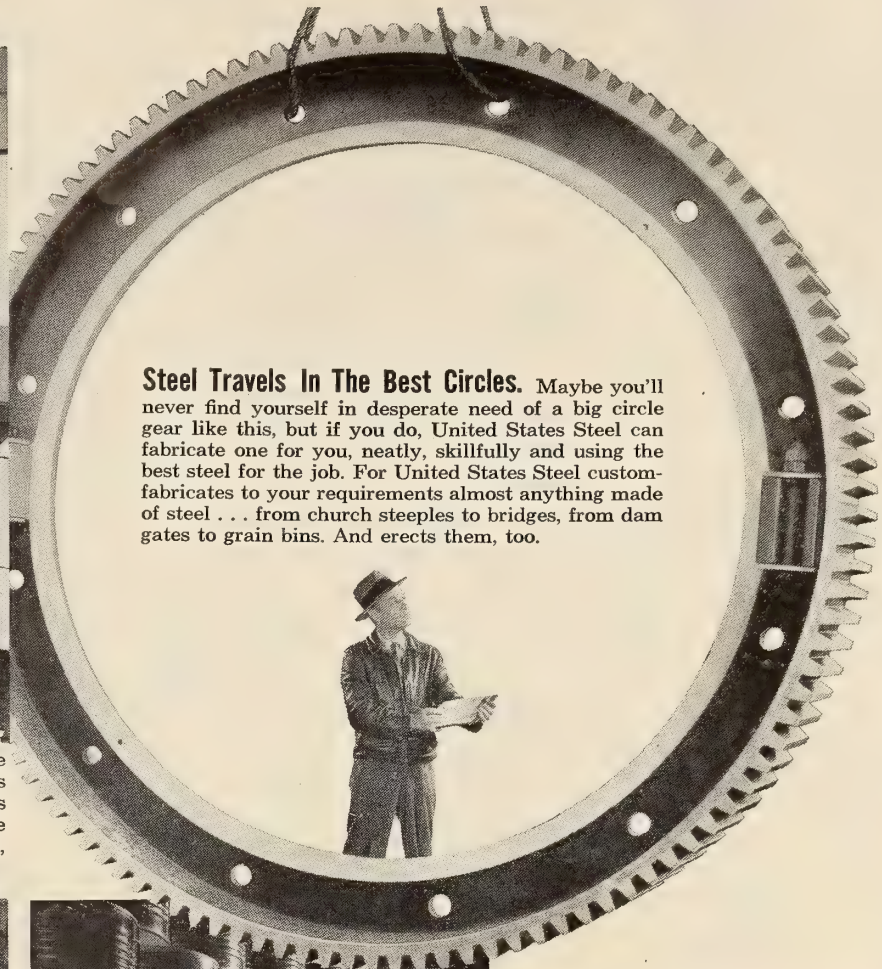
(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Only STEEL can do so many jobs so well



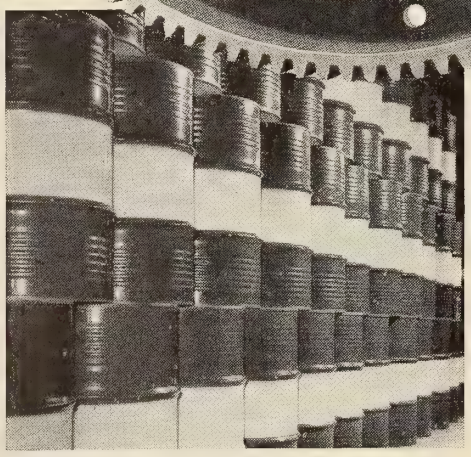
Here's A Lucky Lady. She not only owns a fine collection of pots, pans, cutlery and kitchen tools made out of beautiful, corrosion-defying stainless steel, but she also has the good fortune to be able to do kitchen chores at an easy-to-keep-shining, sanitary sink of USS Stainless Steel!



Steel Travels In The Best Circles. Maybe you'll never find yourself in desperate need of a big circle gear like this, but if you do, United States Steel can fabricate one for you, neatly, skillfully and using the best steel for the job. For United States Steel custom-fabricates to your requirements almost anything made of steel . . . from church steeples to bridges, from dam gates to grain bins. And erects them, too.



Hurricane Damage? No, this demolition job is being done on purpose . . . to make way for some new, modern buildings in a large eastern city. But whether buildings are going up, or being torn down, most of the "burden" is carried by the wire rope with which the big cranes, hoists and diggers are strung. It has to be strong, tough, reliable . . . and it is, when it's USS Tiger Brand Wire Rope.



Drums That Are Hard To Beat. Strong, leak-proof steel drums, made by United States Steel, are unsurpassed as containers for shipping almost anything anywhere. You'll find them traveling all over the world, bearing gasoline, paint, chemicals, foods, scores of other commodities. Only steel can do so many jobs so well.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1445

COMPARATIVE NETWORK TV SHOWSHEET

© 1954 by Broadcasting Publications, Inc.

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Omnibus Aluminium Co. of Canada Scott Paper Norcross		Revere alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie	TBA	Toni Frawley Corp. (alt. with) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. Spectaculars (intermittently) Rynlds. Mtl H. Bishop Sunbeam L
8:15				
8:30	The Big Picture F			
8:45				
9:00	Gruen-Amr. Safety Razor Winchell	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Packard Mtr. Martha Wright			
9:30	*Dr. I. Q*	Bristol-Myers The Celeste Holm Show L	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank	P. Lorillard Father Knows Best	*The Music Show*	P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds The Hunter F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	Tide Water Oil Daly–News		7:15-7:30 Miles Labs Morgan Beatty and the News	Toni Co. Tony Martin Show L
7:30	Ralston-Purina Name's the Same L	Amer. Home Prod. News		Camel News Caravan L
7:45		Ligg. & Mys. Perry Como L		
8:00	*Enterprise USA* F	Carnation (alt.) Goodrich Burns & Allen L		RCA Amer. Chicle Speidel Caesar's Hour
8:15				
8:30	Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		
8:45				
9:00	*College Press Conference News* L	Philip Morris I Love Lucy F		Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway Neutral Corner L	General Foods December Bride L	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	*John Daly News*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	*Red Skelton*	Vitamin Corp. of America The Goldbergs	Buick Berle Show (20 shows)
8:15				M. Raye Show H. Bishop (10 shows) Bob Hope Show (6) Gen. Foods TBA—3
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy st. 10/19	*One Minute Please*	
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. O'Cedar Meet Millie L	H. J. Heinz Co. Studio 57	P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	Nash-Kelvinator alt. wks. Block Drug Danger L		Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour			
10:00		Pet Milk Co. alt. wks. Life With Father		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

W

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	*Kukla, Fran and Ollie*
7:15	Tide Water Oil Daly–News
7:30	Soldier Parade L-S
7:45	
8:00	eff. 20/27 American Motors American Dairy Derby Foods Disneyland
8:15	
8:30	eff. 10/20 Liggett-Myers The New Stu Erwin Show
8:45	
9:00	Remington Rand-Knomark mfg. (Alt. wks.) Masquerade Party
9:15	
9:30	
9:45	
10:00	
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N				Capt. Hartz & His Pets Hartz Mtn Prods. L
12:15 PM			N.Y.Times Youth Forum	*M. Beatty News* L
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		*American Inventory* L
12:45				
1:00			*Johns Hopkins Science Review*	Youth Wants to Know L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Philco Corp. Breakfast Club (M., W. & F.) Quaker Oats (Tu & Th) A. E. Staley Co. (Tu & Th)	The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				General Mills, Fri. Ding Dong School L Gerber Prods. Thursdays
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		
10:15				
10:30				*A Time to Live* L
10:45				
11:00				3 Steps to Heaven P&G L
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:30				Participating Sponsor Home L
11:45		Gen. Mills (MWF) Sponsor Valiant Lady Toni (Tu&Th)		
12:00 N				*Betty White Show* L
12:15 PM		Amer. Home Products Love of Life		
12:30		P&G Search for Tomorrow		Feather Your Nest Colgate-Palmolive L
12:45		P&G Guiding Light		
1:00		Gen. Foods Portia Faces Life		
1:15		P&G The Seeking Heart		

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00	Brown Shoe Smilin' Ed's Gang	*Winky Dink and You*		
3:15				
3:30	Ralston-Purina-Nestle (alt. wks.) Space Patrol	Wander Co (alt. wks.) Gen. Mills Captain Midnight F		
3:45				
4:00		Campbell Soup Abbott & Costello		
4:15				
4:30				
4:45		National Dairy The Big Top L		
5:00				
5:15				
5:30		Gen. Mills The Lone Ranger F		
5:45 PM				

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Kukla, Fran and Ollie*		Walter H. Johnson & Co. Capt. Video	
6:15	*John Daly News*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
6:30	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		Dinah Shore Chevrolet L
6:45		Gen. Electric Jane Froman		Camel News Caravan L
7:00	The Mail Story L	General Electric Ray Milland Show	Consolidated Cosmetics Inc. They Stand Accused	DeSoto-Plymouth Groucho Marx F
7:15				
7:30	Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars		Borden Justice L
7:45				
8:00	Brillo—So You Want to Lead a Band		DuMont Labs What's the Story	Chesterfield Dragnet F
8:15		Singer Sew'g alt. wks. Parker Pen Four Star Playhouse		
8:30	Kraft Foods Kraft TV Theatre			Ford Theatre F
8:45		Philip Morris Public Defender L		
9:00				Lever Bros. Lux Video Theatre L
9:15		Carter Prods Alt. Whitehall Name That Tune L		
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Kukla, Fran and Ollie*		Co-op Capt. Video	
6:15	Tide Water Oil Daly–News		7:15-7:30 Miles Labs. Morgan Beatty and the News	
6:30	Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	Pharmaceuticals News		Coca-Cola Eddie Fisher L
6:45	Lambert Hotpoint (alt.) Ozzie & Harriet F	Ligg. & Mys. Perry Como L		Camel News Caravan L
7:00	Lehn & Fink Ray Bolger	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
7:15				
7:30	Armour Bristol-Myers Paul Hartman Show	R. J. Reynolds Topper F		Gulf—Life of Riley 9/18 F
7:45				
8:00	*In Our Times* F	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. The Stranger	Simoniz & Amer. C&C Big Story F
8:15		General Foods Sanka Our Miss Brooks F		
8:30				Campbell Dear Phoebe F
8:45		Brown & Williamson The Line-Up		
9:00			P. Lorillard Lentheric Inc. Chance of Lifetime	Gillette Cavalcade of Sports L
9:15		American Oil Hamm Brewing (alt. wks.) Noxzema Person to Person		
9:30			*Time Will Tell*	Greatest Moments in Sports Mutual of Omaha F
9:45		Longines Chronoscope		
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Wrigley Gene Autry Show		*Mr. Wizard* F
6:15				
6:30	Dotty Mack	Sylvania Beat the Clock L		Sunbeam Ethel & Albert L
6:45				
7:00	*Enterprise USA*	Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship)		Pillsbury-Green Giant Mickey Rooney Show F
7:15				
7:30	*Greatest Sports Thrills*			Place the Face Toni Co. L
7:45				
8:00	Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L	Participat'g Sponsors Professional Football	I. Coca Show Griffin Co. S.O.S. Lewis Howe J&J L
8:15				
8:30	*Fight Talk*	Intrnl. Silver Alt. Simmons My Favorite Husband		Geo. Gobel Show Armour (alt.) Pet Milk L
8:45				
9:00	Travel Corner	Chrysler Plymouth Div. That's My Boy L		Texaco Star Theatre J. Durante I (alt.) O'Connor F
9:15				
9:30		General Mills Willy		Am. Tobacco Warner Hudnut Your Hit Parade L
9:45			11:05 Boyle-Midway Sports Showcase	
10:00				
10:15				
10:30				
10:45				
11:00			Co-op Wrestling from Chi	
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
6:00 PM			*Religious Hour Frontiers of Faith* L
6:15			
6:30			
6:45			
7:00		Participat'g Sponsors Professional Football	
7:15			
7:30			*American Forum* L
7:45			
8:00			*Out On the Farm* L
8:15			
8:30			Quaker Oats Zoo Parade L
8:45			
9:00			Hall Bros. Hall of Fame L
9:15			
9:30			*Background* 3 of 4 *Hall of Fame* 1 of 4 (1 hr. show)
9:45			
10:00			
10:15			
10:30			
10:45			
11:00			
11:15 PM			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		P&G Welcome Travelers		
6:15				
6:30		Robert Q. Lewis (See footnote)		
6:45				
7:00		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
7:15				
7:30		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Participat'g Sponsors Paul Dixon Show	*The Greatest Gift* L
7:45				P&G Golden Windows L
8:00		Bob Crosby (See footnotes)		*One Man's Family* L
8:15				P&G L Concerning Miss Marlowe
8:30		P&G The Brighter Day		*Hawkins Falls* L
8:45		Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu. Th		First Love Jergens Co. L
9:00				World of Mr. Sweeney L
9:15		P&G On Your Account 4:30-5		Modern Romances Col.-Pal. L
9:30				*Pinky Lee Show* L
9:45		Gen. Mills Barker Bill's Cartoons W& F 5-5:15 p.m.		
10:00				Howdy Doody (See Footnote)
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lever Bros. Uncle Johnny Coons		
6:15				
6:30				
6:45				
7:00	Pre-Game Huddle R. J. Reynolds Carnation Co.			Canadian Pro Football
7:15				
7:30	Maytag Zenith Amana Carnation Co., Humble Oil-NCAA Football Games (Time Varies)			
7:45				
8:00	Football Scoreboard Colgate-Palmolive R. J. Reynolds		Greatest Football Plays of the Week	
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

Explanation: Programs in Italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Pacific alts. Masland, Tue. Miles Labs, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover. Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Economics Labs.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Brown/n Serve Sausages.

Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-10:45 M. & W. Minnesota Mining & Mfg., Tu. & Th. Frigidaire.
10:45-11 M. & W. Kellogg, Tu. & Th. Toni.
11-11:15 M. & W. Lever Bros., Tu. & Th. Nabisco.
11:15-30 M.—Thu. Pillsbury.

Robert Q. Lewis — 2-2:15 p.m., Tue. Alka-Seltzer, Wed. Best Foods, Thu. S. C. Johnson, Fri. Doeskin.
2:15-30 p.m. Tue. Helene Curtis, Wed. General Mills, Thu. Swanson, Fri. General Mills.

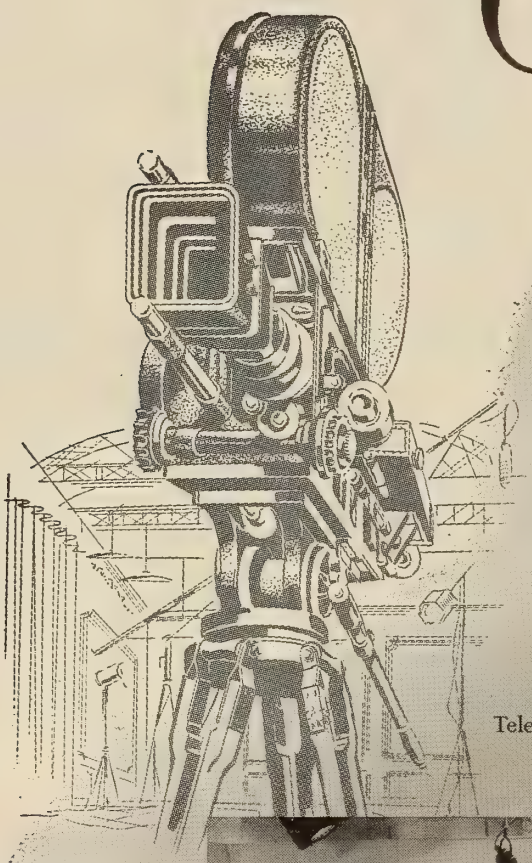
House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Dole Pineapple.

Bob Crosby—3:30-45 Tue. Toni, Thu. Swanson, Fri. Englander, Alt wks. S.O.S.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

BROADCASTING TELECASTING

October 11, 1954

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Mitchell* CAMERAS

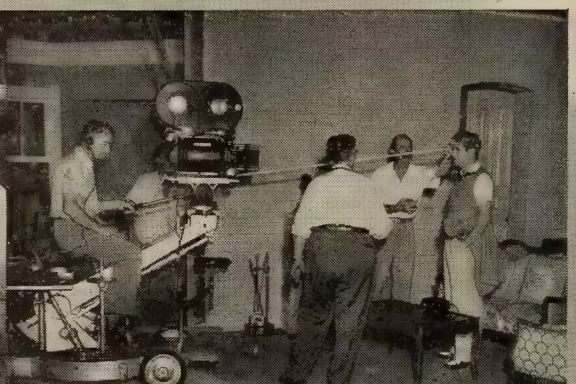
THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.



Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC" Ceasar Romero is shown at center.



One of three Mitchell 35mm "BNC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

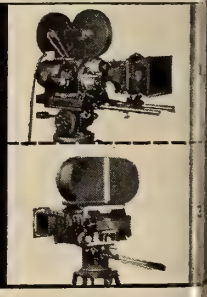
the 1 and only Mitchell

Mitchell cameras are *created*, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

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85% of the professional motion pictures shown throughout the world are filmed with a Mitchell





MISS CANDIDATE



WWST-AM-FM Wooster, Ohio, last month staged its 1954 Miss Ohio Pageant. At the ceremonies (l to r): Evelyn Ay, Miss America of 1953; Frank J. Lausche, governor of Ohio; Barbara M. Quinlan, Miss Ohio of 1954; Martha Zimmerman, Miss Ohio of 1953, and (in background) Phyllis Pawlicki, Miss Toledo. Bebe Shopp, Miss America of 1948, and singing star Fran Warren also attended the Miss Ohio pageant.

CULMINATING efforts of WPRC Lincoln, Ill., which conducted balloting among listeners in cooperation with local merchants, Joyce Babb is crowned Logan County Fair Queen by Marjorie Moriearty, last year winner.

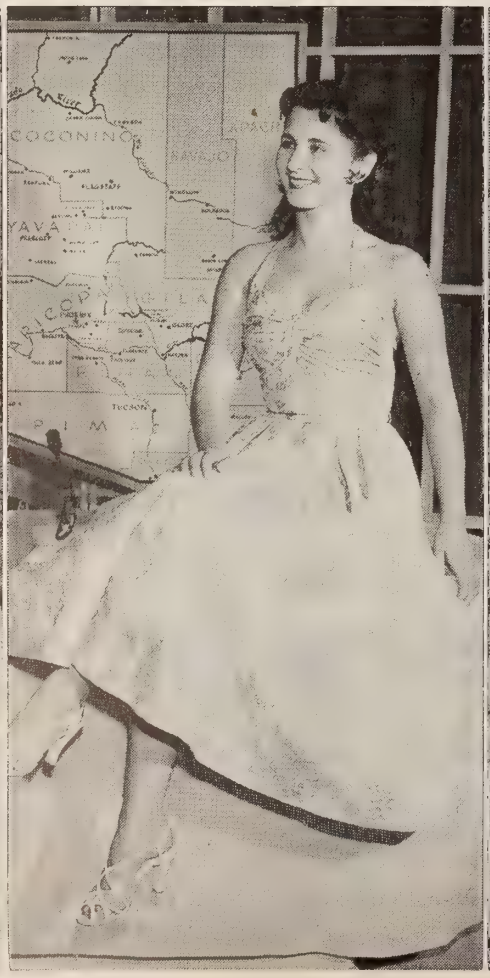
EACH YEAR broadcasters promote with gusto the regional and local beauty contests that precede Atlantic City's final judgments. Herewith is a cross-section of those stations reporting contest activities to B•T.

MISS ARIZONA for 1954 is Marji Nylund, who stars in the KPHO-TV Phoenix *Good Morning Show* presenting women's news.

SEVEN contests in the Tidewater area were sponsored by WGH Norfolk, Va. At the Miss Norfolk pageant, prior to the state finals (top row, l to r): Lize Schuster, Miss Warwick; Anne Lovern Dove, Miss South Norfolk; Beverly Anne Farster, Miss Hampton; (middle row) Agnes Juanita Aldridge, Miss Virginia Beach; Delores Mitchell, Miss Newport; Frances Asble, Miss Portsmouth; (bottom row) Barbara Pharo, Miss Norfolk.

LINDA WEISBROD, Miss Washington of 1954 in the contest sponsored by WWDC Washington, discusses the honor with Arthur Pardell (l), Foote, Cone & Belding, and Martin Kane, Hewitt, Ogilvie, Benson & Mather.







WHAS-AM-TV POLITICAL DEBATE

INVITATION for a political debate over WHAS-AM-TV Louisville, Ky., has been accepted for Oct. 14 from the stations by Sen. John Sherman Cooper (R) and former Vice President Alben W. Barkley (D), opposing candidates for U. S. Senate in the upcoming Kentucky elections. The hour-long program is being made available by the station to any Kentucky radio outlet outside of Louisville that will carry it on a public service basis as WHAS-AM-TV is doing.

'HEADLINES IN PERSPECTIVE'

NEW YORK U. is presenting a new weekly series, *Headlines in Perspective,* on NBC Radio in cooperation with the network. The series features Charles A. Dwyer, assistant dean of N.Y.U.'s School of Commerce, Accounts, and Finance, as moderator, with panel members chosen from the school's faculty according to respective specialties. The first program dealt with the "bingo" issue as discussed from the legal, historical and sociological viewpoints. *Headlines in Perspective*'s time slot is Sunday, 10:30-11 a.m. EST.

WTAG SERIES FOR EDUCATION

TWENTY-SEVEN tape and phonograph recordings have been made of the WTAG Worcester, Mass., *Main Street, Europe* program and presented to the Worcester Free Public Library and the Committee on Business Information for distribution to schools, churches and other groups seeking information about everyday European life. The series has been re-edited into recordings by Clark U., Worcester, and will be used by schools and colleges as supplements to textbooks. The original programs were produced by Louis Fontaine, a former newspaper reporter, while visiting 14 European countries on a 30,000 mile trip. WTAG reports that *Main Street,* which is broadcast overseas by the Armed Forces Radio Network, was the only non-network radio program to win the 1953 Christopher Award.



JET PROMOTION in Korea is provided by Lt. S. G. Flowers who has named his Sabrejet after a WPTF Raleigh record show. Lt. Flowers wrote to Jimmy Capps, disc m.c. of WPTF's late evening *Our Best to You* program, saying that he has had some explaining to do because most pilots name their planes after their wives or girl friends. Lt. Flowers also said he has been contacted by some boys who spotted the name and knew of the WPTF show.

WCBS-TV FILM BROCHURE

NEW sales promotion folder listing 129 feature films which will make their New York tv debuts during the 1954 season on its *The Early Show* and *The Late Show* is being mailed by WCBS-TV New York to advertisers and agencies. The folder, titled "How to Keep Film Ratings Up," can be fitted inside a coat pocket and when pulled open (as an accordian) it stretches more than three feet. Films are in four groups, the first with Hollywood stars (some of them produced in 1953 and 1954); second, 26 new features produced especially for tv; third, a mystery package; and fourth, a new British collection, all of which were released for theatrical use after 1950.

WPTR HOSTS H. S. REPORTERS

RADIO WORKSHOP and theatre party for high school newspaper reporters will be staged Oct. 30 by WPTR Albany, N. Y. The station has sent letters to all high schools within a 75 mile radius of it inviting them to send two delegates each to the event. The group will first receive a tour of WPTR and a briefing on the history, advertising advantages and service to community and employment potentials of radio. A buffet luncheon with station personalities and a radio-tv star will follow and then the entire group will attend a motion picture party at the Palace Theatre in Albany. From this and interviews with persons present, the two student reporters from each school will write a radio-operations feature and a personalities-interviewed feature respectively. WPTR will award radios and record albums to the students who evolve the best stories for their papers.

WBOC-AM-TV BROCHURE

BROCHURE describing the operations, programming and personnel of WBOC-AM-TV Salisbury, Md., is being sent to advertisers and agencies by the stations. Complete with illustrations of facilities and an album of the operations personnel, the six page booklet also contains a brief history of the outlets. Stating that annual retail sales of the markets is $363,533,000, the brochure says that WBOC-AM-TV's "radio and television programs are planned for particular appeal to the 302,000 residents within the stations' coverage areas."

VERSATILITY OF RADIO

VERSATILITY OF RADIO was the theme exploited by WROL Knoxville, Tenn., at its booth in the Tennessee Valley Agricultural and Industrial Fair held in that city Sept. 13-18. "So Many Places to Listen . . ." in large letters headed the backboard display, together with illustrations of the bedroom, kitchen, car and living room typifying locales where radio can be heard. As an added promotion, several radios were given to fairgoers by WROL on the closing night of the event.

BUSY STATION

KWOS-AM-FM Jefferson City, Mo., alerted schools of that city Sept. 20 to an approaching 80 m.p.h. tornado, after receiving a warning ten minutes before. When telephone power failed a few minutes later, a KWOS staffer made trips to the remaining uncalled schools while the station broadcast police and damage bulletins. On Sept. 22, following coverage of a robbery in the morning, KWOS sent newsmen inside the walls of Missouri State Penitentiary in Jefferson City to report on one of history's worst prison riots. Upon request of the warden, the station broadcast orders for all



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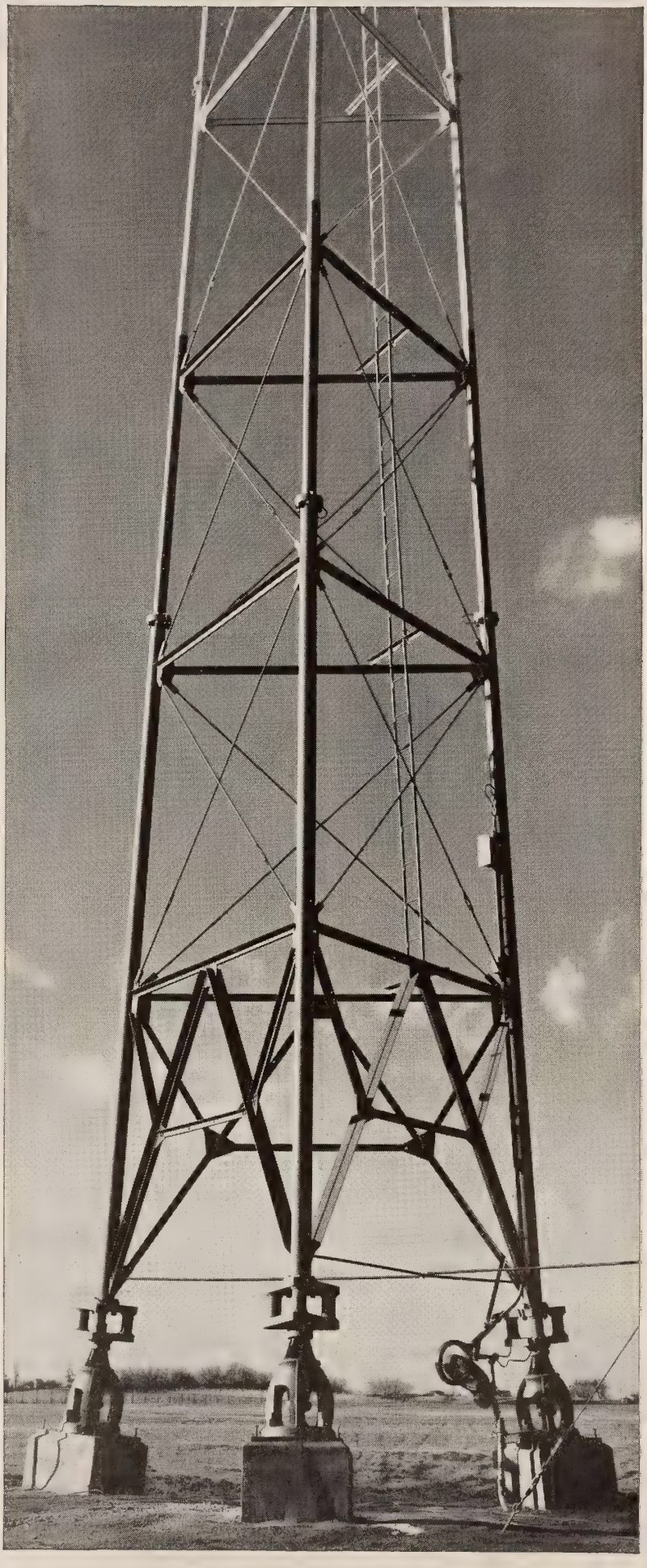
Let winds and weather come! Truscon Steel Towers stand strong, straight and steadfast in all climates—exposed to all extremes of wind and weather.

Every Truscon Tower is a classic example of superb engineering and skilled craftmanship. Truscon makes the towers you can trust.

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ALTEC LANSING MICROPHONES

...The best for every use!

ALTEC LANSING manufactures a wide range of microphones to cover every sound need. Each microphone is the product of finest design, engineering skill and superior workmanship. Whatever your microphone requirements, there is an Altec Lansing microphone to serve you best.

639

The finest directional cardioid microphone using both ribbon and dynamic elements. Used for highest quality when extraneous noises must be eliminated. Frequency response: 30-12,000 cycles.



633

The famous "salt shaker" dynamic microphone which has long been a popular choice for general studio and field use. Frequency response. 30-15,000 cycles.



670A

A broadcast quality cardioid microphone that delivers highest performance at moderate cost. Small, rugged, light in weight. Average discrimination 18 db. Selection of various pickup patterns. Frequency response: 30-15,000 cycles.



660

An economical version of the famous Western Electric "salt shaker," using the same efficient dynamic unit in a smaller case. Frequency response: 35-15,000 cycles.



671A

A compact velocity microphone of outstanding quality and ruggedness. Frequency response: 30-15,000 cycles.



632C

A close-talking dynamic microphone with a rising frequency characteristic for voice use only. Provides maximum intelligibility for difficult PA and paging installations.



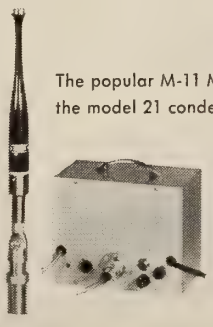
M-20

The Altec Lipstik Microphone System which provides a lipstick size housing for the famous model 21 condenser microphone. Smoothest frequency response and greatest range on the market. 10-15,000 cycles.



M-11

The popular M-11 Microphone System using the model 21 condenser microphone is still available to those who prefer the graceful shape of the 150A base to the compactness of the Lipstik. Frequency response: 10-15,000 cycles.



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ALTEC LANSING CORPORATION

A Sound Reputation Second to None

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161 Sixth Avenue, New York 13, N. Y.

guards, city police and highway patrolmen in the area to report to the prison. KWOS aired bulletins approximately every two minutes for six hours, staying on after sign-off time until it was assured the riot had been quelled. KWOS, equipped with city police and highway patrol radios, also fed reports to several other stations in the state.

KENM OFFERS MUSIC COURSE

EAST NEW MEXICANS and West Texans can take a college credit course in music appreciation over KENM Portales, N. M., being offered through the cooperation of the School of Music, Eastern New Mexico U. in that city. The course, *Milestones in Music,* is aired Tuesdays and Thursdays, 1-1:45 p.m., and is conducted by C. M. Stookey, chairman of the School of Music. Credit will be given to persons passing examinations at mid-term and course completion.

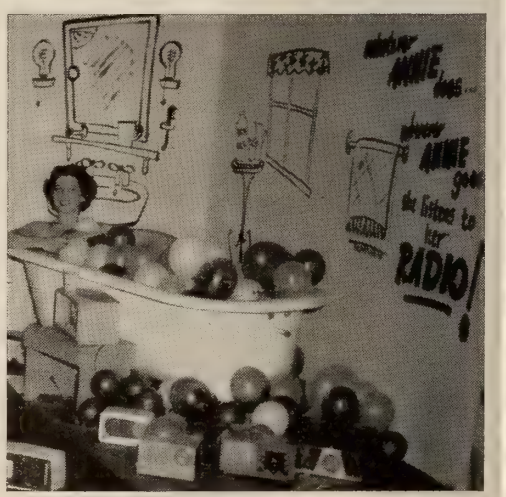
GOOD SAMARITAN STATION

EMPLOYES of WNAM Neenah, Wis., are putting money into expired parking meters in that city, Menasha, Appleton and Oshkosh, and leaving a card for the car-owner stating, "One of our staff found your meter had run out. To save you from getting a ticket he put in change. WNAM . . . Music News Sports . . . 1280 on your radio dial."

[Ed. Note: Other stations that might consider this promotion are advised to check local traffic regulations. In some communities it is illegal to renew the meter time past the first parking period.]

CBC MOUNTIE SERIES

SERIES of weekly programs for children dealing with the Royal Canadian Mounted Police is being aired this fall and winter over the CBC Trans-Canada Network. The series, titled *The Quiet Force,* is semi-documentary and features all operation phases of the force, including historical events in early days and its present work with dogs in tracking down criminals and missing persons.



THE LADY in the bathtub is Ann Connor, personality of WSAZ Huntington, W. Va., enjoying the spotlight of attention at that station's booth in the recent "Do-It-Yourself" show held in Huntington. The WSAZ display promoted the theme "listen to your radio while you do it yourself"—even if you're taking a balloon bath. Persons visiting the booth were given "I saw Annie in the bathtub" cards as well as radio and tape recorder demonstrations.

MONEY FOR HOME LISTENERS

HOME LISTENERS of *Break the Bank* now have an opportunity to win some extra money due to a change in format of the NBC Radio show heard weekday evenings, 10:45-11 p.m. Until two weeks ago, only persons in the studio audience could compete for the cash prizes of the program, which has awarded $2,225,000 in its ten-year history. A postcard, bearing the name and address of the sender and his druggist, serves as the listener's entry blank. Following a daily drawing, emcee Bud Collyer will telephone the contestant, ask one question, and upon answering correctly the person will win the money in the bank.

TOYS AND STORIES

STORIES and toy prizes is the format of *The Toymaker,* a new five-weekly quarter-hour program aired over KTLA (TV) Hollywood. Storyteller Frederick Gierman spins the tales and demonstrates the products of approximately 12 toy manufacturers who participate on a cooperative basis. The toys demonstrated are aimed at developing the imagination of the moppet audience.

WMTW (TV) ANSWER MAN

LATEST publicity man to go to work for WMTW (TV) Poland, Me., is "Veda, the Magic Answer Man," a mystic who can give you the correct answer to pertinent questions concerning the station. The gimmick is an ingenious magnetic box game employing a question and answer method. Veda, a magnetized plastic man, is placed into the center of a circle and turned to any question on the circumference. In the same manner he is then placed into a second circle and the magnets spin him to the correct answer. If you were to ask Veda "What tv station covers the largest area in the world?" or "What is the retail sales volume in the primary coverage area?", he would immediately tell you "Mt. Washington TV (WMTW)" and "Over 1½ billion dollars." The game is packaged by Pressman Toy Corp., 1107 Broadway, New York 10, N. Y.

CFPL AIRPLANE TRIPS

TO PREVENT a summer slump in mail response to its *Big Top* quiz program, CFPL London, Ont., added to the prizes of the show a bonus airplane trip for two. The tickets, for flights to Cleveland, Windsor-Detroit, and Toronto, were given away to winning contestants every two weeks for three fortnights. The bonus prize feature was promoted by CFPL through a direct mail campaign to all London grocers selling products advertised on *Big Top,* including streamers and "radio advertised" shelf markets.

WMUR INTERVIEWS MISS N. H.

WMUR Manchester, N. H., in conjunction with the opening of a new retail outlet there, arranged to have Mae Allen, Miss New Hampshire of 1954, interviewed on the air to help mark the event. Miss Allen also accompanied Bill Perry, WMUR personality, to the store for a personal appearance and interviews with customers.

KENNEDY EMPLOYS RADIO

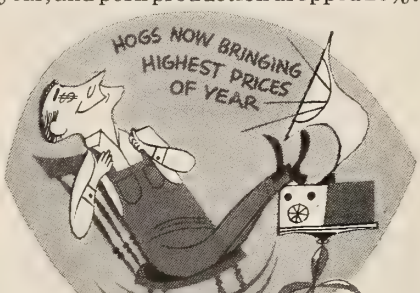
KENNEDY EMPLOYMENT AGENCY, Rockville Center, Long Island, has signed to sponsor three news programs a week over WHLI Hempstead, L. I., N. Y. The agency, which is a heavy newspaper advertiser, intends to find job applicants through its new radio campaign. Although Kennedy is the first client of its kind at WHLI, the station has been used successfully in the past to recruit personnel for industrial firms, it reports.

why PORK prices are LOWER now

Lower prices this fall are the result of much more plentiful supply—which is the result of a chain of events that started over a year ago.



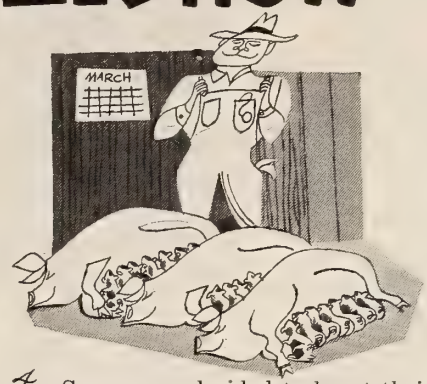
1. It takes corn to make pork. But the last time there was a bumper pig crop, hog prices came way down while corn prices stayed up. As a result, many farmers decided that it wouldn't pay to turn as much corn into pork the next year, and pork production dropped 20%.



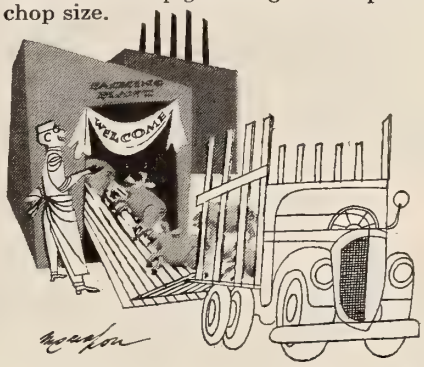
2. Then last winter, when pork supplies were low (we'd eaten ourselves nearly out of it), demand stayed high. So prices started going up—up—up!



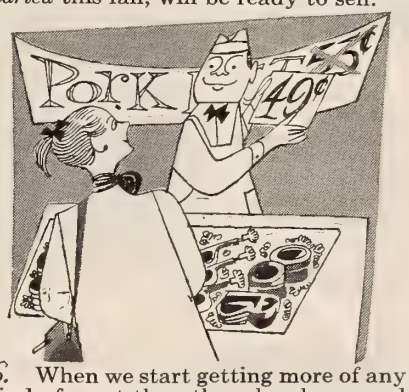
3. But the higher prices showed, though, that people wanted—and were able to buy—a lot more pork than they'd been getting.



4. So growers decided to boost their hog production. Last spring they started 56 million pigs eating their way to market. (6½ million more than the year before.) Meanwhile, pork got even more scarce because it takes about 6 months for a piglet to grow to pork-chop size.



5. These spring-crop porkers started coming to market early this fall. They'll keep coming, in plentiful numbers, for the next few months. By the time they're all brought to market, another pig crop, *started* this fall, will be ready to sell.



6. When we start getting more of any kind of meat than there has been, and demand remains about the same, prices just naturally come down. That's happening now on pork. And when consumers help themselves to the values that go with these larger seasonal supplies, we help to give livestock men the assurances *they need* to grow meat *we'll need* later on.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago — *Members throughout the U. S.*

New Tv Stations . . .

ACTIONS BY FCC

Sacramento, Calif.—Sacramento Telecasters Inc. granted vhf ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,618 ft., above ground 647 ft. Estimated construction cost $417,731, first year operating cost $258,400, revenue $299,000. Post office address 716 California State Life Bldg., Sacramento 14. Studio location 30th & L Sts., Sacramento. Transmitter location 4.5 mi. SE of Salmon Falls, El Dorado Co., Calif. Geographic coordinates 38° 43′ 10″ N. Lat., 120° 59′ 22″ W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Principals include President **William P. Wright** (10.26%), president & 25% owner Wright & Kimbrough Real Estate, Sacramento, and secretary & 25% owner Wright Holding Co. Real Estate, Sacramento; Vice President **John H. Schacht** (15.38%), secretary & 50% owner Radio Modesto Inc. (licensee of KMOD Modesto, Calif.), Modesto, Calif.; Secretary **Henry Teichert** (2.56%), sole owner Henry Teichert Law Office, 1/10th of Del Paso Rock Products Co., vice president and 1/10th owner A. Teichert & Son Inc. (general contractors), and secretary & 1/24th Black Diamond Co. (lumber), all Sacramento; **Andrew Henderson Jr.** (5.13%), physician and surgeon, 50% owner of commercial building and 160-acre farm, Hanford, Calif., and president, American Buildings Materials Co. Ltd., Sacramento; **Alan H. Pollock** (5.13%), owner of KTTV (TV) Hollywood; **Clarence H. Breuner** (5.13%), president and 25% owner, John Breuner Co. (retail furniture), Oakland, Calif.; **Robert H. Breuner** (5.13%), treasurer & 25% owner John Breuner Co.; **Edward M. Wright** (5.13%), vice president & 25% of Wright & Kimbrough, vice president & 25% of Wright Holding Co.; **Russell Gallaway Jr.** (10.26%), vice president & 2/7 of Hotel Senator Corp. (hotel), Sacramento, president & 100% of Freeport Insurance Co., Sacramento, and secretary-treasurer & 49% of Wright & Kimbrough; **Adolph Teichert Jr.** (7.69%), vice president, 25% of Del Paso Rock Products Co., president, ⅓ of A. Teichert & Son; **Thomas H. Richards Jr.** (5.13%), 50% partnership Sacramento Herefords (cattle), Sacramento; **Nelson B. Morse**, 51% Calif. Dehydrating Co., 50% Morse Bros., (realtors), San Leandro, Calif. Granted Sept. 29.

Visalia, Calif.—Irwin V. Willat d/b as Sequoia Telecasting Co. granted uhf ch. 43 (644-650 mc); ERP 22.73 kw visual, 12.19 kw aural; antenna height above average terrain 308.8 ft., above ground 319.4 ft. Estimated construction cost $122,544, first year operating cost $180,000, revenue $180,000. Post office address 400 East Tulare St., Tulare, Calif. Studio and transmitter location Walnut Ave. off Mooney Blvd., Visalia. Geographic coordinates 36° 18′ 44″ N. Lat., 119° 19′ 09″ W. Long. Transmitter and antenna, DuMont. Consulting engineer James R. Bird, Oroville, Calif. Mr. Willat is retired motion picture director, producer and writer. Granted Oct. 6.

Fort Wayne, Ind.—Radio Fort Wayne Inc. (WANE) granted uhf ch. 69 (800-806 mc); ERP 99.1 kw visual, 49.55 kw aural; antenna height above average terrain 484 ft., above ground 1,251 ft. Estimated construction cost $197,900, first year operating cost $195,940, revenue $229,950. Post office address 1205 Fort Wayne Bank Bldg., Fort Wayne, Ind. Studio and transmitter location 127 W. Berry St., Fort Wayne, Ind. Geographic coordinates 41° 04′ 44″ N. Lat., 85° 08′ 28″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President **C. Bruce McConnell** (50.9%), Vice President **Robert B. McConnell** (0.09%), Second Vice President **Charles Kennedy**, Treasurer **Frank E. McKinney** (10%), Secretary **Earl H. Schmidt** (7%) and **P. R. Mallory Co.** (9.78%). Above stockholders are associated in ownership of WISH-AM-TV Indianapolis and WHBU Anderson. Granted Sept. 29.

Binghamton, N. Y.—Southern Tier Radio Service Inc. (WINR) granted uhf ch. 40 (626-632 mc); ERP 190 kw visual, 99 kw aural; antenna height above average terrain 560 ft., above ground 405 ft. Estimated construction cost $245,714, first year operating cost $202,625, revenue $212,000. Post office address 58 Exchange St., Binghamton. Studio location 58 Exchange St., Binghamton. Transmitter location Hiner Rd., Kirkwood, N. Y. Geographic coordinates 42° 06′ 53″ N. Lat., 75° 51′ 16″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include President **Donald W. Kramer** (10%), Vice President **E. R. Vadeboncoeur** (12.65%), Secretary **Donald J. Duvall** (9.28%), Treasurer **Neldon L. Kidd** (12.63%), **A. G. Belle Isle** (6.67%), **Thomas W. Rourke** (6.67%), **Lewis C. Ryan** (9.72%), **James W. Colella** (5%), **Samuel M. Allerton** (8.57%), **George R. Ives**, executor of estate of Robert E. Kelly, deceased, for beneficiaries Eileen and Patricia Kelly (8.57%) and **Laura A. MacClary** (5.75%). Granted Sept. 29.

Petersburg, Va.—Petersburg Tv Corp. granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 546 ft., above ground 574 ft. Estimated construction cost $597,545, first year operating cost $685,000, revenue $760,000. Post office address % Thomas G. Tinsley, 6200 Broad St. Rd., Richmond, Va. Studio location 214 E. Washington St., Petersburg. Transmitter location Hundred Road, 7.5 miles E of Chester, Va. Georgraphic coordinates 37° 20′ 33″ N. Lat., 77° 18′ 17″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bingham, Collins, Porter and Kistler, Washington. Consulting engineer Robert E. L. Kennedy, Washington. Principals include President **Thomas G. Tinsley Jr.**, president and 14% stockholder WITH-AM-FM-TV Baltimore, president and 99.6% stockholder

Station Authorizations, Applications

(As Compiled by B • T)

September 30 through October 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,602	535	112
CPs on air	14	24	†316
CPs not on air	121	14	150
Total on air	2,616	559	428
Total authorized	2,737	573	578
Applications in hearing	137	2	167
New station requests	155	3	12
New station bids in hearing	76	0	151
Facilities change requests	128	8	15
Total applications pending	658	83	182
Licenses deleted in Sept.	0	2	0
CPs deleted in Sept.	2	0	8

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Oct. 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,616	2,590	135	155	76
Fm	559	535	38	3	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	255	309	564[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	279	120	399
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	928	337	718	528	1,247[3]
Educational	55		28	27	55[3]
Total	983	337	746	555	1,302[4]

[1] Ninety-seven CPs (17 vhf, 80 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 596 already granted.

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WLEE-AM-FM Richmond; Vice President **Irvin G. Abeloff** (2.2%), director WLEE; Vice President **H. Carter Myers Jr.** (2.2%), real estate and auto dealer; Secretary **Alexander Hamilton Jr.** (1.1%), attorney; Treasurer **Benjamin T. Kinsey** (2%), attorney, and **Lee Bcstg. Corp.** (WLEE-AM-FM Richmond, Va.) (45%). Granted Sept. 29.

Existing Tv Stations . . .

ACTIONS BY FCC

WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations Inc. Granted change in ERP to vis. 100 kw, aur. 70 kw. Granted Sept. 29; announced Oct. 6.

KTIV (TV) Sioux City, Iowa—KCOM Bcstg. Co. Granted STA to operate commercially on ch. 4 for 60 days without spurious emission filter required by Sec. 3,687(i) of rules and with studio temporarily located at transmitter. Granted Sept. 28; announced Oct. 6.

KFVS-TV Cape Girardeau, Mo.—Hirsch Bcstg. Co. Granted STA to operate commercially on ch. 12 until Dec. 14. Granted Sept. 28; announced Oct. 6.

KLAS-TV Las Vegas, Nev.—Las Vegas Television Inc. Granted change in ERP to vis. 26.9 kw and aur. 14.4 kw; antenna height above average terrain 130 ft. Granted Sept. 29; announced Oct. 6.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. Granted change of ERP to vis. 100 kw, aur. 60.3 kw. Granted Sept. 29; announced Oct. 6.

KLTV (TV) Tyler, Tex.—Lucille Ross Lansing. Granted STA to operate commercially on ch. 7 for period ending Oct. 29. Granted Sept. 30; announced Oct. 6.

PERMITS DELETED

WECT (TV) Elmira, N. Y.—El-Cor Television Inc. Granted request for cancellation of permit for new tv station on ch. 18. Deleted Sept. 29; announced Oct. 6.

WCOG-TV Greensboro, N. C.—Inter-City Adv. Co. of Greensboro, N. C., Inc. Granted request for cancellation of permit for new tv station on ch. 57. Deleted Sept. 29; announced Oct. 6.

APPLICATIONS

WXEL (TV) Cleveland, Ohio—Empire Coil Co. seeks mod. of CP for ch. 8 to change ERP to 316 kw visual, 188.7 kw aural; antenna height above average terrain 1,000 ft. Filed Oct. 4.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. seeks mod. of CP for ch. 7 to change ERP to 84 kw visual, 42 kw aural; antenna height above average terrain 626 ft. Filed Oct. 1.

New Am Stations . . .

ACTIONS BY FCC

Haines City, Fla.—KWK Inc. granted 540 kc, 10 kw daytime DA; two tower array, each tower 350 ft. above ground, located 6.4 mi. WNW of Haines City, Fla. Estimated construction cost $116,815, first year operating cost $184,000, revenue $191,000. Applicant is licensee of KWK St. Louis, Mo. Granted Sept. 29.

WCBI Columbus, Miss.—Columbus Bcstg. Co. granted CP to change from 1340 kc 250 w unlimited to 550 kc 1 kw day, 550 w night, directional. Granted Sept. 30.

Forest City, Miss.—Scott County Bcstg. Co. granted 860 kc, 500 w daytime. Post office address % John F. Clagett, 1424 K St., N. W., Washington, D. C. Granted Sept. 29.

Boonville, N. Y.—Black River Radio Inc. granted 900 kc, 500 w daytime. Post office address % Livingston Lansing, R.D. #3. Granted Sept. 22.

APPLICATIONS

Tuscumbia, Ala.—Carl Pugh & Harrod A. Pugh d/b as Tuscumbia Bcstg Co., 1540 kc, 1 kw daytime. Post office address Carl Pugh, Box 55, Haleyville, Ala. Estimated construction cost $15,980, first year operating cost $17,220, revenue $32,850. Principals include **Carl Pugh** (50%), chief engineer WMSL Decatur, Ala., and **Harrod A. Pugh** (50%), former railroad employe. Filed Sept. 30.

Colorado Springs, Colo.—Arenze Bcstrs., 1450 kc, 250 w unlimited. Post office address % Frank J. Nesmith, 110 North San Josquin St., Stockton, Calif. Estimated construction cost $12,092, first year operating cost $35,000, revenue $47,000. Principals include Pres. **James Hogan Ranger** (⅓), manager KWG Stockton; Vice Pres.-Treas. **Ed John Zuchelli** (⅓), employe KXOB Stockton, and Sec. **Frank J. Nesmith** (⅓), chief engineer KWG. Filed Oct. 4.

Franklin, Ind.—Charles N. Cutler & Earl T. Herzog d/b as Wireless Bcstrs., 1590 kc, 500 w daytime. Post office address Room 8, KP Building, South Jefferson St., Madison, Ind. Estimated construction cost $13,176, first year operating cost $24,000, revenue $48,000. Principals include **Charles N. Cutler** (⅓), WNOP Newport, Ky., employe, and **Earl T. Herzog** (⅔), engineer WLW Cincinnati. Filed Oct. 1.

Pipestone, Minn.—Pipestone Radio Corp., 1050 kc, 1 kw daytime. Post office address % Dalton

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E. Nelson, Box 312, Pipestone. Estimated construction cost $18,066, first year operating cost $48,000, revenue $54,000. Principals include Pres. **C. B. Thomas** (12.2%), variety store owner; Vice Pres.-Gen. Mgr. **Dalton E. Nelson** (2%); Treas. **Roy G. Less** (12.2%), retail farm machinery, and **Henry Dalton Inc.** (37%). Filed Oct. 1.

Dundalk, Md.—Erway Bcstg. Corp., 860 kc, 500 W daytime, directional. Post office address 5436 Harford Rd., Baltimore, Md. Estimated construction cost $20,826, first year operating cost $52,380, revenue $63,000. Principals include Pres. **Guy S. Erway** (66.6%), insurance, and Vice Pres. **Raymond A. Hall** (33.3%), real estate and service station owner. Filed Oct. 5.

Pocomoke City, Md.—Walter F. Harris Jr., 1290 kc, 1 kw daytime. Post office address Box 269, Fredericksburg, Va. Estimated construction cost $27,595, first year operating cost $36,000, estimated revenue $42,000. Applicant is manager of station WFVA Fredericksburg, Va. Filed Sept. 17.

Existing Am Stations . . .

ACTION BY FCC

WPNX Phenix City, Ala.—Community Bcstg. Co. granted mod. of license to change location to Phenix City, Ala.-Columbus, Ga., and establish additional main studio at Columbus. Granted Sept 29.

Existing Fm Stations . . .

STATIONS DELETED

KVME (FM) Merced, Calif.—Merced Bcstg. Co. granted request to cancel license and delete fm station. Deleted Oct. 1; announced Oct. 6.

KTEM-FM Temple, Tex.—Bell Bcstg. Co. Granted request to cancel license and delete fm station. Deleted Oct. 1; announced Oct. 6.

Ownership Changes . . .

ACTIONS BY FCC

WJJJ Montgomery, Ala.—Southern Bcstg. Co. granted voluntary transfer of control to Capitol Bcstg. Co. for $36,550 plus obligations totalling $55,000 owed by Southern Bcstg. Co. to its stockholders, E. Judkin Mathews, John C. Mathews, and Joseph G. Mathews. Principals in Capitol include: **Oscar P. Covington,** shoe business, president (13.89%); **Clara R. Covington,** vice president (13.89%); **Hugh M. Smith,** general manager WGWC Selma and WCOV-AM-FM-TV Montgomery, Ala., secretary-treasurer (2.78%); **Margaret Covington Milwee,** director (6.94%); **W. I. Milwee,** auto dealer (6.94%); **Ethel Covington,** director (13.89%); **Peggy Milwee Carlton,** director (13.89%); **Hazel C. Davies,** director (13.89%); **Earle B. Covington,** maintenance engineer (13.89%). Capitol plans to return its license of WCOV to the FCC before it takes control of WJJJ. Capitol's stockholders control WGWC, WCOV-AM-TV, and WGWD Gadsden, Ala. Granted Oct. 6.

KRIZ Phoenix, Ariz.—Howard M. Loeb granted voluntary assignment of license to Melody Shops Inc., wholly-owned corporation of Howard M. Loeb, 100% owner of station. Granted Sept. 27; announced Oct. 6.

WKOA Hopkinsville, Ky.—Thomas F. Wood, A. W. Wood and Charles W. Stratton d/b as Pennyrile Bcstg. Co. granted assignment of permit to new corporation of same name and ownership. Granted Oct. 1; announced Oct. 6.

WHDH-AM-FM Boston—Matheson Radio Co. granted transfer of control to Boston Herald-Traveler Corp. through dissolution of subsidiary firm, Fidelity Bcstg. Corp. No consideration or change of ownership. Granted Sept. 29; announced Oct. 6.

KLCB Libby, Mont.—Lincoln County Bcstrs. Inc. granted approval to prior transfer of control from Mary E. Coburn individually to herself and Mr. Coburn jointly. Mrs. Coburn, owner of 1,340 sh. (60.9%), in August 1953 sold total of 500 sh. to reduce her holding to 38.18%. Oliver G. Coburn, owner of 809 sh. (36.77%), sold 50 sh. to reduce his holding to 34.5%. Stock was sold at $10 per sh. to William F. and Agnes Hafferman to be held 275 sh. each (12.5%). Granted Oct. 6.

WWNY-AM-FM Watertown, WMSA-AM-FM Massena and WCNY-TV Carthage, N. Y.—Brockway Co. granted transfer of control to John B. Johnson, heir and executor of estate of his mother, Jessie R. Johnson, deceased, principal stockholder. Granted Oct. 6.

WJZM Clarksville, Tenn.—Elmer T. Campbell & John P. Sheftall d/b as Campbell and Sheftall granted involuntary assignment of license to Gladys W. Campbell, executrix of the estate of Elmer T. Campbell (60%), deceased, and John P. Sheftall (40%), d/b as Campbell and Sheftall. Granted Oct. 1; announced Oct. 6.

KMO Tacoma, Wash.—KMO Inc. granted assignment of license to Tacoma Radio Corp. for $200,000. Carl E. Haymond is chief owner of KMO Inc. Tacoma Radio Corp. includes **J. Archie Morton,** former assistant to president of KIRO Seattle, president and 25% owner; **Clara H. Morton,** vice president 25%; **Charles D. Hunter Jr.,** partner in law firm of Eisenhower, Hunter, Ramsdell & Duncan, secretary-treasurer 25%; **Louis H. Hunter,** vice president 25%. Granted Oct. 6.

KUTI Yakima, Wash.—Walter N. Nelskog tr/as Independent Bcstrs. granted voluntary assignment of CP to Walter N. Nelskog (50%), D. Gene Williams (25%) & Delbert Bertholf (25%), d/b as Independent Bcstrs. for $7,500. Messrs. Williams and Bertholf are associated in the management and ownership of KSPO Spokane, Wash. Granted Oct. 6.

APPLICATIONS

KCLF Clifton, Ariz.—Dwight Harkins Amusement Enterprises Inc., d/b as The Saguaro Bcstg. Co. seeks voluntary assignment of license to Gila Bcstg. Co. for $15,000. Principals include Pres. **D. F. Long** (5%); Vice Pres. **Grant Greenhalgh** (10%); Sec.-Treas. **Earl Hunt** (15%), and **Paul Merril** (15%). Gila Bcstg. owns KGLU Safford, KWJB Globe, KCKY Coolidge, and KVNC Winslow, all Arizona. Filed Sept. 28.

WJWL Georgetown, Del.—Rollins Bcstg. Inc. seeks voluntary assignment of license to wholly owned subsidiary Rollins Bcstg. of Delaware Inc. Consideration is book value. Filed Sept. 30.

KDBS Alexandria, La.—Dixie Bcstg. Service seeks voluntary assignment of license to John Anthony Lazorne & Irving Ward-Steinman d/b as Dixie Bcstg. Service for $25,000. Principals include **John A. Lazorne** (50%), real estate and cafe owner, and **Irving Ward-Steinman** (50%) attorney. Filed Sept. 30.

WOSC Fulton, N. Y.—Cassill Radio Corp. seeks voluntary transfer of control to Richard C. Mitchell through sale of all stock for $1,700. Mr. Mitchell is an attorney and dairy farm owner. Filed Sept. 29.

WDKN Dickson, Tenn.—Joe M. Macke seeks voluntary assignment of CP to Dickson County Bcstg. Co. for $3,500. Principals include Pres.-Treas. **William A. Potts** (70%), service station owner; Vice Pres. **James M. Hayes** (20%), manufacturer, and Sec. **John W. Bailey** (5%), employe of WJZM Clarksville, Tenn. Filed Sept. 27.

KCYL Lampasas, Tex.—Lampasas Bcstg. Corp. seeks voluntary acquisition of negative control of licensee by both James E. Nugent and Dean Turner through purchase of 12.8% interest for $5,400. Filed Sept. 27.

Hearing Cases . . .

INITIAL DECISION

Evansville, Ind.—Examiner Herbert Sharfman issued initial decision looking toward grant of application of Evansville Television Inc. for new tv station on ch. 7 at Evansville, Ind., and to denial of competitive applications of WFBM Inc. and On the Air Inc. Initial decision Oct. 6.

OTHER ACTIONS

KLYN-TV Amarillo, Tex.—Plains Empire Bcstg. Co.—Designated for hearing Nov. 5 application

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FAIRCHILD RECORDING EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.

for extension of completion date for new tv station on ch. 7. Order 6.

WARK Hagerstown, Md. United Bcstg. Co. of Western Maryland Inc.—FCC designated for hearing application to increase antenna height (operates on 1490 kc 250 w U); made WCUM Cumberland, Md., party to proceeding. Action Sept. 29.

WNLA Indianola, Miss., Central Delta Bcstg. Co.—FCC designated for hearing application to increase power on 1380 kc (daytime only) from 500 w to 1 kw; made WTUP Tupelo, party to the proceeding. Action Sept. 29.

KATZ St. Louis, Mo.—St. Louis Bcstg. Co.—On petition of KSD St. Louis, ordered CP granted July 21, to KATZ for a new am station on 1600 kc, 1 kw, D modified to include engineering condition to prevent re-radiation of KSD signals. Action Sept. 29.

WNYC New York, N. Y.—Municipal Bcstg. System—FCC by memorandum opinion and order, denied petition for reconsideration of or hearing on the Commission's action of April 21, in denying request for waiver of am maximum power rules and dismissing application to install a 5 kw transmitter. Action Sept. 29.

WOV New York, N. Y.—By order the Commission granted petition filed Sept. 3, by Wodaam Corp., licensee of WOV New York City, and added a program issue to the proceeding involving applications of Key Bcstg. System Inc., Bay Shore, N. Y., WAVZ New Haven, Conn., and Edward J. Fitzgerald, Riverhead, N. Y., each requesting operation on 1300 kc; placed the burden of introducing such evidence on WTMJ Trenton, N. J., WJLK Asbury Park, N. J., and WOV New York City. Action Sept. 29.

Wellsville, N. Y., Radio Services of Wellsville; Elmira, N. Y., Elmira Television—FCC designated for consolidated hearing mutually exclusive applications for new am stations—Wellsville to operate on 790 kc, 500 w, D and Elmira on 800 kc, 500 w, D made WPIC Sharon, Pa., party to proceeding. Action Sept. 29.

Tv Allocation—The Commission invites comments on or before Oct. 11 to a petition filed Sept. 20 by Graylock Bcstg. Co., permittee of station WMGT (TV) operating on ch. 74 at North Adams, Mass., requesting that ch. 19 be substituted for ch. 74 at North Adams; also ordered WMGT to show cause why its authorization should not be modified accordingly. Would involve substitution of ch. 54 for ch. 19 (now being surrendered) at Utica-Rome, N. Y.; substitution of ch. 15 for ch. 19 plus at Portsmouth, N. H.; and ch. 74 plus for ch. 33 at Bennington, Vt. Comr. Bartley dissented. Action Sept. 29.

TV Allocation—By report and order, finalized its rule-making of Aug. 11, and deleted the minus designation for offset carrier operation on tv ch. 11 assigned to Anchorage, Alaska, on which KTVA (TV) is the permittee, effective Nov. 5. Action Sept. 29.

Tv Allocation—By memorandum opinion and order, denied petition of Voice of Dixie, Inc., Birmingham, Ala., filed July 28, requesting rule-making proceedings to amend the Commission's table of tv channel assignments by deleting the educational reservation on ch. 10 in Birmingham, Ala., and assign it for commercial use. Action Sept. 29.

Port Arthur, Tex.—Ch. 4 proceeding. By decision the Commission dismissed the application of Jefferson Amusement Co., Port Arthur, Texas, as ineligible for consideration in the consolidated proceeding with the application of Smith Radio Co. and Port Arthur College for a new tv station on ch. 4 in Port Arthur, Texas; denied Jefferson's petition to proceed to consider its application. Action Sept. 29.

Yankton, S. D.—Yankton Bcstg. Co. FCC designated for hearing application for a new am station on 1450 kc, 250 w, U; made KTRI Sioux City, Iowa, party to the proceeding. Action Sept. 29.

Memphis, Tenn.—By order, the Commission granted petition of the Chief Broadcast Bureau, filed Aug. 12, requesting modification of the issues in the proceeding re applications of Tri-State Bcstg. Service, Memphis, Tenn., et al, for am broadcast facilities and added as parties to the proceeding WIRJ Humboldt, Tenn., WJMW Athens, Ala., and limited their participation, together with participation of KTRY Bastrop, La., and KWRE Warrenton, Mo., to those issues relating to interference caused to or by them. Granted Sept. 29.

Las Vegas, Nev.—By order, FCC denied protest filed Sept. 23 by Las Vegas Tv Inc. (KLAS-TV Las Vegas, ch. 6) directed against Commission's action of Aug. 20 granting application of Southwestern Pub. Co. (KLRJ-TV Henderson, Nev., ch. 2) to locate main studio outside city of Henderson. Denied Oct. 6.

Routine Roundup . . .

September 30 Decisions

ACTIONS ON MOTIONS

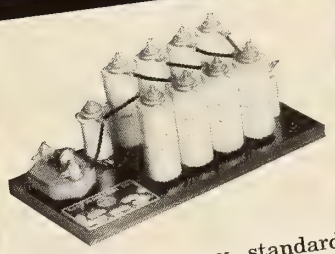
By Commissioner John C. Doerfer

KOA Denver, Colo., Metropolitan Tv Co.—Denied petition for leave to intervene in the proceeding re application of KIFN Phoenix, Ariz., for mod. of CP (Docket 10914; BMP-6194) (Action of 9/28).

Chief Broadcast Bureau—Granted petition for extension of time to and including Oct. 4, within which to file exceptions to initial decision in re applications of Radio Wisconsin Inc., and Badger

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Tv Co., for ch. 3 in Madison, Wis. (Dockets 8959, 10641) (Action of 9/29).

220 Television Inc., St. Louis, Mo.—Granted petition for an extension of time to and including Oct. 11, within which to file an opposition to petition for review filed by Columbia Bcstg. System Inc., in proceeding re ch. 11 (Dockets 8809 et al.) (Action of 9/29).

By Hearing Examiner Elizabeth C. Smith

WELO Tupelo, Miss., Tupelo Bcstg. Co.—Issued an Order after pre-trial conference in proceeding re (Docket 11002), in which the taking of testimony will commence Sept. 30.

By Hearing Examiner J. D. Bond

Issued a Second Pre-Trial Order which shall govern the course of further proceedings in re applications of The Toledo Blade Co., et al., for ch. 11 in Toledo, Ohio (Dockets 11084 et al.); further hearing conference in this proceeding shall be convened on Oct. 11.

By Hearing Examiner Harold L. Schilz

KSEY Seymour, Tex., William C. Moss—Scheduled hearing in re Mod. of License on Nov. 15; change of exhibits to be made on or by Oct. 26, subject, however, to KSEY and appropriate representatives of opposing parties, if any, being required to appear on Nov. 15, for purpose of cross-examination deemed necessary by any parties hereto, including as such a demanding party, the Chief of the Broadcast Bureau (Docket 10218).

By Hearing Examiner Hugh B. Hutchison

Bluefield, W. Va., Southern W. Va. Tv Inc.; Daily Telegraph Printing Co.—By Memorandum Opinion and Order denied petition of Southern to enlarge the issues in re proceeding for ch. 6 (Dockets 11042-43).

TV AND AM BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Hennock, Bartley, Doerfer and Lee, took the following actions on Sept. 29:

SSA

Granted extension of Special Service Authorizations for the following stations for the period ending Nov. 30, 1954:

WNYC New York, N. Y., for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City, and from sunset Minneapolis to 10:00 p.m. (EST). (Comr. Lee dissented.)

KFAR Fairbanks, Alaska, for use of 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., for use of 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi, Tex.

WOI Ames, Iowa, for use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

McFarland Letter

WTHT Wilmington, N. C., Wilmington Tv Corp.—Is being advised that application (BMPCT-2495) for additional time in which to construct tv station (ch. 3) indicates necessity of a hearing. Comr. Hennock dissented.

October 1 Applications

ACCEPTED FOR FILING

Modification of CP

KAUS Austin, Minn., Cedar Valley Bcstg. Co.—Mod. of CP (BP-8412) as mod., which authorized mounting tv antenna on East tower for extension of completion date (BMP-6654).

Remote Control

WAHR Miami Beach, Fla., Alan Henry Rosenson—(BRC-539).

WACO Waco, Tex., WACO Bcstg. Co.—(BRC-540).

KTRN Wichita Falls, Tex., Texoma Bcstg. Co.—(BRC-541).

WLRD (FM) Miami Beach, Fla., Alan Henry Rosenson & Yvette Rosenson d/b as Mercantile Bcstg. Co.—Operation by remote control from 420 Lincoln Road, Miami Beach, Fla. (BRCH-110).

Renewal of License

WACA Camden, S. C., Camden Bcstg. Corp.—(BR-2576).

WGNC-FM Gastonia, N. C., Catherine T. McSwain—(BRH-72).

Modification of CP

KSPG (TV) Tulsa, Okla., Arthur R. Olson—Mod. of CP (BPCT-1628) which authorized new tv station for extension of completion date to 5-4-55 (BMPCT-2520).

KLTV (TV) Tyler, Tex., Lucille Ross Lansing—Mod. of CP (BPCT-1205) as mod., which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2519).

October 4 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

On request from General Electric Co., the Commission on Sept. 30 granted an extension of time from Oct. 1 to Oct. 15 for filing comments in the matter of amendment of Part 16 (Docket 10743), and the time for filing reply comments is extended to Oct. 25.

By Hearing Examiner Charles J. Frederick

Ordered that the further hearing in re applications of Westinghouse et al. for ch. 11 in Pittsburgh, Pa., be resumed on Oct. 12 (Dockets 8694 et al.) (Action taken 10/1).

Granted petition of Westinghouse Bcstg. Co. for an indefinite continuance of hearing re ch. 11 in Pittsburgh (Docket 8694 et al.) (Action taken 9/29).

Chief Broadcast Bureau—Granted petition for an extension of time to and including Oct. 4 within which to file Proposed Findings re application of KTOE Mankato, Minn. (Docket 10592) (Action taken 9/27.)

By Hearing Examiner Herbert Sharfman

Chief Broadcast Bureau—Granted petition for late acceptance of a pleading entitled "Comment of Chief, Broadcast Bureau, on Applicability of Rule 3.636, and Related Matters," in re applications of Scripps-Howard Radio Inc. et al. for ch. 10 in Knoxville, Tenn., and the pleading is accepted (Dockets 10512 et al.) (Action of 9/29).

Southern Indiana Bcstrs. Inc., Newburgh, Ind.; Mt. Vernon Bcstg. Co., Mt. Vernon, Ind.—Granted motion of Southern for continuance of prehearing conference from Oct. 1 to Nov. 1 in re am facilities (Dockets 11076-77) (Action of 9/30).

Ordered continuance of further hearing in re applications of WKAT Inc. et al. for ch. 10, Miami, Fla., from Oct. 4 to Oct. 13 (Dockets 9321 et al.) (Action of 9/30).

By Hearing Examiner William G. Butts

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Granted petition for leave to amend its am application (Docket 10944) by substituting certain revised exhibits.

By Hearing Examiner James D. Cunningham

Chief Broadcast Bureau—Granted petition for an extension of time to and including Oct. 18, within which to file proposed findings in re applications of WMID Atlantic City, N. J. (Dockets 11045-46).

By Hearing Examiner Thomas H. Donahue

White Radio Co., Wichita Falls, Tex.; Lawton Bcstg. Co., Progressive Bcstg. Co., Lawton, Okla.—Issued a Memorandum stating that at the hearing on Sept. 3 an agreement looking toward the dismissal of Lawton Bcstg. Co. was received in evidence as well as two engineering exhibits submitted by Progressive, in re am applications (Dockets 10719 et al.). After receipt of these documents into evidence both parties waived Initial Decision and the record was closed.

October 4 Applications

ACCEPTED FOR FILING

Remote Control

KXXX Colby, Kan., Western Plains Bcstg. Co.—(BRC-545).

WMRY New Orleans, La., Southland Bcstg. Co.—(BRC-547).

WAZL Hazelton, Pa., Hazelton Bcstg. Co.—(BRC-546).

KWHI Brenham, Tex., Tom S. Whitehead—(BRC-544).

KTEM Temple, Tex., Bell Bcstg. Co.—(BRC-543).

WATA Boone, N. C., Wilkes Bcstg. Co.—(BR-2583).

WCHL Chapel Hill, N. C., Village Bcstg. Co.—(BR-2790).

WGIV Charlotte, N. C., Charlotte Radio and Television Corp.—(BR-1913).

WBT Charlotte, N. C., Jefferson Standard Bcstg. Co.—(BR-458).

WGAI Elizabeth City, N. C., WGAI Radio Co.—(BR-1856).

WJRI Lenoir, N. C., John P. Rabb—(BR-1688).

WHIT New Bern, N. C., Harmon L. Duncan—(BR-1176).

WKBC North Wilkesboro, N. C., Wilkes Bcstg. Co.—(BR-1725).

WCBT Roanoke Rapids, N. C., WCBT Inc.—(BR-2015).

WNCA Siler City, N. C., Chatham Bcstg. Co.—(BR-2733).

WMPN Smithfield, N. C., J. F. Horton and J. S. Townsend d/b as Selma-Smithfield Bcstg. Co.—(BR-2528).

WGNI Wilmington, N. C., New Hanover Bcstg. Co.—(BR-1371).

WGTM Wilson, N. C., Watson Industries Inc.—(BR-935).

WAIR Winston-Salem, N. C., Radio Winston-Salem Inc.—(BR-917).

WAGS Bishopville, S. C., H. L. Ginsberg, A. Ray Godshall, James B. Jefferies, Claude W. Smith, Helen G. Smith and Gladys A. Johnston d/b as Lee County Bcstg. Co.—(BR-2943).

WGCD Chester, S. C., Alex B. Craig and Morgan J. Craig d/b as Bcstg. Co.—(BR-2068).

WNOK Columbia, S. C., Palmetto Radio Corp.—(BR-1522).

WHSC Hartsville, S. C., Hartsville Bcstg. Co.—(BR-1317).

WJOT Lake City, S. C., Lake Bcstg. Corp.—(BR-2872).

WJAY Mullins, S. C., The Mullins & Marion Bcstg. Co.—(BR-2288).

WFIG Sumter, S. C., Radio Station WFIG Inc.—(BR-1051).

Renewal of License Returned

WCNC Elizabeth City, N. C., Albemarle Bcstg. Co.—(BR-1023).

WFVG Fuquay Springs, N. C., J. M. Stephenson tr/as Radio Station WFVG—(BR-2289).

WADE Wadesboro, N. C., Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon and Son—(BR-1595).

Modification of CP

KARK-TV Little Rock, Ark., Arkansas Radio and Equipment Co.—Mod. of CP (BPCT-810) as mod., which authorized new tv station for extension of completion date to 4-20-54 (BMPCT-2524).

WOOK-TV Washington, D. C., United Bcstg. Co.—Mod. of CP (BPCT-1819) which authorized new tv station for extension of completion date to 4-24-55 (BMPCT-2525).

KULA-TV Honolulu, T. H., Pacific Frontier Bcstg. Co.—Mod. of CP (BPCT-1671) as mod., which authorized new tv station for extension of completion date to 2-28-55 (BMPCT-2522).

KOAT-TV Albuquerque, N. M., Alvarado Television Co.—Mod. of CP (BPCT-721) as mod., which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2521).

KPAR-TV Sweetwater, Tex., Texas Telecasting Inc.—Mod. of CP (BPCT-1736) as mod., which authorized new tv station for extension of completion date to 4-26-55 (BMPCT-2523).

October 5 Applications

ACCEPTED FOR FILING

Modification of CP

KOA-TV Denver, Colo., Metropolitan Television Co.—Mod. of CP (BPCT-941) as mod., which authorized new tv station for extension of completion date to 5-9-55 (BMPCT 2529).

WSTV-TV Steubenville, Ohio, WSTV Inc.—Mod. of CP (BPCT-1049) as mod., which authorized new tv station for extension of completion date to 12-12-54 (BMPCT-2330).

WEOL-TV Elyria, Ohio, Elyria-Lorain Bcstg.

(Continued on page 129)

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Help Wanted

Salesman

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Lifetime opportunity—growing midwest MUZAK franchise needs top salesman. No investment but persistence required. Box 767E, B•T.

Wanted for southwestern net affiliate, salesman-newscaster, 25-30. Experienced. Send tape and photo to Box 948E, B•T.

Virginia: salesman for local station. Prefer young energetic worker. Good opportunity for right man. Box 954E, B•T.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

1st combo, salesmen and announcers. Indiana. Box 485E, B•T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

Combination announcer-engineer, first class license. Southern network station. Must be stable. Starting pay $80, 40-hour week. Box 884E, B•T.

Virginia network station has opening for staff announcer. Want recent radio school graduate or beginner. Must have ability to develop. Starting salary $45.00 per week. Box 897E, B•T.

Radio station with tv application on file in attractive midsouth community looking for a capable staff announcer. Good opportunity for experienced man. Bill Hart, KBTM, Jonesboro, Arkansas.

Announcer-operator, first phone, emphasis on DJ and news. Independent music and news station in town of 17,000. Send DJ and news audition tape and picture to Ken Headrick, KFGT, Fremont, Nebraska.

Good experienced announcer. Excellent wages, congenial staff, scenic location. Lowell Jack, KMAN, Manhattan, Kansas.

Announcer with control board experience for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. 2100. Our staff knows of this ad.

Opening livewire morning man. $70.00 start. Raises. Must keep it fresh. Opening now. WMFC, Monroeville, Alabama.

WOOD and WOOD-TV, Grand Rapids, Mich., has opening for experienced disc jockey. Send picture, disc and complete info attention Program Director. AFTRA base $80 a week for first year plus talent fees.

Announcer wanted by music-news station. Mature voice and attitude essential. Two years experience. No recent talent school graduates. Salary open. WTXL, Springfield, Mass. 9-4768.

Technical

Chief engineer, capable of doing a limited schedule as a combination man. Must be experienced as a small station chief, or be well qualified to take over. Man willing to settle permanently in Hawaii preferred. Airmail replies to KMVI, Wailuku, Maui, T. H.

Production-Programming, Others

Opening for experienced female continuity writer in one of the south's best radio stations. Above the average position. Give full details including experience and photograph. Box 872E, B•T.

Situations Wanted

Managerial

Manager available. New or established small station. Excellent record, references. Box 629E, B•T.

Manager, fully experienced in programming, promotion, sales, announcing and engineering. Small station and independent operations. Young, good education, family. Box 858E, B•T.

Experienced general manager, fifteen years, all phases radio, seeks permanency. Box 913E, B•T.

Top sales executive, currently employed, want chance for management am or tv. Experienced all phases radio, strong on presentations. Top billings, excellent references. Prefer eastern market. Box 916E, B•T.

Top sales producer, nine years radio and tv. Degree-advertising, management. Stable, mature, aggressive. Finest references. Seek above average opportunity with hard selling, aggressive outlet. Box 918E, B•T.

Publicity-promotion manager; widespread experience; exceptional background and references. Box 929E, B•T.

36 year old general manager. Installed and am now operating one of country's success-story-stations in small market. Complete experience in all phases of radio, plus business background and ability to handle people. Desire position with income commensurate with ability. Am in no hurry to leave present position. Will acknowledge all replies. Box 942E, B•T.

Station owners, able, young manager with successful record, now Broadcast Consultant, desires permanent managerial position in progressive market. 15 years experience radio. Excellent references. Contact W. Wallace Robinson, 315 East Monroe Avenue, Alexandria, Va., OVerlook 3-4668.

Announcers

Negro announcer—DJ. Tape, references. Trained voice. Mr. Rhythm and Blues. Box 804E, B•T.

Chief announcer United States Air Force Radio and Television Service. Separated from the service Oct. 6. Experienced coverage and editing of all sports-special events-news. Seeking affiliation with medium or small station (radio or tv). Growth potential of more importance than remuneration. Box 903E, B•T.

Announcer-newscaster. Eight years radio-news experience. College graduate. Best references. Box 905E, B•T.

Announcer. Woman commentator. New York experience radio, television, stage. Resume, tape. Box 908E, B•T.

Alert, conscientious, light experience, combo southern station, third class ticket, straight or farm announcing. Travel. Box 910E, B•T.

Experienced announcer. Excellent delivery, news and commercials. Prefer New England and eastern states. Box 912E, B•T.

Having farmed out for 2½ years, anxious to relocate with established station in the New York area. Hold first class ticket, thoroughly experienced in all phases of tv. Conscientious, family man, car, ambitious. Presently employed, will have to give two weeks notice. Box 917E, B•T.

Experienced, want Maryland or neighboring states. Married, sober, reliable, car. Box 925E, B•T.

Female announcer radio and/or tv. Strong commercial. Interviews, woman's features. Pleasant voice, friendly style. Copy writing ability. Knowledge music. Eastern states preferred. Light experience, good potential. Resume, tape upon request. Box 927E, B•T.

RADIO

Situations Wanted—(Cont'd)

Tv-Radio announcer, experienced. Heavy tv sports, commercials, DJ, news. College graduate, veteran, 25, married. Available after October 10. Box 928E, B•T.

Announcer, recent graduate broadcasting school. Married, draft exempt, fine deep voice. News, deejay, board. Prefer southeastern United States. Georgia preferably. Box 930E, B•T.

Announcer, experienced, college graduate, single, 26, write copy. Will travel. Box 931E, B•T.

Announcing staff—news reporter, strong commercial talent, voice personality, some experience. Available promptly, travel, tape. Box 934E, B•T.

Need a good man? Possibly I'm that man. Dependable staff announcer who does that different disc jockey show with friendly commercials that sell. I'm 23, single, and can start today. Write or wire Box 935E, B•T.

Staff announcer—experienced news, D.J. and sports. Smooth effective style. Prefer affiliation with sports station. References and tape. Will travel. Box 936E, B•T.

Staff announcer—specialty DJ. Would like opportunity to do sports. Married, veteran, will travel. Box 937E, B•T.

Versatile announcer, recent graduate A-1 broadcasting school. Willing to learn commercial radio. Salary secondary to permanency. Reliable family man. Box 939E, B•T.

Announcer — mature, some experience, news trained, smooth commercial style, handle tape, control board, station staff. Dependable, available, references, tape. Box 940E, B•T.

Personality hillbilly D.J., singer, staff, operate board, 3rd class ticket, 4 years experience with top hillbilly stars, excellent references, presently employed, veteran, network voice, no beginner stations. Box 941E, B•T.

Announcer, D.J., newscaster, 2 years experience, married, third ticket, veteran. Box 943E, B•T.

Baseball, play-by-play, top-flight sportscaster available, class A up. Box 944E, B•T.

Top announcer, radio-tv. Have tux, will travel. 10 years experience, strong as D.J. Diversified musical background, married, dependable. Presently employed in radio-tv. Resume & tape. Box 947E, B•T.

1st phone combo. Now in Colorado at $75. 4 years experience. Would like Texas, N. Mex., Okla., can do sports well. Box 953E, B•T.

Versatile, radio-tv artist, Capitol records artist, strong C & W—pop D.J. and news. 10 years experience. Prefers west coast station. Family man on west coast. Box 955E, B•T.

Announcer-director, six years experience, now P.D. at $6800. Will accept smaller salary in exchange for stimulating responsibilities with progressive organization. Imaginative D.J. with unique twist. Fine newscaster. Professional radio-tv writer. College gradute, 31, married, two children. Box 957E, B•T.

Gal D.J.—copy writer, good ideaman, prefer Florida location, permanent. Box 958E, B•T.

Staff announcer, one year three months experience with independent kilowatt, would like opportunity break into sportscasting. Draft exempt. Contact Burt Maskin, WFLO, Farmville, Va.

General staff—limited experience, versatile, ambitious, hard working. Available now, salary secondary, tape and resume. Don Barton, 26 Linden Street, Brooklyn 21, New York.

Sportscaster—deejay-staff. Strong play-by-play. Three years experience. College graduate, veteran. Prefer heavy music-sports station. Tape, resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Want personality? Original, appealing negro disc jockey, ready to go, rhythm and blues, market or program. Good news, commercial talent, strong sports. Veteran, single, references, tape. Ralph Featherstone, 1957 Bergen St., Apt. 5, Brooklyn, N. Y.

Announcer, experienced, strong news and commercials. Telephone Ken Fried, DI 6-1003, write: 73 Hegeman Avenue, Brooklyn 12, New York.

Employed personality hillbilly deejay country humor. Known nationwide by top artists and publishers. Writer of "Even Tho" Webb Pierce hit and others. See Country Song Roundup Number 35. Other experience varied. Want advancement to 5 or 10 kilowatter. Must be permanent. Family man. Southwest preferred, consider others. Write or wire Willie Jones, Route 3; Box 113, Cuero, Texas.

RADIO

Situations Wanted—(Cont'd)

Experienced staffman. All phases broadcasting. Crossboard operation. Pleasing voice and personality. % Kiernan, 6406 Franklin Avenue, Hollywood, California.

Versatile, disc jockey specialist, experienced. Personality sales, platter-chatter, pops, rhythm, blues, show biz. Background. Tape. Gene Lynn, 10 Lehigh Avenue, Newark, N. J.

Experienced announcer-engineer, young, excellent references, progressive station, preferably south. Duane Pagel, 2511 Garfield, N.E., Minneapolis, Minnesota.

Girl announcer-writer. Good D.J., copy, traffic. Experienced in women's specialities. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C.

Staff announcer—all staff duties, board, copy, news, D.J., Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C.

Technical

Engineer-first phone, 6 years experience—control board, remote, transmitter. No announcing training, but willing to learn. Box 848E, B•T.

Engineer: Tops in experience, references. First phone. 28. Available immediately. Box 859E, B•T.

Engineer—6 years experience, studio, transmitter, remotes, recordings. Box 880E, B•T.

Experienced engineer, announcer, sales. Will invest. Ga., Ala., or nearby. Small station preferred. Details. Box 898E, B•T.

Engineer, 1st phone. Two years experience 1 kw Collins. No announcing. Will travel. Box 909E, B•T.

Chief engineer. Experienced design, construction and installation of studio control, recording, antenna phasing, transmitter and performance testing and preparation for licensing. Record of operation and maintenance for lowest possible technical costs and elimination of equipment failure. Box 911E, B•T.

Chief engineer—experienced, construction, maintenance, directional antennae, remote control systems. Box 922E, B•T.

Tv station folded. 1st phone. 2 years radio transmitter, 8 months tv studio & transmitter. Little announcing O. K. Production conscientious, age 30, married, car. Box 926E, B•T.

Chief 13 years radio all phases. Family. Now employed $100 week. Desires relocation to more temperate climate. Produce smooth efficient operation. Excellent references. Box 952E, B•T.

Station reorganization makes available 1st class engineer, six years experience, remote experience, excellent references. Family man desiring permanency. Recommended highly. WTMC, Ocala, Florida.

Production-Programming, Others

Successful, experienced PD seeks executive position, larger station. Best references. Box 630E, B•T.

Available: Recently fired, toothache suffering news and sports director. Box 809E, B•T.

Newswriter-editor, light experience, recent army editor. Radio journalism graduate, 24. Network station preferred. Box 828E, B•T.

Seasoned DJ-pianist wants more time on bigger station; easy delivery, large repertoire, excellent commercial ideas; interested in making money for you and for me; ten years radio, theatre, tv. Must have $125.00 weekly base or guarantee with percentage set-up; details, references, tape on request. Box 901E, B•T.

Artist-scene designer, married, experienced, desires location with a progressive station. Brochure on request. Box 906E, B•T.

Experienced radio-tv news editor desires change to large progressive midwest station. Box 920E, B•T.

Young woman wants position in Florida as copywriter. Experienced. Third phone. Will send samples on request. Box 924E, B•T.

Young man, 33, with family. Fully experienced production-programming-sales in large and small markets. Experience includes construction and operation of successful uhf station. Was program director of combined am-tv operation. Producer on 50 kw am, and have tv network production credits. Sales include local and regional territories. Interested in production or sales east of Mississippi in larger market, including New York. Would make excellent man in production department of ad agency. Absolutely tops in qualifications. Box 932E, B•T.

Director, producer, 15 years successful community theatre New York and middlewest. Also experienced in working with children and writers. Veteran, personable, hard worker, creative. Willing to start groundfloor tv. Box 938E, B•T.

Wanted! Producer-director opening. Needing? Imaginative, creative, reliable director. Write: S. Bronsther, NBC, 1250 6th Ave., NYC.

TELEVISION

Help Wanted

Salesmen

We need two top-flight men to sell television. Prefer radio or television background. Earning will be unlimited with good salary and extra liberal commissions. Successful four network station with strong local programming market area, 350,000. If interested, contact us immediately. Ron Litteral, WAFB-TV, Baton Rouge, La.

Production-Programming, Others

Commercial artist position available with vhf television station. Must be good, versatile artist. Send art work samples and state experience, age, marital status, salary expected. Box 739E, B•T.

Situations Wanted

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Salesman

Experienced radio and tv salesman desires locating with vhf station. Will travel anywhere for the right opportunity. Excellent references. Good solid sales record . . . both in radio and tv. Box 814E, B•T.

Production-Programming, Others

Got CP? Thoroughly experienced PD put successful station on air. Can do same for you. Box 631E, B•T.

PD, five years' radio-tv experience, seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 632E, B•T.

Television personality, on-camera master of ceremonies, newsman, announcer. Looking for new opportunity with old or new operation, allied agency. Prefer mild year round climate for permanent, or travel for right company. Single, 29, three years television, five years radio. B.S. journalism. Know public relations and promotion. Your inquiry appreciated. Box 829E, B•T.

All-around man, the kind you medium market tv managers must have; thoroughly experienced direction, announcing on and off camera, film; talent; eleven years commercial experience, radio, theatre, two years tv; know small staff problems and how to double up to save costs; hard working, reliable; won't consider under $2.50 hour staff work and fee opportunities; references. Tapes. Pictures. Box 900E, B•T.

Producer-copywriter, tv-radio, live and film. Have been top drawer coordinator of toughest kind of tv production. Copywriter for 4A agency and stations. Have know-how in dealing with clients. 29. Details upon request. Box 902E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Production-program man; extensive, successful television and radio record; creator of selling original and imaginative commercial presentations; selected to write "Television Production Problems"; terrific recommendations. Box 919E, B•T.

University graduate, 4 years radio, 1½ tv production-engineering at unusual indie. Seeking future in production in northeast. Box 923E, B•T.

Tv film manager—film editor, photographer & supervisor of personnel. Fully experienced, presently employed in this capacity. Desire to locate in large metropolitan area. Box 946E, B•T.

Program-production manager, currently employed major market vhf station. Diversified background, excellent references. Box 949E, B•T.

For Sale

Stations

500 watt station, fulltime operation in California, to responsible buyer. Priced realistically in line with earnings record. Terms. Box 907E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 6½ coax line and all fittings. Also complete tower lighting. A bargain. Box 737E, B•T.

GE type BT-1-B 250 w fm transmitter. May be inspected in operation. Will crate for shipment. Make offer. Chicago, Illinois. Box 877E, B•T.

2700 feet communications products #91-501, ⅞" 72 ohm Seal-O-Flange transmission line in original cases. Best offer gets. Box 896E, B•T.

Gray, Robinson, Livingston and Pickering transcription arms with diamond styli. Gray & Pickering equalizers. Two preamps with equalizers for GE cartridges. Gates M3383 antenna meter kit. All like new. KAYS, Hays, Kansas.

Test equipment. Hewlett Packard vhf, model 803A bridge, model 417A detector and model 608A signal generator. Nearly new. Cost $1545.00. Make offer. Frank C. Carman, KUTA, Salt Lake City, Utah.

1—125' Blaw-Knox self supported tower, 1—85' Ideco self supported tower, 1—65' G.E. fm antenna pole mast, 2—65' RCA, tv antenna pole masts, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, ⅞, 2⅝ and 3⅛ coaxial lines and fittings. Alliance Engineering and Construction Company, 82 West Washington St., Chicago 2, Illinois, or phone Central 6-1606.

QRK rugged, dependable three speed turntable chassis, instant one-hand speed shift, rim drive, only $190.00. Dept. B, 445 North Circle Drive, Fresno, Calif.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

FOR SALE IMMEDIATELY

TV STUDIO EQUIPMENT

New, perfect-condtion RCA equipment adaptable for uhf or vhf use:

- **Field Switcher System**
- **RF Load and Wattmeter**
- **TGIOA Field Sync Generator**

and other equipment. For details, contact:

GREAT PLAINS TV

4 West 58th Street New York 19, N. Y. Plaza 9-2929

Wanted to Buy

Stations

Former station owner wants all or part of small operation, Illinois, Indiana, Kentucky, Tennessee. Confidential. Box 895E, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Complete tv equipment, 100 kw, channel 3, studio to antenna. Advise lowest cash price and full particulars on any part. Box 885E, B•T.

Used 35mm television projector. State price and condition. Will trade RCA TP-16 projector. Box 899E, B•T.

Self supporting FM tower 200-250 ft., accessories. Give full details. Box 904E, B•T.

Used 1000 watt am xmtr, frequency amplifier, monitor, modulation monitor, console, mikes, tape recorder. State price. Box 914E, B•T.

Wanted used broadcasting transmitter, 1000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Western Electric 177C repeat coils. WPIK, Alexandria, Va.

One good used 5 kilowatt transmitter a.m. Write: Guarantee Radio Supply Co., 1314 Iturbide, Laredo, Texas.

Construction starting, "economical" fm station. Need 3 kw fm transmitter, 4 bay antenna, approximately 100' tower, monitor, small console, etc. Details, lowest price: FM, 4534½ University Way, Seattle 5.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copy Writers
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

RADIO

Help Wanted

SALESMAN

Immediate opening aggressive, strong, successful salesman for well accepted 1000 watt, Michigan Independent. $350.00 monthly draw to start. Capable, sincere, honest worker will establish fine income. Promote to commercial manager. Permanent. No floaters. Send photo. Box 874E, B•T.

BROADCAST EQUIPMENT SALES

Prominent manufacturer of broadcast and communications equipment has opening in Los Angeles for store manager with knowledge of broadcast equipment and accessories and with experience preferably in Los Angeles area. No travel. Salary. Rush details to Box 915E, B•T.

ACCOUNT EXECUTIVE

Immediate opening on music-deejay station in Cleveland. We welcome replies from big city men as well as top salesmen in smaller markets. If we select you, your first year's earnings, depending on your own efforts, should amount to $10,000 with an even greater potential. Send complete personal data, late photo, resume. Willard L. Dougherty, Executive Vice President, WDOK, 1515 Euclid Avenue, Cleveland, Ohio.

Announcer

ANNOUNCER-SALESMAN
For Florida Station

Excellent opportunity for reliable man. Must have ability to do profitable job at community level. Must be neat, energetic, good references. Auto. Send photo and experience in detail to Box 888E, B•T.

MORNING MAN

Southeastern network station has immediate opening for top-notch morning man. $10,000 salary possible for the right man. Send complete resume and tape or disc to Box 950E, B•T.

TELEVISION

Help Wanted

Salesman

TELEVISION EXECUTIVE

Here is an exceptional opportunity for an experienced and aggressive television salesman. Top salary and advancement possibility. This is a solid uhf market with a primary CBS affiliation owned and operated by the newspaper. Write or phone Robert Jawer, Sales Manager, WTVH-TV, Peoria, Illinois.

TELEVISION

Situations Wanted

TV STATION
SALES MANAGER

Desires to make change. Outstanding record of 20 years experience all phases local, national sales. Especially interested N.Y.C. TV sales, or in proposition with Eastern VHF station. Can arrange for personal interview. Box 945E, B•T.

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

I'LL BUY!

21 year veteran broadcast executive will buy tv or am-tv West Coast. Want all or control. Also will consider joining individual or group. Capable of adequate financing. All replies in confidence. Reply to Box 921E, B•T.

SUBSTANTIAL CASH ON THE BARRELHEAD for a radio station in a medium-sized market, Atlantic seaboard, New England or you name it. Indie preferred, but will look at any property with potential. Confidential, of course. Box 951E, B•T.

Instruction

WANT a TV or RADIO JOB?
Trained announcers, producers, writers now in demand
NATIONAL ACADEMY OF BROADCASTING
(Est. 1934)
3338 16th Street N.W.
Washington, D. C.
New Term starts soon
Enroll Now. DE 2-5580
Placement Service

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR SALE

VHF TELEVISION EQUIPMENT

CHANNEL 4 RCA TT500A TRANSMITTER AND ASSOCIATED EQUIPMENT:
2 RCA PROJECTORS & FILM CHAIN. 1 RCA STUDIO CAMERA & CONTROL
AND
MISCELLANEOUS TV EQUIPMENT

★ ★ ★

CONTACT: JOHN GORT, KOPR-TV
BUTTE, MONTANA — PHONE 6546

(Cont. from page 124)

Co.—Mod. of CP (BPCT-1124) which authorized new tv station for extension of completion date to 4-11-55 (BMPCT-2528).

October 6 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Oct. 1

The following stations were granted authority to operate transmitters by remote control: KWHI Branham, Tex.; KXXX Colby, Kan.; KTEM Temple, Tex.; WMRY New Orleans, La.

KROC-TV Rochester, Minn., Southern Minnesota Bcstg Co.—Granted license for tv station to operate on ch. 10 (BLCT-211).

WJBF-TV Augusta, Ga., Georgia-Carolina Bcstg. Co.—Granted license for tv station to operate on ch. 6 (BLCT-213).

WHEE Martinsville, Va., Mecklenburg Bcstg. Corp.—Granted license for am station; 1370 kc, 500 w, D (BL-5406).

The following were granted mod. CPs for extension of completion dates as shown; WQXR New York, N. Y., to 5-1-55, conditions; WVEC Hampton, Va., to 12-4-54; WOBS-TV Jacksonville, Fla., to 4-30-55; WCOS-TV Columbia, S. C., to 4-30-55; KOAT-TV Albuquerque, N. Mex., to 4-26-55; KAUS Austin, Minn., to 11-9-54.

Actions of Sept. 30

The following stations were granted authority to operate transmitters by remote control: WLRD Miami Beach, Fla.; KTRN Wichita Falls, Tex.; WACO Waco, Tex.; WHBL Sheboygan, Wis.

The following were granted mod. CPs for extension of completion dates as shown: WEAT-TV West Palm Beach, Fla., to 4-18-55; WHEF-TV Brockton, Mass., to 3-29-55.

Actions of Sept. 29

WCHN Norwich, N. Y., Radio Norwich, Inc.—Granted authority to operate transmitter by remote control.

WMAW Menominee, Mich., Green Bay Bcstg. Co.—Granted license covering change of facilities; 1340 kc, 250 w, U (BL-5453).

WJSB Crestview, Fla., Crestview Bcstg. Co.—Granted license for am station and specify studio location; 1490 kc, 250 w, U (BL-5451).

WACR Columbus, Miss., J. W. Furr—Granted license covering increase in daytime power and installation of a new transmitter; 1050 kc, 1 kw D (BL-5455).

WKOA Hopkinsville, Ky., Pennyrile Bcstg. Co.—Granted license for am station (BL-5454). 1480 kc, 1 kw, D.

WABO Waynesboro, Miss., New Laurel Radio Station Inc.—Granted license for am station; 990 kc, 250 w, D (BL-5446).

WGSM Huntington, N. Y., Huntington-Montauk Bcstg. Co. Inc.—Granted license covering changes from employing directional antenna (DA-D) to nondirectional antenna daytime; conditions (BL-5428).

WWNH Rochester, N. H., Strafford Bcstg. Corp.—Granted license covering increase in power and installation of a new transmitter; 930 kc, 5 kw, D (BL-5452).

KINY Juneau, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency; 800 kc, 5 kw U (BL-5419).

KDUB-TV Lubbock, Tex., Texas Telecasting, Inc.—Granted license for tv station; ERP: Vis. 27.5 kw, Aur. 14.1 kw (BLCT-171). (ch. 13).

WRWB Kissimmee, Fla., Station WEWB—Granted mod. of CP to change name of permittee to Emerson W. Browne tr/as Radio Station WRWB (BMP-6645).

The following were granted mod. of CPs for extension of completion dates as shown: WWPA Williamsport, Pa., to 1-5-55; KPMC Bakersfield, Calif., to 3-15-55, condition; WDAS Philadelphia, Pa., to 4-11-55, conditions.

Actions of Sept. 28

WDAE-FM Tampa, Fla., Tampa Times Co.—Granted authority to operate transmitter by remote control.

WHFM (FM) Rochester, N. Y., Stromberg Carlson Co.—Granted license covering changes in station (BLH-996).

KGDN Edmonds, Wash., King's Inc.—Granted Mod. of CP to change name to Garden of the King Enterprises Inc. (BMP-6648).

The following were granted mod. CPs for extension of completion dates as shown: WTLF Baltimore, Md., to 4-9-55; WQXI-TV Atlanta, Ga., to 4-19-55; WDBO-TV Orlando, Fla., to 4-23-55; KBID-TV Fresno, Calif., to 4-12-55.

Actions of Sept. 27

WINA Charlottesville, Va., Charlottesville Bcstg. Corp.—Granted license covering change of facilities, type transmitter and make changes in antenna system; 1450 kc, 250 w U; conditions (BL-5444).

KSEW Sitka, Alaska, Voice of Sheldon Jackson Inc.—Granted license for am broadcast station; 1400 kc, 250 w S.H. (BL-5447).

KFSC Denver, Colo., Francisco V. (Pace) Sanchez—Granted license for am broadcast station; 1220 kc, 1 kw, D; condition (BL-5330).

KGMC Englewood, Colo., The McMa Agency—Granted license covering change in frequency; 1150 kc, 1 kw D (BL-5299).

WOKJ Jackson, Miss., Dixieland Bcstg. Co.—Granted license for am broadcast station; 1590 kc, 1 kw D (BL-5450).

KSLM-TV Salem, Ore., Oregon Radio Inc.—Granted CP to replace expired CP (BPCT-1180) which authorized new commercial tv broadcast station on ch. 3 (BPCT-1898).

The following were granted mod. CPs for extension of completion dates as shown: WMBR-TV Jacksonville, Fla., to 4-12-55; KKTV (TV) Colorado Springs, Colo., to 4-26-55; KRBB (TV) El Dorado, Ark., to 4-24-55; KTVH (TV) Hutchinson, Kan., to 4-27-55.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

On Motion of Radio Cleveland, the Commission on Oct. 4 extended until Oct. 8 the time within which they may file opposition to protest filed by Robert W. Rounsaville dated Sept. 17, against the Commision's action of Aug. 18 granting application of Radio Cleveland for a new am station at Cleveland, Tenn. (PB-9197).

By Examiner Elizabeth C. Smith

Allegheny Bcstg. Corp., McKeesport, Pa.—Granted petition for leave to amend its application Ch. 4 (Docket 7287; BPCT-147). Action Oct. 5.

By Examiner H. B. Hutchison

Jessie Mae Cain, Grand Prairie, Tex.—Granted petition for leave to amend her application for new am station (Docket 11025) in order to conform engineering exhibits associated with new conductivity map of commission; and application as amended, is retained in hearing docket. Action Oct. 5.

By Examiner Annie Neal Huntting

Issued statement concerning pre-hearing conference of Sept. 30 and order, setting forth requirements which shall govern course of proceeding in re applications of Mercer Bcstg. Co., Trenton, N. J., et el (Docket 10931 et el). Action Oct. 5.

By Examiner H. Gifford Irion

By memorandum opinion and order, granted petition of Great Lakes Television Inc., Buffalo, N. Y., for leave to amend its tv application for ch. 7 (Docket 10968), to change answer to question 16 of Engineering Section V-C. Action Oct. 4.

BY COMMISSION EN BANC

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction—Granted application for six months' extension of time from this date, in which to complete construction of noncommercial educational tv station on ch. 2 (BMPET-38).

KTLJ (TV) Houston, Tex., Houston Consolidated Tv Co.—Denied request for assignment of call letters KTRH-TV in lieu of KTLJ for use in tv operation on ch. 13, since KTRH (AM) in Houston is not operated by same licensee as KTLJ (TV).

October 6 Applications

ACCEPTED FOR FILING

Modification of License

WEEK Peoria, Ill., All-Oklahoma Bcstg. Co.—Mod. of license to change name of licensee to West Central Bcstg. Co. (1350kc) (BML-1602).

Remote Control

Application for remote control operation of transmitter filed: WCLS Columbus, Ga.; KIUN Pecos, Tex.

License Renewal

Standard broadcast renewal of license applications filed: WISE Asheville, N. C.; WPNF Brevard, N. C.; WTIK Durham, N. C.; WKMT Kings Mountain, N. C.; WISP Kinston, N. C.; WELS Kinston, N. C.; WPAQ Mount Airy, N. C.; WSTP Salisbury, N. C.; WSAT Salisbury, N. C.; WVOT Wilson, N. C.; WRHI Rock Hill, S. C.; WORD Spartanburg, S. C.; WSPA Spartanburg, S. C.

Modification of CP

WSLA (TV) Selma, Ala., Deep South Bcstg. Co.—Mod. of CP (BPCT-1814, which authorized a new commercial tv station) for extension of completion date to 4-24-55 (BMPCT-2516).

Remote Control

WSAN-FM Allentown, Pa., Lehigh Valley Bcstg. Co.—Request to operate by remote control from WSAN Transmitter, Old Catasauqua Rd., Route 1, Allentown, Pa.

KALW (FM) San Francisco, Calif., Board of Education of the San Francisco Unified School District—License to cover CP (BPED-251) which authorized changing ERP, antenna system, and change location of transmitter and studio of licensed station (BLED-157).

WHYY (FM) Philadelphia, Pa., Delaware Valley Educational Television Corp.—License to cover CP (BPED-247) which authorized new non-commercial educational fm station (BLED-158).



How do you choose the best transmitting tube?

Data sheets won't tell you... but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

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For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut



What's Cooking in Sioux City Sue-Land?

During a six-week period (six shows) the Crescent Electric Co. of Iowa, sponsors of "The Life of Riley" on KVTV, sold 13 carloads of one model of the GE electric ranges they distribute. They tell us they have received more active dealer support through our medium than any other ever used. KVTV's impact in the alleged fringe area was so great that, after the series started, dealers more than 100 miles distant from Sioux City came into the program.

There's no doubt about what's cooking in Sioux City Sue-Land.

The answer: GE electric ranges—and KVTV.

CBS, ABC & DuMont

Represented by The Katz Agency

KVTV Channel 9

SIOUX CITY, IOWA

KVTV, *a Cowles Station, is under the same management as* **WNAX-570**, *the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

TELESTATUS

October 11, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker; 15,942
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC; Raymer; 98,108
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 98,108
►KPHO-TV (5) CBS, DuM; Katz; 98,108
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 30,226
►KVOA-TV (4) ABC, NBC; Raymer; 30,226
Yuma†—
►KIVA (11) NBC, DuM; Grant; 22,764

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,851
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

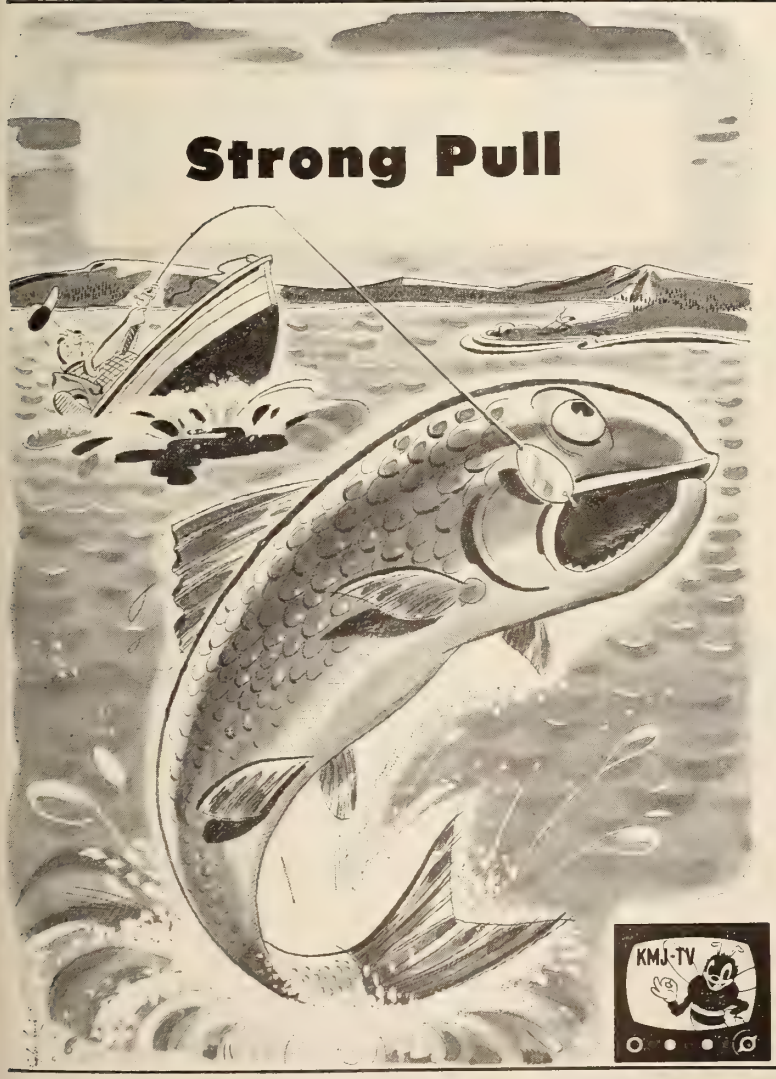
CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 78,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 16,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision Aug. 31
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,901,124
►KHJ-TV (9) DuM; H-R; 1,901,124
►KNBH (4) NBC; NBC Spot Sls.; 1,901,124
►KNXT (2) CBS; CBS Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,901,124
►KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
Sacramento Telecasters Inc. (10) 9/29/54-Unknown
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,005,960
►KPIX (5) CBS, DuM; Katz; 1,005,960
►KRON-TV (4) NBC; Free & Peters; 1,005,960
►KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 51,615
►KRDO-TV (13) NBC; McGillvra; 20,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



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KMJ•TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...



Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of September 1

100 micro-volt contour 100,412

Represented by Weed Television

LEE STATIONS

National Sales Offices

WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM

KHQA-TV, WTAD-AM-FM — Quincy, Ill.

Denver—
►KBTV (9) ABC; Free & Peters; 237,198
►KFEL-TV (2) DuM; Blair; 237,198
►KLZ-TV (7) CBS; Katz; 237,198
►KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 5,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
►WNBW (4) NBC; NBC Spot Sls.; 631,000
WOOK-TV (50) 2/24/54-Unknown
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
►WFTL-TV (23) NBC; Weed; 148,000
►WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
►WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
►WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
►WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
►WITV (17) See Fort Lauderdale
Orlando—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
►WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000
Pensacola†—
►WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
►WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
►WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-11/1/54
►WIRK-TV (21) ABC, DuM; Weed; 33,200
►WJNO-TV (5) NBC; Meeker; 216,000

GEORGIA

Albany†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
►WAGA-TV (5) CBS, DuM; Katz; 456,190
►WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Unknown
►WSB-TV (2) NBC; Petry; 413,235
Augusta—
►WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 105,900
►WRDW-TV (12) CBS; Headley-Reed; 104,054
Columbus—
►WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
►WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
►WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
►WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
►WROM-TV (9) Weed; 134,290
Savannah—
►WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 50,000
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
►KBOI (2) CBS, DuM; Free & Peters; 36,430
►KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
►KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
►WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
►WBLN (15) McGillvra; 113,242
Champaign—
►WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
►WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
►WBKB (7) ABC; Blair; 1,696,519
►WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
►WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
►WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
►WTVP (17) ABC, DuM; Bolling; 92,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
►WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
►WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 173,140
►WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
►WGEM-TV (10) ABC, NBC; Avery-Knodel; 121,000
►KHQA-TV (7) See Hannibal, Mo.
Rockford—
►WREX-TV (13) ABC, CBS; H-R; 214,994
►WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
►WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
►WICS (20) ABC, NBC, DuM; Young; 81,000

THE SPOTLIGHT'S ON

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IN THE

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No rash promises, No fabulous claims . . . Realistically scaled rates deliver the Evansville, Indiana market which we serve, and serve well, giving unduplicated CBS-TV coverage in an area isolated from VHF

REPRESENTED

Nationally by **MEEKER TV, Inc.**

Regionally by **ADAM YOUNG** *St. Louis, Mo.*

WEHT Channel 50

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 559,657 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 72,341
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
► WINT (15) See Waterloo
Radio Ft. Wayne Inc. (69) 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 196,893
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 241,290
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-10/10/54 (granted STA 9/28/54)
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) ABC, CBS, NBC; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 147,103
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 365,440
Wichita—
KAKE-TV (10) ABC; Hollingbery; 4/1/54-10/15/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54 (granted STA Sept. 14)
► KTAG (25) CBS, ABC, DuM; Young; 22,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 161,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 101,887
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,600
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons
Portland—
► WCSH-TV (6) NBC; Weed; 126,729
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 561,099
► WBAL-TV (11) NBC; Petry; 561,099
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 561,099
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,210,581
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,210,581
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 154,800

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

TOWER & POWER UP

WIBW's new tower is UP—all 1010 feet of it!
WIBW's power is UP—now a full 87.1 kw!
WIBW's audience is UP—more than doubled!
We're laying a sharp, clear picture into 36 counties—from southern Nebraska . . . clear over into Iowa . . . across Kansas . . . and well into northwest Missouri.

COVERAGE UP 112%

You can reach these 125,000 TV homes at an unbelievably low *cost per thousand*, more than half of them will be able to receive WIBW-TV programs *for the first time*. Better call your Capper Man NOW.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS-DuMONT-ABC Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

COST PER THOUSAND HOMES DOWN

Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 143,000
►WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe: 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 60,384

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 455,596
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
►WILS-TV (54) ABC, DuM; Venard; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 404,180
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
►WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 67,900
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
►WCCO-TV (4) CBS; Free & Peters; 489,100
►WTCN-TV (11) ABC, DuM; Blair; 487,910
Rochester—
►KROC-TV (10) NBC; Meeker; 88,145
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 511,000
►WMIN-TV (11) ABC, DuM; Blair; 487,910

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 52,000
►WLBT (3) NBC; Hollingbery; 98,472
►WSLI-TV (12) ABC; Weed; 93,000
Meridian†—
WCOC-TV (30) See footnote (d)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown (granted STA 9/28/54)
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 124,272
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
►KSWM-TV (12) CBS; Venard; 66,177
Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 414,615
►KMBC-TV (9) CBS; Free & Peters; 414,615
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 108,755
St. Louis—
►KETC (*9)
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
Sedalia†—
►KDRO-TV (6) Pearson; 59,000
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 49,456
►KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
►KXLF-TV (6). No estimate given.
Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000
Missoula†—
►KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

NEBRASKA

Holdrege (Kearney)—
►KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)
Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 283,150
►WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
►KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
►KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
►WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
►WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
►WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
►WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
►KOAT-TV (7) ABC, DuM; Hollingbery; 43,797
►KOB-TV (4) NBC; Branham; 43,797
►KGGM-TV (13) CBS; Weed; 43,797
Roswell†—
►KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
►WROW-TV (41) ABC, DuM; Bolling; 103,000
►WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
►WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54
Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
►WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
►WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-10/8/54
Elmira—
►WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
►WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 16,000
New York—
►WABC-TV (7) ABC; Weed; 4,180,000
►WABD (5) DuM; Avery-Knodel; 4,180,000
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
►WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
►WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
►WPIX (11) Free & Peters; 4,180,000
►WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC; Hollingbery; 255,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 378,800
Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 348,000
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Headley-Reed; 348,000
Utica—
WFRB (19) 7/1/53-Unknown
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 31,000
►WLOS-TV (13) ABC, DuM; Venard; 204,907
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Oct. '54.
Charlotte—
►WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
►WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073
Durham—
►WTVD (11) ABC, NBC; Headley-Reed; 140,000
Fayetteville†—
WFLB-TV (18) 4/12/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641
Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 233,375
►WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 30,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 20,000
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 500,000
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,051,090
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 62,973
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 138,218
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 40,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 173,820
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 281,522
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 109,968
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 184,745
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 81,118
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 35,830
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 779,607
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 220,900
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,767
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 2,044,209
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 172,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown

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ELDORADO 5-0405

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 174,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 184,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 62,200
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 126,334
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
WBTW (8) CBS; CBS Spot Sls.; 11/25/53-10/15/54 (granted STA 9/23)
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 87,192

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 101,465
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/15/54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 88,940
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,-900
Memphis—
► WHBQ-TV (13) CBS; Blair; 291,181
► WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 198,045
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,307
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 55,564
► KGNC-TV (4) NBC, DuM; Katz; 56,138
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 57,280
KELP-TV (13) Forjoe; 3/18/54-Unknown
► KTSM-TV (9) NBC; Hollingbery; 57,280
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
Texas State Network (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 43,126
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 362,000
KTLJ (13) ABC; 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 62,365
KFYO-TV (5) Katz; 5/7/53-Unknown

EVEN MONTEREY WATCHES

W·H·E·N



IT happened in Monterey . . . and it keeps happening! Who wants to tune a guitar when it's so much more fun to tune to WHEN-TV?



Even the chapel in the moonlight is deserted — everyone is home watching Channel 8. And that's how it is in old Monterey, a little Spanish town in upstate New York.

Like the citizens in 250 similar upstate communities, the caballeros and senoritas of Monterey dote on WHEN-TV. And they love spending that good Spanish gold (and that nice green American stuff) on WHEN-TV advertised products.

Want to be a success under the balconies (and in the living rooms) of Monterey?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

great day in the mornin'

*(and afternoon, too!)

You bet housewives in the Greater Wheeling market watch WTRF-TV in the daytime as indicated by these Spring TELEPULSE ratings:

Breakfast Club	11.9
Ding Dong School	9.1
Betty White Show	9.9
Armchair Theatre	10.1
Calling All Carrs	13.5
Pinky Lee	18.0
Howdy-Doody	18.7

That's quite a lineup of daytime TV, supplemented by local originations, all pleasing WTRF-TV listeners. If you're interested in reaching a receptive daytime audience (we're practically S.R.O. at night) call Hollingbery or Wheeling 1177 for availabilities on WTRF-TV—the BIG station in the Wheeling market.

wtrf-tv

Channel 7 *316,000 Watts

NBC Primary • ABC Supplementary

REPRESENTED BY
HOLLINGBERY

Robert Ferguson • VP & Gen. Mgr.
Phone Wheeling 1177
Radio Affiliates WTRF & WTRF-FM

Now equipped for network color TV.

Choice Availability

Kloss Inn

A fast-moving, afternoon program with an excellent record of getting results! Headlined by popular Bob Kloss, the show is crammed with interesting features: Interviews, pantomimes, music and news. Time: Monday-Friday 1:30-3:00 PM.

Midland—
►KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
►KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell: 5/12/54-11/1/54
►KGBS-TV (5) ABC, CBS, DuM; Katz; 207,658
►WOAI-TV (4) NBC; Petry; 211,323
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 86,889
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
►KETX (19) CBS, NBC, DuM; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54 (granted STA 9/30/54)
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
►KANG-TV (34) ABC, DuM; Pearson; 44,911
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 41,237
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 76,100
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 165,200
►KTVT (4) NBC; Blair; 165,200
►KUTV (2) ABC; Hollingsbery

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
►WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
►WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 335,832
WTOV-TV (27) See footnote (d)
►WVEC-TV (15) See Hampton
Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 465,873
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 271,399

WASHINGTON

Bellingham†—
►KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 370,100
►KOMO-TV (4) NBC; Hollingbery; 370,100
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) NBC; Katz; 79,567
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Petry; 3/18/54-11/4/54
Tacoma (Seattle)—
►KMO-TV (13) Branham; 370,100
►KTNT-TV (11) CBS, DuM; Weed; 370,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
►WCHS-TV (8) CBS, DuM; Branham
►WKNA-TV (49) ABC, DuM; Weed; 42,942
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
►WSAZ-TV (3) NBC; Katz; 442,240
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-Nov. '54
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
►WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 54,000
►WMTV (33) ABC, NBC, DuM; Meeker; 59,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 408,900
►WOKY-TV (19) ABC, DuM; Bolling; 345,173
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 695,785
WTVW (12) ABC, DuM; Petry; 6/11/54-10/31/54 (granted STA Sept. 7)
Neenah—
►WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
►KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-10/17/54

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 12,000
►KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC, DuM; NBC Spot Sls; 60,000
►KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
►CHCT-TV (2) CBC; All-Canada, Weed
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
►CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533
London, Ont.—
►CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
►CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 9,102
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 39,975
Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 406; total cities with stations on air: 272. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,859,915.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; WTOV-TV Norfolk, Va.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 11-13: French Assn. of Radio & Television Broadcasters, Seigneury Club, Montebello, Que.

Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

COLORCASTING

Advance Schedule

Of Network Color Shows

CBS-TV

Oct. 13 (10-11 p.m.): *The Best of Broadway,* "The Man Who Came to Dinner," Westinghouse Electric Co. through McCann-Erickson.

Oct. 18-22 (3:30-4:00 p.m.): *Bob Crosby Show,* participating sponsors.

Oct. 18 (10-11 p.m.): *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

Oct. 23 (9-9:30 p.m.): *Two For The Money,* P. Lorillard through Lennen & Newell.

Oct. 28 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Oct. 29 (8-8:30): *Mama,* General Foods through BBDO.

NBC-TV

Oct. 14 (9:30-10 p.m.): *Ford Theatre,* "Shadow of Truth," Ford Motor Co. through J. Walter Thompson.

Oct. 18 (8-9:30 p.m.) *Tonight at 8:30,* co-sponsored by Ford Motor Co. and RCA through Kenyon & Eckhardt.

Oct. 21 (9:30-10 p.m.): *Ford Theatre,* "Segment," Ford Motor Co. through J. Walter Thompson.

Oct. 23 (9-10:30 p.m.): *Max Liebman Presents* "Follies of Zizi," starring Jan Moire and Steve Allen, Oldsmobile through D. P. Brother Co.

Oct. 28 (9:30-10 p.m.): *Ford Theatre,* "Trip Around the Block," Ford Motor Co. through J. Walter Thompson.

Oct. 31 (3-4:30 p.m.): *Tv Opera,* "Abduction for the Seraglio," sustaining.

Nov. 4 (9:30-10 p.m.): *Ford Theatre,* "Remember to Live," Ford Motor Co. through J. Walter Thompson.

Nov. 7 (7:30-9 p.m.) *Max Liebman Presents* (name to be announced), Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.

Oct. 15-16: Ohio State U. advertising conference, Deshler-Hilton Hotel, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 19: Senate Juvenile Delinquency Subcommittee on tv programming, Washington, D. C.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.

Oct. 22-23: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

Oct. 22-24: Ohio Chapter, American Women in Radio & Tv, Carter Hotel, Cleveland.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.



is on WKBT *

Why Aren't You?

MONEY-MAKING MARKET

The rich vein of profit runs through La Crosse—America's newest metropolitan area. The manufacturing plants of La Crosse do a $100,000,000 business every year! The farmers enjoy a $10,000,000 annual income. More than a quarter of a million people live, work and buy in this area. They constitute a new TV market—covered only by WKBT.

Colgate sponsors Durante—on WKBT. Buick sponsors Berle—on WKBT. And so on down the list of the country's top stars and top advertisers. Why is this new TV station doing so well? Because it enjoys a unique position in today's overcrowded, over-competitive TV world. WKBT is the one and only metropolitan area VHF station from Milwaukee to Minneapolis...more than 300 miles of the "freshest air" in America! Think about it. Exclusive coverage — *unduplicated!* — of a rich, virgin territory with 36,200 TV homes.** Only WKBT delivers this market — to the most successful advertisers in America. Be one of them!

**CBS research

**Jimmy Durante stars on "The Colgate Comedy Hour" WKBT, Sundays, 7:00 PM*

WKBT

NBC • CBS • Du Mont

CHANNEL 8

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

Thunder & Light

NEXT WEEK the Senate subcommittee on juvenile delinquency will begin open hearings in an effort to determine the effects of television on youth.

It will be an investigation that will command wide attention. Juvenile delinquency and television happen to be much on the public mind. Although, to our way of thinking, there is little or no connection between them, the two subjects—taken under scrutiny together—will make plenty of news copy, particularly in newspapers, which won't miss a chance to let fly at tv.

The Senate subcommittee has announced its intention to conduct a serious exploration into a question about which it has no predetermined answers. But however intelligently the subcommittee goes about the job of trying to find out whether tv has been an influential factor in the increase of delinquency, there is apt to be an appearance of cause and effect in the news reports of the hearings. The mere fact that the subcommittee is dealing with tv and delinquency may create the impression of proof of connection between the two.

To broadcasters themselves will fall the primary job of keeping that impression from getting out of hand. It will depend to a large extent upon the nature of the case which they present whether the reputation and public acceptance of television are improved or worsened.

In such circumstances, broadcasters must present sincere and candid testimony. Sophistry and dissembling will not do. The purpose will not be to resort to a last-ditch defense of every program on the schedule, but to assist in throwing light on the question at hand.

Most broadcasters are quite aware of the enormous ability of television to create public attitudes and opinions. Most believe in their positive obligations to elevate rather than degrade.

With proper presentation, their awareness and beliefs will be the dominant impression left at the conclusion of the hearings. The proper presentation will require thought and preparation but will be worth the expense.

A Grim Fairy Tale

Having in mind the Orson Wells "Invasion from Mars" hysteria of the '30's, we warn that the words that follow are fiction (mainly).

ONCE UPON a time there was what was known as "The American System of Broadcasting." More than 160 million people had the best radio and television programs available anywhere in the world.

History tells us that ingenuity and free enterprise brought the flowering of this "American System."

The public then had only to buy the receiving sets—they paid no license fees to the government. Advertisers willingly footed the bills for time and talent. The American economy was it its peak. Manufacturers had discovered that they could sell better products faster, increase production, work on smaller profit margins, because of broadcast advertising. That was the American way.

But back in the early 1950's, what was then known as the "dry lobby" was feverishly busy on Capitol Hill. At each session of Congress, bills by the dozen were dumped into the hopper to ban advertising of beer and wine on the air, in the newspapers and magazines; everywhere. Unfortunately, too few people paid attention. This was pure crack-pot stuff. It couldn't happen here.

Came 1952. By the slim margin of one vote, a Senate Committee defeated a bill to prohibit this kind of advertising on the air. At the very next session of Congress (1954) a bill called the Bryson Bill, got embroiled in politics in a House Committee. The Dry Lobby had been working in between sessions. That Bryson Bill didn't become law—then. The House Committee called upon broadcasters to curb beer advertising, or face the consequences of a ban (even though it was evident that this would be illegal).

There was a trade association called the National Assn. of Radio and Television Broadcasters. It had the task of proving to the House Committee that there was no need for concern; that beer advertising wasn't undermining our youth. So it dispatched a questionnaire to the 3,000 stations then on the air. (There are only about 300 now because there isn't enough "legal' advertising to support more.)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's zoned residential!"

But broadcasters were too busy working at their job of "American Plan" broadcasting to pay attention to the questionnaire from the then NARTB. So the deadline for filing the report with the House Committee (Dec. 31, 1954) came and went. (As of Oct. 11, 1954, only about one-third of the stations had submitted usable replies.)

So, the grim tale goes. A ban on alcoholic beverage advertising ensued, not only on the air, but in newspapers, magazines, billboards and all.

Then, as the history books record, prohibition returned. The age of the reformer was opened. Cigarettes and coffee, as you know, now are being bootlegged. The blue-nose drive is now against cola drinks.

The golden days of advertising are now in the limbo of the past. The tax on receivers is becoming unconscionable. The few newspapers and national magazines that are left live by subscription revenue. The advertising return is negligible.

All this because men were too busy back in those feverish '50's to pay attention to blue-nosers, questionnaires and politicians who couldn't see beyond the next election.

Note to station owners: There's still time to get that questionnaire back to NARTB.

When You Go, Go First Class

OVER the years, spiraling radio and television time sales have shown that advertisers facing a tough competitive fight rely more and more on broadcast salesmanship.

This basic business truth was demonstrated again last week in B•T's exclusive report on the hard-running contenders in the auto-making field, as competitive a group as they come [B•T, Oct. 4]. From top to bottom—from the "Big Three" to the "little six percent"—U. S. automobile manufacturers are putting up a whopping record total of $64.5 million to sell cars by radio and television.

The "Big Three" of General Motors, Ford and Chrysler, which together accounted for 94% of all auto sales during the first half of 1954, are budgeting $56,750,000 for radio-tv in the 1954-55 season, while the companies which split up the remaining 6% of the January-June sales are spending at least $7,800,000 to get a stronger hold on the market through radio and television campaigns.

These are big figures that make big sense. They are reaffirmations of an old, oft-proven theme: Radio takes your sales message everywhere, at low cost; television adds impact by demonstrating your product, while color—and car manufacturers are in color tv too—brings sales effectiveness to a new peak.

The lesson in the car makers' record use of radio and tv is a lesson for all advertisers. It is a lesson which may be expressed neatly in the words of another transportation medium: "When you go, go first class."



We've got Texas where you want it!

WFAA-TV, with a new power of 274,000 watts, now reaches across a 29-county North Texas area to make the rich DALLAS - Fort Worth Market even richer! Here lives more than 23 per cent of Texas' population, with over one-fourth of the state's wealth in their pockets, accounting for 26 per cent of Texas' retail sales.

This greater power means more than the title "Texas' most powerful VHF station." It gives WFAA-TV a 69 per cent greater Grade A coverage area (an increase of half a million people) and a firm grip on all North Texas. And, important to you, it intensifies WFAA-TV's OLD power — the power to SELL!

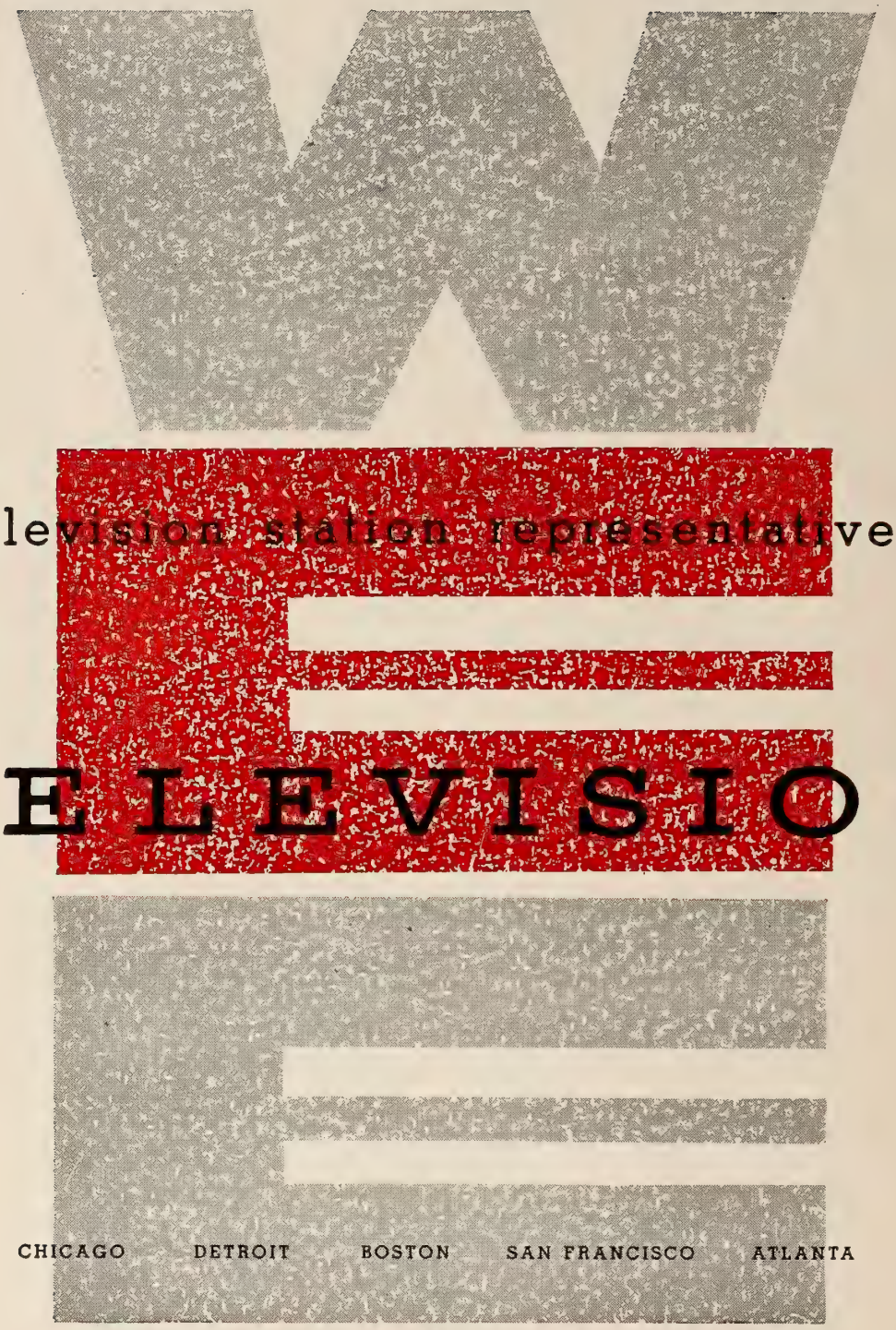
To put this power behind your sales message, get in touch with any Petry man.

NOW TEXAS' MOST POWERFUL TELEVISION STATION . . . *Channel* **8**

TELEVISION SERVICE OF
THE DALLAS MORNING NEWS

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH W. NIMMONS, *Station Manager* • EDWARD PETRY & COMPANY, *National Representative*



NEW YORK CHICAGO DETROIT BOSTON SAN FRANCISCO ATLANTA HOLLYWOOD

CTOBER 18, 1954 35c PER COPY

BROADCASTING
TELECASTING

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Cann-Erickson Gets
Bulova Account
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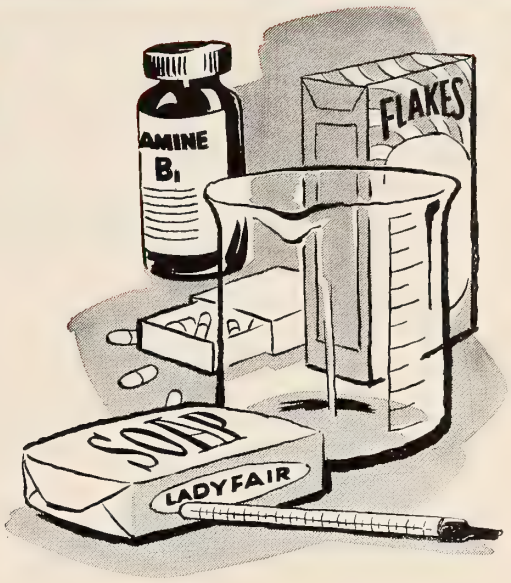
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24TH
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THE NEWSWEEKLY
OF RADIO AND TV

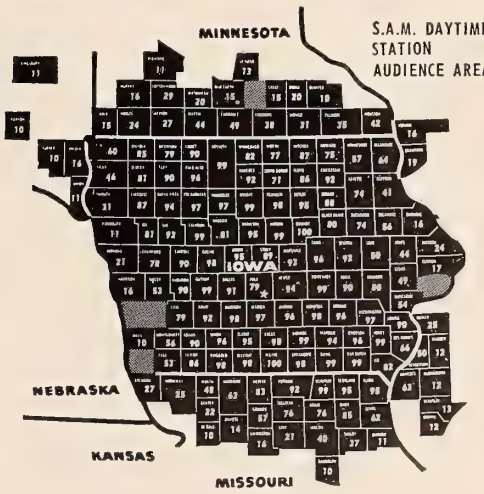
Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!



DRUG SALES PERCENTAGES

7.1%	Cedar Rapids	
5.1%	Tri-Cities	
13.4%	Des Moines	
2.0%	Dubuque	
5.8%	Sioux City	
4.6%	Waterloo	
38.0%	TOTAL METRO. AREAS	
62.0%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)



Iowa has six Metropolitan Areas which, all combined, do 38.0% of the State's Drug Sales, as shown above.

Quite a number of radio stations can give you high Hoopers, etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

At 10 a.m., WHO gives you 74,526 Actual Listening Homes for only $47.50 (13.4 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 63,442 homes *all over Iowa* are actually tuned to WHO at 10 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 13.4 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking,* here at WHO.

Ask Free & Peters for all details!



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

There's a New Star in
The Sky Over OKLAHOMA

OKLAHOMA'S
No. 1
TV STATION

We're Now On the Air with

WORLD'S TALLEST TV TOWER

and 316,000 watts power



That beacon atop *KWTV's* new 1572-foot tower—tallest man-made structure in the world—marks a new era for television in Oklahoma. It lights the way to reception in thousands of homes never before reached by television—a vast audience over a huge area never before reached by any other Oklahoma station! Along with this new tower, with its 12-bay superturnstile antenna and RCA equipment, KWTV brings to advertisers the facilities of its new studios, among the largest and best equipped in the Southwest.

LET KWTV PROVE ITSELF AS YOUR STAR TV SALESMAN IN OKLAHOMA

KWTV Channel 9 **OKLAHOMA CITY**

CBS

EDGAR T. BELL, Executive Vice President
FRED L. VANCE, Sales Manager

AFFILIATED MANAGEMENT KOMA—CBS
REPRESENTED BY AVERY-KNODEL, INC.



you'll

MISS PROVIDENCE

without WHIM!

WHIM
PROVIDENCE
REPRESENTED BY HEADLEY-REED

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You're in a scoring position all the time!

Your product scores again and again! You enjoy a long winning streak when WGAL-TV's powerhouse carries the ball for you. Use super-powered WGAL-TV to reach a vast, enthusiastic group of rooters—three million people who have an annual effective buying income of $4½ billion, who spend $2⅔ billion in retail sales. *Score everytime with WGAL-TV.*



WGAL-TV

NBC CBS DUMONT

LANCASTER, PA.

316,000 Watts

STEINMAN STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, INC.

New York San Francisco
Chicago Los Angeles

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

closed circuit®

CBS MOVED notch nearer disposition of its minority holdings with signing of contract for sale of its 45% interest in WTOP Inc., to Washington Post Co. last Wednesday. But money ($3.5 million) isn't due until Dec. 15. Meanwhile conversations continued for sale of CBS' 47% interest in WCCO-AM-TV Minneapolis-St. Paul with prospect that *Minneapolis Star-Tribune* (Cowles) will acquire it for about $4 million. With about $8 million in its jeans (it got $236,250 for its 45% interest in KQV Inc.), CBS is considering propositions for another major market tv property.

★ ★ ★

ANNOUNCEMENT expected momentarily of appointment of FCC Comr. Rosel H. Hyde as chairman of U. S. delegation to Mexico to effect final phase of NARBA on distribution of standard broadcast facilities among North American nations. State Dept. has recommended Hyde selection. Comr. Robert E. Lee probably will be his alternate at sessions, now expected to get under way in Mexico City first week in November. Otherwise team is expected to be substantially same as that which evolved agreement with other North American nations in 1950: Joseph M. Kittner, Assistant Chief, Broadcast Bureau; James E. Barr, Chief, Broadcast Facilities Division, and Bruce S. Longfellow, Chief, Allocations and Technical Branch.

★ ★ ★

McCANN-ERICKSON, New York, which was just named by Bulova Watch Co. as its agency (see story page 29), is also being considered by Philip Morris & Co. for its Marlboro cigarettes and Bond Street tobacco. Latter account has approximately $1,500,000 advertising budget serviced by Cecil & Presbrey, New York, and is expected to make definite decision within fortnight.

SELECTION OF two top broadcasters to fill two newly created posts—presidency of Television Advertising Bureau (TvB), and directorship of Quality Radio Group (QRG)—expected to be made within fortnight. Committees designated by each organization to make selections have been screening lists for several weeks and now report they've settled down to semi-finalists. Some of same names are on both lists.

★ ★ ★

ALTHOUGH it is four weeks since FCC adopted proposal permitting single entity to own up to seven tv stations, of which not more than five may be in vhf band [B•T, Sept. 20], all who are eligible to apply for extra two uhf stations are holding cards close to vest awaiting Oct. 22 effective date. All say they are studying markets, but it's understood NBC has eight applications already filled out and signed for undisclosed markets. It will file two when it makes up its mind where to apply. CBS President Frank Stanton in St. Louis tv hearing said CBS would apply for two in the 25th to 50th markets. Others have not indicated what their plans are.

★ ★ ★

INTEREST in uhf, at low ebb following Potter Communications Subcommittee hearings last May-June, is definitely on uptake. New success stories on uhf acceptance, plus network and group owner interest in uhf outlets in better markets, is stimulating activity. They see in uhf same situation which prevailed 20 years ago in am radio when low power locals were all but ignored both by networks and advertising agencies.

★ ★ ★

FIRST NEW staff appointment on FCC since George C. McConnaughey assumed chairmanship is naming of John Fitzgerald, attorney with Federal Housing Administration, to key post of Chief of Opinions and Review, which writes FCC's final decisions. Mr. Fitzgerald, who hails from California, will take over from Sol Schildhause, one of FCC's top lawyers, who has been acting head and will return to Broadcast Bureau. Mr. Schildhause had been assigned as acting chief of Opinions and Review in August 1953 and his work has won praise of Commissioners.

★ ★ ★

E. B. WEISS, merchandising consultant with Grey Advertising, New York, for past 20 years, resigning from agency effective Dec. 31, reportedly to establish his own consultant business.

★ ★ ★

MOTION PICTURE exhibitors, enjoying best box office in 20 years, predict success of big screen theater television on special events basis. Conversely they do not believe home subscription tv will get off ground economically on theory that public won't pay for home service when free programming is available.

★ ★ ★

IF DEMOCRATS win in elections two weeks hence, among important chairmanships in Senate which will shift are: Interstate Commerce (Magnuson of Washington for Bricker of Ohio); Government Operations (McClellan of Arkansas for McCarthy of Wisconsin); Judiciary (Kilgore of West Virginia, who favors divorcement of newspapers and of networks from station ownership, for Langer of North Dakota). In House, new chairmen would be: Interstate Commerce (Priest of Tennessee for Wolverton of New Jersey); Rules (Smith of Virginia for Allen of Illinois), and Judiciary (Celler of New York who opposes ban of alcoholic beverage advertising, for Reed of Illinois).

the week in brief

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DON'T USE KTHS *IF YOU SELL A "Limited Market"*

(Little Rock ONLY, for instance)



DO USE KTHS *IF YOU SELL most or all of Arkansas!*



Daytime, the Station KTHS primary (0.5MV/M) area has a population of 1,002,758. More than 18%, or over 100,000, do not receive primary daytime service from any other radio station.

KTHS interference-free daytime coverage extends to the 0.1MV/M contour, except in the southwest quadrant — has a population of 3,372,433.

IF you want to reach movie stars only — or even if you want to reach regular people *within the city limits of Little Rock only* — don't use KTHS!

KTHS is 50,000 Watts — CBS — broadcasts from the Capital of the State — in the *center* of Arkansas.

With all that, KTHS would automatically get an important audience throughout almost *all* of Arkansas, whether or not we were very good showmen. Actually, with the most costly, inspired and "heads up" programming in the State, KTHS does a magnificent audience job practically all over Arkansas.

If you need listeners only in Little Rock, you don't need KTHS. But if you need listeners *throughout* the State, get our story from The Branham Company.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

at deadline

Mitchell Is Expected To Succeed Stronach

PROMOTION of John H. Mitchell to ABC vice president in charge of television network was reported imminent Friday, with Ted Oberfelder understood to be in forefront as his likely successor as vice president in charge of ABC's WABC-TV New York. President Robert E. Kintner, however, stuck to strict silence he has maintained on tv directorship since Alexander Stronach Jr. "resigned" post in far-reaching ABC personnel cutback last month [B•T, Sept. 27]. There were indications that announcement would be made this week, possibly Tuesday.



MR. MITCHELL

Mr. Mitchell, with United Paramount Theatres organization (Balaban & Katz, UPT subsidiary) for many years before UPT merger with ABC in February 1953, was general manager of Balaban & Katz' WBKB (TV) Chicago from 1948 until merger, when he became ABC vice president in charge of that station. In July 1953, he was transferred to New York as vice president and general manager of WABC-TV.

Mr. Oberfelder, on whom speculation centered as potential successor to Mr. Mitchell at WABC-TV, currently is vice president and general manager of WABC New York, and, it was understood, probably would continue to supervise that station for time being in event he is also put in charge of WABC-TV.

LEHMAN LIKES TV

"TREMENDOUS faith in television manufacturers" was expressed to B•T Friday by James B. Downing, treasurer of Lehman Corp., New York investment house, in explanation of company trend during past three months to purchase additional tv stocks. New purchases included 15,000 sh. of Admiral Corp., 10,000 sh. Philco Corp., 5,000 sh. Motorola and 20,000 sh. Calgary & Edmonton Corp. Ltd. During same period, he said, Lehman Corp. dropped from its portfolio following stocks in order to acquire tv shares: 15,000 sh. of Northern Pacific Railway Co., 5,000 sh. R. J. Reynolds Tobacco Co. "B" issue and $3 million of American Telephone & Telegraph Co. 3¾% debentures due 1965.

General Teleradio Plans Fulton Lewis Weekly Films

ACQUISITION of new filmed properties and review of financial success of its package of 30 feature films obtained from Bank of America last spring dominated discussion at meeting of sales representatives of General Teleradio's Film Division in New York, officials reported Friday.

Spokesman said specific details on new properties could not be disclosed but plans are to release weekly film featuring news commentator Fulton Lewis jr. and another centering around exploits of U. S. Marines.

Thomas F. O'Neil, president of General Teleradio, noted feature film package has been sold in 60 markets under contracts bringing return 33% larger than original investment in films.

• BUSINESS BRIEFLY

PAL BLADES BUYS • American Safety Razor (Pal Blades) will be first advertiser to participate in John Blair & Co. national saturation group plan [B•T, Sept. 27] whereby advertisers run 24 spots per week on 45 stations represented by Blair. It also is first time that Pal Blades, through BBDO, N. Y., is using major radio spot announcement campaign [B•T, Oct. 11] since American Safety Razor Co. bought firm in July 1953.

COFFEE TIME • Chock Full O' Nuts Coffee Corp., N. Y., to sponsor weekly quarter-hour show on three New York network flagship stations—WABC, WCBS and WRCA (formerly WNBC)—starting Oct. 23. Program is *Jean Martin Show—Chock Full O' Music.* William Black, Chock Full O' Nuts president, also reported his company intends to extend program's coverage to Connecticut and western Massachusetts. Donahue & Coe Inc., N. Y., is agency.

SECOND SHOT • Special 15-minute program on money-saving tips for car owners, titled "How to Save Money on Your Car," will be presented for second time on ABC Radio, 9:30-9:45 p.m., Oct. 24, by Eugene Stevens Inc., N. Y., on behalf of its book, "How to Double the Performance of Your Car."

MOVIE SOLD OUT • New York Telephone Co., through BBDO, and Duffy-Mott Co., N. Y., through Young & Rubicam, have bought participations in WOR-TV's seven-day-a-week *Million Dollar Movie.* Program is now sold out, with eight advertisers.

FOOD ACCOUNT • Hilton & Riggio, N. Y., expected to announce appointment this week by new food account which probably will use radio-tv spot campaign and possibly participate in tv network show.

NETWORK RADIO GOOD BUY, AAAA TOLD

ADVERTISING agencies were urged by John Karol, CBS Radio vice president in charge of network sales, to scrutinize their media selection carefully and to recommend network radio when conditions dictate it.

Mr. Karol offered this suggestion in talk before Central Council meeting of American Assn. of Advertising Agencies in Chicago (earlier story, page 41), during which he maintained that network radio, along with newspapers, magazines and television, can flourish in "this expanding American economy."

Mr. Karol mildly chided agencies which overlooked network radio in past and in present because clients were "sold in their own minds and emotions on a big splash in television." He declared agency must expose its clients to values of all media, regardless of clients' personal preferences.

He acknowledged that network radio cannot provide "the caviar of $35-per-thousand 'color spectaculars'," but pointed out that such costly investment could create an "unbalanced budget." Radio, he continued, provides "the every-day meat and potatoes that keeps business alive and healthy." In this connection, he noted that top 25 firms in U. S. are "all big users of network radio today."

Outlining various programming approaches that have been designed by networks to make radio more attractive for advertisers, he called upon agencies to examine potentialities of medium in relation to their clients' overall advertising schedules.

"Radio is now being sold on the basis of what it delivers—within the framework of its potential," Mr. Karol asserted. "The potential is enormous, the delivery is huge, the cost is low."

George Frey, NBC vice president in charge of tv network sales, predicted television station clearance problem which has created headaches for agencies, advertisers and networks "will pretty much have disappeared by the end of 1956." He forecast there would be 430 tv stations by end of this year, 525 by end of next, and 600 by end of 1956—and that by latter date "75% of all U. S. homes will be looking at television."

Regarding color, he predicted 25,000 color sets in use by end of 1954, 350,000 year later, and 2,130,000 in 1956. These estimates, he said, are "conservative." Mr. Frey reviewed NBC-TV's "magazine concept" of selling, designed to attract small-budget advertisers as well as large ones, and reported that 13 advertisers had bought NBC Television network time at cost of less than $10,000.

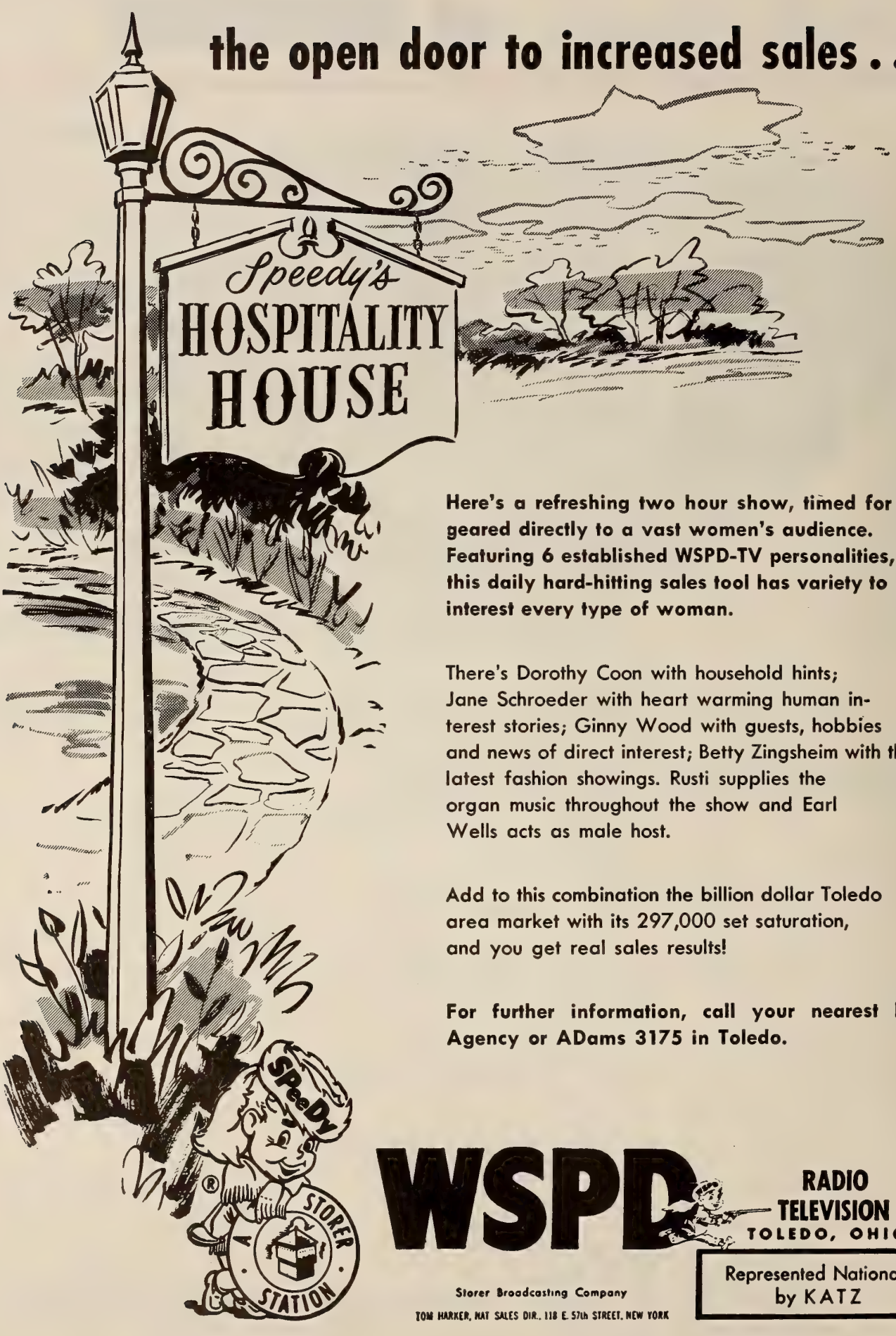
Printed media executives were aligned against radio-tv network vice presidents during panel session Friday on merit of cost-per-thousand measurements in broadcasting.

Controversy sparked by Vernon Myers, publisher, *Look,* who claimed argument could be made for magazines reaching more people economically than any other medium and questioned cost-per-viewer studies. Walter Kurz, general advertising manager, *Chicago Tribune,* called for more stress on how to sell merchandise, less on cost-per-thousand concept.

Mr. Frey, of NBC-TV, raised question whether cost-per-thousand in television should be as low as in other media, including radio, because of impact, adding that "so many advertisers have felt direct results" from visual medium.

Mr. Karol, CBS Radio, scored magazine measurements (Starch, others) as "archaic." He said cost-per-thousand advantage of radio is "statistical fact." Mr. Karol lauded latest Videotown study [B•T, Oct. 11], noting increased attention to all media and adding that it makes "competition keener." Mr. Karol, in response to query, acknowledged that as tv penetrates further, more radio stations will be tempted to accept off-rate-card business.

the open door to increased sales . . .



Here's a refreshing two hour show, timed for and geared directly to a vast women's audience. Featuring 6 established WSPD-TV personalities, this daily hard-hitting sales tool has variety to interest every type of woman.

There's Dorothy Coon with household hints; Jane Schroeder with heart warming human interest stories; Ginny Wood with guests, hobbies and news of direct interest; Betty Zingsheim with the latest fashion showings. Rusti supplies the organ music throughout the show and Earl Wells acts as male host.

Add to this combination the billion dollar Toledo area market with its 297,000 set saturation, and you get real sales results!

For further information, call your nearest Katz Agency or ADams 3175 in Toledo.

WSPD RADIO TELEVISION TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Witnesses Announced For Crime Program Probe

WITNESSES who will appear before Senate Juvenile Delinquency subcommittee tomorrow (Tuesday), first day of two-day hearings on crime tv programming (see story, page 63), as announced Friday, will be:

Morning (9:30 a.m.)—Richard Clendenen, executive director of subcommittee; John S. Hayes, president, WTOP-TV Washington; Merle S. Jones, vice president, CBS-TV.

Afternoon (2 p.m.)—Al Hodge, star of *Captain Video* (DuMont); Pat Michael, m.c., *Magic Cottage* (DuMont); Leslie G. Arries Jr., manager, WTTG (TV) Washington; James L. Caddigan, programming and production director, DuMont Tv Network.

Incomplete list of Wednesday witnesses includes: Joseph V. Heffernan, vice president, NBC; Robert H. Hinckley, vice president, ABC; Harold E. Fellows, president, NARTB.

Arkansas Tv Co. Gets Nod

SOLE tv action by FCC Friday before noon closing at approach of Hurricane Hazel was report of initial decision by Examiner Fanney N. Litvin proposing to grant ch. 11 at Little Rock, Ark., to Arkansas Television Co. Firm is composed of KTHS 42%, *Arkansas Democrat* 42% and National Equitable Life Insurance Co. 16%. Decision was made possible by dismissal of competitive bid by Arkansas Telecasters Inc. due to "changed economic conditions" [B•T, Oct. 11].

Arkansas Telecasters, composed of four Little Rock businessmen of whom three have interests in KXLR North Little Rock, was reimbursed $60,000 to cover expenses. Examiner cited expenses as follows: Legal fees and costs, $17,408.74; telephone and telegraph, $2,242.21; rent and utilities, $2,400; hearing transcripts, $361.50; travel and entertainment, $2,130.43; photography, mapping, aerial costs, $1,086.40; engineering fees and costs, $2,113.23; program consultants fees and costs, $1,353.05; option payments on land, $2,780; office salaries, $10,433.98; office supplies, $1,577.38; organization and management fees, $15,600; postage, freight and mailing, $600; taxes, $58.01; dues and subscriptions, $400; exhibit preparation, $1,050.27. Total $61,595.20.

RCA 'Memory' Patents

U. S. Patent Office has granted six patents relating to RCA's magnetic memory which can "memorize" or "recall" bits of information in few millionths of second for high-speed computers, RCA announcing over weekend. Advanced memory device is result of several years pioneering work by RCA scientists and publicly described last August by Dr. Jan A. Rajchman, member of David Sarnoff Research Center, Princeton, N. J. Since then, RCA notes, magnetic memory has won wide acceptance as effective means of storing information and has become key element in nearly all high-speed computers now being produced or developed.

Radiation Comments

TO ALLOW completion of technical research, FCC Friday extended until Jan. 3, 1955, its deadline for comments on proposed rules to govern restricted radiation devices [B•T, April 19]. Interim comments, however, are requested by Nov. 15. Further postponement was asked by RETMA whose Engineering Dept. is completing technical studies on incidental radiation problems.

NEW YORK DEBUT

FIRST public speech since becoming FCC chairman will be made by George C. McConnaughey at Oct. 28 luncheon meeting of Radio & Television Executives Society in New York. Meeting will be held at Hotel Biltmore. At same session, RTES will be host to National Assn. of Educational Broadcasters, which will be holding its annual convention in New York at that time.

Improved Radio-Tv Programs Urged at Dist. 11 Meeting

PUBLIC interest programming should not be treated as "step child," Frank P. Fogarty, WOW-TV Omaha, told NARTB District 11 (Minn., S. D., N. D.) delegates Friday at Minneapolis meeting (see NARTB story page 40). Appearing as radio guest speaker he said, "if it's in the public interest, the public is interested." He called for realistic management, with systems, procedures and jobs clearly laid out on organizational chart.

Tom Barnes, WDAY-TV Fargo; Joseph L. Floyd, KELO-TV Sioux Falls, and District Director F. E. Fitzsimonds, KFYR-TV Bismarck, comprised tv panel. Registration at meeting totaled 69.

Resolutions followed pattern of previous district meetings. Members of Resolutions Committee were Jack Dunn, WDAY Fargo, chairman; Don Sullivan, WNAX Yankton, and C. T. Hagman, WDGY Minneapolis. Radio guest at District 11 session was Ben Sanders, KICD Spencer, Iowa, who also was guest at District 9 meeting early in week. Mr. Sanders called for comprehensive local news programming along with carefully selected music in advocating new ideas needed to prevent radio from becoming outmoded.

WSM-TV Plans Tall Tower

WSM-TV Nashville, Tenn., operating on ch. 4 with full ERP of 100 kw visual, filed application with FCC to build what it claims will be tallest tv tower in South, 1,340 ft. above ground and 2,200 ft. above sea level. New site is about 10 mi. northwest of city on 1,800 acre tract acquired on 860-ft. hill. Estimated construction cost, according to Edwin W. Craig, board chairman of National Life & Accident Insurance Corp., WSM-TV owner, will be $500,000. WSM-TV's present tower is 578 ft. above ground, 1,298 ft. above sea level.

UPCOMING

Oct. 19: Senate Juvenile Delinquency subcommittee hearing on tv programming, Washington.

Oct. 19: NARTB Convention Committee, Mayflower Hotel, Washington.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 22: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

For other Upcomings see page 131.

PEOPLE

RICHARD CARLTON named vice president in charge of operations and **HAL TULCHIN** as vice president in charge of production, Sterling Television Co., N. Y., tv film distributor. Mr. Carlton has been with Sterling since 1952, when he was made agency sales manager. He became operations manager earlier this year. Mr. Tulchin joined in 1951 and served in number of capacities before being named general manager in 1953.

ROLAND F. HOWE JR., with Ruthrauff & Ryan, N. Y., since 1948, appointed manager of radio and television production department.

ROBERT D. WOLFE, vice president in charge of Kenyon & Eckhardt Hollywood office, resigned Friday. With agency for past 13 years, he was associate director of radio-tv in New York before transferring to Hollywood six years ago.

JOHN SAVAGE, formerly WKDA Nashville, joins WSIX that city as radio commercial manager. **E. S. TANNER** will be WSIX-TV commercial manager with **ROBERT D. SANFORD JR.,** president, serving as general manager of WSIX-AM-TV.

Hurricane Hazel Is Job For Engineers, Newsmen

HURRICANE Hazel kept radio-tv engineers jumping Friday evening to keep stations on air and to restore service where damage occurred. In Washington, at 6:30 p.m. just after eye had passed over city, two tv stations were off air, WMAL-TV and WTTG (TV), while WNBW (TV) and WTOP-TV were still operating. About 5:30 p.m. employes were evacuated from top floors of WTOP's Broadcast House on hill in northwest section as winds hit 90 mph. Tv tower was swaying but stood. WTOP-TV was off air earlier short time due to power failure.

Record wind of 98 mph was registered at 5 p.m. at National Airport. Several area radio stations were off air for various times due to power failures. These included WRC, WGMS, WEAM (Arlington, Va.) and WPIK (Alexandria, Va.). WPIK, daytime outlet, stayed on air after regular signoff to air bulletins until finally knocked off by storm. WWDC, WOL, WOOK, WTOP, WMAL were able to continue regular service.

Since Hurricane Hazel was expected to strike New York area after dark Friday, radio and television networks made no plans for extensive coverage but kept personnel, including camera crews, on alert basis in event of unusual developments. But at least one independent station—WPIX (TV) New York—was unfazed by darkness and made arrangements to borrow two Army anti-aircraft searchlights for use in coverage of hurricane from City Island and Rockaway Beach, L. I. Starting late Thursday, radio and television networks and stations along eastern seaboard presented regular bulletins on progress of hurricane and special eye-witness reports from struck areas.

WTOP-TV Goes to Limit

WTOP-TV Washington was to begin operation on 316 kw ERP—maximum permitted for ch. 9—Saturday morning. New power will enlarge Class A coverage area by 67%, according to station.

GE Earnings Set Record

GE earners for first nine months of 1954 reached record $140,691,000, President Ralph J. Cordiner has announced. This is 20% increase over same period last year, Mr. Cordiner said.

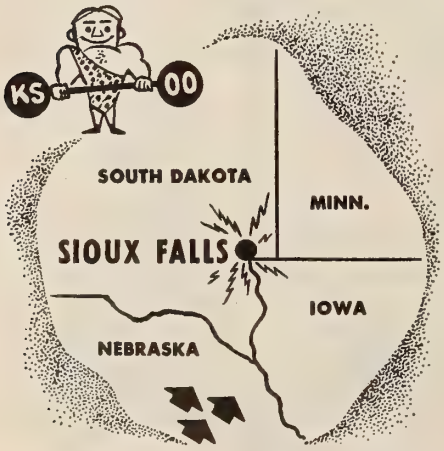
BILLION DOLLAR
FARM MARKET
BEST REACHED
by
KSOO

99.53% of farm homes have radios

MARKET FACT NO. 3

One of world's richest farming areas. Land is fertile — productive. Average farm income $10,660 . . . over 50% greater than U. S. average. KSOO delivers saturation coverage of this Sioux Empire having $1,311,209,500 gross income in 1953. That's buying power!—best reached by KSOO . . . No. 1 in Sioux Falls.

The Dakotas' Most Powerful Radio Station!



KSOO
Sioux Falls, S. D.
Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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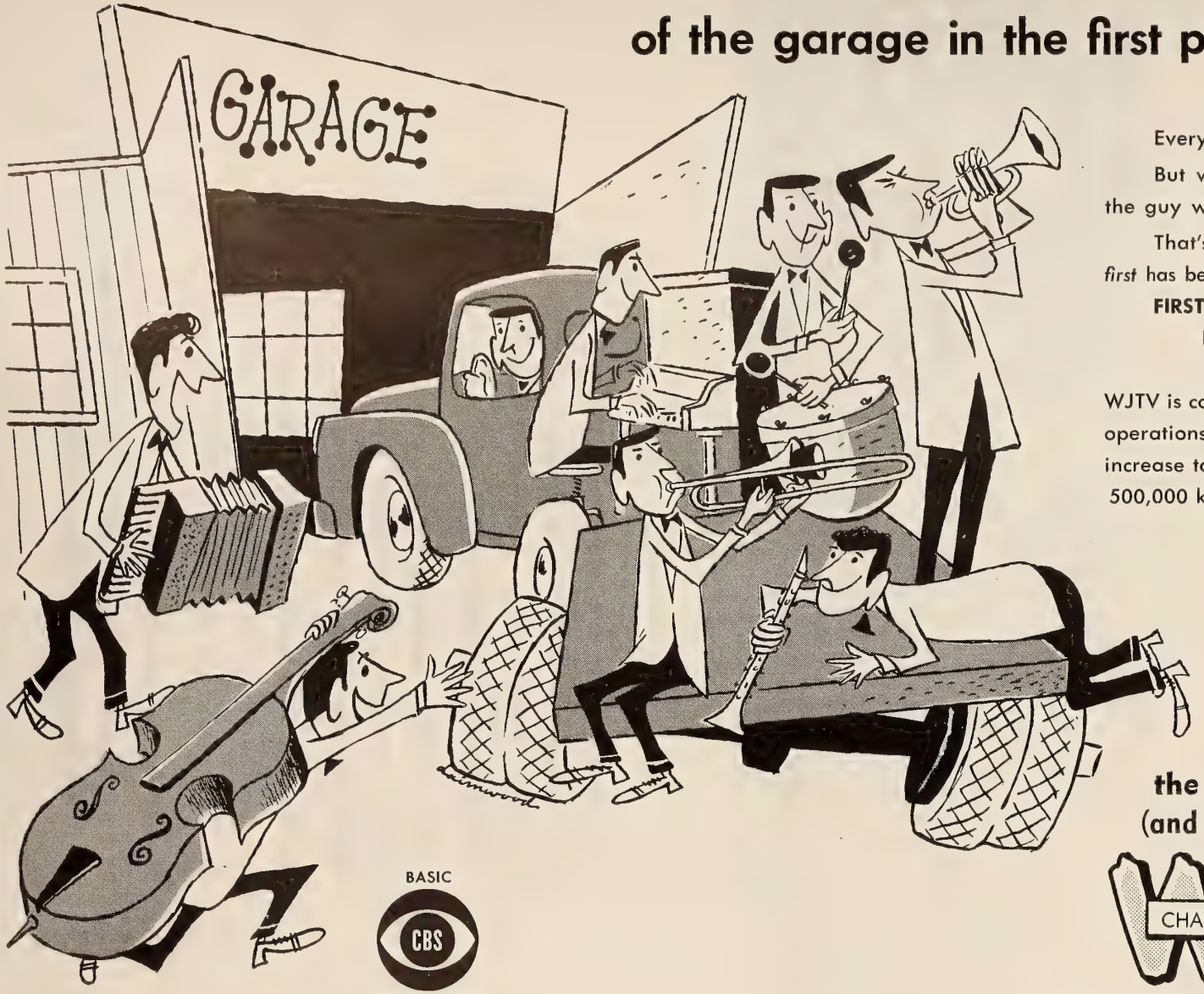
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Anybody can hop on a bandwagon

. . . the fellow to watch is the one who backed it out of the garage in the first place!



Everybody loves a bandwagon . . . everybody hops on one.

But what's so special about that? The real credit belongs to the guy who first gets the bandwagon on the road.

That's the kind of operation you find at WJTV. Doing things *first* has become a matter of routine now. Already

FIRST in size of audience

FIRST in programming

FIRST in experience and know-how,

WJTV is continuing its trail-blazing with one of the first satellite operations in the country. Add to that its recent power increase to 250,000 kw . . . and its planned increase to 500,000 kw by January 1 . . . and you've got . . .



the station to watch
(and nearly everyone does)

WJTV
CHANNEL 25 • JACKSON, MISS.

Mississippi's FIRST Television Station

BASIC CBS AFFILIATE and DUMONT

Owned by Mississippi's two statewide newspapers **The Clarion-Ledger • JACKSON DAILY NEWS** Jay Scott, General Manager • Frank Willis, Commercial Manager

REPRESENTED NATIONALLY BY THE KATZ AGENCY



make selling news...



Every survey we've ever seen shows that
radio listeners—and that's practically
everybody in the country—prefer news over
all other types of programs on the air.

And no wonder. Radio reports the news accurately,
concisely, completely. . . and faster and more
frequently than any other source of news.

And the men who handle news best are local newscasters.
Only **they** edit the news for **local** listeners.
Only **they** report the **local** news.

So capitalize on people's preference for news
by placing your selling messages in the outstanding
local news programs on these leading stations:





...with local news!

WSB	Atlanta	NBC	KABC	Los Angeles	ABC	KFMB	San Diego	CBS
WFAA *	Dallas / Ft. Worth	NBC / ABC	KSTP	Minneapolis / St. Paul	NBC	KGO	San Francisco	ABC
KOA	Denver	NBC	WSM	Nashville	NBC	KMA	Shenandoah, Iowa	ABC
WIKK	Erie	NBC	WABC	New York	ABC	KTBS	Shreveport	NBC
KPRC *	Houston	NBC	WTAR	Norfolk	CBS	KVOO	Tulsa	NBC
WJIM	Lansing	NBC / ABC	WIP	Philadelphia	MBS	ABC Pacific Radio Regional Network		
KARK	Little Rock	NBC	KGW	Portland, Ore.	NBC	* Also represented as key stations of the *TEXAS QUALITY NETWORK*		
			WRNL	Richmond	ABC			
			WOAI *	San Antonio	NBC			

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT ST. LOUIS SAN FRANCISCO

BATON ROUGE

THE SOUTH'S

Fastest Growing Market!

the FIGURES

POPULATION

1940 88,415
1953 197,000

RETAIL SALES

1940 ..... $ 20,251,000
1953 ..... $184,356,000*

and the FACTS

CHEMICAL CENTER OF THE SOUTH • WORLD'S MOST COMPLETE OIL CENTER • AMERICA'S MOST BEAUTIFUL STATE CAPITOL • HOME OF LOUISIANA STATE UNIVERSITY • FARTHEST INLAND DEEP WATER PORT

Baton Rougeans are among the highest paid workers in the country—with the highest per capita income in Louisiana. To reach this rich petrochemical market, put your message on WAFB-TV. We have, since April 1953, given Baton Rouge entertainment from all 4 networks, as well as our own first-rate local shows. To have your sales message delivered to your potential customers in this area, contact:

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

*East Baton Rouge Parish, Survey of Buying Power, 1954

WAFB-TV

CHANNEL 28
BATON ROUGE, LA.

IN REVIEW

HONESTLY, CELESTE!

Production Cost: $23,000
Sponsor: Bristol-Myers Co.
Agency: Young & Rubicam
Network: CBS-TV
Time: Sun., 9:30-10 p.m. EST
Cast: Celeste Holm, Scott McKay, Jeoffrey Lumb, Mary Finney, Mike Kellin, Henry Jones
Producer-Director: Joseph Sciebetta
Writers: Larry Gilbart, Hal Collins

IN PREPARATION for her new comedy series on CBS-TV, in which she plays a fledgling reporter, Celeste Holm paid several well-publicized visits to newspaper offices to acquaint herself with the real McCoy. It is a pity that Miss Holm did not take her writers with her.

Honestly, Celeste! bears no resemblance to newspapering, or to anything else—save possible Mack Sennett at his worst. The first of these half-hour presentations featured the identical suitcase gag which has been around almost since the invention of the suitcase.

In this instance one bag belonged to Miss Holm and contained, well, Miss Holm-type



garments. The other belonged to a recently released convict and contained the swag he had cached before he was caught. The bags were switched repeatedly until the ex-con was discovered and hustled back to jail and Miss Holm was installed as an established crime reporter on *The New York Express*, a mythical, not to say unbelievable, newspaper.

Miss Holm has charm and acting ability which project well on television. But no amount of either could salvage a show burdened with the kind of material given her on her opening program.

IMOGENE COCA SHOW

Production Cost: $40,000.
Sponsors: Lewis Howe Co., through Dancer-Fitzgerald-Sample; Griffin Mfg. Co., through Bermingham, Castleman & Pierce; Johnson & Johnson, through Young & Rubicam; SOS Co., through McCann-Erickson.
Network: NBC-TV
Time: Sat., 9-9:30 p.m., 3 weeks out of 4.
Star: Imogene Coca
Producer-Director: Marc Daniels
Musical Director: George Bassman
Choreographer: John Butler
Writers: Lucille Kallen, Ernest Kinay, Max Wilk
Scenic Designer: Kathleen Ankers
Costume Designer: Sal Anthony
Guests (Oct. 9): John Emery, Louella Gears

IMOGENE COCA, one of NBC-TV's most talented stars, came back to television this season with her own *The Imogene Coca Show*. So did her long-time teammate, Sid Caesar, with whom she played so wonderfully in past seasons on *Your Show of Shows*. From Miss Coca's standpoint it is regrettable that this duet ever came to an end.

Miss Coca's current vehicle is a half-hour Saturday evening show. If the Oct. 9 telecast was typical of things that are to come, it only prompts the thought that not as much work, strain and stress are poured into network productions as news releases would have you believe. On this particular show so little use was made of the comic talent of the leading lady that it seemed NBC had lost its sense of comedy altogether. Instead of supplying the star with a healthy script and a supporting cast schooled in playing comedy with an energetic comedienne, Miss Coca inherited a trite, nearly sentimental yarn that bore a disturbing resemblance to "soap opera," along with a handful of colorless actors of limited talents.

It was sheer waste. Miss Coca is a comedienne capable of delivering a good solo performance such as was illustrated in a brief scene when she gave out with a throaty rendition of "Temptation" in her bar-room singer role. This sort of thing is far more suitable to her particular talents than the drivel that preceded and followed it.

The production on the show was not up to the usually high network standards, either. At one point, for example, some small business Miss Coca was working out with her hands was lost because of poor camera work. The gag, needless to say, was lost too. The script was hopelessly weak. The threesome who wrote the show missed understanding that a broad comedienne is helpless when she is handed a jumbled script with which to work.

THE SEARCH

Production Cost: $20,000.
Network: CBS-TV
Time: Sun., 4:30-5 p.m. EST
Narrator: Charles Romine. Also Walter Cronkite and Eric Sevareid
Producer: Irving Gitlin
Director: Heinwar Rodakiewicz, Franklin Schaffner and others
Writers: Stephen Fleischman, Al Wasserman, Arthur Zegart, others
Cast: Scientists, teachers, students at the universities. No professionals

EDUCATIONAL television at its best, that's *The Search*, CBS-TV's new weekly series based on significant research projects currently in progress at leading universities, which had its premiere yesterday (Sunday).

The two years of preparation reportedly expended on the series has borne fruit, judging by the initial program yesterday and advance viewing of portions of future stanzas. Unlike some educational tv ventures that have a sermon to preach and preach it, *The Search* tells its story with forceful dramatic impact, never propagandizes but keeps in mind that its primary function is to educate.

On the premiere program, *The Search* dealt with the work of Dr. Wendell Johnson's speech clinic at the U. of Iowa. With Charles Romine serving as reporter and narrator, the episode outlined new ideas which give hope of one day eliminating stuttering from among man's afflictions. A semblance of drama was sustained throughout the program by the study of a little boy whose parents feared he was a stutterer. It was brought out that he was not afflicted, but the point was unmistakably made that new stutterers are being created each day by unknowing parents. The program offered tips to parents on how they can help prevent their children from becoming stutterers.

This program is "must" viewing on Sunday afternoon for those curious about the world around us.

Leopards may want to— our customers don't



It may be frivolity that makes the leopard want to change his spots, but the wise advertiser today knows that if he wants to *move goods now*, the best way is to buy *spot radio, on key stations*—and stick by the spots. It doesn't take many good stations to reach just about everybody. WJR alone, for instance, reaches some 10 per cent of U. S. buying power — more than 15 million people. Ask your Henry I. Christal man for details on WJR.

The Great Voice of the Great Lakes

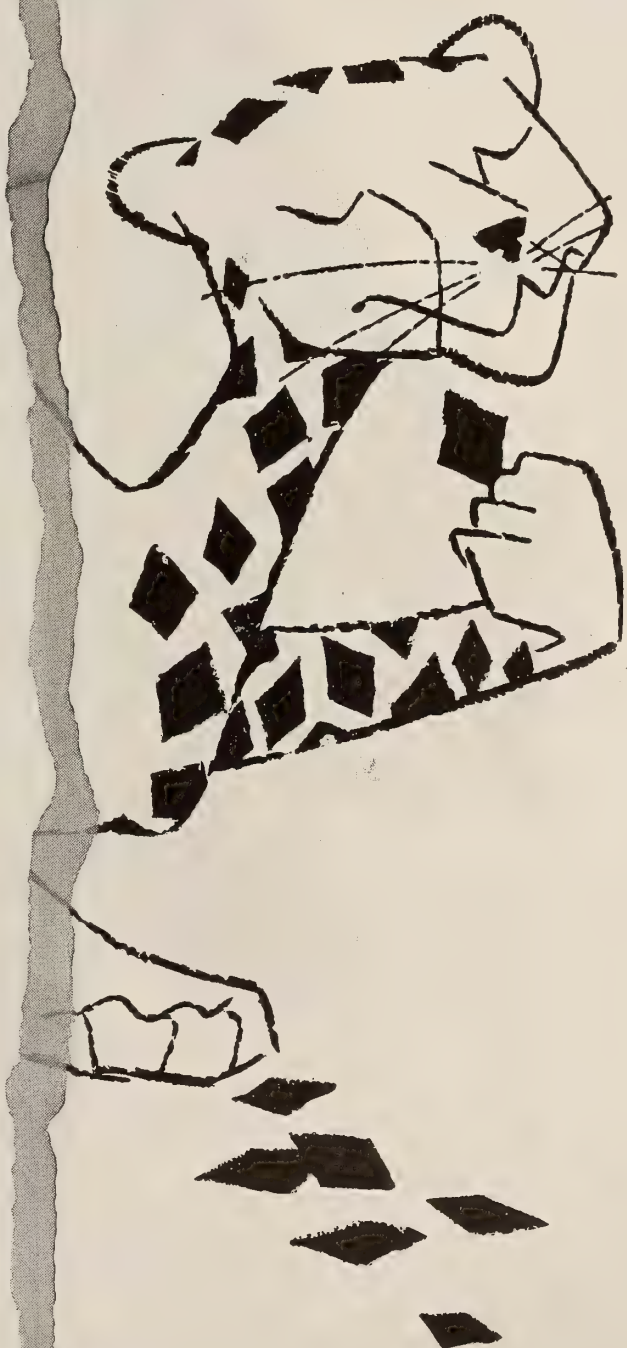
WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: more than 15,000,000 customers




David Stone Martin

all America knows

THE WHISTLER

For over ten years the tales of The Whistler have thrilled millions as a top-rated radio series... and in four hit movies. His haunting whistle has become a nation-wide symbol of the best in mystery entertainment.

Now The Whistler returns in a syndicated film series, ready to thrill new audiences and build bigger ratings on television.

Here are 26 exciting half-hour dramas of suspense... suited to the eyes and ears of the whole family... starring big-name Hollywood personalities... written and produced by men who know the art of film-making.

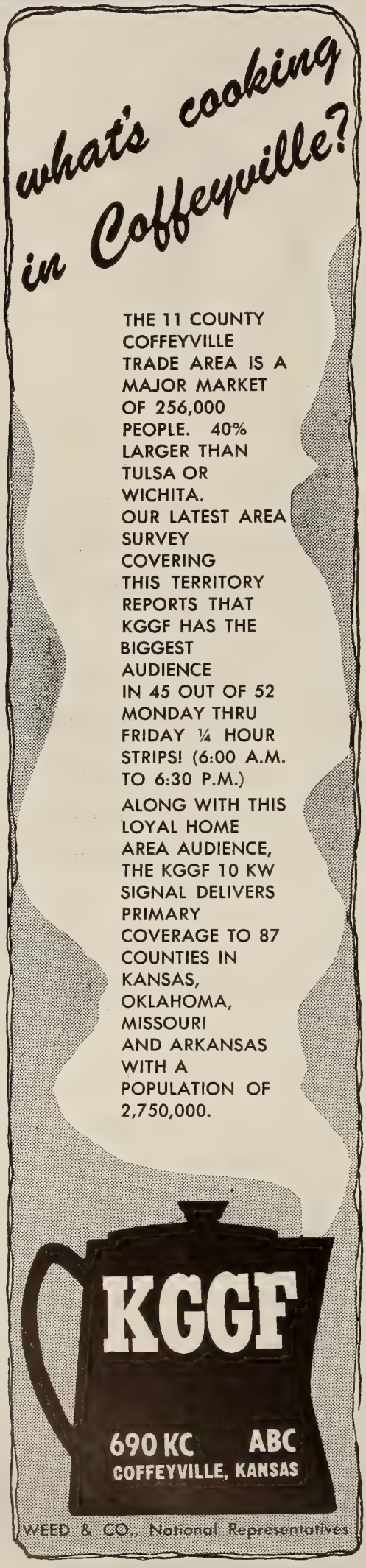
The Whistler's appeal to advertisers is so great that, even before production was completed, Lipton's Tea and Signal Oil signed for regional sponsorship.

See The Whistler while markets of your choice are still available. Ask for a screening and learn about the creative merchandising which goes with this compelling new series.

CBS Television Film Sales

with offices in New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Detroit, Atlanta, Boston and Memphis. Distributor in Canada: S. W. Caldwell Ltd.





OPEN MIKE

Car Pool

EDITOR:

Thanks to your automotive advertising story in the Oct. 4 issue, I'm five bucks richer today. The identity of the car at the top of the right panel in the box on page 27 was a matter of dispute around our shop. I won the pool that resulted.

There's one point, of course, on which everybody at our agency is in complete agreement. The best looking car in the pictures was the Buick.

John Marsich, Timebuyer
Kudner Agency
New York

[EDITOR'S NOTE: As the Kudner timebuyer on the Buick account, Mr. Marsich understandably neglected to mention the correct identity of the mystery car. It was a Mercury experimental model.]

Right Show, Wrong Store

EDITOR:

Your issue of Oct. 4 carries a fine article regarding Bob Miller and Radio Station WAIT of Chicago.

However, we must point out that our client, Lane Bryant of Chicago, is the department store sponsoring the "Liberace Program," and as a tie-in created the "Liberace Room" on their second floor, not the store erroneously named in this article.

Just goes to show—mistakes can happen in the *best* of magazines!

Rudy Orisek
Rudio Productions
Chicago, Ill.

Plymouth's Agency Is Ayer

EDITOR:

At the top of the third column on page 28 of your Oct. 4 issue the statement is made that "Plymouth's agency is BBDO."

This is incorrect. Ayer is Plymouth's agency.

I know that it is difficult to keep straight the ever-changing lineup of agencies and clients, and I hope you won't regard this as a complaint over a minor matter. But the fact is that such statements can cause a great deal of confusion in our relationships with networks, agents and package producers, and so it seemed important to bring this to your attention, We have been Plymouth's only agency since 1943.

Richard P. Powell
Vice President
N. W. Ayer & Son,
Philadelphia

Ward vs. Kinsey

EDITOR:

I read in the Oct. 4 issue that you can hear around Mutual that the Ward survey will do for am radio what the Kinsey survey did for sex.

But was sex threatened by the impact of television?

Bill Ladd
Radio-Tv Editor
Courier-Journal *and* Louisville Times

Record Check Needed

EDITOR:

On Aug. 25th we wrote the following letter to each of the leading record companies:

"Gentlemen:

"Do you have a test record for frequency response and distortion measurements, pressed in the 45 rpm size? Since many record companies' releases are now arriving on 45 rpm discs we have no method of checking the performance of our turntables. Under the present set-up, I am sure the quality of the 45's suffers in comparison to 78's and 33's.

"If you have such, will you please ship us one."

We received only one answer to these letters and this letter stated they have no such record. Perhaps the record companies are not interested in the radio stations doing a good job of broadcasting 45's.

D. C. Summerford
Gen. Mgr. & Technical Director
WKLO-AM-TV Louisville, Ky.

Power Plan Wins Approval

EDITOR:

Just a word of appreciation for the wonderful publicity given the Community Broadcasters Assn.

Through your article in B•T on Sept. 27, we have developed tremendous interest in this nationwide project to increase local station power from 250 watt to 1,000 watt, with broadcasters from all over the country writing in approving of the idea and seeking information on how they can be of assistance. . . .

F. E. Lackey, Pres. & Gen. Mgr.
WHOP-AM-FM Hopkinsville, Ky.

ARF Credit

EDITOR:

I have read with interest your editorial, "The All-Pervasive Medium" [B•T, Oct. 4]. As usual, it had a good tone, but I was a little disappointed that everybody seemed to get a plug except the ARF. As you know from releases of last spring, it was the Foundation that worked out the preliminary plans and retained Politz as the research organization.

A. W. Lehman, Mg. Dir.
Advertising Research Foundation
New York

Faulty Reference

EDITOR:

Why do radio newscasters, in reporting some news-worthy statement that has been made on the air, invariably refer to it as having originated on television, even though the original interview was carried on both radio and tv?

It has been my observation that this practice is followed by both networks and independent stations whose primary interest is radio, not television. It certainly gives a false emphasis, especially to the thousands of listeners who may have heard the original statement or interview on their own radio sets.

Let us hope that radio newscasters will discontinue this thoughtless way of depreciating their own medium.

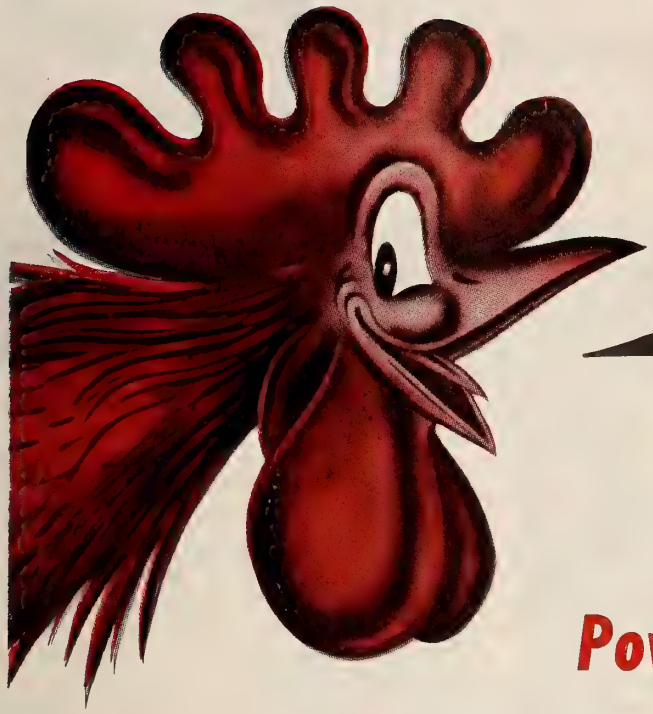
Horace E. Thomas, President
KMYC Marysville, Calif.

Upcoming Aid

EDITOR:

. . . In case no one has told you, your UPCOMING feature is a great aid to me and the broadcasters I know.

Bob Lee
Executive Representative
Associated Press
Nashville, Tenn.



In Southern New England THE MAJORITY TUNE TO TEN!

Powerful CHANNEL 10 Providence!

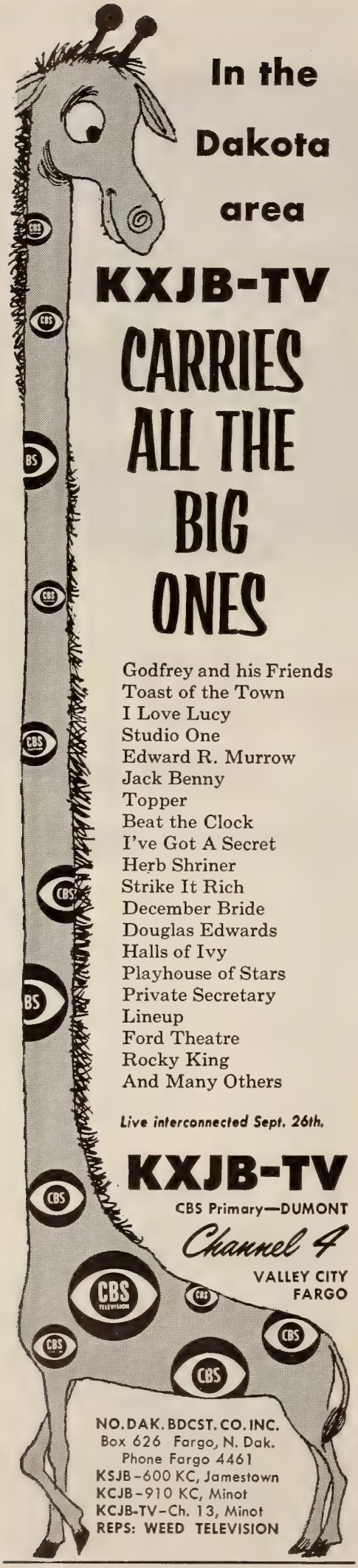
Yes, Sir—
There's No Business like "Live Local" Show Business on

WJAR-TV CHANNEL 10
PROVIDENCE, RHODE ISLAND
National Sales Representatives — WEED TELEVISION

NBC — Basic
ABC — Dumont — Supplementary

Here are 17 Good Reasons Why!

Title of "Live" Local Show	Talent	Time
BREAKFAST AT THE SHERATON Only daily "live" remote in New England	Nancy Dixon Ken Wheeler 3 M's	Mon.-Fri. 9 to 10 A.M.
CHILDREN'S THEATER The puppets moppets love	Ted Knight	Mon.-Fri. 5 to 5:30 P.M. Tu., W., Th. 5 to 5:15 P.M.
GADABOUT GADDIS Fishing hints and films	Gadabout Gaddis	Friday 10:45-11 P.M.
HUM & STRUM New England's favorite harmony team—30 years in show business	Max Zides Tom Currier	Mon.-Fri. 12-12:15 P.M. Monday 11:15-11:30 P.M.
INTERMEZZO Haunting piano melodies	Al Borelli	Saturday 6:30-6:45 P.M.
LET'S GO SHOPPING Southern New England's TV Shopping Guide	Alice Jackson	Mon.-Fri. 1:00-1:30 P.M.
THE LATE NEWS Up to the minute—live and film	Russ Van Arsdale Art Lake	Mon.-Fri. 11:00-11:10 P.M.
MAYOR'S TRAFFIC SAFETY PROGRAM Time to save lives	Grace Black	Tuesday 5:00-5:15 P.M.
N. E. TALENT CLUB Show case for talented amateurs	Russ Emery Rainbow Trio	Mon.-Fri. 6:30-6:55 P. M.
THE OLIVE TINDER SHOW News of the woman's world	Olive Tinder & Pam	M, W, F 2:30-3:00 P.M.
SUNDAY SUPPLEMENT Family entertainment-family devotion	Betty Adams	Sunday 10 A.M.-12 Noon
SUGAR 'N SPICE Good eating ideas and tasty recipes	Betty Adams	M, W, T, F 2:00 to 2:30 P.M.
TIP TOP CIRCUS 3-ring kiddy attraction	Rikky the Clown	Friday 6:00-6:30 P.M.
TODAY IN N. E. Morning News—served crisply	Ted Metcalf	Mon.-Fri. 7:25-7:30 A.M. 7:55-8:00 A.M. 8:25-8:30 A.M. 8:55-9:00 A.M.
TV SPORTS PAGE Inside sports stories—interviews by R. I.'s senior sportster	Warren Walden	Mon.-Fri. 7:15-7:30 P.M.
WEATHER SHOW Charming weathercasts	Nancy Byers	Mon.-Fri. 6:55-7:00 P.M. 11:10-11:15 P.M.
WILDLIFE IN R. I. Animals and birds in natural habitats	Roland Clement	Thursday 5:15-5:30 P.M.



our respects

to IVAN BYRON HILL



HERETOFORE head of his own advertising agency for 13 years and a pioneer in Midwest daytime tv activities, Ivan Byron Hill last Oct. 1 became executive vice president of Cunningham & Walsh's new Chicago office, which stemmed directly from a merger with his own organization. He brought with him a career dotted with broad experience in network, station, agency, station representative, tv package and other circles.

Coming from a small agency, which avoided the departmentalization motif common in agency circles in recent years, he brings forward an assortment of experiences that should well serve C & W's creative and production entities in New York via the group or "team" setup.

Firm Believer

Mr. Hill is a firm believer in the small agency and in advertising as a profession, if only because he was schooled in its traditions and speaks feelingly of its capacities. A tenet of his philosophy: "The real trick of this business is to be a professional and financial success without compromising your convictions."

Ivan Byron Hill is a native of Baton Rouge, La., born Feb. 27, 1907. At the age of five, he moved with his family to Prescott, Ark., where he attended grammar and high school.

Most of Mr. Hill's early training was concentrated in business schools. He went to Phillips U. in Enid, Okla., where he majored in social sciences during 1925-26. From there he shifted to the U. of Washington in Seattle in 1927-28. He was graduated from the U. of California at Los Angeles in 1932.

During the spring and summer months from 1925 to 1932, he represented private schools as a sales manager. In fact, he was so interested in this field that he, together with his brother-in-law, helped develop business schools in Dodge City, Iowa, and Little Rock, Ark.

After UCLA, Mr. Hill decided advertising was his natural bent. While he wanted to go with William Randolph Hearst's enterprises, he put aside the desire for a spell. His formal business career started with a year on the *Santa Monica Outlook* (Copley Press).

In 1933 Mr. Hill joined KFAC Los Angeles as a salesman. The following year he became associated with Walter Biddick Co., then serving as West Coast representative for Free & Sleininger, the predecessor of Free & Peters, the national station representative firm. After a year there, he moved to the Los Angeles Chamber of Commerce.

The late Louis Allen Weiss, who pioneered with Don Lee Broadcasting System and later entered government service with the former National Production Authority, while still a consultant with Hughes Aircraft, Los Angeles, induced Mr. Hill in 1938 to cast his lot with that regional network in a sales capacity. Mr. Hill was hired to provide some stimulus in retail sales locally, a task at which he acquitted himself admirably.

It was not until 1940 that Mr. Hill actually entered the agency field. When he did, it was with Russel M. Seeds Co. as an account executive handling research on Armand Co.'s shave cream. After a year at Seeds he was ready to open his own agency, taking the Armand account (which he resigned at Ivan Hill Inc. two years ago).

The Hill agency gradually expanded, taking on a number of other accounts, including James H. Black Co. (Duncan Hines salad dressing), Ivo Inc. (an insect repellent), Kitchens of Sara Lee (coffee cake, pound cake), Kraml Dairy, Monark Silver King (bicycles and lawnmowers) and Parafined Carton Assn.

About five years ago, Mr. Hill decided to set up his own package production firm—Personality Features Inc., which through the years has owned programs and reaped a rich harvest. During that time, the firm programmed anywhere from a minimum 7½ to 18 hours of shows each week on three Chicago stations—WBKB (TV), WGN-TV and WNBQ (TV). The most famous: *Creative Cookery, Garfield Goose* and *Fun in Features.*

All Over The Dial

These shows were designed to capture the Chicago daytime tv program market—and virtually did, in a sense. At least, they were all over the tv dial. Mr. Hill's organization, which had Francois Pope and his *Cookery* cast under a 50-year contract (good until Mr. Pope would hit the ripe old age of 106), reluctantly parted company with this celebrated package last spring. Early last September, *Cookery* moved from NBC's WNBQ to ABC's WBKB.

Mr. Hill plans to maintain his Personality Features Inc. on a more or less inactive basis in the future. He still has *Garfield Goose* with Frazier Thomas under contract, but any active tv ventures more than likely will be for the benefit of Cunningham & Walsh, he stresses.

Mr. Hill is married to the former Joan Henninger. They have two children, Lisa, 2½, and Barry, 15 months, and reside in suburban Winnetka. Mr. Hill has a son, Ted, 24, by a previous marriage.

on November 13

watv

channel

13

will be the FIRST

with
the
MOST

in
Metropolitan
New York



Television Center,
Newark 1, New Jersey

For the **right** start in **Color**-TV...

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "*must*" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

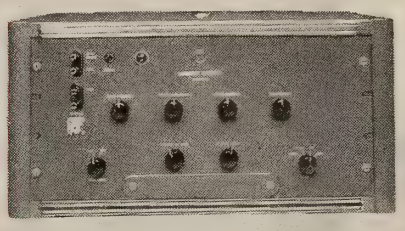
The 6 functions shown here represent the testing facilities required to attain and maintain the highest standards in color operation

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.

You will need all of these 5 instruments for color test and measurement...

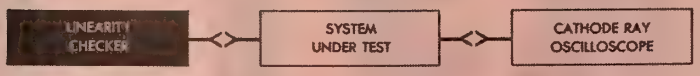


LINEARITY CHECKER
WA-7B



COLOR SIGNAL ANALYZER
WA-6A

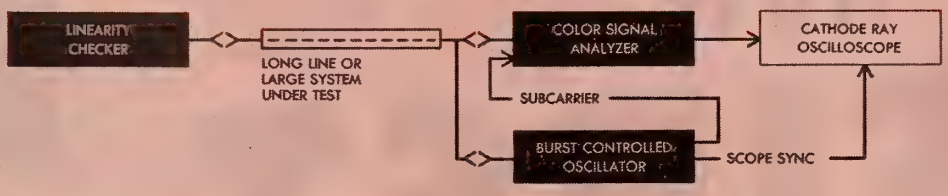
1 Linearity Checker and Oscilloscope test for differential gain.



2 Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.



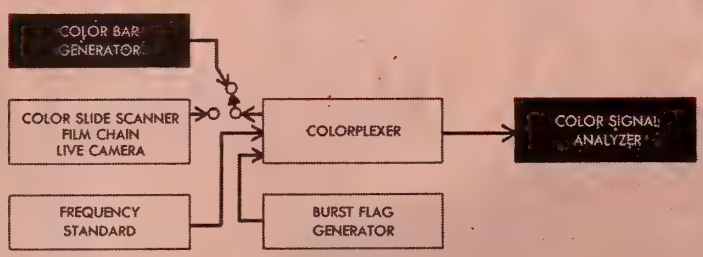
3 Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.



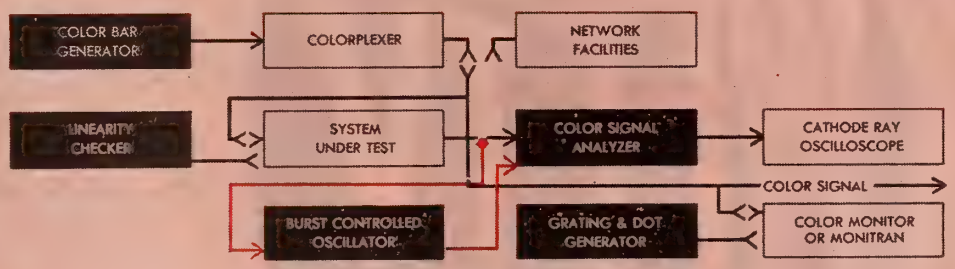
4 Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.

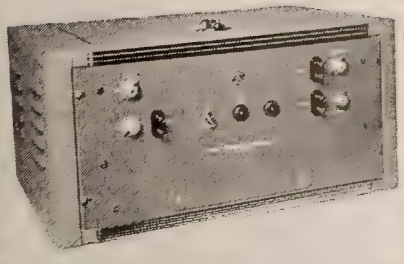


5 The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.

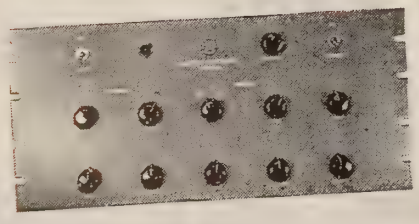


6 Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.

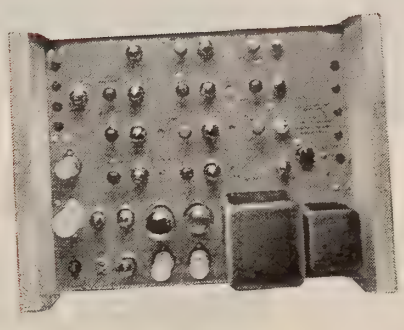




BURST-CONTROLLED OSCILLATOR
WA-4A



GRATING AND DOT GENERATOR
WA-3B

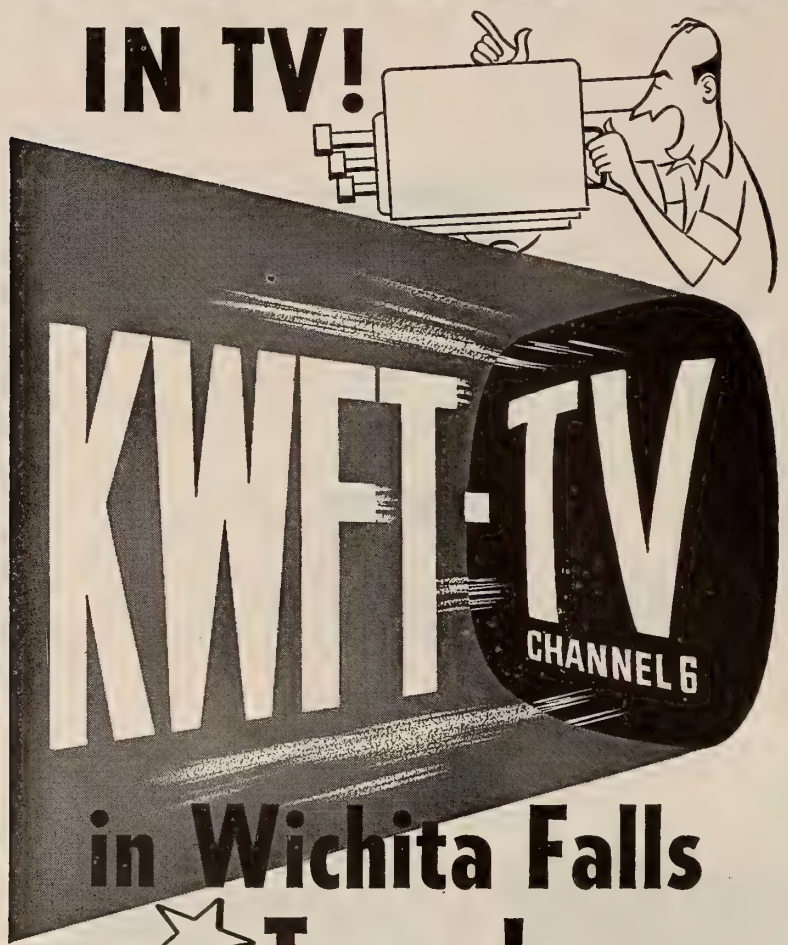


COLOR BAR GENERATOR
WA-1D

FIRST
IN RADIO!



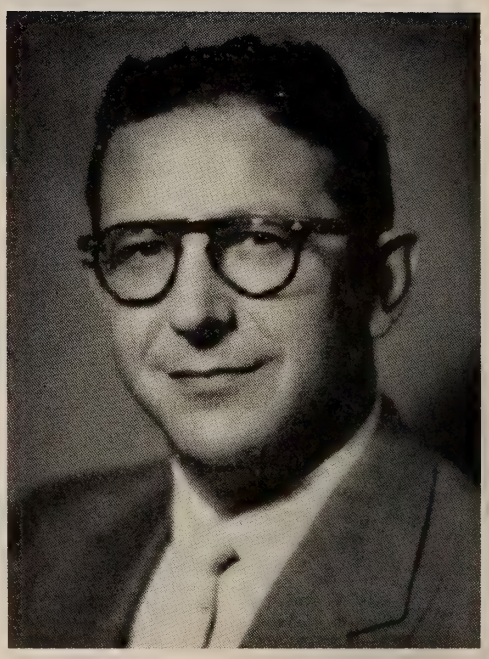
NOW
FIRST
IN TV!



in Wichita Falls ☆ Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.



PETER ARNOLD KRUG

on all accounts

PETER ARNOLD KRUG, radio-tv director of Calkins & Holden, New York, went to St. Laurence U. in Canton, N. Y., to become a Bachelor of Science but ended up married to radio.

Mr. Krug met his industrial love when, as a student, he took a job on the school station to help defray his expenses.

Upon graduation, he followed his career to WNBX Springfield, Vt. (now WKNE Keene, N. H.). In that seat of cragged individualism Mr. Krug proved himself rather a rugged collectivist, his collection of jobs including station manager, salesman, copywriter, announcer, engineer, program supervisor, and construction boss on the erection of a new studio.

After that he moved to WEBR Buffalo, where he tapered off to a 16-hour day creating programs, devising promotion plans, writing scripts and commercials and emerging as one of the town's top disc jockeys.

Five years later he moved to New York and his first advertising agency as business manager of the radio department of Donahue & Coe, transferring thereafter to Calkins & Holden, New York. In April of this year he assumed his present post at that agency as director of radio and television.

Currently he supervises the following radio and tv accounts for the agency: Prudential Life Insurance, Stokely-Van Camp, Marcalus and Oakite among others.

Current billings of the C&H radio-tv division are the largest in the history of the agency with an increasing number of accounts going into television.

Peter Krug is a native of Wallington, N. J., where he was born Nov. 3, 1912. He is married to the former Dorothy Clements. They have two children, Carol Ann, 16, and Peter C., 13. The family lives in Maywood, N. J.

Mr. Krug's hobbies include the organ and piano, photography and model railroading. He has built his own color tv set and his own hi-fi tape-recording playback system.

He is a past president of his local Parent Teachers Assn., is active in the YMCA, the town recreation commission and in the national Boy Scout organization.



It's No Draw...in Omaha

CHOOSING the *best* television station for your advertising job in the Omaha market is "easy as falling off a log."

Only KMTV offers you the Missouri Valley's largest audience—with 11 of the top 15 weekly shows, 7 of the top 10 multi-weekly shows, Omaha's most popular locally-produced show, and a commanding lead in all time periods.*

For example, take these sales-producing daytime hours from 8 a.m. to 6 p.m. KMTV's average quarter-hour rating of 9.3 gives KMTV a 63 per cent larger audience than Omaha's second station.

On daytime television KMTV puts you in such top-flight company as Garry Moore, Arthur Godfrey, Warren Hull, Tommy Bartlett, Art Linkletter, Robert Q. Lewis, Bob Crosby, and Win Elliot. These network stars, along with KMTV's popular local programs, keep TV dials throughout the region set all day long on Channel 3.

Every week 56 spot announcement advertisers and 13 program sponsors find that KMTV is a top sales producing medium in the booming Omaha area. These advertisers—the biggest names and the most successful in business today—know that KMTV is Omaha's best daytime television buy.

Daytime television on KMTV reaches *more* people, *at the lowest cost,* in the prosperous Missouri Valley market. To see how daytime television can work for you, check with KMTV or Petry, today.

KMTV leads in promotional activity, too. To celebrate its 5th Anniversary, KMTV recently staged Omaha's biggest "Baseball-Birthday Party." Write for your free photo-packed, 8-page booklet on this record-breaking promotion, today!

* Pulse, Sept. 7-13

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO

WPTF wins (AP) Awards!

News Director	*Superior*	*Superior*	*Superior*	*Excellent*
				
ED KIRK	**PHIL ELLIS** **6:45 P. M. News**	**W. E. DEBNAM** **Debnam Views the News**	**HARRIET PRESSLY** **Harriet Pressly Show**	**SAM BEARD** **City Edition**

Four entries! Four Winners! That was WPTF's record in the first annual North Carolina Associated Press Broadcasting competition for newscasts. WPTF was tops in comprehensive news, commentary and women's news. It won an award of excellence in city and state news.

Superiority in news coverage is just another reason why WPTF has more North Carolina listeners than any other station. Ask us for all the facts on our news availabilities.

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 kc

FREE & PETERS
National Representative

R. H. MASON, General Manager . GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

October 18, 1954 Vol. 47, No. 16

WHAT THE ELECTIONS MEAN TO RADIO-TV BROADCASTERS

The pre-election campaigns are heating up, meaning a gush of business for both media. Control of House and Senate is stake, meaning that the complexion of radio-tv regulation could change after Nov. 2 (see page 28). Some stations are saturated with buyers.

CAMPAIGNS ON THE AIR

WHAT PROMISES to be the most widespread use of radio and television ever attempted by political candidates and their parties in an off-year election is underway this week as the nation's GOP and Democratic campaigners enter the final two-week stretch.

No one can estimate the vast amounts of money being poured into the electronic media as the showdown nears on which party will win control of Congress and state governments. And candidates and their supporting groups weren't tipping their hands to opponents on radio-tv campaign spending. Some professed to be "playing by ear," and thus said they couldn't estimate what radio-tv expenditures might be. Others frankly admitted that "We don't want the opposition to know what we're spending or how we're spending it."

Actually, it is unlikely the amounts spent for political time on the two media ever will be compiled into a single figure. Under the Corrupt Practices Act senatorial and congressional candidates and political groups operating in two or more states (national party committees, labor unions, etc.) must report to Congress on contributions and expenditures, but transactions by groups and individuals on the state level are governed by respective state laws.

Besides political spending, networks and stations are due to reap other revenues for sponsorship of election coverage and other pre-election business.

Although there was grumbling from both Democrats and Republicans on the high cost of television and reports that much optioned radio and tv time had to be canceled because of lack of money, activities of many candidates in filming and taping spots and programs indicated otherwise. Many stations, it was reported, were turning away political purchasers because their schedules already were saturated with electioneering drumfire.

On the national side of the picture, the Republican National Committee, said to be leaning heavily on the popularity of President Eisenhower, bought 60 Midwest (Farm Belt) tv stations last Friday for a speech by the President on the Administration's farm program.

The GOP National Committee said it has no present plans to buy more network time on radio and television, but "don't rule us out." The Republican organization claimed the largest half-hour political tv hookup in history for the GOP National Precinct Day talks by President Eisenhower and Vice President Nixon Oct. 8, with an augmented CBS-TV network of nearly 160 stations and about 534 NBC Radio and Mutual outlets [B•T, Oct. 11].

The Citizens for Eisenhower Congressional Committee was dickering with the television and radio networks for a half-hour period "a few days" before the election, in which it was hoped the Chief Executive would appear. This presentation would be similar to the one-hour network radio-tv rally staged by the Committee on Election Eve in 1952.

Candidates to Decide

The Democratic National Committee reported it plans no network purchases, but is forwarding funds to candidates and to the party's Senatorial and Congressional Campaign Committees, to use as they see fit.

The CIO's Political Action Committee and the AFL's Labor's League for Political Education, both in the main supporting Democratic candidates, are following the same pattern, although AFL is employing "cut-ins" on local stations in behalf of "10 or 12" senatorial candidates on its quarter-hour newscast by Harry Flannery on Mutual.

NBC-TV and CBS-TV already have sold sizable portions of their election-night coverage. Roto-Broil Corp., Long Island City, N. Y., has signed for sponsorship of one-half the period between 9:30 p.m. and 1 a.m. EST on NBC-TV and one-quarter of the time between 11 p.m. and conclusion on CBS-TV. The National Carbon Co., New York (Prestone anti-freeze), also will sponsor one-quarter of CBS-TV's 11 p.m. to conclusion coverage.

Both networks reported they are negotiating with advertisers for unsold portions of election night programming. The networks have made available a total of more than 200 interconnected stations for the coverage, which will begin at 9 p.m. EST.

Chevrolet has purchased the ABC Radio and ABC-TV coverage of election returns, starting at 9 p.m. on radio and 11 p.m. on television. The agency for Chevrolet is Campbell-Ewald, Detroit.

Mutual and CBS Radio were reported to be negotiating for sponsors.

Pre-election business was fairly spirited on both network and local levels.

ABC Radio sent news commentator John W. Vandercook on a three-week, eight-state tour, starting last Monday, during which he will tour key areas. His analyses will be broadcast on *John W. Vandercook News* (Mon.-Fri., 7-7:15 p.m. EST), which is sponsored by CIO.

Lloyd Whitebrook Adv., New York, is agency

SEEKING THE WOMEN'S VOTE ON TV

AS DISCOVERED in the last national election, the housewife's vote can be nearly decisive. With this in mind, Nancy Williams, wife of Michigan's Gov. G. Mennen Williams, last July inaugurated a political type broadcast with special appeal for the busy homemaker.

Nancy's Scrapbook, seen regularly in the afternoon over WJIM-TV Lansing, reviews legislative and political happenings and simplifies civic problems. Mrs. Williams, knowing the importance of women's votes, also campaigns for her husband, who is seeking his fourth term as Michigan's governor.

The program is divided into two parts: a review of the governor's weekly activities and an informative discussion on a current state or national problem. Source material for Mrs. Williams' program comes from 13 scrapbooks that she first collected in order to compile clippings for her children. These scrapbooks have since become an informative record.

With the aid of this material, Mrs. Williams uses photostated clippings illustrating current events in the Michigan area and on the national scene.



THE governor's wife, Nancy Williams, before the cameras with one of her scrapbooks and a portrait of her husband, Michigan's Gov. G. Mennen Williams.

for Citizens Committee for Harriman, Democratic State Committee of New Jersey and Democratic State Committee of Pennsylvania. The Democrats are said to be using 20 tv stations in 10 New York State cities, telecasting films of 5-, 10- and 15-minutes in length, plus spots. The party is using more than 50 radio stations in New York State, it was reported, including Rural Radio Network. Radio spots and 5-, 10- and 15-minute shows are being used.

The Democrats also are using television in New York City, Philadelphia, Newark and Asbury Park, N. J., to reach voters in New Jersey. Radio in that state is being bought on an unknown number of stations in 11 cities.

WCBS-TV New York announced that the Independent Citizens Committee for Ives had purchased time on the station last Monday (7:15-7:30 p.m. EST), and the Javits for Attorney General Committee had sponsored a talk by Rep. Jacob K. Javits (R-N. Y.) last Tuesday (7:10-7:25 p.m. EST).

DuMont Television Network announced that President Eisenhower was to deliver a speech over 60 midwestern stations last Friday (9-9:30 p.m. EST) under the sponsorship of the Republican National Committee. The President reportedly was to make a bid for the midwestern farm vote in the congressional elections. The agency is BBDO.

DuMont's WABD (TV) New York last week carried four filmed programs under the sponsorship of the New York Democratic Committee. They were presented last Monday, 12:05-12:15 p.m. EST; Wednesday, 8:45-9 p.m. and Thursday, 1:30-1:45 p.m. and 10:20-10:30 p.m.

Democrats on Campus

The College Radio Corp., New York, announced that the New York State and Pennsylvania State Democratic Committees have purchased a series of program and spot announcements on 21 campus stations in the two states as part of their pre-election campaign. The business was placed through Whitebrook Adv.

The New York State CIO said it will stage a series of at least five and possibly more statewide telecasts on behalf of Democratic candidates in the state, for a cost of $50,000.

Louis Hollander, president of the state CIO, said all the telecasts will feature Rep. Franklin D. Roosevelt Jr., who is campaigning for state attorney general. All the tv programs will be filmed, three will be 15 minutes and two of half-hour length. Tapes of each will be made for radio broadcasts.

Two of the films will show Averell Harriman, Democratic nominee for governor. CIO officials will appear in the films with candidates.

In Pennsylvania, the Democrats are using tv heavily. Four to five tv "network" (state outlets) broadcasts will have been scheduled by Election Day. One of the network programs was a live broadcast Sept. 8 when Adlai E. Stevenson spoke at a $100-a-plate dinner at Harrisburg. Other telecasts also will be statewide, summing up issues of the campaign.

Nearly all of tv time in Pennsylvania is on film and of 5-, 10- or 15-minute duration, touching upon campaign issues and documentary in nature.

Radio has consisted of 20-second and one-minute spots or of 5-, 10- and 15-minute programs aired early in the morning and late at night in tv areas and in regular nighttime hours in non-tv areas.

That candidates of both parties are electronics-conscious became readily apparent last week in a check of filmed and taped announcements and programs being distributed.

The GOP National Committee made one-minute (5 film, 12 tape) spots from President Eisenhower's Hollywood Bowl speech for use by candidates, while some 100 2½- and 1-minute film spots were made showing Vice President Nixon introducing various candidates.

Sent to all GOP candidates by the Republican Congressional Campaign Committee were a series of films, strips and tapes. This group also reported some 170 candidates were forwarded 190 copies of a 27-minute sound film (in black-and-white and color), "Report to the People," produced by the Joint Senate & House Recording Facility and featuring the President and Administration officials.

Also being sent to candidates by the Citizens for Eisenhower group are 12 tv spots featuring John Roosevelt, the organization's vice chairman. The Citizens committee is distributing for use by candidates a half-hour film, "Year of Decision," made last summer and featuring the President and other Administration leaders.

Both GOP and Democratic candidates were making extensive use of the Joint Senate & House Recording Facility, which produces film or tape spots and programs at moderate costs, for incumbents of either party. Senators and Congressmen up for re-election have been keeping this unit busy since before the two Houses adjourned in August.

Republican spokesmen had no record of the extent to which the recording and filming facility has been used by GOP incumbents, but the Democratic Senatorial Campaign Committee reported several senators have made radio or tv programs and spots.

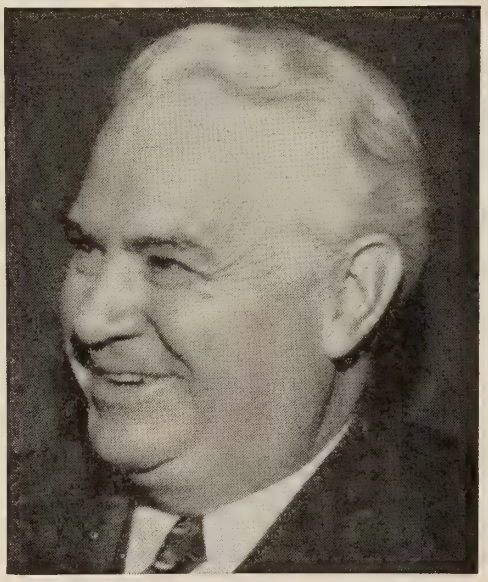
Among them are Sen. Matthew M. Neely (D-W. Va.), one 15-minute and two five-minute tv films; Sen Robert S. Kerr (D-Okla.), one 15-minute filmed interview with newsmen and one 15-minute film on the Oklahoma farm situation; Sen. Russell B. Long (D-La.), a film on 83rd Congress tax legislation; Sen. John F. Kennedy (D-Mass.), a 15-minute film on unemployment compensation. Some of these also are being used by other Democratic candidates.

Others who have made film or radio spots are Sen. Guy M. Gillette (D-Iowa); Rep. Samuel W. Yorty (D-Calif.) (campaigning for the Senate); Sen. Hubert H. Humphrey (D-Minn.). Others using the facility are Rep. Charles R. Howell (D-N. J.) (campaigning for the Senate) and Sens. Clinton P. Anderson (D-N. M.), Theodore F. Green (D-R. I.) and James E. Murray (D-Mont.).

WHAT IF THE DEMOCRATS WIN?

TIME STANDS still on the communications regulatory scene in Washington—probably until after the Nov. 2 elections.

If the Democrats win control of both houses of Congress, the political complexion could change overnight. Possibly thrown into controversy could be the Senate confirmation of George C. McConnaughey as chairman of the FCC and the status of the Bricker investigation



SEN. BRICKER
Will his probe be scuttled?

scheduled to begin open hearings next February under present Republican direction.

The cloud on the chairmanship, under Democratic control of the Senate, would not stem from any known opposition to Mr. McConnaughey as a qualified appointee, but rather from what the Senate might regard as its prerogatives in respect to partisan balance on independent agencies. There is precedent for this in cases where a President has had a Senate controlled by the opposition party.

Mr. McConnaughey was given a recess appointment by President Eisenhower for the unexpired portion of the term of George E. Sterling, which runs until June 30, 1957. The President at the same time named him chairman, and Mr. McConnaughey assumed office Oct. 4. The Senate, however, is not legally adjourned—it is in temporary recess until Nov. 8 when it convenes to consider the McCarthy censure proceedings.

A Democratic victory in the Nov. 2 elections would mean that the chairmanship of the Senate Interstate & Foreign Commerce Committee would move from Sen. John W. Bricker (R-Ohio) to Sen. Warren E. Magnuson (D-Wash.) next Jan. 3 when the new Congress convenes. The Democratic leadership has not favored the Bricker inquiry.

Technically, the nomination of Mr. McConnaughey is now in the hands of the secretary of the Senate, to be submitted to the Interstate Commerce Committee when Congress convenes Nov. 8. Ostensibly, the Senate will be in session only for the purpose of considering the McCarthy censure resolution. But parliamentarians point out that no Congress is bound to confine its actions to one measure, and that nominations subject to Senate confirmation which have accumulated during the temporary recess can be considered.

Whether the administration will seek approval of the McConnaughey nomination at the "one-purpose" session of the Senate or allow it to coast until the new Congress convenes in January could not be ascertained last week. By the same token, there was no indication that the Democrats on the Commerce Committee would raise an issue, even if their party won the Nov. 2 elections.

On the other hand it was recalled that Democrats and Republicans alike in years past have on occasions questioned the right of an opposition party President to name a majority of members of his party to bi-partisan independent agencies. The contention has been that independent agencies, such as the FCC, are creatures of Congress and are legislative rather than executive in their functions. It has been argued that the functions performed by such agencies are delegated by Congress because it does not have the time or the expert technical knowledge to handle them.

The FCC, under the Communications Act, cannot have more than four members of the same political persuasion. There are now four

Republicans (Mr. McConnaughey, Rosel H. Hyde, John C. Doerfer, and Robert E. Lee); two Democrats (Frieda B. Hennock and Robert T. Bartley), and an independent (E. M. Webster).

Whether the Democrats will provoke the balance-of-power issue probably won't be decided until after the elections. A Republican victory, of course, would leave the FCC organization status quo.

Mr. McConnaughey, through no fault of his own, thus might become embroiled in a purely partisan struggle for control of one of the most important of the independent agencies. He was confirmed for the chairmanship of the Renegotiation Board—his first federal assignment—by the Senate just a year ago, without hearing or indicated opposition. He has an excellent record as an administrator and an attorney. In his two weeks on the FCC he has been content to observe its operations, become acquainted with personnel and otherwise learn the ropes.

Entirely apart from the chairmanship aspect, there have been complaints to members of Congress about recent FCC decisions in contested television cases. Charges have been leveled that politics rather than the merits have governed in some highly controverted cases. Democrats, if they win control, might be goaded into action by these complaints.

The Bricker investigation, now being conducted at staff level, has been in a state of suspended animation during the last fortnight. But whether it is a matter of watchfully awaiting the outcome of the elections or recess inertia isn't clearly discernible.

The staff, to date, has submitted a questionnaire to the FCC directed mainly toward the final television allocations, the reasons for intermixture of uhf and vhf in the same markets, network affiliation data, and related material. A questionnaire designed for the four television networks has been drafted, but has not yet been approved by Sen. Bricker (see page 58).

If the Democrats win Nov. 2 the Commerce Committee promptly would be confronted with the question whether the inquiry should be continued, and if it is, whether an entirely new approach should be taken. That the Democratic members of the committee have not been in full accord with Chairman Bricker is reflected in the fact that Democrats sought and succeeded in procuring "minority" counsel to "offset" former FCC Comr. Robert F. Jones, who was selected as chief counsel by Chairman Bricker.

At the behest of the Democratic minority, Chairman Bricker named Harry Plotkin, Washington attorney and former assistant general counsel of the FCC under the New Deal and Fair Deal, as the minority counsel. Nick Zapple, staff communications expert of the Committee, was assigned to coordinate the inquiry.

Sen. Magnuson, who would become chairman as the senior Democratic member, would be the new key figure in a change in Senate control. In these circumstances it would be largely his decision whether the inquiry as charted should continue and whether the present staff should be retained. He would have the prerogative of naming the chief counsel, who without question would be a Democrat. But there is considerable doubt whether he would even recommend that the investigation be conducted at this time.

Assuming the investigation would continue, the likely development would be reversal of the Jones and Plotkin positions. Whether either attorney would be disposed to remain with the committee is problematical. Each is on leave from his respective law firm partnership.

M-E GETS BULOVA, RELINQUISHES GRUEN

McCann-Erickson will resign Gruen account Dec. 31 to take over Bulova's estimated $5 million advertising budget. Bulova will end 30-year association with The Biow Co.

BULOVA WATCH CO., New York, has named McCann-Erickson there to handle its advertising budget of approximately $5 million, effective Jan. 1, John H. Ballard, president of Bulova, announced last week. The watch company, associated with The Biow Co. for the past 30 years, announced its withdrawal from that agency three weeks ago, also effective Jan. 1 [B•T, Sept. 27].



MR. CLYNE

Terrence Clyne, senior vice president and director of the radio and television department for Biow, will join McCann-Erickson as a vice president and general executive and will serve the agency in a senior executive capacity. Mr. Clyne had been with Biow Co. since 1946.

Coincident with its appointment by the Bulova Co., McCann-Erickson announced the resignation of the Gruen Watch Co. account, effective Dec. 31. Gruen's budget is said to be about $1½ million. The latter watch company was screening agencies last week.

In explaining Bulova's choice of the agency, Mr. Ballard said: "Before appointing McCann-Erickson, who has earned recognition as the industry's foremost merchandiser, we carefully considered 20 different agencies. Several factors led to our selection of McCann-Erickson. These were this agency's pre-eminent positions in the creative, marketing and research field. Today's highly competitive buyer's market places a greater premium than ever before on these vital advertising agency qualifications."

The Bulova Watch Co., founded in 1875 by Joseph Bulova, is the world's largest maker of watches. Arde Bulova, son of the company's founder, is chairman of the board. The watch industry's leader since 1938, Bulova's 1953 sales, including government precision work, exceeded $75 million. Its future plans include the development and sale of additional consumer products.

Bulova is one of the largest radio and television spot advertisers in the business. It was the first television time signal advertiser. Currently the company devotes about 90% of its budget to television spots and the rest to radio.

Advertisers Question Value of Spectaculars

SEVERAL advertisers, including Hazel Bishop Inc., were reported last week to be unhappy with the results of the spectaculars and to be considering possibilities of a constructive solution for the costly problem. One of the solutions suggested to NBC-TV by one advertiser, B•T learned, was the possibility of cutting length of the spectaculars to an hour instead of an hour and a half, thus cutting cost and possibly increasing the effectiveness of the show from a talent point of view.

The low ratings do not justify the "spectacular" in its present form, one agency spokesman told B•T.

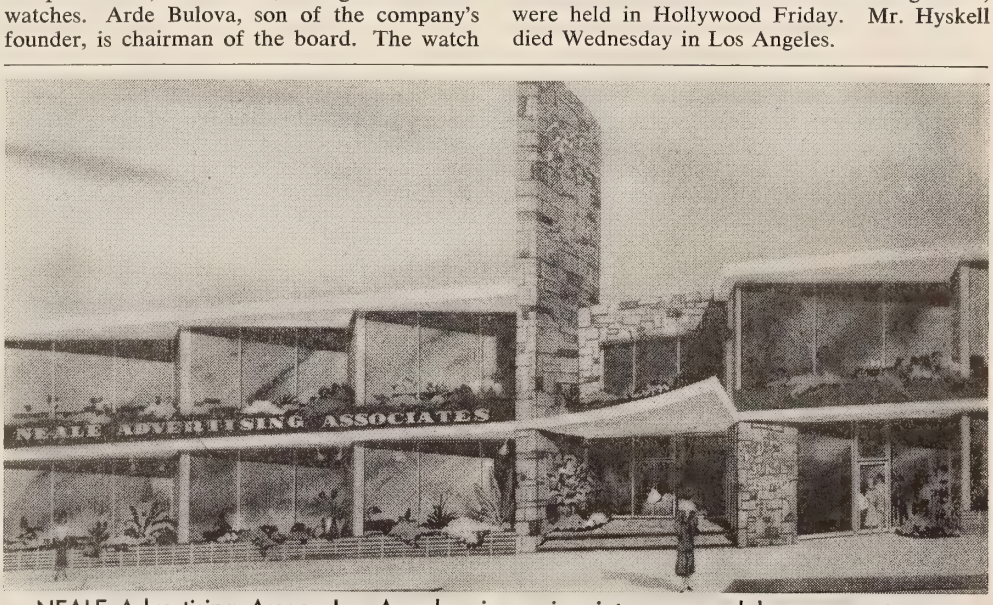
A cost of $35.50 per thousand viewers was the estimate for NBC-TV's first spectacular, *Satins and Spurs* [CLOSED CIRCUIT, Sept. 27].

NBC's position on the spectaculars, despite the advertisers' purported discontent, is that the concept is sound and that NBC-TV is going right ahead with them as scheduled.

The spectacular sponsors are not objecting to the expense of colorcasting the show. On the other hand, one package firm, Goodson & Todman, New York, last week withdrew one of its quiz shows, *Two for the Money*, from the CBS color schedule—again, not because of the cost, but because the studio audience paid more attention to the color cameras and could not see or be as near to the performers as at a regular black-and-white telecast, and thus were less responsive.

Frederick T. Hyskell Dies

FUNERAL SERVICES for Frederick T. Hyskell, 84, Portland advertising executive and founder of the Pacific Coast Advertising Assn., were held in Hollywood Friday. Mr. Hyskell died Wednesday in Los Angeles.



NEALE Advertising Assoc., Los Angeles, is moving into new and larger quarters at 8462 Sunset Blvd., in the heart of the "Strip." Features of the new building are a swimming pool, parking facilities and a landscaped patio. The agency's billings are expected to exceed $1 million this year.

McEVOY PRAISES RADIO'S FLEXIBILITY

It has "tremendous possibilities" for use with other media, agencyman tells CBS Radio Spot Sales meeting.

RADIO permits the advertiser to use a medium with utmost flexibility, a top advertising agency executive, Newman F. McEvoy, vice president in charge of media, Cunningham & Walsh, said last week.

This flexibility, he said, permits "tremendous possibilities" of radio being used in combination with other tried-and-true advertising approaches. "Radio is one of the two mediums which give opportunity for personal selling with all of the forcefulness and conviction that implies," he said.

Mr. McEvoy spoke before the annual meeting in New York of executives of stations represented by CBS Radio Spot Sales. The Wednesday-Thursday sessions were held at the Savoy-Plaza Hotel.

Radio's flexibility, Mr. McEvoy told the broadcasters, is in time, in length of presentation and in the area and audience covered.

To illustrate his point, Mr. McEvoy drew on a recent Liggett & Myers Tobacco Co. (a C & W client) purchase of CBS Radio time for a daytime broadcast of *Gunsmoke* to go with its nighttime broadcast of the same program. This move, he said, was indicative of the great belief L & M has in the effectiveness of radio advertising and "that we both want to get extra mileage out of radio."

Mr. McEvoy said the story of *Gunsmoke* sponsorship on CBS Radio was also meant as a compliment—"I have occasion in buying media to see salesmen for every type of advertising. The Radio Spot Sales activity is aggressive, constructive, competitive and represents a real creative contribution to advertising."

Radio affords "extra mileage" by its "very nature," and will become "more and more attractive to advertisers. Smart advertisers will always buy the one-two punch possibilties for using radio in combination with one or more of the other big-time advertising approaches," he said.

The meeting was attended by general managers, sales managers and other top executives of the six CBS-owned stations and eight affiliated stations. Wendell Campbell, CBS Radio vice president in charge of station administration, and Henry R. Flynn, general sales manager of CBS Radio Spot Sales, presided over sessions which highlighted discussions of sales, programming and promotional plans for the new broadcast season.

Adrian Murphy, CBS Radio president, gave the welcoming address, kicking off a series of conferences which looked at all phases of the network's activity.

Dr. Frank Stanton, CBS Inc. president, was guest of honor and principal speaker at the Thursday luncheon. Speakers at the Wednesday luncheon were Mr. McEvoy and Howard Meighan, vice president of CBS Inc. Meetings concluded with a cocktail party Thursday afternoon, attended by more than 700 agency and client executives.

Wednesday Reception

A reception-dinner dance for the visitors and their wives was held Wednesday night at the roof garden of the Hotel Pierre where Mr. and Mrs. Murphy were host and hostess.

Full list of speakers at the sessions follows:

Wednesday—Harper Carraine, director of research; John Karol, vice president in charge of network sales; George Bristol, director of sales promotion and advertising, all CBS Radio. Richard Hess, research manager; Mr. Flynn; Jerry Feniger, account executive, and Chick Allison, Eastern sales manager, all CBS Radio Spot Sales. Earl H. Gammons, CBS vice president (Washington, D. C.); Ed Wood, director, Housewives' Protective League; Stanley Fishel, vice president, Fairfax Inc. Advertising.

Thursday—Messrs. Flynn, Hess and Allison; Gordon Hayes, Western sales manager; Dave Kittrell, manager, Atlanta office; Ralph Patt, manager, Detroit office; Buck Hurst, manager, Los Angeles office; Jack Donahue, manager, San Francisco office; Sherrill Taylor, sales promotion manager; George Castleman, manager of sales development, and Tom Meanu, director of promotion service, CBS-Owned Radio Stations, all officials of CBS Radio Spot Sales.

SCHUEBEL'S NEW LOOK FOR ID'S

A NEW, full-screen method of television station "shared" identifications, originated by Reggie Schuebel, president of Reggie Schuebel Inc., television-radio consultant, is for the first time being offered to clients by NBC Spot Sales.

NBC Spot Sales' new, alternative procedure for handling 10-second station identification announcements is to use the full screen for 7¼ seconds for the advertiser's message and 2¾ seconds full screen for the call letters and channel number. Miss Schuebel's original concept was to make the advertiser's message eight seconds (eight video, six audio) and for the station to follow the advertising message with full-screen showing of call letters and channel for two seconds as per FCC regulations. On the usual station identification announcements the advertising message shares the screen with the station, three-quarters of the screen for the advertising message and one-quarter for the station's call letters and channel number.

Miss Schuebel first conceived the idea of the full-screen-treatment for the advertiser early this year, when she started the spot announcement campaign for Salada Tea for its agency, Hermon W. Steven in Boston. Salada, which spends about $1 million on its radio and television spot announcement campaign, is, as a result of Miss Schuebel's pioneering, the first advertiser to benefit by the full-screen identification treatment. Fanny Farmer Candies is the second advertiser to use the new full-screen announcements, placed by Miss Schuebel for Chas. Rumrill & Co., Rochester.

The advantages of the full screen treatment to the advertiser, Miss Schuebel told B•T, are (1) no additional costs for station call-letters art work, (2) a full screen on which to put the message across without dividing audience attention with call letters and (3) money saved in this manner can then be budgeted into more time buys to create greater sales.

The advantages to the station, Miss Schuebel pointed out, are (1) money saved by the advertiser in art work will go into additional time purchases, (2) station call letters get full attention instead of dividing with advertiser, and (3) split-screen identification implies station approval, division guarantees individuality for both advertiser and station.

THE OLD WAY



10 seconds of this

THE NEW WAY



7¼ seconds of this . . .



. . . plus 2¾ seconds of this

P&G Plans 11-Story Office In Cincinnati; Ready in 1956

PROCTER & GAMBLE Co. will begin construction of an 11-story headquarters building in downtown Cincinnati this winter with occupancy scheduled for the fall of 1956. P & G said Tuesday its present quarters have become inadequate because of a 200% increase in its headquarters staff since 1920, necessitating the move into the new building, which will provide about 320,000 sq. ft. of office space.

Building plans follow a trend to exterior walls of glass panels separated by strips of stainless steel, permitting the modern interior design and color scheme to be seen from the street. The design will permit installation of a rooftop landing area for helicopters.

Bresett Named Director Of Duane Jones Ad Firm

E. M. BRESETT, executive vice president, has been named a director of Duane Jones Co., New York, and will assume active management of the agency immediately while Mr. Jones takes a rest ordered by his doctor, the agency announced last week.

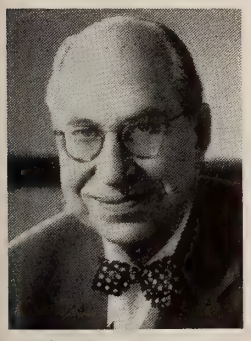


MR. BRESETT

Mr. Bresset, who left the agency after being a member of the original Jones team, returned to the company two years ago as executive vice president in charge of planning. He is versed in Mr. Jones' package goods advertising techniques and will personally supervise all agency business.

F&S&R's Billingsley Dies; Allen Elected As Successor

ALLEN L. BILLINGSLEY, 64, president of Fuller & Smith & Ross Inc., Cleveland, New York and Chicago advertising agency, died of a heart attack Oct. 7. Apparently in good health, Mr. Billingsley had worked at his duties as head of the agency until the day before he succumbed.



MR. BILLINGSLEY

Mr. Billingsley, a former chairman of the Cleveland Chamber of Commerce, was twice chairman of the American Assn. of Advertising Agencies, a former president of the Cleveland Advertising Club and current chairman of the National Outdoor Advertising Bureau.

He is survived by his wife and two sons, Comdr. Henry E. Billingsley, U.S.N., and Charles W. Billingsley, media director in the Chicago office of Fuller & Smith & Ross.

Robert E. Allen, vice president, director and manager of the New York office of Fuller & Smith & Ross, later in the week was elected president of the agency to succeed Mr. Billingsley.

At a special meeting of the board in the main office in Cleveland the agency also named Ralph W. Nicholson, a vice president, as manager of the New York office. John C. Maddox, vice president and manager at Cleveland, becomes executive vice president as well. Edward J. Lauesen, vice president and manager at Chicago, becomes chairman of a new executive committee, which will function as a policy-making unit of the board. Edwin L. Andrew, executive vice president and creative director, becomes board chairman. Burton N. Schellenbach, a vice president, becomes a director, taking the place left by Mr. Billingsley.

Bank of America's Birthday

BANK OF AMERICA, to observe its 50th anniversary Oct. 17, purchased the 8-9 p.m. (PST) time slot on 28 California tv stations. An hour-long film, "California," was specially produced by Jack Denove as a salute to the state and the banking institution. Academy Award winner Thomas Mitchell was narrator. Featured actors were Jack Benny, Gregory Ratoff, Anna Maria Alberghetti, Ruth Hussey, Paul Kelly, James Gleason, John Carradine, Bonita Granville, James Craig, Robert Strauss, Richard Jaeckel and James Edwards. Bank of America's agency is BBDO, San Francisco.

Double-Barrel 'Gunsmoke'

AS a means of reaching the daytime as well as the nighttime radio audience, Liggett & Myers Tobacco Co., New York (L & M Filters), began sponsorship last Saturday of CBS Radio's *Gunsmoke* series on an evening and daytime basis. L & M previously had sponsored *Gunsmoke* on Saturday, 8-8:30 p.m. EST, and added the Saturday daytime broadcast (12:30-1 p.m., EST), consisting of a repeat of the preceding Saturday evening drama. Agency for Liggett & Myers is Cunningham & Walsh, New York.

SPOT NEW BUSINESS

Ford Motor Co. is setting up its national spot announcement campaign using two and three-week schedules to start at end of October. Number of radio and tv stations to be used will be in neighborhood of 1,700 [B•T, Oct. 4]. Agency: J. Walter Thompson Co., N. Y.

Gold Medal Candy Corp., Brooklyn, N. Y., planning 30 times per week spot saturation campaign on WABC-TV and WABD (TV), both N. Y.

NETWORK NEW BUSINESS

Animal Foundation Inc. (Hunt Club Dog Food), Sherburn, N. Y., to sponsor 10:30-45 a.m. segment, *Galen Drake Show* (CBS Radio, Sat., 10:05-45 a.m. EST). Agency: Moser & Cotins, Utica, N. Y.

AGENCY APPOINTMENTS

Allegheny Airlines Inc., Washington, D. C., appoints Robert M. Gamble Jr., same city

W. C. Williams Corp. (appliance dealer), N. Y., appoints Product Services Inc., same city. Radio-tv will be used.

Pharma-Craft Corp. (Ting medication), N. Y., appoints Harry B. Cohen Adv., same city, effective Nov. 1.

Fox Head Brewing Co. (Fox Head 400 Beer), Waukesha, Wis., appoints Frank C. Nahser Inc., Chicago. Radio-tv will be used.

McCormick & Co. (spices, extracts), Baltimore, appoints Beaumont & Hohman Inc., Chicago. Radio-tv will be used.

Wilbur Curtis Co. (vacuum coffee maker mfrs.), L. A., appoints Tilds & Cantz, same city.

Hanover Canning Co., Hanover, Pa., appoints Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

Stebco Mfg. Co. (auto safety belts), Chicago, appoints Phil Gordon Agency, same city, with Philip W. Abrams as account executive. Radio-tv will be used.

Oscar Deaton Co. (Circle D jeans), San Diego, appoints Dan Lawrence Co., same city, with Cal Lawrence as account executive.

Chatham Health Prod. (Appedrin weight reducer), N. Y., appoints Duane Jones Co., same city. Radio-tv will be used.

Dixie Shops (retail women's apparel chain), L. A., appoints Lansdale Co., same city. Radio will be used.

Town Square Foods Inc., Pittsburgh, appoints Cavanaugh Morris Adv., same city. Radio will be used.



SIGNING for 8,580 hours of broadcast time to be used within a five-year period over KRLD Dallas, Tex., said to be the largest contract in the station's history, is Charles R. Speers, vice president in charge of American Airlines sales. Witnessing the signing are William A. Roberts, (seated, l), station's assistant general manager in charge of sales, and (standing, l to r) Joseph Timlin, vice president of the Branham Co., KRLD representative, and C. L. Smith, Ruthrauff & Ryan Inc., agency for American Airlines. Contract calls for a six-days a week, midnight to 5:30 a.m. music show.

AGENCY SHORTS

Neale Adv. Assoc., L. A., has moved to 8462 Sunset Blvd.; telephone: Hollywood 1-9955.

Shattuck, Clifford & McMillian Inc., Boston, formed by merger of Shattuck & Clifford Inc., Boston, and McMillian & Marsden Inc., same city, effective Nov. 1; offices: 143 Newbury St.

Universal Adv. Agency, Omaha, moves to larger quarters, Suite 215, Central Bldg., 311 S. 15th St.

Flacks-Abramsohn Adv., Trenton, N. J., being formed by Irwin Flacks, Irwin M. Flacks Co.,

Trenton, and Arthur M. Abramsohn, Lit Bros., Philadelphia.

Thompson-Koch Co., N. Y., elected as subscriber to Advertising Research Foundation, same city.

Wasser, Kay & Phillips Inc., Pittsburgh, now solely owned by G. S. Wasser, effected by purchase of Lewis G. Kay's interest; William B. Phillips left firm in 1952. Mr. Kay's plans are to be announced.

LAURI of houston, Houston, Tex., has been opened by Lauri Schutt, formerly promotion-copy-personnel director, KTHT Houston.

David J. Mahoney Inc., N. Y., has opened new offices at 261 Madison Ave.

A&A PEOPLE

Frank P. Wagener, formerly with Grant, Schwenck & Baker, Chicago, to John B. Morrissey Co., same city, as vice president and account executive.

Christy Allen, account supervisor, BBDO, N. Y., elected vice president, moving to S. F. office.

George E. Schaefer, formerly with Foote, Cone & Belding, N. Y., to Tatham-Laird Inc., Chicago, as account manager.

Donald B. Madden, account executive and copy chief, John Gilbert Craig Adv. Inc., Wilmington, Del., to Alfred M. Pettler Adv. Agency, Orinda, Calif., as account executive; **Nancy Cordeal,** Needham, Louis & Brorby Inc., Chicago, to agency as traffic manager.

Les Scholty, account executive, J. Walter Thompson Co., Kansas City, to Kenyon & Eckhardt, L. A., in same capacity; **Betty Shoemaker,** BBDO, N. Y., to Kenyon & Eckhardt, N. Y., as copywriter.

A. J. Mittelhauser, formerly public relations director, Cincinnati Milling Machine Co., to Wasser, Kay & Phillips Inc., Pittsburgh, as account executive.

Dwight Mitchell, formerly with Armour & Co., Chicago, to L. W. Ramsey Co., same city, as account executive.

James Wangers, account executive, William H. Weintraub & Co., N. Y., to Campbell-Ewald Co., Detroit, as assistant account executive.

Robert S. Ferguson to Adv. Assoc. of Phila. Inc. as account executive.

Joseph N. Wager appointed general sales manager, frozen foods div., Fox DeLuxe Foods Inc. (poultry, butter, eggs), Chicago.

Lyle R. Cazel, printed promotion material supervisor and direct mail and co-operative advertising coordinator and supervisor, Cory Corp. (appliance manufacturers), Chicago, promoted to advertising and publicity manager.

Albert F. Remington, formerly passenger car advertising coordinator, Ford div., Ford Motor Co., Dearborn, Mich., to Studebaker-Packard Corp., same city, as Packard and Clipper cars advertising manager.

William J. Hecker, formerly with Cecil & Presbrey, N. Y., to National Biscuit Co., same city, as advertising director, special products division.

Tom Scott, formerly with Grant Adv., Chicago, to H. W. Kastor & Sons Adv. Co., same city, as media director.

John M. Schull to newly-formed merchandising dept., Philip J. Meany Co., L. A., as director.

Murray Laub to Lewyt Corp., Brooklyn, N. Y., as retail merchandising manager.

Edwin R. Rooney Jr., radio-tv director, Doremus & Co., N. Y., to radio-tv dept., Ruthrauff & Ryan Inc., same city, as production supervisor.

Charles F. Gauss rejoins Oakleigh R. French & Assoc., St. Louis, as creative head.

Matt McEniry, formerly with KLZ Denver, to Matthew Roberts & Co., same city, as associate in charge of radio-tv.

Allan J. Copeland, vice president, Grant, Schwenck & Baker, Chicago, resigns Nov. 1 to reopen own agency.

Julien Field, vice president, William Esty Co., N. Y., to copy staff, Ted Bates & Co., same city; **George Cummings,** art director, Hutchins Adv. Co., N. Y., to art staff of agency.

Charles L. Schrameck, industrial and consumer products district sales promotion manager, Glidden Co., Cleveland, to copy staff, James Thomas Chirurg Co., N. Y.

James M. Loughran, national advertising and merchandising director, Tasti-Diet Foods Inc., Stockton, to sales promotion staff, Erwin, Wasey & Co., L. A.

Frank Jamison, Public Service Corp. of Colorado, Denver, to Denver Convention & Visitors Bureau as public relations advisor.

J. B. French Jr., formerly with Ted Levy Adv. Agency, Denver, to Ben Bezoff & Co., same city.

George W. Malcomson Jr. and **Thomas D. Paff** to N. W. Ayer & Son, Philadelphia.

W. W. Chambers Jr., W. W. Chambers Co. (funeral homes), Washington, elected president, Adv. Funeral Directors of America Inc., at annual meeting, Cleveland.

George Wolf, vice president, Ruthrauff & Ryan, N. Y., appointed chairman, public relations and education committee, New York City Cancer Committee.

THEY 'BANK WITH TRUST' ON LOCAL RADIO-TV



FIFTY-TWO week contract to sponsor the Liberace radio show over WIOD Miami, representing the 17th consecutive year Miami's First Federal Savings & Loan Assn. has been with the station, is signed by (l to r) Dr. W. H. Walker, bank president and founder, Robert L. Fidlar, WIOD sales manager and James M. LeGate, general manager of WIOD.



FIRST major tv campaign of the First National Bank & Trust Co. of Tulsa is launched over KOTV (TV) there with signing of a 52-week contract for the *All American Game of the Week* and *Corliss Archer*. Seated: Russell Hunt, bank vice president; standing (l to r): Benton Ferguson, Ferguson-Underwood & Assoc., Jack Hauser, KOTV (TV) sales, and Don Flynn, First National Bank.

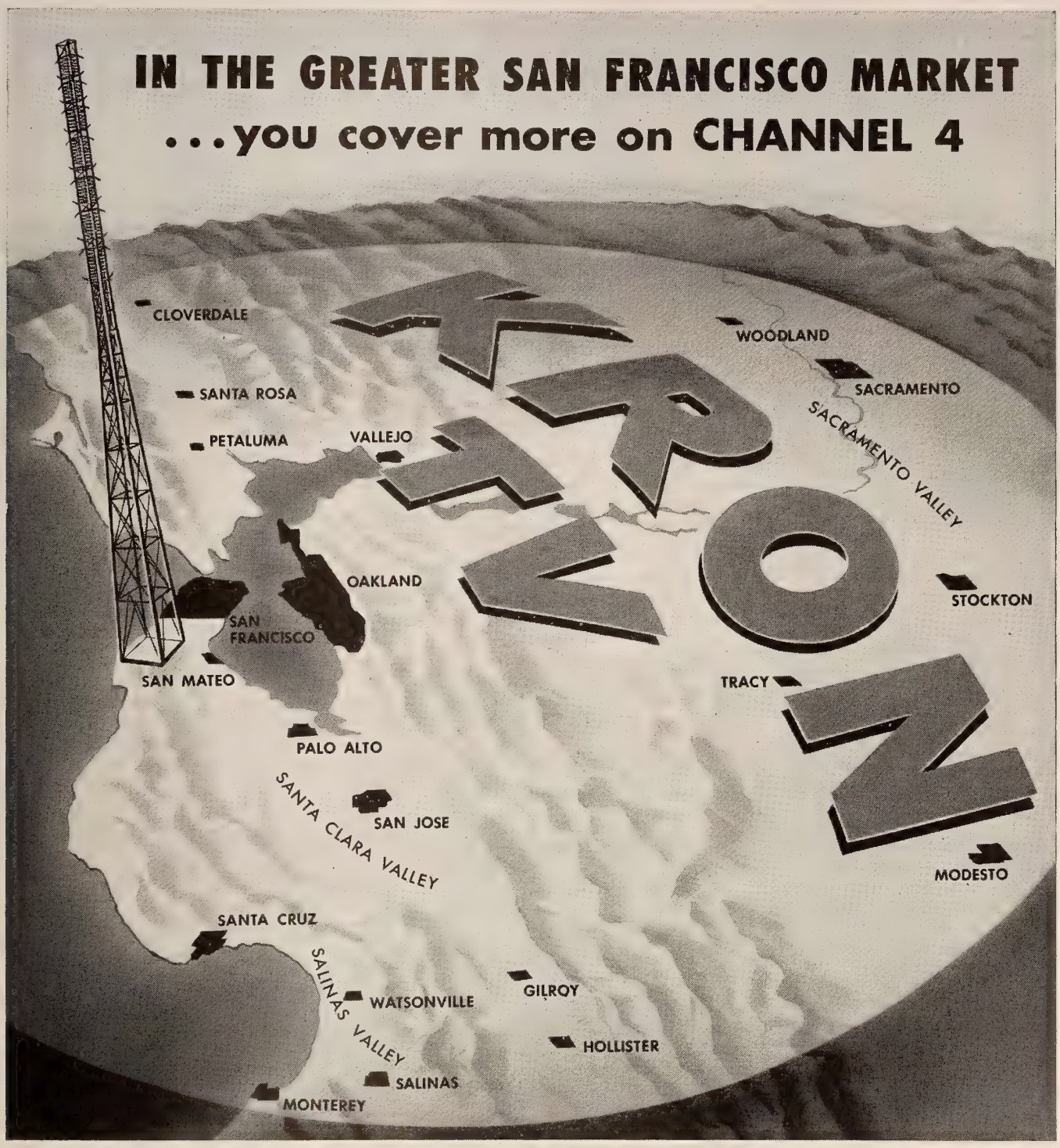


BANK SPONSORSHIP of 7:30 a.m. Dale Clark news over WAGA Atlanta is signed for by James Furniss (l), vice president in charge of advertising for Citizens & Southern National Bank, and Ross Wilhelm, account executive for Burke-Dowling-Adams advertising agency.



FIRST CONTRACT for WJNO-TV West Palm Beach, is agreed to by C. E. Patterson (r), executive vice president, Bank of Palm Beach & Trust Co., and William (Bud) Housner, WJNO-TV sales manager. The bank will sponsor a 6:30-40 p.m. newscast three times weekly.

IN THE GREATER SAN FRANCISCO MARKET
...you cover more on CHANNEL 4



KRON-TV COVERS THIS BIG MARKET...

- With a population of 3,600,000
- Spending 4½ billion dollars annually on retail purchases
- The eighth largest in set ownership

BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs

...SO COVER MORE ON CHANNEL 4

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

KRON TV 4
SAN FRANCISCO

Gordon Says Tv Films Are Sound Investment

TPA president tells Commercial Finance Industry convention that television filmmaking is no longer a gamble.

INVESTMENT in television films, once regarded a gamble, may now be considered sound, Milton A. Gordon, president of Television Programs of America, tv film production and distribution firm, told the tenth annual convention of the Commercial Finance Industry in New York last Monday.



MR. GORDON

Mr. Gordon, a former executive vice president of Walter E. Heller & Co., Chicago finance company, who has been credited with engineering the financing of many major motion pictures, expressed the belief that the factor of distribution is "the key to the change of television from a gamble to a good investment." He continued:

"Distribution has now reached such a high state of efficiency among the three or four top companies that television is right now more predictable from a financial standpoint than motion pictures."

He injected a cautioning note, pointing out that he would not consider "a small company with a small sales staff a good risk for a series of $35,000 programs." He said there are "too many industry factors" which militate against recovery of such a high price by a company without a strong sales organization.

"But given a reasonably priced series of good quality and working with one of the better distributors," Mr. Gordon declared, "I feel there is a margin of safety in a 50 to 60% loan. In this area, a safe loan can be liquidated fairly comfortably, with some semblance of a decent profit."

Mr. Gordon traced the history of banking's interest in show business, claiming it is little more than 30 years that bankers have regarded the entertainment field as "a good credit risk." It was the motion pictures that gave the entertainment world an "area of predictability" for bankers, Mr. Gordon said, and the television film industry is achieving a similar status.

In the early days of the tv film industry, he said, financing a tv film venture was "an out-and-out gamble." Mr. Gordon contended that producers in those days had little knowledge of distribution and thereby were "thrown against problems they found unsurmountable."

In contrast, Mr. Gordon continued, today there are three or four leaders and about a dozen smaller companies that distribute and produce tv filmed shows. These companies, he said, are concerned vitally with both production and distribution and therefore afford an "area of predictability" for bankers.

'Corliss' in 128 Markets

SALE of *Meet Corliss Archer,* Ziv Television Program's new film show, in 128 markets in the U. S. and Canada has been announced by M. J. Rifkin, vice president in charge of sales. The series made its debut last week. Included in the 128 sales are 95% of the top 70 markets in the country, Mr. Rifkin said.

Among sponsors carrying the show are food chains, packing firms, bedding companies and banks with food concerns leading the list. Latest addition to sponsors of the series is the Oscar Mayer Meat Packing Co. which has purchased the package for Chicago, Madison, Wis., and Davenport, Iowa-Rock Island, Ill.

Guild Films Chiefs Confer on Expansion

DETAILS of a major expansion program by Guild Films Co. in production, sales and services in 1955 were to be described yesterday (Sunday) at the opening session of a two-day conference to be held in the company's New York office. The meeting will continue today with Joseph P. Smith, Guild Films sales director, presiding.

Scheduled for attendance at the conference were all Guild Films executives from coast to coast to hear plans centering around the establishment of a production unit in New York and expansion of production facilities in Hollywood. Reub Kaufman, Guild president, was to lead discussion on this phase of Guild Films' operation, and also touch on several new developments regarding the company's five current shows—*Liberace Show, Life with Elizabeth, Joe Palooka, Florian ZaBach,* and *Frankie Laine.*

Mr Smith outlined sales plans for 1955, reporting that Guild Films expects to open new sales offices in New England, the South and the Southwest. Monroe Mendelsohn, sales promotion director, said an intensified promotion program is in the offing, and gave details of a new merchandising service plan on a local basis, to be known as "Operation Blockbuster."

Other scheduled speakers at the meeting were Art Gross, director of client service relations, who was slated to present highlights of a program for increased cooperation with stations and sponsors, and development of a new premium pattern for all Guild Film shows, and Edward Grossman, head of the Guild radio division, who was to report on progress in sales and services and on future plans for expansion.

As part of the expansion program, Mr. Kaufman announced that Karl H. Gericke, formerly assistant director of network program sales for ABC-TV, has been appointed assistant sales director of Guild Films, and Arnold L. Deutschman has been named administrative aide to the president.

David Rose Joins Ziv Tv To Head New Music Unit

NEW MUSICAL department, headed by David Rose, composer and conductor, has been established at Ziv Television Programs Inc. In addition to his duties as musical director, Mr. Rose also will handle musical direction on the new Ziv Show, *Eddie Cantor Comedy Theatre,* now in production at Ziv's West Coast studios.

The company has announced that future plans call for the filming of an additional six programs next year, among which are musical and variety shows. In announcing Mr. Rose's appointment, John L. Sinn, Ziv president, said, "By signing David Rose, we are following through with our policy of acquiring the top names in show business for Ziv productions." Ziv's contract with Mr. Rose followed by a few days the firm's announcement that it had concluded a five-year pact with the American Federation of Musicians.

Bonded Film Shipment Offers 60-Day Trial

AS A MEANS of testing its plan designed to reduce film shipping costs to tv stations, Bonded Tv Film Service, New York and Los Angeles, announced last week it is offering the plan without charge to tv stations throughout the country for a period of 60 days.

In making the announcement, Chester M. Ross, president, said stations will be able to determine during the no-charge period "the substantial savings accruing to them through the Bonded plan to cut film shipping cost." He claimed that in many cases the savings will run as high as 40%.

Mr. Ross explained that the cost-cutting is achieved in the Bonded plan through the coordination of film shipments between tv stations and film distributors in such a way as to take advantage of bulk shipping rates, which decrease as the weight of a shipment increases. This is effected under Bonded's plan by combining a number of varied single shipments of different distributors' prints for the same station into one bulk unit, utilizing Bonded's specially-designed containers, according to Mr. Ross.

"Three options are given on service charges to the station for the cost-saving Bonded Tv Service," Mr. Ross continued. "The charge is tailored to the advantage of each station, either on a per-pound basis, a percentage of the savings by use of the Bonded plan, or a weekly service charge. The purpose of the 60-day no charge offer is to give stations an adequate test period that not only will prove the efficiency of the plan, but enable the station to choose the optional service charges best suited to its needs."

Mr. Ross reported that more than 70 stations currently are using the Bonded plan and that new subscribers have averaged three per day since the start of the 60-day offer.

Goldwyn-Pickford Dispute May Force Sale of Studios

SALE of the $2 million Goldwyn Studios, Hollywood, is expected to be ordered next month by Long Beach Superior Court Judge Paul Nourse. Five-year court differences between owners, silent screen star Mary Pickford and motion picture producer Samuel Goldwyn, were resumed a fortnight ago, the disagreement involving ownership of specific equipment.

Judge Nourse is expected to view the studios this week and order the sale. Jacques Leslie, attorney for the former star, has informed the court he has a buyer who will pay $1½ million for the property. Series currently being filmed at Goldwyn include CBS-TV's *Topper, Schlitz Playhouse of Stars,* NBC-TV's *Loretta Young Show* and ABC-TV's *Cavalcade of America.*

FILM SALES

Tom J. Corradine & Assoc., Hollywood, announces following sales: 77 westerns and 26 features to KOIN-TV Portland, Ore.; 26 features to KRON-TV San Francisco; 38 features to KOAT-TV Albuquerque; 140 features to KOVR (TV) Stockton, Calif.; 56 features to KUTV (TV) Salt Lake City; 38 half-hour westerns to KHJ-TV Hollywood; nine features to KTLA (TV) Hollywood, and 52 *This Is the Story* films to KTTV (TV) Hollywood.

Official Films Inc., N. Y., has sold *The Star and the Story* half-hour tv film drama series to Anheuser-Busch Inc. (Budweiser Beer), St. Louis, for showing in Philadelphia, Pittsburgh, Lancaster, all Pa., and Boston and Washington.

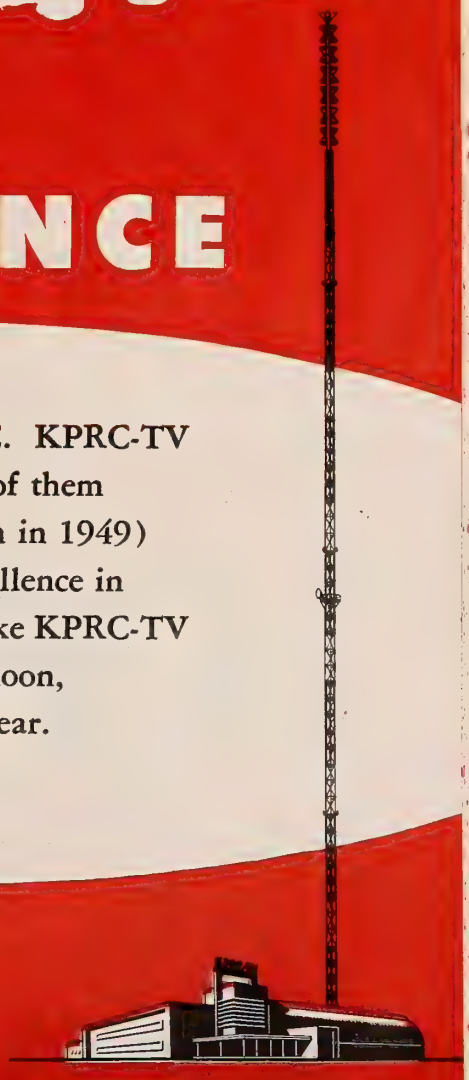
KPRC-TV HOUSTON

FIRST WITH

469 Years* OF TV EXPERIENCE

To be first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 469 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

**aggregate TV experience total*



Plus—

TOP TECHNICAL FACILITIES

From its completely modern studios, KPRC-TV telecasts at 100,000 watts maximum power on low band CHANNEL 2, assuring a strong, dependable signal to cover the Golden Gulf Coast market area.

YOUR BEST COST-PER-THOUSAND BUY!

KPRC-TV
HOUSTON

FIRST

WITH TOP SYNDICATED SHOWS

plus—

TOP LOCAL TALENT



CURLY FOX AND MISS TEXAS RUBY

Using more local talent than any other Houston station, KPRC-TV has on its roster over 70 popular personalities appealing directly to Gulf Coast listeners . . . Curly Fox and Miss Texas Ruby, with the Foxchasers and Pancho, provide the best in American folk music . . . Dick Gottlieb, popular quizmaster and announcer . . . Don Estes, RCA-Victor recording artist . . . vivacious vocalist, Marietta, a Dorsey alumna . . . comedian Bobby Larr . . . the ever-popular Tune-Schmitts, led by pianist-director Paul Schmitt . . . Johnny Nash, Lynn Cole, Howard Hartman . . . and a galaxy of other local stars. All local shows are top-rated in their time segments.



TUNE-SCHMITTS

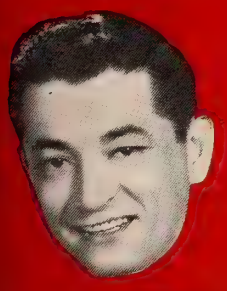


DON ESTES

KPRC-TV supplements its top-rated NBC network programming with the very best syndicated shows available. The ability of each show to dominate its time period plus the "inheritance" of KPRC-TV's "FIRST . . . morning . . . afternoon . . . evening" schedule, assures superior coverage in every time period.

These syndicated shows interlace the network schedule:

Corliss Archer	Lone Wolf	Ellery Queen
Mr. D.A.	Wild Bill Hickok	I Led 3 Lives
Favorite Story	Death Valley Days	Duffy's Tavern
Racket Squad	Annie Oakley	Amos 'n' Andy
Kit Carson	City Detective	Heart of the City
Superman	Ramar of the Jungle	Liberace
Flash Gordon	Cowboy G-Men	Bible Dramas
Cisco Kid	57 Playhouse	Royal Playhouse
Waterfront	Badge 714	Hopalong Cassidy



DICK GOTTLIEB



MARIETTA

plus—

TOP NEWS COVERAGE

Veteran news editor, Pat Flaherty, heads KPRC-TV's outstanding news staff. Flaherty, a former NBC news correspondent, and seven other full-time newsmen cover the newsfront. National and regional news flashes in on five AP wires. Additional news facilities include weathercasts direct from the U. S. Weather Bureau and complete local coverage, offering the most comprehensive up-to-the-minute news coverage in the Gulf Coast area.



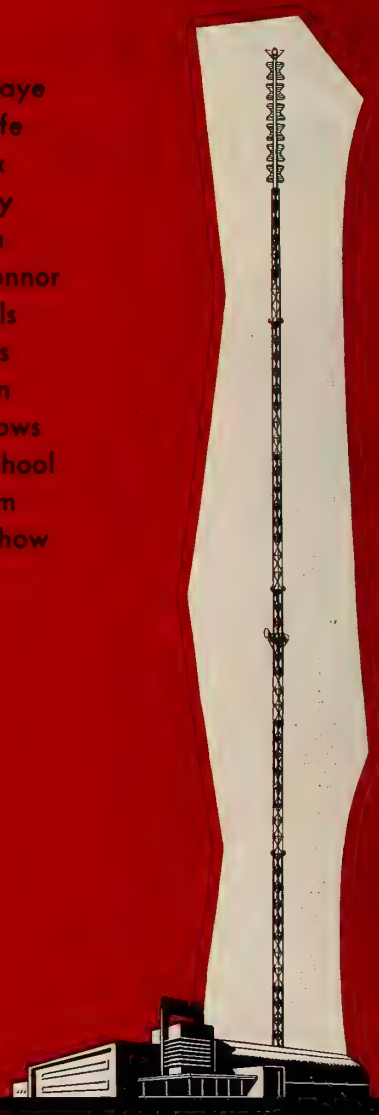
YOUR BEST COST-PER-THOUSAND BUY!

KPRC-TV HOUSTON

FIRST

WITH TOP NETWORK ENTERTAINMENT

Medic	I Married Joan	Sid Caesar
Life of Riley	My Little Margie	Berle/Hope/Raye
Fireside Theatre	Robert Montgomery	This Is Your Life
Circle Theatre	It's a Great Life	Groucho Marx
Ford Theatre	Big Story	Mickey Rooney
Dear Phoebe	Lux Video Theatre	Imogene Coca
Dragnet	TV Playhouse	Durante/O'Connor
Mr. Peepers	Letter to Loretta	George Gobels
Comedy Hour	Truth or Consequences	Meet the Press
Justice	People Are Funny	News Caravan
Hawkins Falls	3 Steps to Heaven	Golden Windows
Time to Live	One Man's Family	Ding Dong School
First Love	Concerning Mrs. Marlowe	Bride & Groom
Howdy Doody	Tony Martin Show	Betty White Show
Today	Tonight	Home



plus—

- PRO FOOTBALL
- NCAA FOOTBALL
- WORLD SERIES
- COLOR SPECTACULARS

YOUR BEST COST-PER-THOUSAND BUY!

KPRC-TV Channel 2

JACK HARRIS, Vice President and General Manager

Nationally Represented By EDWARD PETRY & CO.

FIRST in the South's First Million Metropolitan Market!

FILM DISTRIBUTION

Artists Distributors Inc., L. A., has acquired tv rights to *Stories of Yesterday's World, Isles of Mystery and Romance* and *Ghost Towns of the West,* three quarter-hour film series produced by Simmel-Meservey Tv Productions, same city.

Louis Weiss & Co., L. A., has acquired tv and non-theatrical distribution rights to "Yield Not to Temptation," "Good for Evil" and "The Prodigal Father," three 11-minute religious films produced by Guardian Films, Hollywood.

U. S. Information Agency, Washington, has made available 28½-minute film, "Operation Truth," depicting overseas operations of agency in combatting communist untruths in foreign countries.

Family Films Inc., Hollywood, announces availability of 16mm film, "A Boy and His Bible," Christmas church film about cynical newspaper editor and pious copyboy.

McConkey Artists Corp. (talent representatives), N. Y., announces opening of tv film distribution service with Howard Grafman general director of department.

FILM PEOPLE

Eloise Reeves, formerly film director, KABC-TV Los Angeles, to Artists Distributors, same city, as vice president and general sales manager.

Constance Lazar, West Coast manager, Unity Television Corp., Hollywood, to United Producer-Distributors, same city, as vice president in charge of sales.

Cy Donegan Jr., sales staff, Motion Pictures for Television Inc., N. Y., to Minot Tv Inc., N. Y., as New York sales manager.

Robert E. Gips, formerly with tv dept., National Screen Service, N. Y., to Mel Gold Productions, same city, as production supervisor.

Alan Press to traffic dept., Screen Gems Inc., N. Y., as head; **David Greene** to traffic dept. as chief expeditor; **Bernard Kahn** and **Robert L. Stevens** to traffic dept. as film inspectors; **Arthur Topol,** assistant sales service manager, sales service dept., Screen Gems, appointed sales service manager, succeeding **George E. Burgess Jr.,** who moves to sales dept; **Bud Donnelly,** formerly with Lever Bros. Co., to sales dept. as assistant to midwestern sales manager, Chicago; **Conrad Waldstein,** recently separated from U. S. Signal Corps, Tokyo, appointed assistant to business manager; **W. Scott McLucas** to production dept. as production assistant; **Stanley Ackerman,** formerly director, Resident Theatre, Kansas City, to production dept. as dialogue director; **Eli Levitan** to commercial animation dept. as technician and animator; **Joe Morrison** and **Vincent Cafarelli** to commercial animation dept, as assistant animators; **Fred Eng** to commercial animation dept. as painter.

Maurice R. Morton, business affairs director, CBS-TV Hollywood, to McCadden Corp., same city, in same capacity.

John B. Dalton, assistant sales manager, WABC-TV New York, to United Television Programs Inc., same city, as account executive.

Erna Lazarus, writer, Rawlins-Grant Inc., Hollywood, promoted to associate producer.

Harry Anger, tv production supervisor, General Artists Corp., N. Y., appointed chairman, talent committee, "Celebrity Parade for Cerebral Palsy" program, Oct. 23 WABC-TV New York telethon.

SALES PROOF OF SUCCESS, AWRT TOLD

ABC's Ted Oberfelder tells AWRT workshop session that ratings are over-emphasized. He says sales should be the advertisers' guide.

SALES chalked up by a sponsor and not the rating of his program should be a guiding factor in the broadcast business, according to Ted Oberfelder, ABC vice president and WABC New York manager.

Mr. Oberfelder took part in morning workshop sessions Oct. 9 at the two-day New York State Conference attended by some 200 members of American Women in Radio and Television at the Hotel Park-Sheraton, New York.

He also minimized efforts in station merchandising, store visits by program personalities and other such special promotions, asserting that "these extras just dilute the sales dollar. Why give away talent and time?"

Taking issue, Margaret Arlen, WCBS-TV New York commentator, said the broadcaster is a member of the sponsor's sales staff and so far as attending a store opening—that's the quickest way for a broadcaster to meet several thousand people at one time.

Mr. Oberfelder said many women broadcasters get low ratings for their programs even though they sell the advertised products in great amounts. "I'd rather have a program with a one rating point and sell the product than to have a 101 rating but poor sales," he said.

Mrs. Doris Corwith, supervisor of public affairs at NBC and former national president of AWRT, said the woman broadcaster's greatest problem is to get a proper evaluation of her actual impact on her audience. What's needed, she said, is a survey of women's markets and how women's programs can best serve the public.

In other morning sessions, Pauline Frederick led a group discussion on advertiser-station relations; Helen Hall presided over an internal management relations panel, and Helen Parkhurst led another panel in a discussion of public relations.

In the evening, speakers included William Dodson, tv staff director, ABC; Geraldine Zorbaugh, ABC general counsel; Neal L. Moylan, director, New York State Radio-Motion Picture Bureau and program chairman, Mohawk-Hudson Council for Educational Television; Robert O'Bradovich, makeup specialist (NBC), and Josephine McCarthy, cooking specialist with the daily *Herb Sheldon Show* on WRCA-TV New York.

Mr. Dodson said the chief trouble in the video business, from the producer-director standpoint, "is lack of time and space, both of which can be bought." Mrs. Zorbaugh noted that work has become more complex since tv contracts have come on the scene and assured her audience that, even in legal terminology, "it's possible to write contracts people can understand." Mr. Moylan led a discussion on the current FCC definition of what constitutes an educational program, evoking several differences in opinion from the floor.

Preparations for a cooking demonstration on tv, according to Miss McCarthy, must be exact, complete, swift and clear because "complicated doings on tv lose the watcher's interest." Mr. O'Bradovich demonstrated on a model how makeup changes an actress' age or appearance.

Also in the evening sessions, Lilian Okun, producer-director for WMCA New York and chairman of the AWRT chapter's job counseling committee, discussed "do's and don'ts" of job-hunting. Moderator was Adelaide Hawley, the *Betty Crocker* of radio and tv.

Final session the morning of Oct. 10 was preceded by a breakfast sponsored by the Florida Citrus Commission, General Foods Corp.. Frederick B. Cooper Inc., Poultry & Egg National Board, General Baking Co., Welch Grape Juice Co., Joseph B. Martison Co. and Dairymen's League Cooperative Assn. Inc. Sally Work, WBEN Buffalo, New York state chairman of AWRT, presided at the closing business session.

A proposal by a faction of AWRT that a state-wide organization of New York women in the broadcasting field be set up was discussed during the weekend meeting but no action was taken. However, to facilitiate the conference in its state-wide activity, Barbara Hall, WHCU Ithaca commentator, was elected state treasurer to handle financial affairs at the direction of the New York state chairman.

At the same time, the chairman was authorized to appoint an advisory committee that will work on arrangements for future conventions.

During the conference, Judge Irving Ben Cooper, chief justice of the Court of Special Sessions, City of New York, urged radio-tv people to cooperate in the stimulation of community efforts to combat juvenile delinquency.

Heart of America AWRT Elects Hayes President

ANNE HAYES, KCMO Kansas City, was elected president of the Heart of America Chapter, American Women in Radio & Television, at its recent Omaha meeting. Other officers elected were: Wilma Sim, KSD-TV St. Louis, vice president; Martha Spaulding, WDAF-AM-TV Kansas City, secretary, and Jean Sullivan, Buchanan-Thomas Adv. Agency, Omaha, treasurer.

Panel on ways to improve women's programs included Miss Hayes; Milton J. Stephan, radio-tv director and partner, Allen & Reynolds, Omaha agency; Robert Thomas, WJAG Norfolk, Neb., and Mrs. Arthur Schmad, representing listeners and viewers. Mr. Stephan called for fresh ideas in the commercial field and said advertisers look to the home show's ability to sell a loyal audience. Mr. Thomas urged sincerity and naturalness along with distinct speaking and convincing language. Miss Hayes advised careful preparation for programs.

Participants in a radio panel were James Harker, KBON Omaha; Lucille Verness of Shenandoah, Iowa; Mal Hansen, WOW Omaha, and Arthur H. Parson, Omaha. They agreed radio's first job is to entertain and noted that the public quickly detects pretense.

Speakers on tv commercials were Zeta Salisbury, WOW-TV Omaha; Barney Carson, Shenandoah; Elsie Neely Sanderson, KOLN-TV Lincoln, Neb., and Verne Reynolds, WOW-TV.

Moderators of the panels were Esther Martin, KDTH Dubuque; Marge McGovern, KWBW Beatrice, Neb., and Miss Sim.

Advertising Council Day

FIRST Advertising Council Day in the history of the 12-year-old non-profit public service advertising organization will be held at the Waldorf-Astoria Hotel in New York Nov. 17. An all-day series of meetings on various Council operations will be held, climaxed by a dinner that evening at which Dag Hammarskjold, secretary general of the United Nations, will be the principal speaker.

NARTB DIST. MEETINGS IN SEVENTH WEEK

Far West portion of the circuit gets underway at Portland, Ore., today for Dist. 17. Later this week it will be Dist. 15 in San Francisco.

TWO NARTB districts—9 (Ill., Wis.) and 11 (Minn., N. D., S. D.)—last week sought practical ways of handling political broadcasts and reviewed current legislative and regulatory threats to private industry as the autumn series of meetings wound up the sixth week.

The NARTB headquarters team moved to the far West over the weekend, with District 17 (Wash., Ore., Alaska) convening today at the Davenport Hotel, Spokane. Richard M. Brown, KPOJ Portland, will preside as district director.

NARTB President Harold E. Fellows was forced to abandon the itinerary over the weekend to testify on Capitol Hill before the Hendrickson subcommittee on juvenile delinquency. Ralph W. Hardy, NARTB government relations vice president, was to report to the District 17 membership on behalf of President Fellows, who planned to resume the schedule Thursday at the opening of the District 15 (N. Calif., Hawaii, Nev.) meeting at the Clift Hotel, San Francisco.

FCC Comr. John C. Doerfer is to address the Spokane meeting. He had previously appeared at the District meeting held Sept. 13-14 at Lake Placid Club, Lake Placid, N. Y. Worth Kramer, WJR Detroit, who also spoke at Lake Placid, is to be radio guest speaker at Spokane with Jack Harris, KPRC-TV Houston, as tv guest.

William D. Pabst, KFRC San Francisco, will preside at the District 15 meetings as district director.

DISTRICT 9

BROADCASTERS were challenged to decide between radio and tv, and not try to mix the two, in an address delivered at the NARTB District 9 (Ill., Wis.) meeting Monday-Tuesday at Lake Lawn Lodge, Lake Delavan, Wis. Ben Sanders, KICD Spencer, Iowa, radio guest speaker, predicted a strong future for radio but said ideas and sound public service policies are needed.

Sixty-one delegates and guests attended the meeting, with Hugh K. Boice, WEMP Milwaukee, presiding as district director.

Taking part in a radio forum were Mr. Boice; Charles C. Caley, WMBD Peoria; Kenneth S. Gordon, KDTH Dubuque, Iowa; Merrill Landsay, WSOY Decatur; Harry Peck, WISN Milwaukee, and Gordon Sherman, WMAY Springfield.

NARTB President Harold E. Fellows addressed the banquet on the topic, "I Am a Broadcaster."

James C. Hanrahan, WEWS (TV) Cleveland, tv guest, reviewed the problems of starting a tv station. He said it is almost impossible to make enough money in tv after taxes to keep up with obsolescence and the cost of modernizing studios as well as equipment. He advocated a single rate card, with a discount for local advertisers.

Participating in a tv roundtable were Robert J. Borow, WDAN-TV Danville; Howard Dahl, WKBH-TV La Crosse, Wis.; Hayden Evans, WBAY-TV Green Bay, and Leslie C. Johnson, WHBF-TV Rock Island.

Members of the resolutions committee were Mr. Peck, chairman; Mr. Dahl and Mr. Lindsay. The resolutions warned of dangers lying in proposed legislation; urged fewer industry meetings; commended President Fellows and his staff and voiced appreciation for the service of former FCC Comr. George E. Sterling.

Film Sales Standards Set on Chicago Agenda

PROPOSALS to bring uniformity in tv film sale and purchase will be drafted by the NARTB Film Committee for submission to NARTB's Tv Board. The committee met Monday-Tuesday at the Conrad Hilton Hotel, Chicago, with Harold P. See, KRON-TV San Francisco, presiding as chairman.

The committee was set up to develop suggested standards involving purchase, handling, use and other facets of film between tv stations and film distributors and producers. Mr. See says the recommendations would be incorporated as a "guide" for industry rather than as compulsory standards. No single standard film contract is expected to materialize from the group's own study, he emphasized, though that would be the ultimate aim when broadcasters eventually convene with distributors and producers.

The NARTB Film Committee threshed out problems of damaged film, expedition of delivery, music clearances, right of privacy and other factors entering into use of film by stations. It hopes to point out certain "pitfalls" to be avoided by stations and distributors alike in considering any one of a number of different type contracts. Biggest problem, he said, lies in use of feature rather than syndicated film.

Mr. See expressed hope that distributors would band together and set up a central organization which could serve as liaison with the television industry. He said the committee hopes to have its report ready by the time the NARTB Tv Board meets late in January, though this was not assured.

Members of the committee at the meeting, in addition to Mr. See, were: Elaine Phillips, WSPD-TV Toledo; Paul Adanti, WHEN-TV Syracuse, N. Y.; Irving Rosenhaus, WATV (TV) Newark, N. J.; John Esau, KTVQ (TV) Oklahoma City; Raymond Welpott, WRGB (TV) Schenectady, N. Y.; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Klaus Landsberg, KTLA (TV) Los Angeles.

Attending from NARTB were Thad Brown, vice president and counsel to Tv Board; Howard H. Bell, assistant to the president, and Abiah Church, NARTB attorney.

Tibbett Elected to ABA Post Succeeding Elmer G. Salter

GENE TIBBETT, WJRD Tuscaloosa, former president of the Mississippi Broadcasters Assn., has been elected secretary-treasurer of the Alabama Broadcasters Assn. Mr. Tibbett will fill the unexpired term of Elmer G. Salter, WAUD Auburn, who resigned. T. E. Martin, WAPI Montgomery, was elected to ABA's board.



MR. TIBBETT

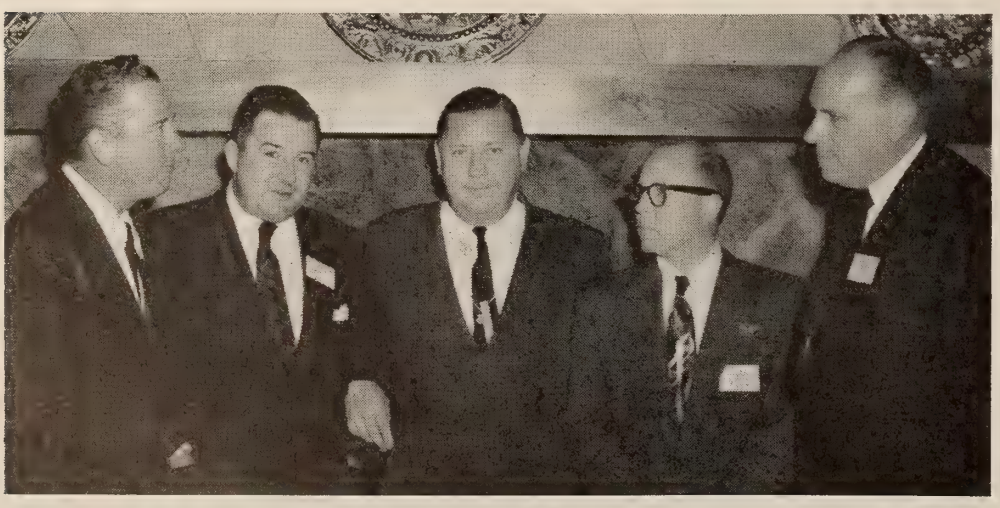
Three radio executives and a U. of Alabama faculty member were cited by ABA for distinguished service to Alabama radio. They were Joseph C. Mathews, WJJJ Montgomery; David E. Dunn, WSFA Montgomery; Curtis DeLamar, WGAD Gadsden, all of whom are retiring from broadcasting, and Dr. J. R. Morton, associate dean, U. of Alabama extension service.

ABA decided at its recent meeting [B•T, Oct. 11] to hold the 1955 spring session at Montgomery.

J. Leonard Reinsch, managing director of the Cox stations, told ABA delegates that radio's biggest problem is tv competition but assured that "top programming, hard work and imagination could maintain radio as a distinct and vital medium."

Mr. Reinsch, chairman of the Democratic National Committee's Radio-Tv program section in 1952, was presented a silver tray by J. Dige Bishop, WCTA Andalusia, ABA president.

Participants in a media panel were Kevin B. Sweeney, BAB, for radio; A. C. Schofield, Storer Broadcasting Co., for tv; W. Frank Aycock, *Birmingham News*, for newspapers; O. W. Spoor, Loveman's Department Store, Birmingham, for consumer advertising; G. W. P. Atkins, Southern Advertising Service, Birmingham, for car cards; Thomas E. Martin, WAPX Montgomery, moderator.



DELEGATE GROUP at NARTB District 9 meeting at Lake Delevan, Wis. (l to r): Charles Lanphier, WTVW (TV) Milwaukee; Hugh K. Boice, WEMP Milwaukee, district director; John E. Pearson, John E. Pearson Co.; Kenneth S. Gordon, KDTH Dubuque, and Harry D. Peck, WISN Milwaukee.



NARTB District 10 group at Omaha meeting (l to r): William B. Quarton, WMT Cedar Rapids; Ernest C. Sanders, WOC Davenport; Paul Adanti, WHEN-TV Syracuse; Owen Sadler, WMTV (TV) Omaha; Frank Fogarty, WOW Omaha; Todd Storz, KOWH Omaha, and Donald D. Sullivan, KVTV (TV) Sioux City.

RATINGS DISCUSSED AT OSU CONFERENCE

QUESTION of the adequacy of radio-tv rating services was the topic of an address delivered by Norman Glenn of Doherty, Clifford, Steers & Shenfield, New York, last Friday at the 11th Annual Ohio State U. Conference on Advertising meeting in Columbus, Ohio. Mr. Glenn is vice president in charge of the agency's broadcasting planning.

In his talk, Mr. Glenn attempted to "uncover the roots of this uneasiness about ratings," which he stated was illustrated by an article on the subject in the Oct. 29 issue of *Collier's*. He outlined the various ways in which audience information can be obtained and pointed out that "the fact that there are so many different methods practiced commercially indicates that no ideal measurement has yet been found."

In defense of the disparity in certain ratings supposedly measuring a given program, Mr. Glenn said such differences should be expected because different rating services measure different things. He defined his point by analyzing the opportunity for difference in the area sampled, the representativeness of the sample selected, the specific method used in the testing and the variety of time lengths used in the reporting period.

"The opportunities for variations in ratings are great and when they do occur, it does not mean that one service is right and all the others are liars," Mr. Glenn said. The problem rests in what kind of audience measurement will give the most useful information. Since the answer depends on individual needs, Mr. Glenn pointed out that for this reason there will always be a number of rating services.

Ohio Broadcasters Plan Sales Clinic in Columbus

ANNUAL sales meeting will be held Friday by the Ohio Assn. of Radio-Tv Broadcasters in the Neil House, Columbus. Robert D. Thomas, WNBS-TV Columbus, is chairman of the convention committee. The program includes both radio and tv speakers.

Radio speakers include Ralph Brent, WIP Philadelphia, and Robert Fehlman, WHBC Canton. Victor A. Sholis, WHAS Louisville, will moderate a sales panel. Tv speakers include John Heiskell, Ohio Bell Telephone Co.; Ken Fleming, chief timebuyer, Leo Burnett Co., Chicago; Norman Gittleson, WJAR-TV Providence, R. I.; Terrence Clyne, senior vice president, Biow Co., New York, and Earl Moreland, WMCT (TV) Memphis.

The two units will join for a luncheon to be addressed by Charles F. Rosen, executive vice president of W. B. Doner Co., Detroit. Gordon Eldredge, advertising manager of Ford Motor Co., will address a joint radio-tv session.

Radio Pioneers Plan Meet At Toots Shor's Oct. 27

FIRST regular fall meeting of the Radio Pioneers will be held the evening of Oct. 27 at Toots Shor's in New York under the joint auspices of the national body, headed by Arthur B. Church of Kansas City, and the New York chapter, of which Frank Silvernail, BBDO, is president.

Lowell Thomas will be one of the masters of ceremonies and he along with Raymond A. Heising and Lloyd Espenschied will receive citations awarded them by the Radio Pioneers at the annual meeting in Chicago last spring. During the meeting there also will be a salute to Charles Butterfield, who will retire early next month after 25 years as radio-tv columnist there for Associated Press.

A large delegation of members of the National Assn. of Educational Broadcasters is expected to attend the meeting. The NAEB holds its annual convention in New York the end of this month.

Kiwanis Backs Drive To Commend Radio, Tv

NEARLY 4,000 Kiwanis clubs in the U. S., its territories and Canada are being asked by Kiwanis International to participate in National Radio & Television Week Nov. 7-13 and to pay tribute to local stations.

Don E. Engdahl, Kiwanis International president, has urged clubs to use tie-in material contained in a "Kiwanis Radio & Television Appreciation Kit" for the observance or to hold "appreciation" meetings at the local level. The purpose is to commend stations for their contribution to "freedom of speech" and thank broadcasters for past cooperation on Kiwanis public service community projects.

The kit sent to clubs contains a fact sheet with suggestions for setting up radio-tv appreciation committees, radio-tv announcements, news releases and factual radio-tv data. Spots salute stations as "good citizens, champions of free expression and guardians of our liberty."

STRESS CONTINUITY, LITTLE TELLS AAAA

Advertising more important than ever before, Campbell-Ewald president says at Chicago meeting.

"ADVERTISING will be more important to management than ever before" because of expanding markets and as sales go up, so will profit and volume, "but not without a lot of advertising," Henry G. Little, president of Campbell-Ewald Co., Detroit, declared last week.

In a speech prepared for delivery Friday before the Central Region of the American Assn. of Advertising Agencies, of which he is vice chairman, Mr. Little urged better integration between sales and advertising and more and better research with emphasis on "continuity."

"Frequent exposure to the sponsor's message contributes mightily to penetration and action," he asserted in a luncheon talk to the AAAA Central Region, holding its annual convention at the Drake Hotel in Chicago.

A need for "real research" also was sounded by Charles H. Brower, vice president in charge of creative departments at BBDO. He noted that while a "good start" has been made by the Advertising Research Foundation, perfect research is still merely an "ideal." He pointed out that only 67 out of 3,000 national agencies and 59 of some 13,500 national advertisers support it thus far. He spoke at a general afternoon session Friday.

Sessions on Thursday were devoted to management, with evening talks by Earle Ludgin, president of Earle Ludgin & Co., and Dr. C. H. Sandage, U. of Illinois, on advertising's agency-educator cooperative program and training of students to step into the field. Fred Gamble, AAAA president, reviewed the state of advertising during the morning session.

Sessions on media and radio-tv production headlined Friday meetings and workshop panels, first of their kind for the Central Region. Research also came in for discussion.

VOD Contest Programs Shipped to 2,000 Stations

TRANSCRIBED program material for use during National Radio Week, Nov. 7-13, in connection with the Voice of Democracy Contest, has been shipped to over 2,000 radio stations, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and national chairman of the annual high school contest committee.

Taking part in the contest are NARTB member stations plus other stations that have signified their desire to participate. NARTB, RETMA and the U. S. Junior Chamber of Commerce jointly sponsor the competition.

The transcribed programs include six 5-minute features which stations will air daily, one a day, during National Radio Week at a time when high school students can listen. Five excerpts from previous award-winning scripts are in the package plus an interview with Dr. Elsworth Tompkins, of the U. S. Office of Education. Mr. Secrest said stations which have not yet indicated they intend to take part in the contest can receive the transcriptions by writing the national VOD committee, 1771 N St., NW, Washington 6, D. C.

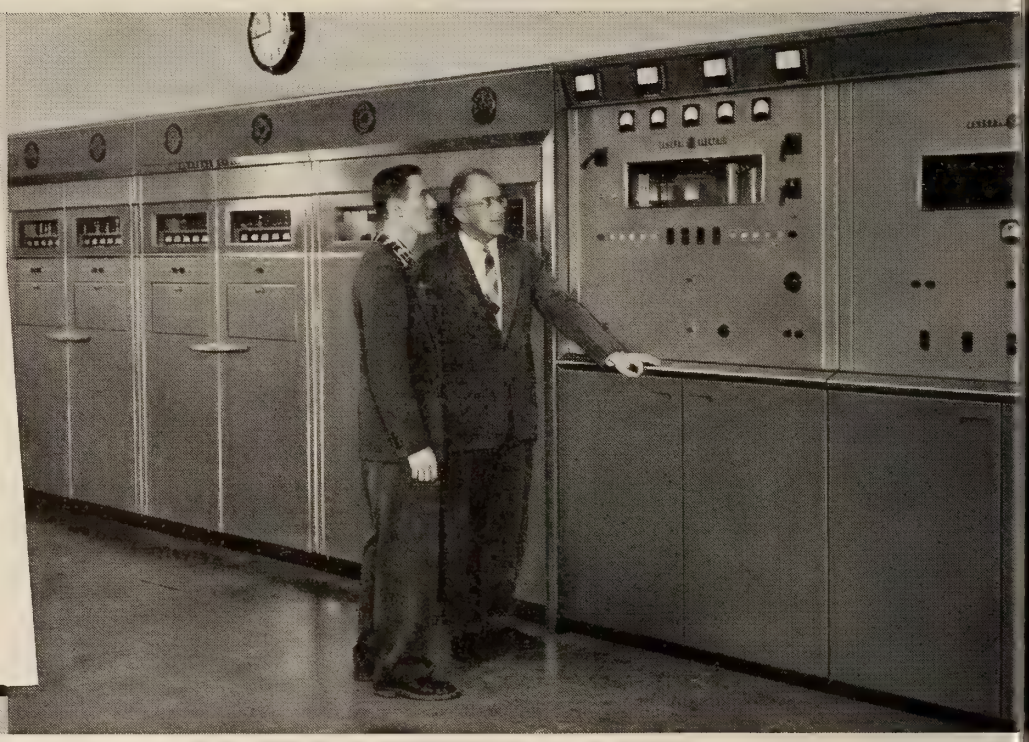
IN DETROIT...WHERE

It's G-E...

WJBK-TV

G-E 35 KW ... Channel 2 ... Storer Broadcasting Company's television outlet in the highly competitive Detroit area. This CBS and Dumont affiliated station boasts all new facilities. Their G-E 35 KW transmitter and a new G-E antenna are aimed at obtaining *greater* coverage ... *better* coverage than ever before!

Key principals in the WJBK picture are: Paul Frincke, Chief Engineer (right) and Charles Ensley, TV Transmitter Engineer.



WWJ-TV

G-E 35 KW ... Channel 4 ... Detroit's *first* TV station! They have used more than six years of television broadcasting experience to good advantage. WWJ-TV recently completed plans to install a 1000 foot tower and re-locate their transmitter. The basic equipment ... G-E for high power! An outstanding newspaper interest—The Detroit News—controls this NBC interconnected station.

(Right) WWJ-TV's new transmitter building is reproduced from an original drawing.

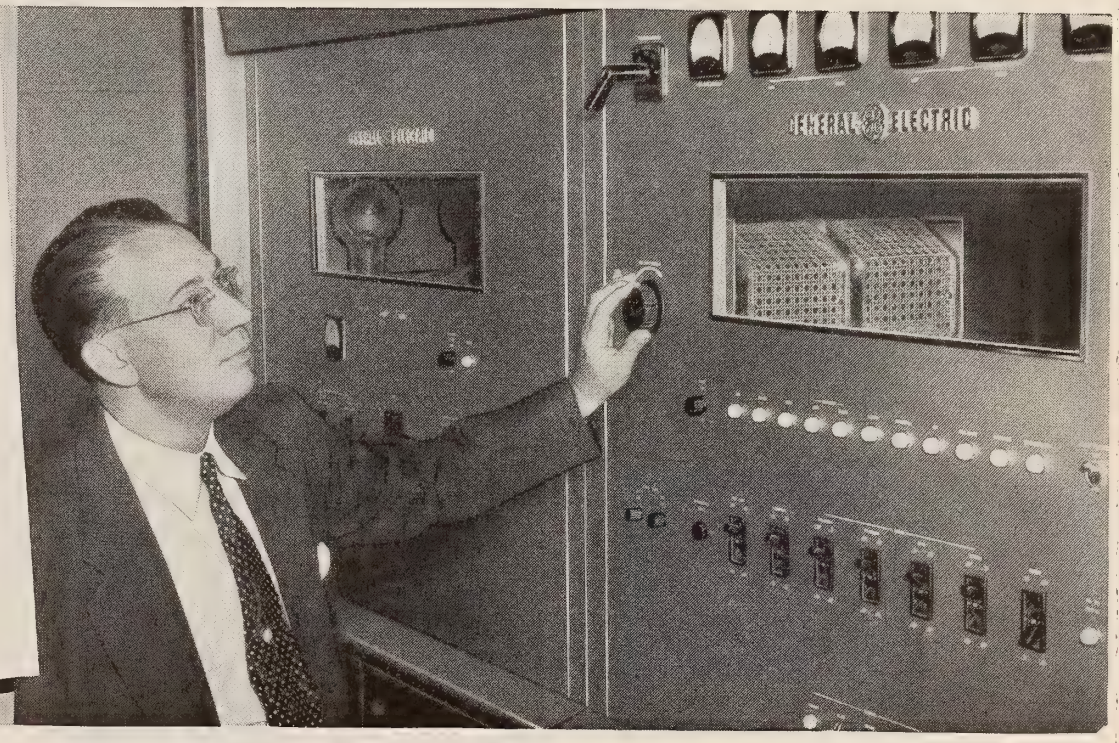


HIGH-POWER COUNTS *all the way!*

WXYZ-TV

G-E 50 KW ... Channel 7 ... American Broadcasting Company's station in Detroit has just completed installation of its high-power G-E antenna. The 200 KW effective radiated power achieved with a G-E 20 KW amplifier will be increased to 316 KW upon installation of a new General Electric 50 KW transmitter later in 1954.

The photo at right representing WXYZ-TV pictures Charles Kocher, Chief Engineer.



We've shown you the high-power ballot in Los Angeles—4 out of 5 vote for G-E. Now, take a look at Detroit—the nation's fifth largest market area and inherently a *power conscious* community. The vote: 3 out of 3 for G-E high-power! There you have concrete proof of product acceptance ... proof of outstanding equipment performance. Small wonder that General Electric today occupies this position of leadership in the high-power broadcasting field!

Before you make any commitment, measure the success of your TV market objectives by the highly successful experience all G-E high-power stations seem to enjoy. With G-E equipment you'll be off to a good start... aimed in the direction of profitable operation! Call our local G-E broadcast field representative today, or write us for further, complete information: *General Electric Company, Section* X-2104-18 *Electronics Park, Syracuse, N. Y.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



When nearly half a million—over 454,000 —cook books were sold —which was double the original estimate for the Rochester area—the promoters were astonished.

When WHAM Radio exclusively did this job better than any medium previously used, everybody sat up and took notice—in the food industry . . . in the publishing business . . . and in radio.

It was WHAM's persuasive personalities who sent customers into the stores to buy the famous 24-volume "Encyclopedia of Cooking."

In cook book parlance, the best recipe for getting your share of the 22-county market that spent an estimated $415,855,000 for food in 1953* is WHAM radio.

Want more proof? Ask us or the Hollingbery man to give you the details of this stupendous radio success story.

Sales Management Survey of Buying Power, 1954

50,000 watts • clear channel • 1180 KC

WHAM

ROCHESTER RADIO CITY

The Stromberg-Carlson Station

AM-FM ★ NBC Affiliate

Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

Madsen Tells Dealers How Radio Sells Food

INDICATION of radio's effectiveness for the food industry is that the number of supermarkets using radio adveritsing has increased 8% within the past year and more than half (53%) are now radio sponsors.

This evaluation was expressed last week by Arch L. Madsen, director of member service for BAB, in a talk before the Virginia Food Dealers Assn. He spoke before 250 food manfacturers, brokers, processors, wholesalers and retailers attending a three-day convention at the Hotel Chamberlin in Old Point Comfort, Va.

In documenting radio's sales advantages, Mr. Madsen touched upon the medium's "deep penetration" and its ability to "talk to more of the food stores' customers with unrivaled flexibility and economy"; its adaptability in meeting local conditions with sales messages tailored to tastes of persons in the community, and its ability to produce a list of "hundreds of success stories daily" from among all elements of the food industry. Radio has built the largest distribution system in the advertising industry, Mr. Madsen declared, pointing out that more than 13 million radio sets were sold last year alone, and that there are some 111 million sets operating in 95% of all American homes and in millions of public places.

Mr. Madsen discussed with the food executives various local problems, among which were commercial copy techniques, the use of slogans and the necessity for transmitting the personality of the food store and its manager to customers and prospects.

Phoenix Stations Organize; Rawls Elected President

DICK RAWLS, general manager of KPHO-AM-TV Phoenix and formerly with ABC and CBS, has been elected president of the newly-formed Metropolitan Phoenix Broadcasters Assn., according to Dan Schwartz of the same station, who was named director of public relations for the association. The group contains representatives of Phoenix' nine radio stations and three tv outlets. Other officers: Howard Loeb, owner of KRIZ, vice president; Dwight Harkins, manager, KVAR (TV) and KTYL, secretary-treasurer. Elected to the board: Homer Lane, program director, KOOL; Al Johnson, manager, KOY; Richard Lewis, president, KVAR-KTAR; and Frank Redfield, general manager, KIFN. Legal advisor will be Richard Kleindienst of Jennings, Strouss, Salmon & Trask.



MR. RAWLS

AAFP Approves Code And Standard Contract

CODE of fair practices and a standard contract form were approved by the American Assn. of Film Producers at a meeting in Chicago last Thursday. Mercer Francisco, Francisco Films, presided as chairman.

The organization, comprising some 14 midwest film companies, also recommended an educational program designed to sell American advertisers and corporations on the use of film as against other media.

The code covers scripts, delivery dates, producers, samples, rights to complete scripts, client protection, producers relations, employe relations and other factors. The standard contract form touches on such aspects as program payments, length of film, editing, animation, union liability and ownership of negatives.

AIEE Sessions Consider Color Tv, Broadcasting

SESSIONS on color television and international broadcasting highlighted the closing day of the fall general meeting of the American Institute of Electrical Engineers at Chicago's Morrison Hotel last week.

Recording of color tv programs from technical standpoints were discussed Friday by E. D. Goodale of NBC, while three members of the U. S. Information Service—E. T. Martin, Julius Ross and George Jacobs—reviewed engineering developments of the Voice of America.

H. P. Kelly, Bell Telephone Labs, described a portable test set for measuring color distortion in television systems. Very high powered long wave broadcasting stations were described in papers by C. E. Smith of Carl E. Smith Consulting Engineers, and J. R. Hall and J. O. Weldon, Continental Electronics Mfg. Co.

Over 1,500 electrical engineers, scientists, research specialists and manufacturers attended the five-day meeting which closed Friday. The opening day sessions were capped with a talk by Donald A. Quarles, assistant secretary of defense, on electronics and other technological aspects in defense. He noted that Soviet Russia is challenging the U. S. primarily in electronics and atomic energy.

In an early session, Richard Holgate, Philadelphia Electric Co., asserted that power frequency drops, which normally concern public utility engineers, would have no appreciable effect on radio-tv reception. A tv test was made during a series of experiments to determine the effect of reduced frequency and voltage during power shortages. Mr. Holgate quoted a Philadelphia radio manufacturer to the effect that a reduction of 10% would have no noticeable effect on radio reception.

AIEE delegates also were told that, while Americans bought over $200 million worth of magnetic sound-recording equipment and accessories last year, "the real future" in that field lies in computers, business machines and control mechanisms.

Henry Gets Convention Post

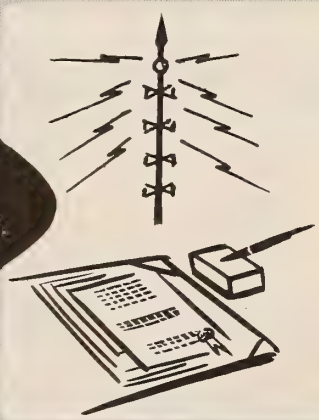
BILL HENRY, head of Bill Henry Assocs., Washington, D. C., has been elected chairman of the 1956 political convention committee of Radio-Tv Correspondents Assn. He served in the same role in 1948 and 1952. Other members of the committee will be elected later. Richard Harkness, NBC, is president of the correspondents' association and chairman of the executive committee of the Radio-Tv Galleries of Congress.

Price Heads Appliance Assn.

THE National Appliance & Radio-Tv Dealers Assn. has elected H. B. Price Jr., Norfolk, Va., as president, succeeding Vergal Bourland. Action was taken at an executive board meeting in Chicago Oct. 10. The board also confirmed Jan. 9-11 as dates for its national convention at the Conrad Hilton Hotel, Chicago, and moved to launch a national program to eliminate misleading statements from appliance advertising.

it's news... good news... GREAT news!

Two things just happened to prove WTVH-TV is "the power in Peoriarea".



1. WTVH-TV transmitting power has been increased to *214,000 watts!*

2. The ink's still wet on our *primary affiliation agreement with CBS!* Now, it's WTVH-TV for the great CBS productions . . . and for top ABC and DuMont shows, too.

And remember *where* all this is happening! Peoriarea is the second biggest, second richest market in Illinois. For the full story, ask a Petry man . . . and now, before too many time-buyers start after the choice availabilities still open.



POWER of signal . . . penetration . . . programming . . . personalities . . . promotion

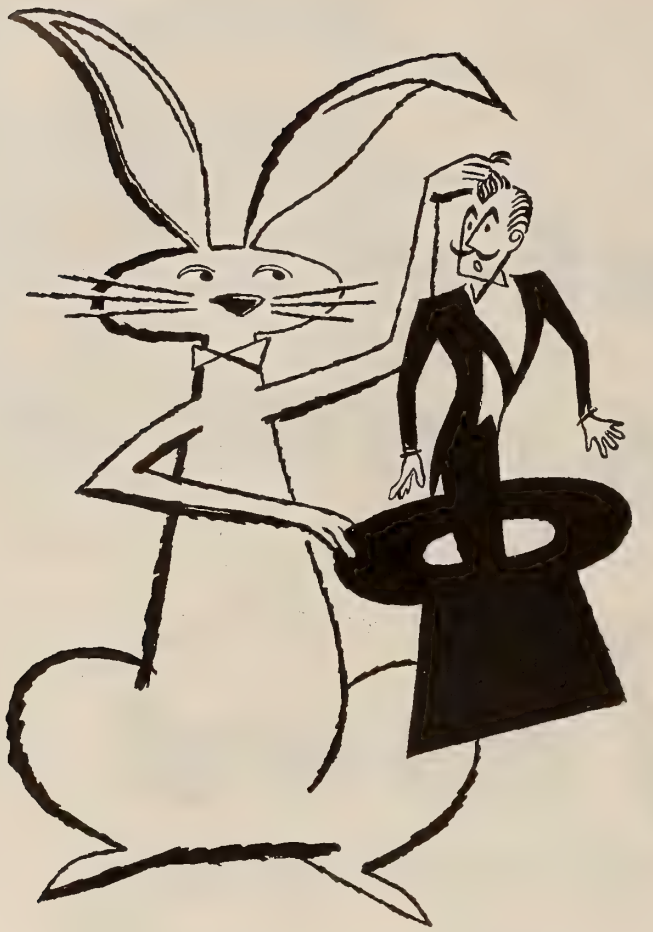
EDWARD PETRY & CO., INC.

National Representatives

WTVH-TV

CHANNEL 19

The POWER in Peoriarea



here's real maqic...

the kind advertisers want to see when it comes to sales . . . And while sensational, there's no trick to the sales results you get through WTAR-TV. This established VHF station has just what it takes plus the know how . . . maximum facilities, topnotch network and local programming, an audience of 325,000 homes and dominance of an area that covers the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

OSBA-Formed Radio Network Helps State Fair Set Record

THREE-FOLD radio promotion of the 89th Oregon State Fair, which this year set an attendance record, was conducted by the Oregon State Broadcasters Assn., according to Manager Robert E. Summers, who adds that the promotion was sold on a statewide hookup of 32 stations, making it the first network of its kind to be developed by the association and the first sales package to be offered by the association as a group plan. The eight-day fair attracted 335,340 visitors, a 15% increase over normal attendance.

A beat was scored on the press, Mr. Summers claims, when an interview with Secretary of Agriculture Ezra Benson was carried over the 32-station hookup. Additionally, stations conducted local talent contests for up to six weeks before the fair with winners competing in state finals at the fair. Ted Mack, of Original Amateur Hour fame, conducted a daily free radio talent show and a nightly stage show at the fairgrounds, and selected the winner of the state finals, who will go to New York with Mr. Mack to appear on his national network *Amateur Hour.*

According to OSBA, the three objects of the promotion were to build state fair attendance, promote radio locally throughout Oregon and develop a salable statewide radio package. Because of "the tremendous success" of the promotion, the sponsor, Oregon Milk Producers, has requested first refusal rights on a repeat performance next year, Mr. Summers said, while two other interested purchasers were inquiring about next year's plans, either for a repeat promotion or a similar one tailor-made to their specifications. The State Fair profited to the extent of more than $50,000 in free spot announcements, more than 10 times its radio advertising budget, according to Mr. Summers.

New England Film Directors Schedule Nov. 30 Meeting

THE NEW Tv Film Directors Assn., New England chapter, will meet Nov. 30 at Boston's Statler Hotel to discuss the results of a membership campaign that was launched at the Oct. 5 session. The drive is to encourage the establishment of other regional chapters as well as to increase the membership of the New England unit.

The group, which is headed by William Cooper, film director of WJAR-TV Providence, R. I., also set forth standards for better film practices within the industry. One of the aims brought out at the Oct. 5 session was that the association ". . . will eventually be recognized by the NARTB and be made an integral part of that organization," while retaining its own leadership.

ACE to Announce Winners

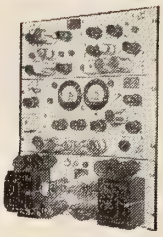
AMERICAN Cinema Editors tomorrow (Tuesday) will announce the winner of the "Critics' Award" in two classifications, tv films and motion pictures. For the annual event, recently inaugurated by ACE, the general membership nominates the five best edited films in the two categories, which have been shown locally between Sept. 1, 1953, through Aug. 31, 1954. Critics connected with the two industries then vote on the films in their respective fields. Video film series, which have been nominated, are NBC-TV *Dragnet, Ford Theatre, My Little Margie,* CBS-TV *Four Star Playhouse* and *Schlitz Playhouse of Stars.*

TELECHROME INCORPORATED

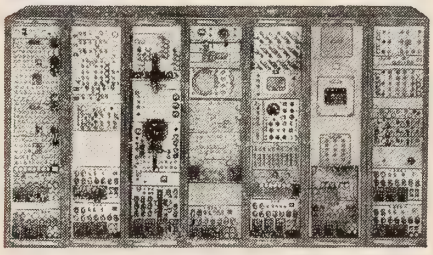
THE ONLY COMPLETE LINE OF COLOR TV BROADCASTING EQUIPMENT



Chromascope (Signal Certification)



Phase Slope (Envelope Delay) Curve Tracer



Full facilities — Transmits, receives, monitors, analyzes composite color pictures

In Color TV instrumentation, no other name means as much as Telechrome . . . because no organization can match Telechrome's 4 years of experience in providing color TV generating, testing and broadcasting equipment to these and other prominent manufacturers, laboratories and broadcasters.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures — literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

DELIVERY 30 DAYS

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment

88 Merrick Road Amityville, N. Y.

AMityville 4-4446

WANT ACTION?

NEED EXCITEMENT?

FIGHTING FOR AUDIENCE?

LOOKING FOR SPONSORS?

the most fabulous, the richest, the greatest assortment of prizes ever offered in broadcasting history!

supported by over 100 MILLION PROMOTIONAL PIECES in the Biggest, most diversified, most comprehensive merchandising package ever offered . . . anywhere, anytime!

COST? ZERO!

This is not a Program

This is an NTA Plus Service . . .

Available to only 100 stations in the United States

©Copyright 1954 by Joseph H. Moss

NTA

PRESENTS

The Greatest Single Audience-Building Promotion in Broadcasting History!

IT'S "TV TIC-TAC-TOE"®

WITH

1 MILLION DOLLARS

$1,000,000.00

IN PRIZES

Free!

Over 3,000 Weekly Prizes — 40,000 Winners In All!

THIS PROMOTION HAS EVERYTHING!

EXCITEMENT . . . prolonged for a 21-week period, leading up to a grand contest climax.

ACTION . . . . . every week a new contest, with everyone in your market eligible.

SIMPLICITY . . . . no captions to read! no box tops to handle! no slogans to judge . . . Our master plan makes it as easy as ABC.

REWARD . . . . . the greatest audience ever "Pied-Piper'd" into a station. Brings you . . . keeps for you . . . more national, regional and local sponsors than you've ever had before.

PRESTIGE . . . . . solidifies present billings with powerhouse merchandising plan...puts you in direct contact with huge national advertisers.

CALL-WRITE-WIRE COLLECT!

GET YOUR SHARE OF THE 10 MILLION CONSUMERS WHO WILL BE RUSHING INTO RETAIL STORES ALL OVER THE COUNTRY EVERY WEEK!

CALL YOUR NTA MAN TODAY! He's Only Minutes Away!

National Telefilm Associates, Inc.

625 MADISON AVENUE, NEW YORK, N. Y., PLaza 5-8200

NTA



Radio-Tv, Advertisers Support Safety Council

NETWORKS, stations and advertisers, along with The Advertising Council, have pledged wholehearted support to the National Safety Council with special broadcasts and air mentions tieing into the council's 42nd annual National Safety Congress & Exposition in Chicago this week.

As of last Monday, NSC had received promises of safety allocation messages on 126 network programs and 472 local station shows. Additionally, The Advertising Council pledged 45 allocations during Safety Week, to be held Monday through Friday in Chicago.

Spot announcements, mentions on established programs and special broadcasts will be utilized to stress the theme that "safety is everybody's business." Some commitments have been on the air since Sept. 25.

Included in the Advertising Council allocation are such advertisers as Carnation Milk, Continental Baking Co., Texas Co. and Toni Co. Radio-tv advertisers also plan to push safety in printed media.

The Safety Council also published a list of stations which have scheduled messages on women's, farm, news and disc jockey programs. Special programs concerning local safety people who will attend the congress have been slated by KMJ Fresno, Calif.; KGWA Enid, Okla.; CKLW Detroit, Mich.; KCSR Chadron, Neb.; WPFB Middletown, Ohio; WHOO Orlando, Fla., and WHIO Dayton, Ohio.

Congress and exposition will be held at the Conrad Hilton, Morrison, Congress, LaSalle, Palmer House and Blackstone hotels.

TRADE ASSOCIATION SHORTS

Radio-Newsreel-Television Working Press Assn., N. Y., announces establishment of Mike & Press Service Bureau to provide free consultation on request to industrial and public relations firms and public officials.

Broadcast Adv. Council of Chicago formed by merger of Chicago Television Council and Broadcast Executives Club of Chicago.

The Tv 'Menace'

FROM a mother's standpoint, the real "menace" in television as far as children are concerned is that it "wears off too quickly." As related in an article in the October issue of *Harper's Magazine,* one mother considered tv "a new-found baby-tender" that kept her children out from under her heels while they were home. And while the baby-tender "didn't actually put the children to bed, . . . a simple system of threats and promises about future programs changed bedtime bedlam to bliss overnight," she recounts.

But something happened and the children became "bored stiff by it," the mother bewailed. The first signs: "They began to talk during the commercials and predict with deadly accuracy the second half of the program." They preferred "their own self-made brand of violence . . ." Anxious to restore the situation, she hopefully tried to prod the children into viewing by saying, "There's a good new quiz program." Tommy replied, "Yah. Who's buried in Grant's tomb."

"DARLING, THEY'RE PLAYING OUR SONG"

RADIO IS UP IN VIDEOTOWN

"While viewing was maintained at its former level, radio listening registered substantial gains."

from the 1954 Videotown report as quoted in *Broadcasting • Telecasting*, October 11, 1954.

WE'VE BEEN SINGING IT FOR YEARS



VIDEOTOWN IS OUR TOWN

Of Course Radio is Up in Videotown!

Videotowners stay tuned to WCTC for the best in music, local news and sports

ASK SOME OF THE GUYS WHO PAY THE BILLS!

ABELSON'S
AMERICAN STORES
BALLANTINE BEER
RALSTON-PURINA
ROBERT HALL
SEARS ROEBUCK

They'll Tell You—

RADIO IS UP

IN VIDEOTOWN



"Mighty Mike"

THAT'S THE STORY FOLKS, FROM C&W AND WCTC

Glad we finally got together!

for availabilities and rates
Call: Jim Vogdes
Charter 7-1450

***Radio Station* WCTC**
385 George Street
New Brunswick, N.J.

PIB REPORT SHOWS TV ADVERTISERS CONTINUE TO SPEND MORE THAN IN 1953

Increase in July billings reflects earlier reports for this year showing constant rise in network budgeting. Gross tv time sales for first seven months of 1954 are up more than $52 million over 1953 period.

IN THE SUMMER-PINCHED month of July, the nation's top network advertisers were placing more of their budgets in tv purchases than they did for the same month a year ago, according to data compiled by Publishers Information Bureau.

The upsurge in tv network spending—which had been reflected in earlier reports for 1954—continued in July. Advertisers' radio network expenditures for this month were slightly under the 1953 level, but the dip was small in comparison to the fast rise in tv spending.

As the accompanying tables show, Procter & Gamble led the list in both radio and tv. Most other top advertisers in both media remained about the same, with some shuffling in their order. Of interest is the appearance in the radio top 10 column of General Motors Corp., which placed fifth with $320,425, and the disappearance from this list of Kaiser Motors Corp., which had spent $226,770 in network radio in July 1953. The other new name in the radio listing for July 1954 was P. Lorillard Co.

In tv's top 10 listing of advertisers, another auto firm, Chrysler Corp., edged into seventh place, and again P. Lorillard Co. was a new leading advertiser along with General Electric. Each of the repeating advertisers in the tv list upped their budgets in July 1954 as compared with the same month in 1953.

The continued rise in tv network budgeting by national advertisers is pointed up in the table showing gross tv network time sales by product groups. In the January-July period, tv advertisers spent $172,957,857 as compared to $120,639,180 for the same seven-month period of last year—a gain of more than $52 million.

In radio, the seven-month period difference was $10 million less in 1954 as compared with the January-July figure for 1953. The difference in radio spending for July 1954 amounted to $2,485,172 under that expended for network radio in the same month last year.

Top Ten Radio Network Advertisers During July, 1954

1.	Procter & Gamble Co.	$912,237
2.	Miles Labs	440,149
3.	Gillette Co.	414,647
4.	General Mills	333,815
5.	General Motors Corp.	320,425
6.	Colgate-Palmolive Co.	315,816
7.	P. Lorillard Co.	282,454
8.	General Foods Corp.	267,584
9.	Lever Brothers	266,960
10.	Sterling Drug Co.	266,787

Top Ten Tv Network Advertisers During July, 1954

1.	Procter & Gamble Co.	$1,846,610
2.	Gillette Co.	1,381,204
3.	Colgate-Palmolive Co.	1,106,979
4.	R. J. Reynolds Tobacco Co.	976,384
5.	American Tobacco Co.	887,570
6.	General Foods Corp.	779,150
7.	Chrysler Corp.	664,431
8.	General Mills	649,592
9.	General Electric Co.	626,237
10.	P. Lorillard Co.	595,055

Leading Radio Network Advertisers In Each Product Group During July, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 43,029
Apparel, Footwear & Access.	Cat's Paw Rubber Co.	6,275
Automotive, Auto Access. & Equip.	General Motors Corp.	245,821
Beer, Wine & Liquor	Anheuser-Busch Inc.	153,892
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	103,438
Confectionery & Soft Drinks	William Wrigley Jr. Co.	230,637
Consumer Services	Am. Tel. & Tel. Co.	62,741
Drugs & Remedies	Miles Labs	440,149
Entertainment	Caliente Race Course	269
Food & Food Products	General Mills	326,984
Gasoline, Lubricants & Other Fuels	Texas Co.	174,740
Household Equipment & Supplies	Philco Corp.	77,622
Insurance	Prudential Ins. Co. of America	68,656
Office Equipment, Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	62,640
Publishing & Media	First Church of Christ Scientist	14,232
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	96,951
Smoking Materials	P. Lorillard Co.	282,454
Soaps, Cleansers & Polishes	Procter & Gamble Co.	629,868
Toiletries & Toilet Goods	Gillette Co.	414,647
Transportation, Hotels & Resorts	Bekens Van & Storage Co.	8,041
Miscellaneous	A F of L	111,417

Leading Tv Network Advertisers In Each Product Group During July, 1954

Agriculture & Farming	Cooper, William & Nephews	$ 5,528
Apparel, Footwear & Access.	Griffin Manufacturing Co.	59,075
Automotive, Auto Access. & Equip.	Chrysler Corp.	489,090
Beer, Wine & Liquor	Pabst Brewing Co.	219,760
Building Materials, Equip. & Fixtures	Fedders-Quigan Corp.	69,166
Confectionery & Soft Drinks	Pepsi-Cola Co.	100,110
Consumer Services	American Express Co.	19,171
Drugs & Remedies	Serutan Co.	393,409
Food & Food Products	General Foods Corp.	779,150
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	162,165
Household Equipment & Supplies	General Electric Co.	562,640
Household Furnishings	Pacific Mills	44,568
Industrial Materials	Reynolds Metals Co.	138,648
Insurance	Mutual Benefit Health & Accident Assn.	54,971
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	53,425
Office Equip., Stationery & Writing Supplies	Parker Pen Co.	107,466
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	223,630
Smoking Materials	R. J. Reynolds Tobacco Co.	976,384
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,638,728
Toiletries & Toilet Goods.	Gillette Co.	1,381,204
Transportation, Hotels & Resorts	Pan American World Airways	38,010
Miscellaneous	Quaker Oats Co.	100,716

TelePulse Ups Sampling

INCREASE by one-third in the size of the sample on which nighttime TelePulse ratings are based in both New York and Los Angeles was announced last week by Dr. Sydney Roslow, director of The Pulse.

The expansion, Dr. Roslow said, is from 300 to 400 television homes interviewed for each nighttime quarter-hour. He explained it was undertaken to improve the service of The Pulse, and noted that there will be no additional cost to subscribers of the rating service.

Gross Radio Network Time Sales by Product Groups for July and January-July, 1954, Compared to 1953

	July 1954	Jan.-July 1954	July 1953	Jan.-July 1953
Agriculture & Farming	$ 49,860	$ 532,821	$ 75,384	$ 696,045
Apparel, Footwear & Access.	6,275	344,767	30,477	609,672
Automotive, Auto Equip. & Access.	761,232	5,789,870	606,665	3,698,637
Beer, Wine & Liquor	323,411	1,907,571	131,760	1,032,342
Building Materials, Equip. & Fixtures	114,104	1,060,555	108,809	554,576
Confectionery & Soft Drinks	295,558	1,600,373	256,705	1,806,650
Consumer Services	105,730	794,143	135,285	1,465,497
Drugs & Remedies	1,075,106	10,981,348	1,580,388	12,868,346
Entertainment	269	269	....	....
Food & Food Products	2,157,661	17,283,500	2,728,011	21,624,316
Gasoline, Lubricants & Other Fuels	460,313	3,266,712	412,341	2,880,810
Horticulture	....	124,643	....	107,324
Household Equipment & Supplies	255,784	2,287,793	615,610	4,293,497
Household Furnishings	....	224,901	145,636	1,244,784
Industrial Materials	....	386,167	....	733,827
Insurance	176,967	1,329,894	169,695	1,161,439
Jewelry, Optical Goods & Cameras	....	738,637	34,488	545,870
Office Equip., Stationery & Writing Supplies	62,640	755,860	....	366,312
Political	....	302	....	....
Publishing & Media	17,232	401,589	16,768	132,094
Radios, Tv Sets, Phonographs & Musical Instruments & Access.	110,973	1,152,225	142,491	1,255,683
Retail Stores & Direct by Mail	....	....	1,236	8,961
Smoking Materials	574,823	6,374,415	989,213	9,244,353
Soaps, Cleansers & Polishes	1,079,636	8,864,194	1,334,567	8,908,342
Sporting Goods & Toys	....	294	....	....
Toiletries & Toilet Goods	1,184,112	12,009,329	2,034,700	15,797,214
Transportation, Hotels & Resorts	8,385	622,784	63,845	475,447
Miscellaneous	747,258	5,258,687	433,427	3,092,539
TOTALS	$9,567,329	$84,093,643	$12,052,501	$94,604,597

Source: Publishers Information Bureau

Gross Tv Network Time Sales by Product Groups for July and January-July 1954, Compared to 1953

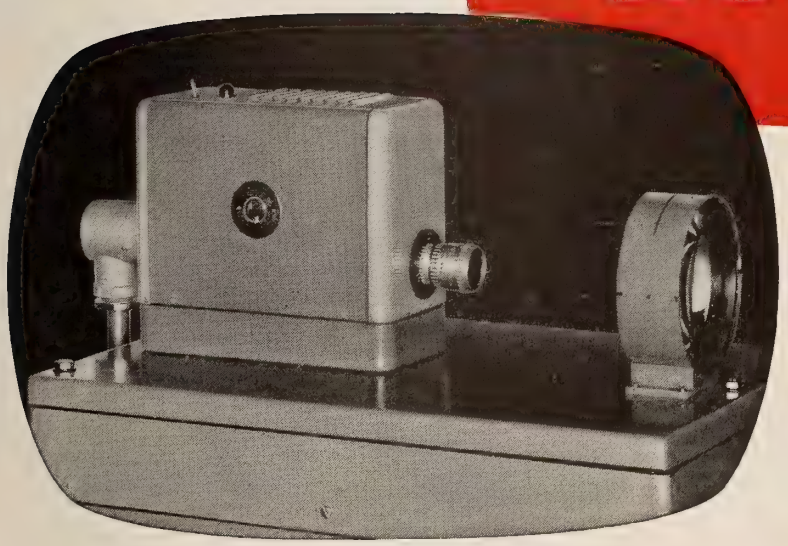
	July 1954	Jan.-July 1954	July 1953	Jan.-July 1953
Agriculture & Farming	$ 5,528	$ 83,492	$ ..	$ 4,303
Apparel, Footwear & Access.	99,126	1,792,400	60,564	1,406,041
Automotive, Auto Equip. & Access.	1,968,866	15,680,895	1,332,868	10,341,238
Beer, Wine & Liquor	513,639	3,909,396	422,990	3,795,311
Bldg. Materials, Equip. & Fixtures	115,270	948,152	....	136,655
Confectionery & Soft Drinks	148,110	3,557,268	271,645	3,215,616
Consumer Services	19,171	476,976	..	367,590
Drugs & Remedies	1,043,086	7,803,714	586,186	5,139,680
Food & Food Products	5,228,510	35,093,469	3,387,205	22,293,992
Gasoline, Lubricants & Other Fuels	235,152	1,793,958	151,350	1,788,252
Horticulture	..	23,406	..	6,113
Household Equip. & Supplies	1,793,968	14,706,887	1,143,118	10,041,315
Household Furnishings	142,704	2,412,015	48,620	1,530,515
Industrial Materials	305,147	3,444,713	178,491	2,562,119
Insurance	54,971	957,927	50,920	679,832
Jewelry, Optical Goods & Cameras	100,679	1,576,756	115,581	1,609,389
Office Equip., Stationery & Writing Supplies	308,063	2,722,306	57,893	751,664
Publishing & Media	....	80,478	12,085	184,758
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	456,022	4,881,997	281,716	2,069,513
Retail Stores & Direct by Mail	..	42,345	....	23,175
Smoking Materials	3,584,732	24,267,844	2,919,519	19,831,819
Soaps, Cleansers & Polishes	2,484,005	19,258,830	1,854,388	12,452,250
Sporting Goods & Toys	..	42,502	..	51,723
Toiletries & Toilet Goods	4,139,218	25,170,900	3,096,048	19,804,744
Transportation, Hotels & Resorts	38,010	637,430	..	222,774
Miscellaneous	160,826	1,591,801	154,080	1,328,799
TOTALS	$22,944,803	$172,957,857	$16,125,267	$120,639,180

Source: Publishers Information Bureau

Your FILMS and COSTS BOTH LOOK BETTER

with the new

GPL VIDICON FILM CHAIN



Low first cost; low operating cost
Operates unattended; frees studio manpower
Photo-conductive tube
Stable black level
No shading correction required
No back or edge lighting required
Lowest "noise" level in television
Easy to multiplex

STATION OWNERS & OPERATORS

Test this GPL chain in your station, with your projectors and monitors . . . your operating conditions. See for yourself its almost automatic operation, its quality with all types of film. No charge, no obligation. Just write, wire or phone.

SEE THE GPL 3-VIDICON COLOR FILM CHAIN

on display at
SMPTE EXHIBIT
OCTOBER 18th-22nd
AMBASSADOR HOTEL
LOS ANGELES

TWO MAJOR ADVANTAGES for station owners sum up the features of this new Vidicon Film Chain produced by GPL.

First, it sets a new high for quality.

Second, it saves dollars. And more dollars.

It's built around a photo-conductive tube, with long-proven GPL circuits and construction techniques. It is compact, simple and rugged . . . easy to maintain, flexible for 4 *or more* multiplex combinations. All your existing projectors, monitors, master monitor and standard racks can be used. *A stable black level, and almost complete absence of spurious signals, eliminates the need of constant attention. You save man-hours that previously went into monotonous monitoring.*

This GPL chain has the lowest noise level in television. The grey scale reproduction is true. In all, with this GPL combination of both quality and economy, you can afford to retire your iconoscopes to slides. And, in equipping a new station, the GPL Vidicon is unmatched for value.

General Precision Laboratory INCORPORATED

PLEASANTVILLE NEW YORK

GPL

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Write, wire or phone for information

Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

NIELSEN COMPLETES 'IMPROVEMENT PLAN'

Project, begun in 1953, is designed to measure "the full dimension of the radio audience" with particular emphasis on second set listening.

COMPLETION of a project to improve its radio measurement operations by means of a revised sample taking cognizance of multiple-set homes and population shifts was announced Tuesday by A. C. Nielsen Co., Chicago market research organization.

The project has been underway since June 1953 when it was launched with the blessings of the four major radio networks, as well as the company's advertiser and agency subscribers. It was designed, through the Nielsen Radio Index national sample, to measure "the full dimension of the radio audience" with particular emphasis on secondary receiver listening.

In announcing completion of the "NRI Improvement Plan," A. C. Nielsen, president of the firm, claimed that "our network radio and television services now operate on precisely the same basis in all material respects."

In addition to measuring multiple-set homes, the project also includes: (1) reports on the radio audience four times each month; (2) substitution of the full sample for an "advance partial" sample as the basis for all NRI Ratings Reports, and (3) sample changes to reflect population moves. Formerly, radio listening was reported only twice a month, the same as televiewing.

Under the "Improvement Plan," the NRI sample now covers homes with two or more sets and is claimed to give "as true a picture as possible of all the dimensions of network radio." It complies with data in last year's Nielsen Coverage Service study of U. S. multiple-set homes, which took into account amount of listening on home, automobile and other type receivers.

Mr. Nielsen also revealed that the NRI reports are based upon a two-per-week average of audience data derived from the overall national sample. This is the procedure used by Nielsen in its National Television Reports the past four years.

With respect to multiple-set listening, Nielsen already has launched nationally a new series of reports on automobile radio listening and in-home network audience composition, which CBS Radio has contracted for over a two-year period. Reports are to be issued 24 times each year, with Nielsen utilizing its electronic Recordimeters for verification of Audilog diary data.

Commenting on the "Improvement" project, Mr. Nielsen reflected that it "keynotes the faith of the company, and of the broadcasters, advertisers and agencies who have endorsed this plan through long-term contracts for our services, in the future of network radio."

Direct Mail Volume Up

DIRECT MAIL ADVERTISING Assn. reported last week that estimated dollar volume of direct mail advertising during August 1954 was $105,083,804, as compared with $90,104,874 for August 1953. The association also reported that direct mail expenditures for the first eight months of 1954 amounted to an estimated $858,948,562, said to be an increase of 6.54% over the figure for the corresponding period of 1953.

VIDEODEX TOP TEN SPOT SHOWS;* AUG. 28 - SEPT.3,1954

	Name of Program	% of Tv Homes	# of Cities	# Tv Homes (000's)
1.	I Led Three Lives—Ziv	20.6	123	6,954
2.	Liberace—Guild Films	18.7	120	5,115
3.	Life With Elizabeth—Guild Films	16.4	52	2,674
4.	Annie Oakley—CBS-TV Film Sales	15.9	63	3,562
5.	Favorite Story—Ziv	15.2	93	4,054
6.	Badge 714—NBC Film	15.1	136	4,919
7.	Waterfront—United Tv	15.0	60	2,837
8.	Death Valley Days—McCann-Erickson	14.8	40	2,087
9.	Mr. District Attorney—Ziv	14.5	95	4,306
10.	City Detective—MCA-TV	14.4	50	1,784

* Programs appearing in a minimum of 20 markets.

Copyright—Videodex Inc.

Radio Set Sales Increase In First 8 Months of '54

RETAIL sales of home radio receivers totaled 3,269,115 sets in the first eight months of this year compared to 3,875,293 in the same period of 1953, according to Radio-Electronics-Tv Mfrs. Assn. Retail figures do not include auto radios.

August radio sales totaled 447,025 sets compared to 411,197 in July and 491,431 in August 1953.

Retail television sales totaled 3,658,927 sets for the first eight months of 1954 compared to 3,546,407 in the same 1953 period. August tv sales totaled 484,533 sets compared to 367,634 in July and 430,101 in August 1953.

CBS Radio Shows Dominate July-August Pulse Ratings

CBS RADIO's *My Little Margie, Guiding Light* and *Stars Over Hollywood* led all other network programs in The Pulse's multi-market Radiopulse for July-August 1954. Complete listings follow:

	Program Average Rating	
	July Aug.	May June
TOP TEN EVENING		
My Little Margie (CBS)	5.6	6.5
Garry Crosby (CBS)	5.3	6.6
Suspense (CBS)	5.2	
Gangbusters (CBS)	5.0	5.4
Juke Box Jury (CBS)	5.0	
Gunsmoke (CBS)	4.8	
My Friend Irma (CBS)	4.7	5.6
People Are Funny (CBS)	4.6	
Best of Groucho (NBC)	4.5	5.6
Godfrey's Talent Scouts (CBS)	4.5	
TOP TEN MONDAY-FRIDAY DAYTIME		
Guiding Light (CBS)	6.6	6.4
Helen Trent (CBS)	6.6	6.4
Ma Perkins (CBS)	6.6	6.4
Our Gal Sunday (CBS)	6.6	6.6
Perry Mason (CBS)	6.6	6.4
Road of Life (CBS)	6.6	7.2
Young Dr. Malone (CBS)	6.6	6.3
Wendy Warren (CBS)	6.4	6.2
Arthur Godfrey (CBS)	6.3	
Nora Drake (CBS)	6.3	
TOP FIVE SATURDAY & SUNDAY DAYTIME		
Stars Over Hollywood (CBS)	4.4	4.4
City Hospital (CBS)	4.1	4.0
True Detective Mysteries (MBS)	4.0	4.3
Romance (CBS)	3.9	
The Shadow (MBS)	3.9	4.0

'Dragnet' Tops ARB For Month of September

NBC-TV's *Dragnet* was the top-rated network television program during September, according to the American Research Bureau. Groucho Marx' *You Bet Your Life* (NBC) and Ed Sullivan's *Toast of the Town* (CBS) took second place by ratings and total viewers, respectively. NBC-TV's first color spectacular, *Satins and Spurs,* ranked among the biggest audience shows, according to ARB, but its ratings tapered off from 30.3 during its first half-hour to 23.3 for the last half-hour. ARB figures based on viewing for the week of Sept. 12-18, follow:

Program	Network	Rating
1. Dragnet	(NBC)	57.0
2. You Bet Your Life	(NBC)	47.6
3. Toast of the Town	(CBS)	45.4
4. Godfrey and Friends	(CBS)	42.8
5. What's My Line?	(CBS)	39.8
6. Talent Scouts	(CBS)	37.9
7. Life of Riley	(NBC)	37.3
8. I've Got a Secret	(CBS)	36.4
9. Public Defender	(CBS)	35.4
10. Ford Theatre	(NBC)	35.1

Program	Network	Viewers
1. Dragnet	(NBC)	44,960,000
2. Toast of the Town	(CBS)	43,440,000
3. You Bet Your Life	(NBC)	34,990,000
4. Max Liebman Presents	(NBC)	28,790,000
5. Godfrey and Friends	(CBS)	28,480,000
6. Public Defender	(CBS)	28,060,000
7. Stage Show	(CBS)	27,410,000
8. Your Hit Parade	(NBC)	26,790,000
9. Ford Theatre	(NBC)	26,410,000
10. I've Got a Secret	(CBS)	26,290,000

CBS' 'People Are Funny' Tops Nielsen Radio Poll

CBS *People Are Funny* took over first place in the evening once-a-week division of the Nielsen-Ratings of radio programs for the two weeks ending Sept. 11. NBC's *News of the World* ranked first in the evening multi-weekly category. The complete listings:

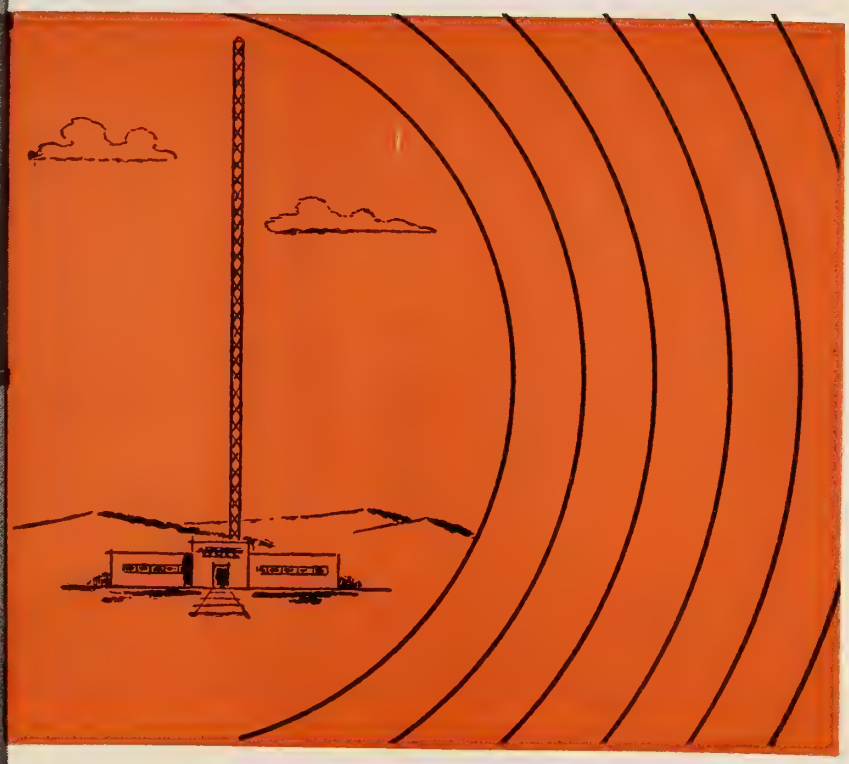
Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(886)
1.	People Are Funny (CBS)	2,566
2.	Dragnet (NBC)	2,426
3.	Best of Groucho (NBC)	1,959
4.	Roy Rogers Show (NBC)	1,959
5.	Big Story (NBC)	1,819
6.	One Man's Family (NBC)	1,773
7.	Gunsmoke (CBS)	1,633
8.	Arthur Godfrey's Scouts (CBS)	1,539
9.	Walk a Mile (NBC)	1,539
10.	Stop the Music (Exquisite) (CBS)	1,493
Evening, Multi-Weekly (Average for all Programs)		(886)
1.	News of the World (NBC)	1,586
2.	One Man's Family (NBC)	1,539
3.	Tennessee Ernie Show (CBS)	1,306
Weekday (Average for all Programs)		(1,586)
1.	Helen Trent (Amer. Home) (CBS)	2,566
2.	Helen Trent (Participating) (CBS)	2,426
3.	Ma Perkins (CBS)	2,426
4.	Stella Dallas (Toni) (NBC)	2,332
5.	Road of Life (CBS)	2,286
6.	This Is Nora Drake (Toni) (CBS)	2,239
7.	Our Gal, Sunday (CBS)	2,192
8.	Stella Dallas (Sterling) (NBC)	2,192
9.	Aunt Jenny (CBS)	2,192
10.	Guiding Light (CBS)	2,192
Day, Sunday (Average for all Programs)		(513)
1.	Shadow, The (MBS)	1,259
2.	Sunday Gatherin' (CBS)	980
3.	Lorne Greene (MBS)	933
Day, Saturday (Average for all Programs)		(933)
1.	Stars over Hollywood (CBS)	2,192
2.	Galen Drake (Tasti-Diet) (CBS)	1,866
3.	City Hospital (CBS)	1,866

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Collins 250/100 watt TRANSMITTER



Collins 300J



Two power outputs — 250 and 100 watts — either instantly selectable . . . in a full-size cabinet to accommodate future conversion to higher power . . . with capability of 100% *sine wave* modulation. These needs are fulfilled in Collins' high fidelity 300J AM Broadcast Transmitter.

Dependability is assured by its simplified oscillator, which eliminates use of a crystal oven, associated thermostats, and other complexities often sources of frequency failures. All stages of the 300J — from Oscillator to Power Amplifier — are precisely metered.

All tubes are operated far below their rated dissipation levels to insure safe operation and long life. With only seven tubes employed, the replacement supply is greatly simplified.

Write for your booklet describing in detail the finely styled, dependable 300J.

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

261 Madison Ave., NEW YORK 16
1930 Hi-Line Dr., DALLAS 2
2700 W. Olive Ave., BURBANK
Dogwood Road, Fountain City, KNOXVILLE
Petroleum Bldg., TALLAHASSEE
Collins Radio Company of Canada, Ltd., 74 Sparks St., OTTAWA, ONTARIO

COLLINS

Soap, Cleanser Spot Rises 20%

Increase in second quarter of 1954 over the first quarter is contained in an SRA report based on Rorabaugh figures.

LED by the makers of packaged soaps and synthetic detergents, tv spot expenditures in the soaps, cleansers and allied products class rose 20% in the second quarter of this year over the first quarter.

This dazzling climb in spending for spot tv was reported last week by Station Representatives Assn. from figures furnished by N. C. Rorabaugh Co., New York.

The compilation, which showed the total expenditures in this product group to be $8,272, 653 for the second quarter as compared to $6,882,331 for the first quarter, was made by the Rorabaugh organization for some of the larger soap and cleanser manufacturers, according to SRA

Biggest increases were in home permanents and the package soaps and synthetic detergents classifications.

Actual breakdown as provided by Rorabaugh:

Expenditures By Product Class

	Total United States First Qtr.	Second Qtr.
Packaged Soaps and Synthetic Detergents	$1,157,160	$2,327,278
Toilet Soaps	240,479	305,530
Cleansers	1,357,121	1,475,876
Shortenings	158,843	209,014
Margarines	1,084,022	722,793
Dentifrices	1,597,352	1,612,558
Home Permanents	337,381	699,289
Shampoos	607,987	388,366
Shaving Creams	297,326	418,463
Mouthwashes	44,660	97,938
Toothbrushes	.....	15,548
Totals	$6,882,331	$8,272,653

Both home permanents and the package soaps manufacturers have been fast growing in their product class in spending for spot television. The new figures released by SRA show a continued expansion of budgets in the spot medium.

According to SRA, "since the first report issued by the Rorabaugh organization, for the third quarter of 1953, spot television advertising in these classifications has increased by 140%."

Past Report

Last summer, Rorabaugh, publisher of quarterly reports on spot tv advertising, reported that spot tv expenditures in the soaps, cleansers, etc., class had increased 30% in the first quarter of this year compared to the fourth quarter of 1953 [AT DEADLINE, Aug. 23].

SRA underlined the value of the figures "in competitive selling by manufacturers," adding that it is urging the industry to consider "complete statitsical tabulations covering spot radio and spot television index, quarterly time expenditures by products, categories and manufacturers."

And, according to SRA, Rorabaugh is now planning to extend its tv and radio compilations to additional industries.

Of interest in the Rorabaugh compilation of the soap makers, as shown in the table above, is the drop in expenditures of only two products, shampoos and margarines. Every other category showed an increase for the quarterly period.

Packaged soaps and synthetic detergents more than doubled expenditures, as did home permanents and mouthwashes, with most other members of the product group ringing up substantial increases.

TESTIMONY OF MRS. NATVIG UNDER FIRE BY LAMB COUNSEL

To return for further cross examination this week, Mrs. Natvig told Edward Lamb's attorney she would "kill" him if he contacted her children. He is seeking to disprove the FCC witness's earlier statement that Mr. Lamb told her in 1936 he favored Red revolution and seizure of U. S. communications.

THE FIFTH WEEK of FCC inquiry into the background of broadcaster-publisher Edward Lamb was marked by turbulent exchanges last week as the Broadcast Bureau's seventh witness, Mrs. Marie Natvig, twice threatened to "kill" Russell Morton Brown, counsel for Mr. Lamb, while protesting Mr. Brown's cross examination seeking the whereabouts of her children.

Mr. Brown, noting Mr. Lamb also has children affected by the proceeding, told Examiner Herbert Sharfman he wants to talk to Mrs. Natvig's children in order to locate their father, Sam Harris, the first of Mrs. Natvig's three husbands, in an effort to produce testimony which may impeach that which she gave earlier.

Mr. Brown characterized Mrs. Natvig, one-time Communist and now a Miami Beach public relations counsel, as a "pathological liar" whose conduct "is that of a lunatic."

Mrs. Natvig a fortnight ago testified Mr. Lamb told her in 1936 he supported the Communist doctrine of revolution which would require seizure of communication facilities in the U. S. [B•T, Oct. 11]. Mrs. Natvig said she met Mr. Lamb several times at Communist Party meetings in Columbus, Ohio, in 1936 and on one occasion was his hotel "guest." She said this first act of infidelity resulted indirectly in her first divorce.

To return to the witness chair Wednesday, Mrs. Natvig has been under cross examination by Mr. Brown for a week. Mr. Brown is questioning her at length about other events 18 years ago, but she sometimes admits she cannot remember and commented her memory is "tricky."

The FCC hearing was ordered on the license renewal application of Mr. Lamb's WICU (TV) Erie, Pa., with issues including whether or not Mr. Lamb lied when he told the Commission he never had Communist ties. He continues to deny the associations.

Denies Offering Bribe

On Monday Mr. Brown brought into the hearing room a railroad engineer who Mrs. Natvig identified as the Milling Underwood she claimed earlier offered her a bribe of $50,000 to alter her testimony. She said she allowed him to take her to dinner because she thought at first he was a government agent.

Mr. Underwood denied the bribe charge and testified he never heard of the Lamb case nor of Mr. Lamb previously. He said he was attempting to guess her purpose in Washington and jokingly guessed she was there to get a large sum of money in a lawyer's office. He said he figured she might be there to settle her husband's estate.

Mrs. Natvig threatened Mr. Brown Monday when he sought the address of Peter Harris who he claimed is now working in the electronics industry and has "a security clearance" which he received "upon an avowal that his mother never was a member of the Communist Party."

"Let's not try the son," the examiner cautioned.

"I am not trying him. I want evidence which will impeach her testimony," Mr. Brown replied.

"Mr. Brown, if you contact my children, I will kill you."

"That is what I am going to do."

"You leave my children alone. They were babies when I was interested in the party. You leave my children alone. . . ."

By this time standing by counsel's table, Mrs. Natvig took the water thermos and drew it back as Mr. Brown stated, "Let the record show the witness grabbed the pitcher and attempted to hit me with it."

"I will kill you if you bring my children into this," Mrs. Natvig shouted a second time. The examiner called a recess.

Later, Walter R. Powell Jr., Broadcast Bureau counsel, said Mrs. Natvig could not resume the stand at that time. She also was not able to return to the stand Tuesday.

On Wednesday, Mr. Brown claimed he had an affidavit from Mrs. Natvig's former supervisor concerning her work in helping take the 1950 census in Wisconsin. Mr. Brown asked her if it was true she was discharged for "falsification of census records." Mrs. Natvig recalled getting a commendation for her work and denied the charge.

"Absolutely false," she replied to Mr. Brown. "I say that unequivocally and I will say furthermore, that Lamb has enough money to get statements from anyone, to bribe anyone at will, to falsify against me."

"Do you have anything else you would like to tell us?" Mr. Brown asked.

"Yes, I have a lot I would like to tell," the witness retorted and then was admonished by Mr. Powell not to lose her temper.

"I would like to say, Mr. Brown, I am here for one purpose," Mrs. Natvig continued, "because I recall talk of revolution, world Communism, control and seizure of [*sic*] communists, all of which Edward Lamb advocated with fire in his voice and a maniacal gleam in his eye."

Exchanges between witness and counsel continued, as Examiner Sharfman often called the witness to order and Mr. Brown questioned her about her answers to questions in government employment applications and other matters. Mr. Brown also charged he had witnesses who would relate Mrs. Natvig had "bragged" about other "illicit" relations.

Mrs. Natvig repeatedly invoked the Fifth Amendment in refusing to answer questions about the number of exemptions she claimed in her March 1954 income tax "Withholding Form W-4."

Mr. Brown said he wouldn't press the matter but felt she had waived this privilege when she answered other questions about her employment.

"Now, you trapped me, Mr. Brown," the witness observed.

"I certainly did not mean to do a thing like that, Mrs. Natvig."

"I am sure, Mr. Brown, that your motives are most elevating," she replied.

COMMUNICATIONS STUDY UP IN AIR

Two Congressmen are appointed to special U. S. commission to investigate use of international telecommunications in foreign policy, but so far no funds are available.

THE White House staff—that part of it in Washington, at least—had no idea last week whether President Eisenhower still intends to follow through on Public Law 558, which calls for a nine-man commission to study the U. S. information program overseas with a view to putting international telecommunications to work in abetting U. S. foreign policy.

This was the situation following appointment recently by House Speaker Joseph W. Martin Jr. (R-Mass.) of Reps. John M. Vorys (R-Ohio) and James P. Richards (D-S. C.) as the House's members on the nine-man group.

Whether PL 558 would be put into effect was still undetermined, despite the House appointments, mainly because Senate-House conferees during the closing days of Congress stripped from the supplemental appropriations bill (HR 9936) the $125,000 intended for the commission to begin its work. The President's White House entourage was to return to Washington from Denver over the weekend.

The Senate Foreign Relations Committee, which presumably would recommend two senators for appointment to the commission by Vice President Richard Nixon, reported it was contemplating no such action in the immediate future. The five other members of the commission would be appointed by the President from the communications, educational and other fields.

The only chance for PL 558 (originally SJ Res 96) to be put into effect is for President Eisenhower to authorize funds from other sources for the telecommunications commission's work. But the White House has been silent on the subject.

PL 558, passed during the first session of the 83d Congress last year by the Senate, but not approved by the House and the President until near the end of the second session this year, as written is effective only through the end of this year. A clause in the supplemental appropriations bill, knocked out with the proposed funds, would have extended its effect through 1955.

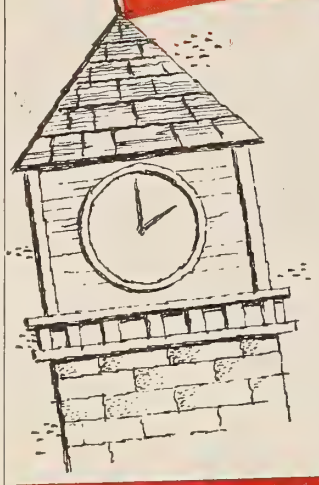
Commission Members Range Far Afield

FCC Comrs. E. M. Webster and Robert E. Lee were in Boston last week for a marine electronics conference sponsored by the Institute of Radio Engineers and the Radio Technical Commission for Marine Services. Comr. Webster is to be away until Wednesday.

Comr. John C. Doerfer was to leave last Friday for dedication of the tower of KWTV (TV) Oklahoma City and today (Monday) is to address the NARTB District 17 meeting at Spokane. He returns to Washington at midweek. He is to be principal speaker at the Oct. 27 fall meeting of the Colorado Broadcasters Assn. at Denver.

Comr. Frieda B. Hennock was away from her office most of the week but was expected to return Friday. Chairman George C. McConnaughey and Comrs. Rosel H. Hyde and Robert T. Bartley were in Washington all week.

KOMA's NEWS ANALYSTS
UNIVERSITY TRAINED
EXPERIENCE TRAINED



WIN THE AUDIENCE AROUND THE CLOCK

Look over this field of college-trained, newspaper-experienced news analysts. Your "nose for newsmen" immediately tells you that a KOMA news lineup is a sure bet that will pay off in more sales in the Oklahoma City market!

MISSOURI



KOMA NEWS DIRECTOR Bruce Palmer, University of Missouri graduate, has had 25 years in newspaper, radio and TV work. Outstanding! And a great "coach" for the KOMA news team.

BRUCE PALMER

OREGON



ASSISTANT NEWS DIRECTOR Mark Weaver, University of Oregon graduate, has 15 years' experience in newspaper, radio, TV. Ed Murrow liked his "feeds" to CBS.

MARK WEAVER at 5:15 PM

SW MISSOURI



A journalism degree from Southwest Missouri State Teachers and a lot of experience preceded Randy Gover's debut at KOMA's "hard-to-get-a-job-with-because-they-don't-have-the-experience" News Department.

RANDY GOVER at 8:00 AM

ILLINOIS



Dick Evans did well in journalism at the University of Illinois and he helped get a case to the Supreme Court through his work at KLRA Little Rock. All of which helped make him the newsman that he is at KOMA.

DICK EVANS at 7:00 AM and 12 Noon

OKLAHOMA



Clyde Davis didn't let his English courses at the University of Oklahoma interfere with his news training. He tackled both with much success and now he's a "winning" personality with Oklahoma's discriminating news "fans".

CLYDE DAVIS at 10:00 PM

IT'S TIME TO BUY THE NEWS ON . . .

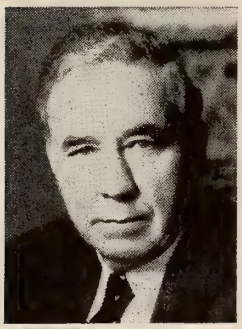
KOMA
OKLAHOMA CITY
50,000 WATTS
CBS RADIO
EDGAR T. BELL, Executive Vice President GENE RIESEN, Sales Manager
REPRESENTED BY AVERY-KNODEL INC.

Schoeppel Reiterates Support of Pay-See Tv

Additional comments of the Kansas senator are contained in just-released accounts of last spring's congressional hearings on the status of uhf as well as the Johnson bill on tv multiple ownership.

A PUBLISHED account of the hearings last spring by the Senate Commerce communications subcommittee, under chairmanship of Sen. Charles E. Potter (R-Mich.), has been distributed. The hearings were held on the status of uhf tv stations and on S 3095, Democratic Sen. Edwin C. Johnson's bill to regulate multiple ownership of tv stations, which never left the Senate Commerce Committee after its introduction last March.

Besides testimony, reports, statements, correspondence and exhibits entered during the hearings, the 1,177-page document issued recently carried additional reports and correspondence, including a report by RCA on its booster station operation at Vicksburg, Miss., for signals of uhf WJTV (TV) Jackson, Miss., 35 miles way [B•T, Aug. 2].



SEN. SCHOEPPEL

The document also carried additional comments by Sen. Andrew F. Schoeppel (R-Kan.), a member of the subcommittee, on subscription television. The Kansas Republican had entered a statement in the *Congressional Record* favorable to pay-see tv and asking its consideration by the FCC [B•T, Sept. 6].

Cites Economics

In his new statement, Sen. Schoeppel, referring to the hearing last spring, said there now exists only one out of each five of the 2,000-plus tv stations authorized. He said the subcommittee was told that "the main reason for this sad situation" is that advertising budgets can only support stations in the more populated areas, and that the stations now on the air—"mostly vhf"—now cover these markets.

"So, if that is the main rub here, then obviously we aren't really solving the basic problem by any patchwork answers like this proposal to allow a tax credit on any set just because it can tune in both uhf and vhf stations.

"Similarly, we won't get the big, new answers we want from an *ad hoc* committee or further searching by any committee until we start looking for some brand new economic cloth to cover the income needs of more stations. . . .

"I therefore recommend that we urge the FCC to proceed forthwith to explore this whole new television idea of subscription broadcasting. . . . If subscription tv service succeeds in providing more revenue to more stations, then a lot of the problems now confronting us will disappear completely. . . ."

Sen. Schoeppel was not available for comment last week on whether his reference to "further searching by any committee" had any application to Sen. John W. Bricker's investigation of the networks and the uhf-vhf situation by the Senate Commerce Committee.

Nobody Said It

"WHO the hell did that?"

Those were the words Los Angeles tv viewers heard at the conclusion of a local political address by Vice President Richard Nixon, telecast by KTTV (TV) Los Angeles.

Who said it?

Not the vice president. "It wasn't me. I used no such language," Mr. Nixon said.

Not the station crew. "This was an experienced crew," a KTTV spokesman said. "He [Mr. Nixon] began speaking extemporaneously and apparently didn't know when he was off camera.

"The station doesn't know who made the remark, but it was not a member of the KTTV crew."

James E. Bassett, director of public relations for the Republican National Committee, said a Bob Aiton, local petroleum dealer, attributed the remark to a tv technician when someone in the audience knocked over a monitor microphone. He didn't know who.

FCC Brief Defends Whitefish Bay Ch. 6

RIGHT of the FCC to allocate ch. 6 to Whitefish Bay, Wis., part of the Milwaukee area, was underscored by the FCC last week in its brief filed with the U. S. Court of Appeals in Washington. The brief was in answer to an appeal by ch. 25 WCAN-TV Milwaukee against the Whitefish Bay allocation.

WCAN-TV, which has long fought the addition of another vhf channel to the Milwaukee area, claimed in its appeal that the allocation of ch. 6 to Whitefish Bay jeopardized its economic position in Milwaukee. It claimed it stood to lose its CBS affiliation, as well as revenue. It also implied that the Commission had a responsibility to protect uhf stations from vhf competition.

The Commission, in its brief last week, categorically denied all of the assumptions made by WCAN-TV. Allocation to Whitefish Bay meets all the separation requirements, it said. In answer to the charge that the Commission had previously denied the allocation of ch. 6 to Milwaukee proper, the FCC said that was solely because it did not meet the separation requirements and also because it was more needed in Green Bay, Wis. The FCC said there was no promise of protection to uhf stations in its 1952 Sixth Report and Order and that there were specific references which indicated that the table of allocations was to be considered flexible and not static. The Commission claimed that WCAN-TV's claims of injury were of private nature and should play no part in considering where to allocate frequencies.

WCAN-TV is an intervenor in the pending Milwaukee ch. 6 hearing. Applicants are WISN (Hearst), WMIL and Independent Television Inc. (composed of Detroit and Milwaukee businessmen).

The Lou Poller-owned station is also at odds with the FCC on the Milwaukee ch. 12 grant to what is now WTVW (TV), which followed a merger of three competing applicants. It has appealed against the FCC action in refusing to accept its application to switch from ch. 25 to ch. 12, filed after the Milwaukee ch. 12 hearings had begun.

Networks Awaiting Bricker Letter No. 2

Senate committee staff also is considering questionnaires to tv stations on network affiliation details.

NETWORKS last week were left holding their collective breath as they awaited the second in a round of questionnaires being prepared by the staff for Sen. John W. Bricker's investigation of the networks and uhf-vhf troubles through the Senate Commerce Committee.

Meanwhile, the staff was studying the advisability of preparing questionnaires to send to all U. S. television stations. These, among other things, reportedly would look into the various facets of each outlet's relationship with the networks.

Networks had not received the expected queries by the weekend, although they had been readied by the investigative staff the week before. The questionnaires presumably were awaiting approval by GOP Sen. Bricker, chairman of the committee, at his headquarters in Columbus, Ohio.

Capitol Hill observers felt there was possibly some undue delay in the forwarding of the questionnaires to networks, basing their opinions, at least in part, on the much more prompt action taken by the senator in forwarding the first questionnaire to the FCC soon after its preparation by the investigation staff. It was acknowledged that Sen. Bricker has not been in close personal touch with his staff, most contacts being by letter and telephone. The Ohioan is not expected back in Washington until the Senate meets in special session Nov. 8.

Jones Trip

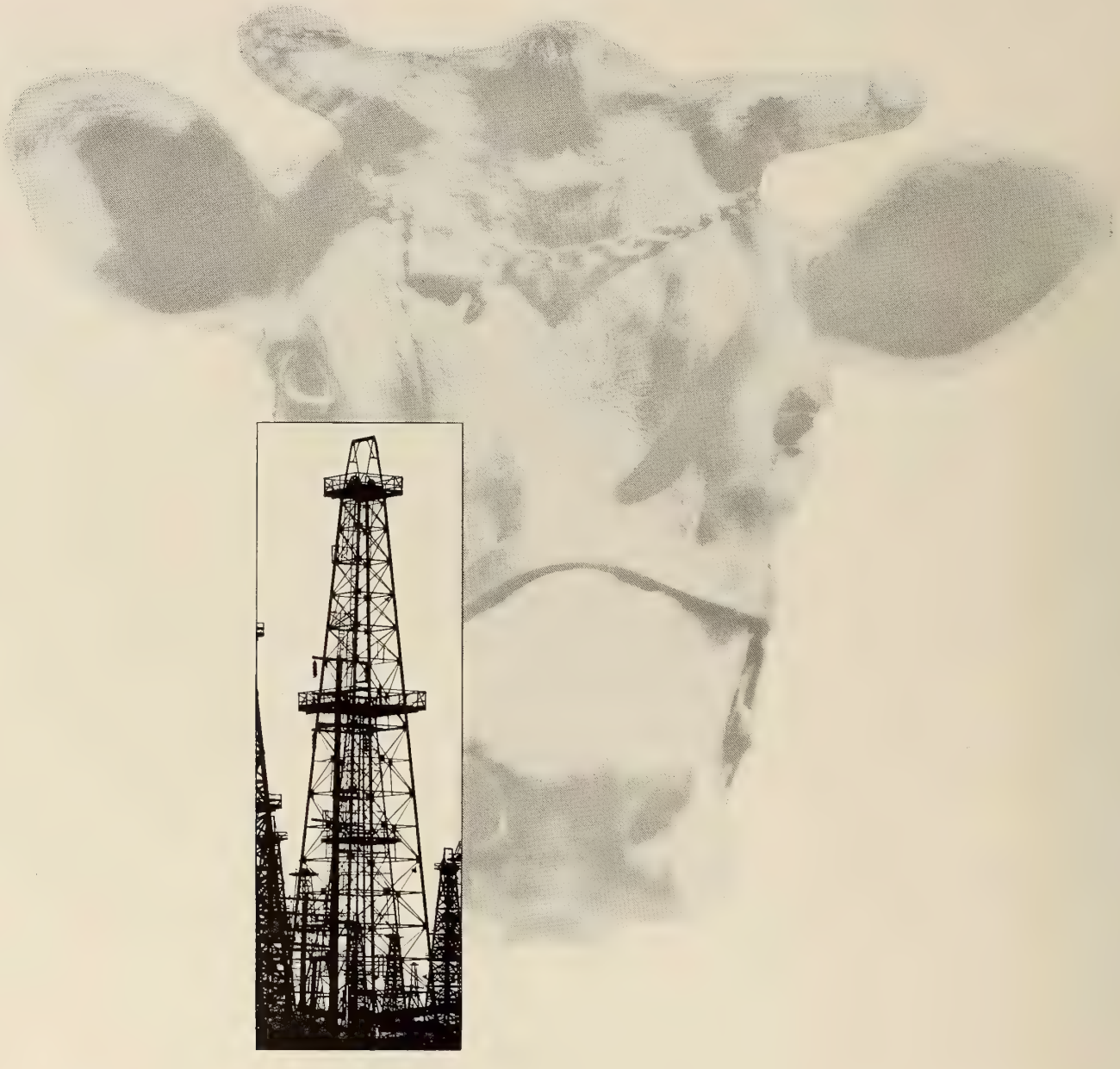
Also a matter for speculation was a reported trip Friday to New York by Robert F. Jones, who heads the investigation, which, according to Sen. Bricker, will be consummated with a report by the staff to the full Senate Commerce Committee at the beginning of the 84th Congress, hearings and a final report. Sen. Bricker introduced legislation in the last session of Congress to put radio and tv networks under FCC regulation.

The questionnaire sent earlier to the FCC is said to deal with network affiliations, the FCC's allocations philosophy, coverage by tv outlets and the reason for intermixture of uhf and vhf channels. A committee spokesman said last week that, although the investigation staff has not held conferences with the FCC on the questionnaire, there undoubtedly will be some sessions with Commission people before the agency files its answering data.

Although other questionnaires will be sent, there is no present indication as to which group will be next on the investigation staff's quiz list. Besides tv stations, some likely prospects are multiple-ownership entities, set manufacturers and station representatives.

Besides Mr. Jones, former congressman from Ohio and FCC commissioner (1947-52), members of the investigation staff are Harry M. Plotkin, minority counsel and former assistant general counsel of the FCC (1943-51), and Nicholas Zapple, communications counsel for the Senate Commerce Committee and coordinator for the probe.


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It takes more than the tide. Fast sales movement demands the super-power propulsion of Crosley Group three way Wantmanship. 1. Program promotion captures a maximum audience for your advertising. 2. Depth-selling talent adds personality push to your message. 3. Persistent merchandising follows through to point-of-sold. Typically, WLW-C, Columbus, proves that Crosley Group Wantmanship moves more merchandise faster, at less cost, than any other medium or combination.
WLW Radio
WLW-A Atlanta
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the CROSLEY GROUP
Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago
C. HARPER
© 1954, The Crosley Broadcasting Corporation



How is an oil well like a cow?

In many ways the similarity between an oil well and a cow has a lot to do with the future security of your children.

Both well and cow give us vital products—petroleum and milk. But unless we withdraw those products at an efficient rate we can ruin our source of supply.

For it's as economically unsound to take a year's supply of oil from a well in a month, as it would be to try to obtain a year's production of milk from a cow in a day!

It's equally bad economically to *under*-produce a well or a cow. Yet, the American petroleum industry is underproducing—to accommodate the oil coming into this country from far-off places.

Obviously, if our own industry is to maintain its capacity to produce it has to be able to sell its products. Whatever interferes with this jeopardizes its ability to continue to satisfy America's need for oil.

Nor does it have the financial resources to drill wells and then shut them in until needed. You have to *do* business to *stay* in business.

What's worse, oil from distant shores creates a dangerous dependency. In a national emergency it could disappear overnight. And we can't slow our production down too much and expect it to be adequate when we want it.

In our opinion, there is only one safe way to keep this nation's rate of petroleum production up to any challenge it may have to meet. That's to encourage our domestic oil industry to constantly find and develop new fields in the Western hemisphere, *where we can get at them if we need them.*

Union Oil Company 76
OF CALIFORNIA

Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California

ZENITH CHALLENGES RCA, GE STAY BID

ZENITH Radio Corp. last week challenged a new plea by RCA and General Electric for a stay in the $16 million anti-trust patent dispute now before the Chicago courts.

A writ of mandamus, Zenith charged, "would open the floodgates to countless applications to review every conceivable interlocutory order in the course of extensive litigation." Furthermore, it asserted such a writ "would permit corporations of the size of RCA and GE . . . to destroy completely an effective remedy available to the ordinary litigant in the Federal courts."

The charges were contained in a reply brief filed Wednesday in U. S. Court of Appeals, Chicago, in answer to an appeal by RCA and GE last month. Zenith's reply supported Federal District Judge Michael Igoe's opinion that RCA-GE should not be granted a stay [B•T, Aug. 16]. Oral argument is expected late this month or early in November before U. S. Appellate Judge Elmer Schnackenberg. Earlier, his court had issued a show cause order paving the way for further appeals.

RCA Says Judge Erred

RCA has accused Judge Igoe of erring in his ruling on several counts, including his contention that the Chicago trial should move ahead, notwithstanding the outcome of developments on a similar patent suit in a Delaware district court. Zenith and its subsidiary Rauland Corp. filed the $16 million suit charging RCA, GE and others with monopoly in patents as a counterclaim to RCA's claim that Zenith infringed on patents.

Zenith characterized the dispute as "a life and death struggle for existence on the part of the counterclaimants [Zenith and Rauland] against large corporations who are alleged to be seeking to rule an entire industry, not only here but throughout the world."

Another P.R. Satellite Asked; Lufkin Dropout Re-Applies

SECOND application for a satellite tv station on ch. 3 at Mayaguez, Puerto Rico, was filed with the FCC last week—this time by ch. 4 WAPA-TV San Juan. Also filed last week was an application for ch. 9 at Lufkin, Tex., by Forest Capital Broadcasting Co., former permittee of ch. 9 KTRE-TV there, which would utilize programs of KPRC-TV Houston.

• WAPA-TV's bid for a satellite station on ch. 3 at Mayaguez appears to have precipitated the first competitive hearing for a satellite tv station. Ch. 2 WKAQ-TV San Juan, the only other tv station in Puerto Rico, earlier had filed for a supplemental outlet on ch. 3 at Mayaguez [B•T, Sept. 13].

The WAPA-TV application disclosed that at the outset the service of the proposed ch. 3 facility at Mayaguez will be programs originating from WAPA-TV, with live programs to be broadcast "sometime in the future." Implementation of this program will depend largely on the number of tv receivers in the Mayaguez area, the application reported.

The Mayaguez station will be constructed for an estimated $133,977, with first year operating cost at $28,000. The proposed effective radiated power is 1.47 kw visual and 0.88 kw aural with an antenna height above average terrain of 39 feet.

• At Lufkin, Forest Capital seeks the identical facilities that it had surrendered to the Commission several months ago with the ex-



big machines mean big business... in FLINT!

Big machines . . . the men who make them work . . . big paydays! They all go hand in hand in industrial Flint to set new sales records every year. Right now this largest GM plant city in the world has retail sales a solid 62% above the national average.* And sales are due to go up. With new car models soon on the way, there will be more work than ever for Buick, Chevrolet, Fisher Body, AC Spark Plug and Ternstedt. Naturally, more work in Flint means even bigger paydays . . . even more buying. Why not set new records in Flint yourself? WFDF can show you the surest, shortest way. The Katz Agency can give you the full story.

* 1954 Consumer Markets

wfdf
FLINT·MICHIGAN
nbc affiliate

Represented by the Katz Agency Associated with: WFBM & WFBM TV Indianapolis—WEOA Evansville—WOOD & WOOD TV Grand Rapids

OUR 32ND YEAR OF SERVICE TO FLINT

MAIL-SURVEYS OR POPULARITY POLLS

"Uncle Tom" Chase's Trail Time is First in the Omaha Area!



33,628

LETTERS POURED IN TO TRAIL TIME

(JUNE 1, 1953—JUNE 1, 1954)

This tremendous mail pull is only one indication of Trail Time's popularity.

LOOK AT THE RATINGS!

	Trail Time	Other Sta.
Pulse—May 1954	13.4	7.2
Hooper—April 1954	13	9
American Research Bureau—Feb. 1954	16.1	10.6

READERS OF TV GUIDE RECENTLY VOTED TOM THE MOST POPULAR TV PERSONALITY IN THIS AREA.

Trail Time can boost YOUR sales. Contact your Blair TV man or WOW-TV Sales Manager, Fred Ebener.

WOW TV

OMAHA • MAX. POWER • DUMONT • NBC-TV Aff.

A MEREDITH STATION — BLAIR TV, Rep.

Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines

ception that the main studio will now be at the transmitter location.

In returning its permit for ch. 9 KTRE-TV, Lufkin's only tv permittee, Forest Capital had cited the inability to obtain network affiliation as economic reason for not completing construction of the vhf facility [B•T, May 31]. Although still unable to obtain network affiliation, Forest Capital reported it has worked out an arrangement with ch. 2 KPRC-TV at Houston "whereby it will be authorized to broadcast all programs by KPRC-TV." By thus keeping program costs at a minimum, Forest Capital believes it is economically feasible to operate a tv station at Lufkin. Additional studio facilities to make possible local programming is hoped for in the future, the application states.

Lowell Thomas, Associates Seek to Buy WROW-AM-TV

APPLICATION for FCC approval of transfer of control of WROW-AM-TV Albany, N. Y., to a group headed by radio commentator Lowell Thomas was filed last week. Purchase price for 83% ownership of the two Albany stations was given as $298,800.

Associated with Mr. Thomas, who will be 31.24% owner, are Mr. Thomas' business manager, Frank M. Smith, 20.86%; Ellen E. Elliott, wife of New York stock broker Edward Elliott, 20.86%, and attorney Alger B. Chapman, former ABC director, 10.45%.

Remaining are two of the original 26 stockholders: Dean P. Taylor, member of Congress from New York's 31st District, and Louis H. Gross. The purchase price represents repayment to the other stockholders of their investments in the station, the application declared.

Mr. Thomas and Mr. Smith were principals in Cinerama Productions Inc., which was taken over by the Stanley-Warner interests earlier this year.

Balance sheet as of Aug. 31 showed that licensee Hudson Valley Broadcasting Co. had total assets of $571,399, and total liabilities of $381,309. The radio station made a profit of $19,689 during those eight months, while the tv station showed a loss of $94,032.

Seven-year-old WROW operates on 590 kc, with 5 kw daytime, 1 kw nighttime. It is affiliated with MBS. Ch. 41 WROW-TV began operating one year ago and is affiliated with ABC, CBS and DuMont.

Hartford Ch. 3 Switch Request Faces Protests

BOTH contestants for ch. 3 at Hartford, Conn., Travelers Broadcasting Service Corp. (WTIC) and Hartford Telecasting Co., are to file with FCC today (Monday) their opposition to a joint petition by four area uhf stations which seek to "de-intermix" Hartford and make all commercial channels there uhf [B•T, Oct. 11].

The four uhf stations, WGTH-TV Hartford, WKNB-TV New Britain, WHYN-TV Springfield-Holyoke (Mass.) and WWLP (TV) Springfield, asked that the educational reservation at Hartford be switched from ch. 24 to ch. 3 with ch. 24 becoming commercial.

Walter Johnson, Travelers secretary, explained ch. 3 was allocated there after full hearing. He noted WTIC planned to affiliate with only one network "which would leave several other network affiliations available for the uhf stations in this area." Leo Resnick, Washington counsel for Hartford Telecasting, said his client also would protest the reallocation proposal today.

Tall Tower Subcommittee Names Five Working Units

ESTABLISHMENT of five working groups to investigate means of marking and lighting tall tv towers so they are more visible than under current requirements was accomplished at an organizational meeting of the tall tower subcommittee of the Airdromes, Air Routes & Ground Aids subcommittee of the Air Coordinating Committee last week.

The subcommittee last August found that standards for marking and lighting tall structures are not adequate and recommended that studies be made to determine how to make them more visible to aircraft pilots [B•T, Aug. 23].

This finding resulted from a six month study by members of the subcommittee and aviation and broadcasting industry associate members. The subcommittee was headed by Dr. T. G. Andrews, head of the U. of Maryland psychology department.

The final report, approved by the full AGA subcommittee, held that marking and lighting should make towers visible at three miles when visibility was three miles between observer and structure.

Working groups (and chairmen) were set up as follows: technical literature analysis, Lt. Comdr. E. S. Ogle, Navy; marking analysis, John Hopkins, Army; lighting analysis, Maj. Calvin Samson, Air Force; physical feasibility, Robert E. L. Kennedy, consulting engineer; coordinating, Dr. Andrews, *ex-officio*.

The next meeting, to report on progress, is scheduled for these chairmen Nov. 17.

FCC Backs Examiner In Roanoke Ch. 7 Ruling

FCC last week affirmed Examiner J. D. Bond's ruling in the Roanoke (Va.) ch. 7 case that Times-World Corp. (WDBJ) has to furnish additional information regarding officers and directors of the First National Exchange Bank of Roanoke, with the possibility that duopoly may be an issue. The Commission at the same time denied the petition of WROV Roanoke that the WDBJ application be dismissed.

Change in the ownership of the Times-World Corp. occurred when Junius Parker Fishburn, 49% owner of the company, died of a heart attack while attending the tv hearing in Washington [B•T, March 29]. The Roanoke bank was named trustee of his estate. It had been trustee of other stockholders in the amount of 4%. It was this change in the bank's position in the WDBJ application that initiated WROV's move to have the Times-World application dismissed or to have additional information regarding the bank's officers, directors and stockholders.

The duopoly question arises, WROV said, on the claim that some of the bank's officers are also officers of the Shenandoah Life Insurance Co., parent of WSLS Roanoke.

The hearing has been in recess since Mr. Fishburn's death.

In another action last week, the FCC granted a petition of Mid-Florida Television Corp. (WLOF) to enlarge the issues respecting the stock ownership of WORZ Inc. in the Orlando (Fla.) ch. 9 proceedings. WHOO, which was the third applicant in that hearing, withdrew its application last week. WHOO was sold by Edward Lamb to Mowry Lowe for $295,000 [B•T, Sept. 27].

Senate Group to Begin Tv Crime Show Probe

A FOUR-MONTH survey by the Senate Juvenile Delinquency Subcommittee has preceded the group's hearing, set for Tuesday-Wednesday, into tv crime, violence and horror programs. The survey by the subcommittee staff included monitoring of various crime and horror programs, a study of filmed shows supplied by the producers of such programs, an examination of all published material relating to tv's impact on children and the industry's own method of screening such programs.

The two-day hearing, open to the public and to radio and tv, will take place in Washington at the Old Supreme Court Room in the Capitol Bldg. Exhibits will be featured depicting the programming pattern of both networks and individual stations as it relates to the program schedule available to children.

Among the exhibits will be detailed logs of programs (their titles and stars) that enter America's living rooms from coast to coast. The crime-horror-violence programming will be pinpointed geographically as well as individual stations' programming in various sections.

Logs of programs available to children in off-school hours have been graphed in the following cities: San Francisco, Washington, Philadelphia, Dallas, Seattle, Denver, Kansas City, Cleveland, Chicago, Atlanta and Los Angeles.

Sen. Robert C. Hendrickson (R-N. J.) is chairman of the subcommittee. Other members are Sens. William Langer (R-N. D.), Estes Kefauver (D-Tenn.) and Thomas C. Hennings Jr. (D-Mo.).

Ives Indemnifies

IN THE WAKE of threatened libel suits in New York State for telecasts of a political film (see story, page 66), WHCU Ithaca, N. Y., last week reported receiving what apparently is a form agreement from Sen. Irving M. Ives (R.-N. Y.) in which the senator agreed to indemnify the station against any claims made for damages which might arise from his campaign talks on the outlet.

It was not indicated immediately whether Sen. Ives is sending the agreement to all stations on which he will speak. GOP spokesmen in Washington said they knew of no instances where such an agreement, considered unusual because it was unsolicited by WHCU, is being sent to stations by other Republican candidates.

Intermixture Comment

CRITICISM of uhf-vhf intermixture in the same market was offered in a letter to Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, by Lou Poller, president-general manager, WCAN-TV Milwaukee (ch. 25), and president, Ultra High Frequency Tv Assn.

Mr. Poller advocated de-intermixture of uhf and vhf channels to put stations in the same market on an even technical basis. Commending testimony presented at the uhf hearings last spring by a Senate Commerce subcommittee, Mr. Poller, in an apparent reference to Sen. Bricker's investigation of the networks and the uhf-vhf situation, said that "any action resulting" from the record of the hearing "would be an indication to the industry that further testimony would likewise be productive."

Beer-Wine Letter Return Totals 65%—NARTB

NARTB said last week that 1,800 of its questionnaires to radio and tv stations on beer and wine advertising and total time data have been returned complete. The association seeks the information on the request of the House Commerce Committee, which asked for beer-wine advertising data in a report issued in lieu of sending the Bryson Bill on liquor advertising to the floor for House action.

The total returned represents 65% of the questionnaires sent out to am, fm and tv stations by NARTB, it was reported. Actually stations returned 2,061 questionnaires, but 270 were not complete enough for the data NARTB seeks.

NARTB, aware that the delinquent questionnaires might have been mislaid by broadcasters, last week extended the deadline for return of the completed forms to Oct. 20 (this Wednesday) and forwarded new questionnaires to all stations which have not answered the first ones mailed last month.

Station categories which have returned questionnaires complete, by percentages, are: television, 82%; large radio stations, 75%; medium radio stations, 64%; small radio stations, 58%.

in San Antonio . . .

KONO Gets Results!

	KONO	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	Station "F"	Station "G"
Monday thru Friday 8:00 A.M. - 12:00 Noon	**33.9**	3.9	12.4	19.3	2.6	2.1	12.4	9.9
Monday thru Friday 12:00 Noon - 6:00 P.M.	**23.2**	7.9	5.9	13.5	1.7	9.6	3.1	28.1
Sunday 10:00 A.M. - 6:00 P.M.	**19.3**	7.0	10.2	20.9	2.7	24.1	4.3	7.0
Saturday 10:00 A.M. - 6:00 P.M.	**39.1**	6.9	9.8	14.4	1.7	11.5	6.3	4.0
Sunday thru Saturday 6:00 P.M. - 11:00 P.M.	**27.4**	1.9	30.9	Off The Air	Off The Air	5.4	6.5	18.5

C. E. HOOPER, INC.
San Antonio, Texas
July, 1954

FORJOE & CO.
NATIONALLY

CLARKE BROWN CO.
SOUTHWEST



THE SOUTHWEST'S LEADING INDEPENDENT RADIO STATION

Clarksburg Pub. Seeks Reversal of WBLK Grant

CLARKSBURG Publishing Co. last week asked the U. S. Court of Appeals in Washington to reverse the FCC in granting Clarksburg (W. Va.) ch. 12 to WBLK Clarksburg and in denying its Sec. 309 (c) protest last July.

The Clarksburg petition claimed that there would be a concentration of control over the media of communications in that area were the WBLK-TV grant allowed to stand. It also claimed that there was a collusive agreement between WBLK and applicant WPDX Clarksburg when the latter withdrew its application and was reimbursed in the amount of $14,390. It also said that there should have been public notice of the withdrawal.

Clarksburg Publishing Co. publishes the *Clarksburg Exponent* and *Telegram*, only daily newspapers in that city. It is owned by Cecil B. Highland Sr., long-time foe of radio and tv. His newspapers do not carry radio or tv logs nor mentions of broadcasting in their editorial or advertising columns.

Gist of the concentration issue, advanced by the Clarksburg publisher, is this: WBLK is largely owned by the News Publishing Co., which publishes a number of newspapers in West Virginia. News Publishing also owns 34% in WTRF-TV Wheeling (ch. 7). WTRF-TV signals are "piped" into Clarksburg through a community television system—which brings up the question of overlap. Also News Publishing owns WPAR Parkersburg, W. Va. [B•T, March 29].

After oral argument before the Commission last May, the FCC denied the Clarksburg protest on the ground that no overlap of Grade A contours had been established and that the diversification issue was not binding since the News Publishing Co. did not publish any newspapers in Clarksburg [B•T, July 5]. It is this decision which the Clarksburg newspaper publisher is appealing to the courts.

KAKE Asks FCC Hearing On KFBI Control Transfer

KAKE-AM-TV Wichita last week asked FCC to set for hearing the application to transfer control of KFBI Wichita to Hutchinson Tv Inc., operating KTVH (TV) Hutchinson, Kan.

The KAKE petition contends KTVH, while located in Hutchinson, represents itself as serving both Hutchinson and Wichita in its promotion but not in its FCC filings. The KTVH list of sponsors is described as including 54 from Hutchinson, 60 regional and 124 from Wichita.

When the KTVH application was granted, it is charged, KFBI was applicant for a ch. 16 tv permit at Wichita. John P. Harris and Sydney F. Harris "were and still are also stockholders in KFBI Inc.," it is contended, with the former having 13% of Hutchinson Tv Inc. and 11.87% of KFBI Inc. and the latter 10% of Hutchinson Tv Inc. and 1.9% of KFBI Inc.

The KAKE petition contends KTVH and KFBI would increase their Wichita "emphasis" if they joined forces, and that KFBI would like CBS Radio affiliation. KTVH is a CBS-TV affiliate. Bess Marsh Wyse, a 12% stockholder and director of Hutchinson Tv Inc., is described as holding a 95% interest in KWBW Hutchinson. R. J. Laubengayer is described as a 6.52% KTVH stockholder and at the time of the grant was a 13½% stockholder in KFBI Inc. "Based on current holdings," it is stated, "33% of the stock in KFBI Inc. is owned by persons who own 28.4% of the stock in Hutchinson Tv Inc."

WOSA-TV Gives Up License; WLBR-TV Takes 90-Day Halt

DELETION OF ch. 16 WOSA-TV Wausau, Wis., by the FCC last week raised the total number of post-thaw tv stations to surrender their permits to 103. Of these, 85 were uhf and 18 vhf.

WOSA-TV was owned by Rep. Alvin E. O'Konski (R-Wis.). No reason was given for requesting cancellation of the ch. 16 permit.

Meanwhile, ch. 15 WLBR-TV Lebanon, Pa., notified the Commission that it will cease operation on October 16 for 90 days.

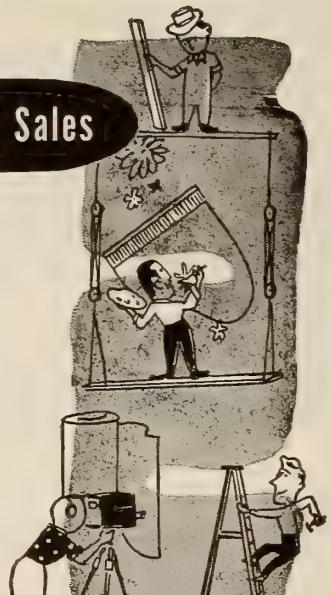
WLBR-TV has been operating under special temporary authority since October 25, 1953. In its letter to the Commission WLBR-TV said that "after almost a year's operating, the station has not been able to attract sufficient business to achieve satisfactory results nor has it been able to secure a national network affiliation."

Suspended Uhf Seeks Vhf

MISSISSIPPI Broadcasting Co., owner of suspended ch. 30 WCOC-TV Meridian, Miss., petitioned FCC last week to allocate ch. 7 there, to end the vhf-uhf intermixture problem. The firm pointed out its uhf promotion efforts have not been sufficiently successful to compete with ch. 11 WTOK-TV there. Mississippi Broadcasting said ch. 7 can be added without any other changes in the allocation table.

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

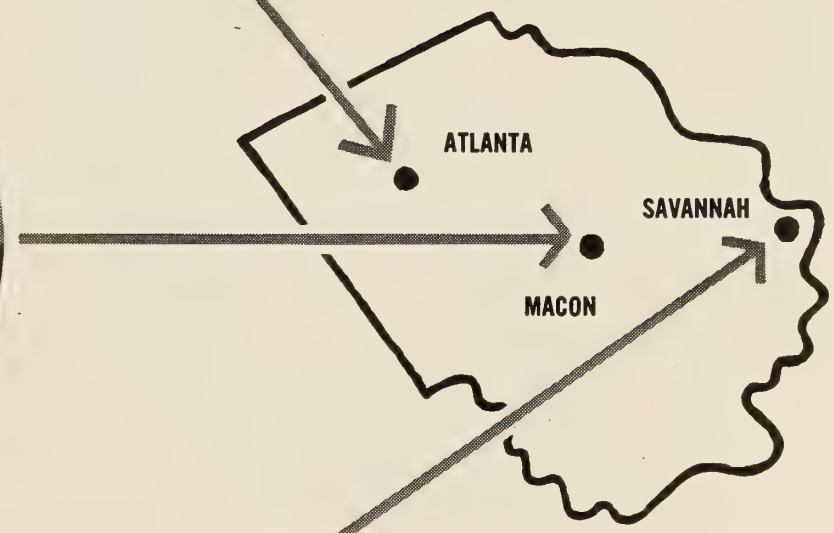
ONLY A COMBINATION OF STATIONS
CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000W • 590KC
CBS RADIO

MACON
WMAZ
10,000W • 940KC
CBS RADIO

SAVANNAH
WTOC
5000W • 1290KC
CBS RADIO



The TRIO offers advertisers at one low cost:

- **Concentrated Coverage**
- **Merchandising Assistance**
- **Listener Loyalty Built By Local Programming**
- **Dealer Loyalties**

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

Capitol Lobbyists Report Activities

REPORT on lobbying activities in the nation's capital during the second quarter of 1954, including persons or groups who represent interests affecting the radio and television broadcasting industry, has been entered in the *Congressional Record*.

The list, together with lobbyists' announced activities and receipts or expenditures if any in lobbying activities for both quarters of 1954, include:

NARTB, local, state or federal legislation affecting the broadcasting industry—Thad H. Brown Jr., Abiah A. Church, Oscar Elder, Harold E. Fellows, Ralph W. Hardy and Vincent T. Wasilewski.

RETMA, tax legislation—Cleveland Hedrick Jr.

Clear Channel Broadcasting Service, opposition to legistlation calling for duplication of class I-A clear channel frequencies or limiting power of class I-A am stations—Hollis M. Seavey, expenditures $142.31.

CBS Inc., legislation affecting the radio or tv industry—Earl H. Gammons.

NBC, legislation affecting NBC or affiliated companies—Francis M. Russell, expenditures $175.75; George Y. Wheeer, expenditures $27.20.

Edward B. Crosland, representing AT&T on matters affecting communications—receipts $6,000; Ronald J. Foulis, receipts $4,000.

Western Union Telegraph Co., legislative proposals affecting interests of the telegraph company—J. G. Corona, expenditures $83.50; K. W. Heberton, expenditures $333.90.

Ernest W. McFarland, representing American Cable & Radio Corp., RCA Communications Inc. and Western Union Telegraph Co., receipts $7,500.

International Union of United Brewery, Flour, Cereal, Soft Drink and Distillery Workers of America, all legislation "involving or in the direction of national prohibition (Bryson Bill), taxation of alcoholic beverages, etc."—Joseph E. Brady, expenditures $434.93.

Clinton M. Hester, representing United States Brewers Foundation all proposed legislation affecting the brewing industry (Bryson Bill)—receipts $5,000; expenditures (second quarter only) $91.42.

National Women's Christian Temperance Union (legislation dealing with alcohol, including Bryson Bill, and narcotics, international relations and women and children)—receipts $4,471.54; expenditures $8,056.95.

Miss Elizabeth A. Smart, representing National WCTU, legislation dealing with alcohol (Bryson Bill), narcotics, international relations, women and children—receipts (first quarter only) $606.12; expenditures $889.05.

Wine Institute, legislation affecting California wine and brandy industry (Bryson Bill)—Edward W. Wootton.

O. R. Strackbein (legislative counsel for International Allied Printing Trades Assn.), copyright convention bills and liquor advertising bills (Bryson Bill)—receipts $625.

Three New Am Grants Issued

PERMITS for three new standard stations were issued by the FCC last week. They were for Fremont, Mich.; Ogallala, Neb., and Vinita, Okla.

• At Fremont, fulltime facilities on 1490 kc with power of 100 w was granted to Paul A. Brandt, owner of WCEN Mt. Pleasant, Mich.

• For Ogallala, new daytime station on 930 kc with 500 w power was granted to Ogallala Broadcasting Co.

• At Vinita, permit for a new daytime station on 1470 kc with power of 500 w was awarded to Vinita Broadcasting Co.

In other actions, the FCC granted WMNC Morgantown, N. C., a construction permit to change its facilities from unlimited operation on 1490 kc with power of 250 w to daytime operation on 1430 kc with power of 5 kw.

FCC also designated for consolidated hearing applications of Miners Broadcasting Service Inc., Louis Rosenberg and Somerset Broadcasting Co., all seeking new standard daytime stations on 1460 kc with 500 w power at Ambridge, Pa., Tarentum, Pa., and Painesville, Ohio, respectively.

POLITICAL LIBEL PROBLEM RISES IN N. Y.

New York state tv stations air Democratic film on race scandal. Legal action is threatened.

THE SPECTRE of political libel faced a number of tv stations in New York State last week, as the election campaign there entered a heated homestretch.

Early in the week, George Morton Levy, general counsel to the Old Country Trotting Assn. of Westbury, Long Island, threatened legal action against stations showing a film on harness racing scandals. The 15-minute film, prepared by the Democratic State Committee in New York, connected Mr. Levy to the story of the scandals. The mention of him was in the narration, delivered by Rep. Franklin D. Roosevelt Jr. (D-N. Y.), the Democratic-Liberal candidate for attorney general.

The film was shown by more than a half-dozen stations, three of them in New York City and the others upstate. All of the stations, including some stations which had not as yet aired the film, received a telegram from Mr. Levy warning them of possible litigation. Labeling the references to him in the film as false and without foundation, Mr. Levy wired, "I shall hold your station and anyone who abets in their circulation responsible for such untruthful and liable statements."

Among the stations telecasting the film were WNBT (TV) (now WRCA-TV), WPIX (TV) and WABD (TV), all New York, and stations in Schenectady, Rochester and Elmira.

Stations involved were reported to be following the FCC regulation forbidding the station to censor programs by a political candidate (Sec. 315 of the Communications Act).

WBEN-TV Buffalo, after receiving Mr. Levy's telegram, demanded and received indemnification from the Whitebrook Adv., New York, agency which prepared the film for the Democratic Committee. A. H. Kirchhofer, publisher of the *Buffalo Evening News* and WBEN Inc. vice president, had wired the agency:

"We are perfectly ready to telecast Rep. Roosevelt's program, provided the station, its officers and directors are given legally executed indemnification, saving them harmless from any and all costs, including legal fees, provided this is furnished by responsible financial parties, including Mr. Roosevelt and the Democratic state committee. If this isn't done, we have only one recourse: That is to refuse to carry any program for the office of attorney general."

Legal advice also was sought by WNBF-TV Binghampton, N. Y., which through Edward Scala, program director, announced it would show the film.

Lloyd Whitebrook, head of the agency handling the film, told B•T that he knew of no station which had planned to telecast the film, changing its mind.

By Wednesday, Mr. Levy was uncertain as to the path he would take, saying he might be unable to take any legal action in view of the FCC regulation.

Exchange Troubles

THERE weren't telephone lines enough in Denver to handle all the "Kingo" calls coming in to KBTV (TV) there. So the Mountain States Telephone & Telegraph Co. put in a special dial exchange to accommodate the overflow that was tieing up all 25 Denver area exchanges. The exchange is used only for "Kingo" calls to KBTV. "Kingo" is an hour-and-a-half tv version of "Bingo" with one notable improvement: the player can sit at home and, if he wins, can call the station and say he has a winning card. The new dial exchange, said to be the only one of its kind in the country, is unique in that "Kingo" m.c. Reed Walker can clear the entire exchange of jammed calls by the simple push of a button. The show's sponsor, King Soopers grocery chain, reports that store traffic through its seven Denver area outlets has increased by more than 14,000 persons per week since the inception of the program four weeks ago.

Stations Spotlight Weather Programming

WEATHER INFORMATION is gaining prominence in radio-tv programming. Two stations have reported establishing their own facilities while another is working out closer ties with a Weather Bureau station.

A complete weather station is being set up at Crosley Square studios, home of WLW and WLWT (TV) Cincinnati, in the heart of downtown Cincinnati. Jim Fidler, pioneer radio-tv weatherman, is in charge. Equipment includes facsimile and weather teletype machines as well as outside gear. The service also will be fed to WLWC (TV) Columbus and WLWD (TV) Dayton, Crosley stations.

KSJO San Jose, Calif., has set up its own

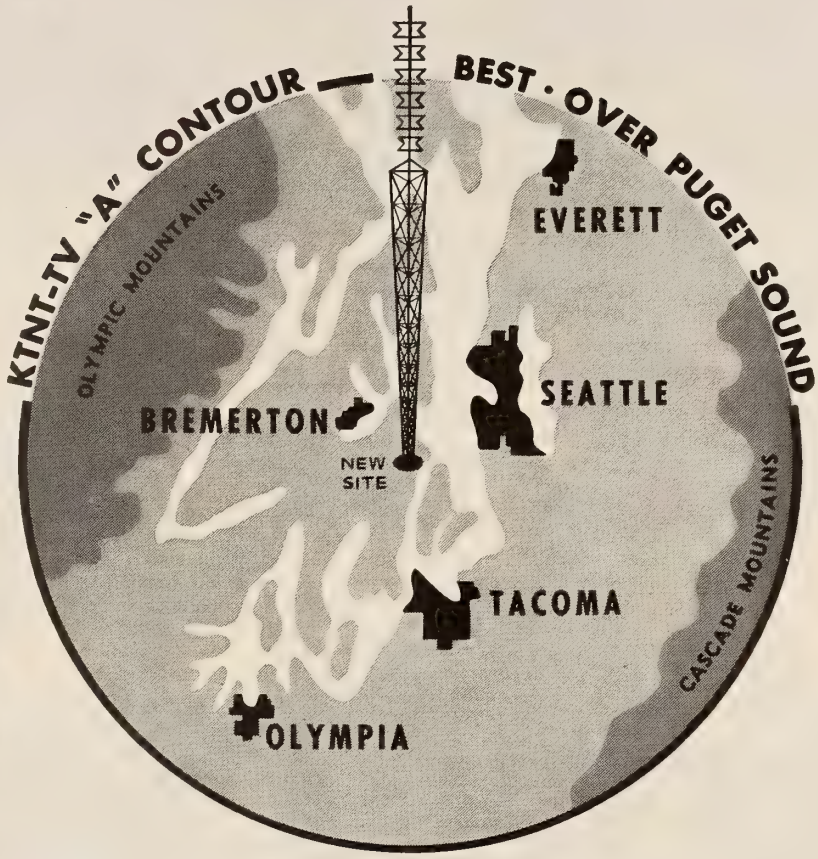


FORMAL OPENING of KTVX (TV) Muskogee, Okla., featured a two-day open house Oct. 6 and 7. The ch. 8 station, owned by the Tulsa Broadcasting Co., made its debut Sept. 18. Station officials who attended the open house (l to r): Ted Cramer, station manager; James C. Leake, Tulsa Broadcasting executive vice president; John T. Griffin, president, and L. A. (Bud) Blust, vice president and general manager.

The Word Gets Around .... Buy Puget Sound

OF ALL
PUGET SOUND
TELEVISION STATIONS
ONLY
KTNT-TV
CHANNEL ELEVEN
COVERS ALL 5*
IN ITS "A"
CONTOUR

*SEATTLE • TACOMA
EVERETT • BREMERTON • OLYMPIA



KTNT-TV
CHANNEL 11
316,000 WATTS • ANTENNA HEIGHT 1000 FT. ABOVE SEA LEVEL

Quick Facts and Figures of the Puget Sound Market

Population Distribution in KTNT-TV's "A" Contour
(based on 1950 census)

City of Seattle	37.2%
Balance of King County	21.1%
Pierce County (including Tacoma)	22.0%
Balance of area north, west and south (including Everett, Bremerton and Olympia)	19.7%
	100%

INFLUENCE AREA

The *Influence Area* of KTNT-TV includes entire Western Washington, a part of Oregon to the south, and a portion of British Columbia in Canada to the north. This area contains over 1,500,000 able-to-buy people.

IT'S A VIBRANT, GROWING AREA

The entire Pacific Northwest has enjoyed a steady, healthy growth . . . and it is still growing. For example, the combined population gain for the five cities shown in the above map is 28.4% from 1940 to 1950. (U.S. Census)

CONTACT WEED TELEVISION

CBS

For the SEATTLE — TACOMA — PUGET SOUND AREA
"A" Contour Population Over 1,200,000

DUMONT TELEVISION NETWORK



BROUGHT TOGETHER for a sales meeting by invitations sent to Katz Agency offices from WSPD-AM-TV Toledo were (front, l to r): Fiske Lockridge, Katz Detroit sales manager, and Tom Harker, Storer Broadcasting Co. national sales director; (rear, l to r): Scott Donahue, Katz New York tv sales manager; Bill Joyce, Katz Chicago office; Allen Haid, WSPD vice president-managing director; Morris Kellner, Katz New York radio sales manager, and Bill Rine, Storer northern district vice president. Eleven Katz representatives attended the meeting.

weather bureau, according to the station. Harry Geise, a trained meterologist, each day analyzes and predicts the weather for KSJO's farm listeners. Mr. Geise claims that most weather forecasts carried over the air are at least six hours old, but KSJO, with its own forecasting, can give farmers up to the minute predictions.

Weather data soon will become available from the highest point in Vermont—the site of the transmitter of WMVT (TV) Burlington, atop Mount Mansfield. The station and James E. Stork, chief of the U. S. Weather Bureau in Burlington, have worked out arrangements for operation of the weather sub-station on Mount Mansfield to provide weather experts with spot weather conditions and to give data to WMVT and other sources reporting to the public on weather information.

WTIC Hartford, Conn., plans to have a weather forecasting and research station in operation early next year under Dr. Thomas F. Malone, MIT associate professor of meteorology. He will have a staff of nine including five meteorologists.

WTMJ-AM-TV Milwaukee, Wis., has installed two special teletypes to provide weather information for Bill Carlsen, "weatherman" for the station's 17 five-minute weather shows per week on tv and 10 forecasts a week on radio.

WFAA-TV Ups Power 10-Fold

WFAA-TV Dallas has announced a 10-fold power increase, raising the operating power of the ch. 8 stations to 274 kw, after installation and testing of new RCA equipment. In addition, a new 12-bay antenna, weighing about four tons, was installed on top of the WFAA-TV tower. Ralph Nimmons, station manager, described the power boost as "a significant step in ch. 8's continuing effort to bring the best possible television service to the people of north Texas."

Griff's Radio-Tv Jeopardized

PROJECTED switch of the Philadelphia Athletics baseball team of the American League to Kansas City might interfere with radio-tv income of the Washington Senators, according to Clark Griffith, owner of the Washington club. Mr. Griffith said that if Washington and Baltimore were both in the same eastern division of the league, his 31-station radio hookup as well as telecasts would be affected since he considers Baltimore in his electronic territory and could not include that area if both teams were playing at home.

IT'S A FACT:

20 DELIVERS LARGEST AUDIENCE IN SPRINGFIELD

facts prove it*

OF THE TOP 15 ONCE A WEEK SHOWS
WICS has ALL 15

OF THE TOP 10 MULTI-WEEKLY SHOWS
WICS has ALL 10

Study these samples!!

THURSDAY 8:30-9:00 P.M.

WICS	34.5	C	2.5
B	9.0	D	1.5

FRIDAY 8:00-8:30 P.M.

WICS	30.0	C	4.5
B	5.5	D	2.0

SATURDAY 10:00-10:30 P.M.

WICS	31.0	C	1.5
B	10.0	D	5.5

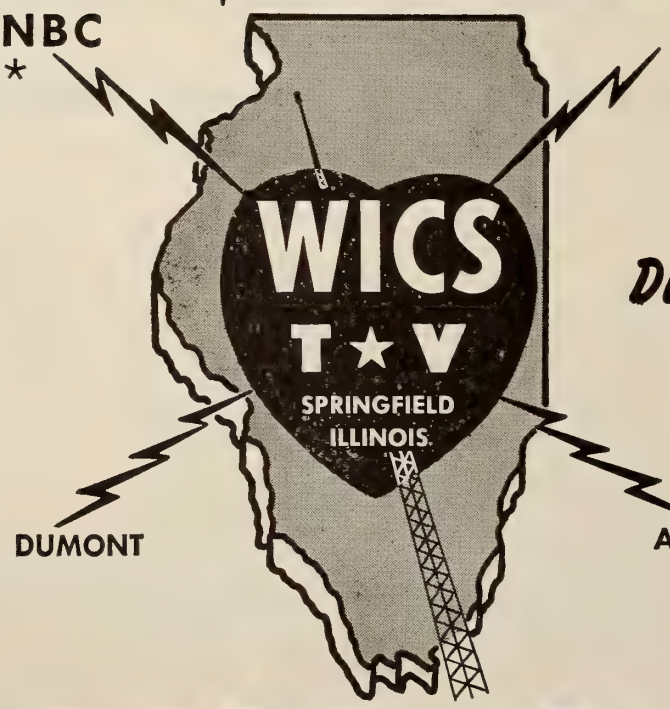
SUNDAY 6:00-6:30 P.M.

WICS	20.5	C	1.5
B	3.0	D	--

WEDNESDAY 7:00-7:30 P.M.

WICS	33.5	C	2.5
B	9.0	D	1.5

*Pulse, June, 1954



CHANNEL 20

DELIVERS

- 20 COUNTIES
- ½ MILLION CONSUMERS
- 200,000 HOMES
- OVER ONE-HALF BILLION ANNUAL RETAIL SALES

NBC IN ILLINOIS' CAPITAL CITY MARKET

MILTON D. FRIEDLAND, General Manager

ADAM YOUNG TELEVISION, Inc., National Representatives



NOW UNDER CONSTRUCTION is the new WCOV (Montgomery, Ala.) Radio & Television Center as presented in this drawing. Ch. 20 WCOV-TV recently increased to 200 kw and WCOV has applied for 10 kw. Both stations are CBS affiliates.

WNBQ (TV) Unveils New Unit

CUSTOM-BUILT tv mobile unit has been placed into operation by WNBQ (TV) Chicago, according to Howard C. Luttgens, NBC Chicago engineering head. The unit, a reconverted bus, was completely rebuilt in accordance with specifications and plans drawn by Mr. Luttgens and his staff. The vehicle contains complete audio and video control equipment, microwave relay accoutrement, and storage space for accompanying cameras, lights, microphones and cable. The panel, formerly used for destinations, bears a tag reading "WNBQ—Always the Best in Tv—Ch. 5" and information on remote telecasts the station plans to originate.

WCMS Three-Month Report

WCMS Norfolk, Va., which claims to be the "first and only" station in the Tidewater area specializing in western, country, folk and hillybilly music reports itself "in the black" after only three months of operation. The 1050 kc station is owned by Cy Blumenthal, who purchased the studios and physical facilities of the former WCAV Norfolk in July. The staff: William B. Davis, director of operation; Art Barrett, program director; Ted Harding, commercial manager; Ted Spivey, chief engineer; Ted Tatar, farm director, and Ted Crutchfield, special events and sports.

WJBF-TV Now WJBF (TV)

CALL LETTERS of WJBF-TV Augusta, Ga., have been changed to WJBF (TV), effective Oct. 10, according to an announcement by J. B. Fuqua, president of the ch. 6 outlet. The change results from the sale of WJBF radio to Media Inc., which now will have the call of WBIA.



BETWEEN 30-50 additional stations will receive transcriptions of the Blackwood Brothers Quartet show which is signed for over WMPS Memphis on a five-times-weekly, 52-week basis by (l to r) Milton Buhler, treasurer of sponsor Buhler Milling & Elevator Co.; Charles Britt, WMPS sales manager, and James Blackwood, leader of the quartet. Agency is Simon & Gwynn of Memphis.

HIGHEST RATED STATION



ISN'T THIS WHAT YOU WANT IN ROCHESTER

HIGHEST RATED PARTICIPATIONS



?

We have a little booklet of Rochester radio ratings based on latest Pulse and Hooper rating surveys. If you are considering Rochester and want to be brought up-to-date on this prosperous market, you should have this booklet on your desk. Just ask us and we will dispatch one to you post haste.

HIGHEST RATED DAYTIME SPOTS

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Hearst's Campbell Moves To New York Headquarters

VICTOR F. CAMPBELL, director of programs for Hearst Corp. radio-tv stations, has been transferred from Baltimore to New York, D. L. Provost, vice president and general manager of Hearst's radio-tv division, announced last week.

Mr. Campbell is engaged in the development of new radio and tv programs for distribution on a syndicated basis. Already in the production stage is a weekly fifteen-minute newscast with a teen-age slant titled *The World Is Yours*, which is produced in cooperation with Hearst Metrotone and International News Service.

At the same time, the appointment of Sydney King, production manager of the Hearst Corp.'s WBAL-TV Baltimore, as acting program manager for the station was announced by Leslie H. Peard Jr., station manager.



ANNUAL fall meeting of general managers of the Westinghouse Broadcasting Co. was held Sept. 27-28 [B•T, Oct. 4] in New York. Among those present were (l to r): WBC president Chris J. Witting; managers of WBC's radio stations, Paul E. Mills WBZ-WBZA Boston; L. R. Rawlins, KDKA Pittsburgh; Carl W. Vandagrift, WOWO Fort Wayne; Franklin A. Tooke, KYW Philadelphia; J. B. Conley, KEX Portland, Ore., and WBC executive vice president Joseph E. Baudino.

Clarke Brown Co. Expanding

CLARKE BROWN Co., southern regional radio-tv representative, has moved to larger quarters in Dallas and will serve as southern offices for H-R Representatives Inc. and H-R Television Inc. [B•T, Oct. 4], according to an announcement by Clarke R. Brown, head of the firm.

In addition to handling the H-R list of stations for the south, the Brown firm will handle its own list of client stations.

The southern representative serves from Texas to North Carolina. It has offices in Dallas, Houston and New Orleans and is readying an Atlanta office. Dallas headquarters new address is 452 Rio Grande Natl. Bldg.

Four Vhf Stations Debut Over Weekend

FOUR new tv stations, all vhf and bringing the first local tv to three cities, were scheduled to begin commercial programming at the week's end. These debuts will boost to 413 the number of operating video outlets.

The new stations and their starting dates: WCNY-TV Carthage-Watertown, N. Y., yesterday (Sunday); WBTW (TV) Florence, S. C., last Friday; KLTV (TV) Tyler, Tex., last Friday, and WSAU-TV Wausau, Wis., yesterday.

WCNY-TV (ch. 7) is the first local video in that upstate New York area. Network affiliations are ABC and CBS; representative is Weed Tv. The station is owned by the Brockway Co. which publishes the *Watertown Daily Times*.

WBTW (ch. 8), owned by the Jefferson Standard Broadcasting Co., is the first tv in Florence. It is affiliated with CBS and represented by CBS Tv Spot Sales. Joseph M. Bryan is president and Charles H. Crutchfield executive vice president and general manager of Jefferson Standard.

KLTV (ch. 7) is the second station but first vhf in Tyler. It began operations with 100 kw power, Marshall H. Pengra, general manager, has reported. Network is NBC and representative is John E. Pearson Tv Inc. Lucille Ross Lansing is president and owner. She also owns KGKB Tyler.

WSAU-TV (ch. 7), owned by the Wisconsin Valley Tv Corp., which is composed mainly of newspaper interests, is affiliated with CBS and represented by Meeker Tv Inc. WSAU-TV is the first tv in Wausau.



Do You Know This Man?

He is Marshall H. Poole, president and general manager of WVLN, Olney, Ill. He says,

"We have found the SESAC Transcribed Library invaluable in our operation. For a low cost, complete program service I don't know SESAC's equal. Special compliments should go to the superb religious music, the Bridges, Moods and Themes catalog and the SESAC scripts. We use them all constantly."

The **SESAC Library** is **lowest in cost** for a complete Program Service

SESAC, INC.

475 Fifth Avenue **New York 17, N. Y.**

WCCO Show to Celebrate Station's 30th Birthday

IN OBSERVANCE of its 30th anniversary, WCCO Minneapolis-St. Paul will present a full-hour broadcast relating the station's history on Thursday (7:30-8:30 p.m. CST). The station is a CBS Radio affiliate and is partly owned (47%) by CBS.

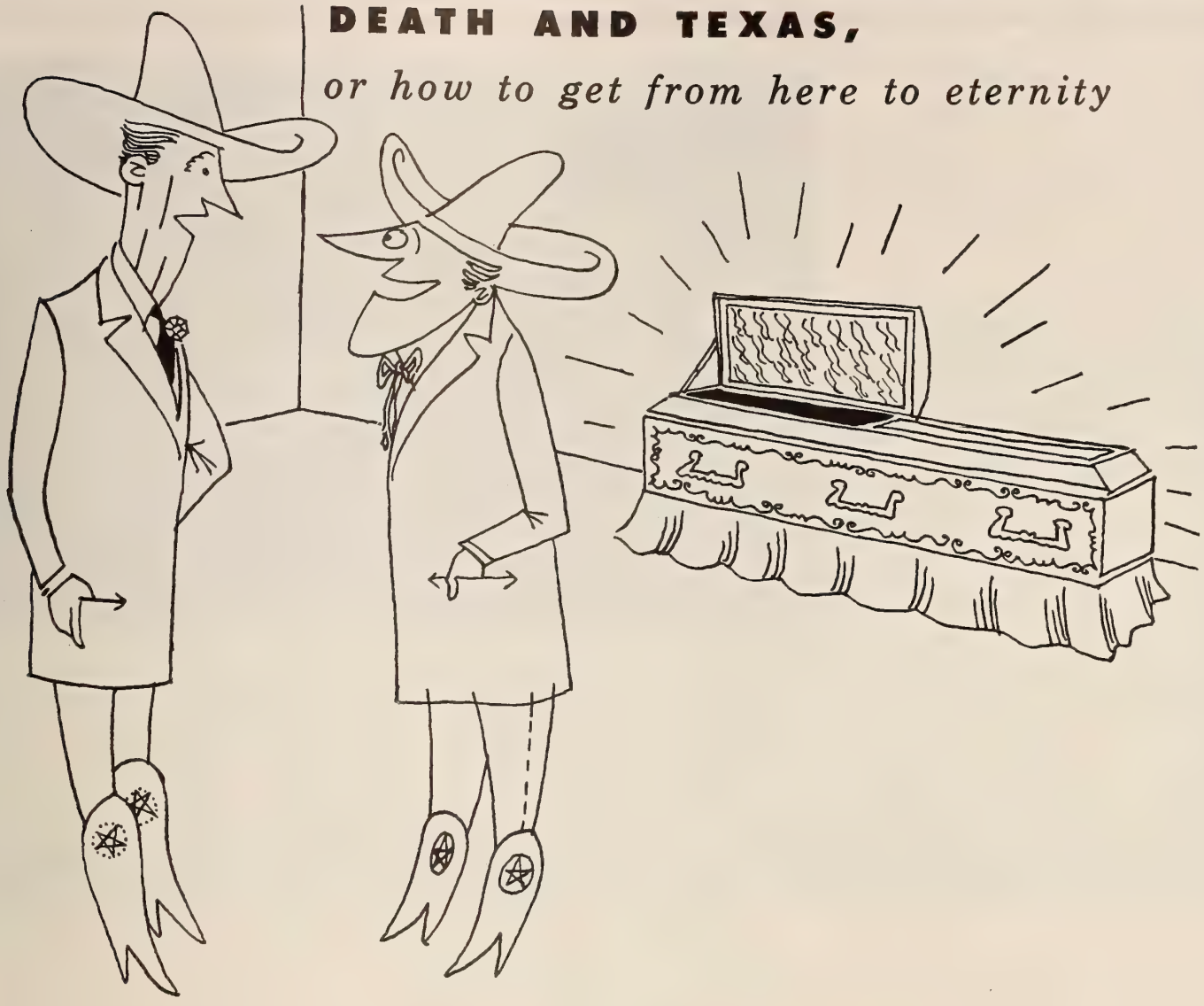
The anniversary program will trace the station's growth and development from a pioneer station, whose signal was scarcely audible beyond the Twin Cities, to a 50 kw outlet which currently serves about 3 million listeners in Minnesota, Wisconsin, Iowa and the Dakotas. Eddie Gallagher, CBS Radio personality and former WCCO staff member, will serve as narrator for the broadcast.

WCFM (FM) Ceases Operation

WCFM (FM) Washington, owned cooperatively by Washington organizations and individuals, ceased broadcasting last week when negotiations for refinancing [B•T, Oct. 11] fell through. The station was due to cease operations early this month [B•T, Oct. 4] but continued in operation pending the outcome of the search for new capital. Founded in 1948, WCFM has operated as a good music station in the nation's capital. It has been sustained mostly by contributors—it had 3,000 preferred stockholders and several thousand "sustaining" stockholders. It operated on 99.5 mc (ch. 258) with 20 kw.

DEATH AND TEXAS,

or how to get from here to eternity



"Show me the best coffin you got," commanded a puissant Texan to a mortician.

"Death in the family? My deepest sympathies," said the undertaker, as the adding machine started whirring in his brain.

"Nope. It's for me. Gotta die sometime. Want to see what I'm getting into. How much is that one?"

"You've hit on the best in the house. Silver handles, inlaid mahogany, silk lining, down filling, gold nails, stainless steel core. Complete with a fifty-car funeral and a hundred sad mourners, $4,750.00."

"Sold. Here's the cash. Hold the thing for me."

The Texan returned to his office. "I'm all set now. Just bought a ring-tailed tooter of a coffin. Gold, silver, mahogany and silk," he told his partner.

"How much?" the partner asked.

"$4,750.00."

"$4,750! You nuts, man? For five hundred dollars more you could be buried in a Cadillac!"

Lively note: No retail trading area in the entire nation enjoys greater retail sales per family than Amarillo's. No other tv station can reach our potential audience of 398,000. No time like now to check with The Katz Agency.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

WKY-TV Target for '55: All Local Shows in Color

WKY-TV Oklahoma City, which bills itself as the first television station in the country to originate local live programs in color on a regular basis, hopes to be colorcasting all its local programs by some time next year, perhaps by mid-1955, Hoyt Andres, assistant manager, said last week.

Mr. Andres offered the prediction in outlining WKY-TV's facilities, operations and programming to agency leaders in a series of presentations in New York last week. Color slides were used to show the ch. 4 outlet's physical layout and shortcuts it employs in colorcasting to economize on time and effort "without economizing on quality."

The WKY-TV presentation was viewed by an estimated 400-500 agency executives and others during seven breakfast and luncheon sessions staged during the week. The WKY-TV delegation was headed by Manager P. A. (Buddy) Sugg and Assistant Manager Andres. The station is represented nationally by the Katz Agency.



UNDER "THREAT" of "Pirate Pete's" cutlass and flintlock, John Grieger Sr., president of Famous Foods Inc., signs to sponsor the *Pirate Pete Show* Mon.-Fri. on WJBK-TV Detroit. Enjoying the act and sporting Pirate Pete buttons are (l to r) Keith McKenny, WJBK-TV sales representative; Joe White, Famous Foods' sales manager; Ralph Sharp, president of Ralph Sharp Agency, and Gayle V. Grubb, WJBK-TV vice president-managing director.

KFMB-TV Starts Combination News-Announcement Package

WITH the start of United Press facsimile service last month, KFMB-TV San Diego has started a unique "one-minute news flash announcement" format, combining interest of spot news with prestige of news sponsorship and flexibility of spot announcement schedule.

Under direction of station manager George Whitney and prize-winning executive editor Paul White, the "one-minute news flash" consists of 10-second title and sponsor identification, 20-second showing of a facsimile just off the U.P. machine, plus commentary, and a final 30-second commercial.

Spots are priced at regular one-minute commercial rate, with added $10 gross production charge. The one-minute news flashes are programmed throughout the day and are subject to KFMB 12-plan and normal frequency discounts.

Akerman Dies Suddenly

FUNERAL services for John Akerman, 52, account executive for CBS Radio Spot Sales in New York, were held last Tuesday in Mamaroneck, N. Y. Mr. Akerman died suddenly at his home in Mamaroneck on Oct. 9.

He had been with CBS Radio Spot Sales since 1949. Previously, he had served as general manager of KMOX St. Louis and assistant general manager of WBBM Chicago, both CBS-owned.

WCBY Start Imminent; Staff Assignments Made

WCBY Cheboygan, Mich., through Richard E. Hunt, president-general manager, has announced plans to go on the air toward the end of this month. The new am station will operate with 250 w on 1240 kc fulltime. Studios, offices and transmitter will be located at the edge of Cheboygan on U. S. highways 27 and 23. The station will be affiliated with the Northern Network, will use AP news service and will be represented nationally by Hil F. Best Co. of Detroit. Programming will emphasize music, news, local sports and public interest.

The staff assignments are as follows: N. Poeppelman, formerly of WPTW Piqua, Ohio, chief engineer; Bob Clark Jr., formerly of WATZ Alpena, Mich., program director; Harry McLeod, formerly with WHAK Rogers City, Mich., announcing and news, and Ben Morrow, sales and sports.

REPRESENTATIVE APPOINTMENTS

WKVM San Juan, P. R., appoints Pan American Broadcasting Co., N. Y.

WWCA Sells Homes

A RADIO campaign to sell homes, planned and broadcast by WWCA Gary, Ind., gained Otto G. Fifield Inc., of Gary, first prize in an Indiana Real Estate Assn. contest "in recognition of a business-building idea." Last March 1, the firm started a series of programs designed to move a backlog of winter homes, ranging in value from $11,000 to $15,000. Thus far, Fifield has sold 60 homes using radio shows on WWCA and at an advertising cost of $26 per sale.

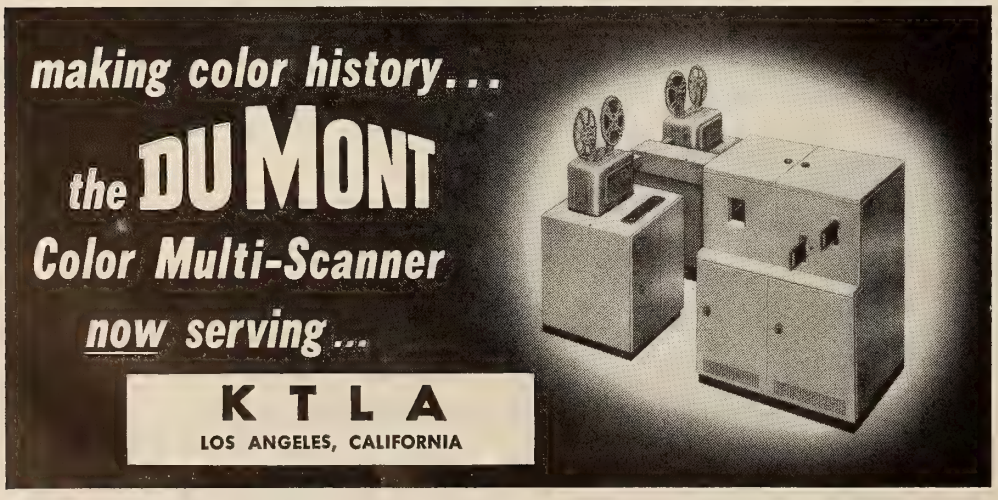
Coulson, Former WHAS Executive, Dies at 61

W. LEE COULSON, 61, for many years manager of WHAS Louisville and one of broadcasting's pioneer executives, died Thursday at Santa Barbara, Calif., where he had been living for the last seven years.

Mr. Coulson's career dates back to the early days of WHAS where he served in sales and executive capacities before becoming manager. He figured in development of some of radio's program and management techniques and was widely known in broadcasting and advertising circles. He left WHAS in 1947 after suffering a heart attack and has been unable to work actively since that time. He served on committees of the old NAB and took an active part in industry affairs.

Southern League Limits Tv

TELECASTS of home games played on Sundays and holidays, as well as playoff games, have been banned by directors of the Southern Association, Class AA league. Home clubs may decide if other home games are to be broadcast or telecast. Only Atlanta telecast Southern Association games last season.



Home, James

Dennis James returns to ABC to star in "Name's the Same"

This delightful guessing game is back for the fall season on ABC. Back to ABC-TV, too, is Dennis James to take over as moderator and leading wit. The premiere was Monday, and a grand time was had by all ... including the proud sponsor, the Ralston-Purina Company!

You're in smart company on **ABC-TV** *American Broadcasting Company*



prize package

Bert Parks deals out laughs and cash prizes on "Break the Bank"

Yes, "Break the Bank" is back, Bert Parks and all. And it looks like this famous financial fun-fest will be around for a long, long time. It pays off for everybody: for the contestants (like those below), for ABC, and for the Dodge Division of Chrysler Corporation, who sponsor this wonderful show ... and don't mind paying one bit.

You're in smart company on **ABC-TV** *American Broadcasting Company*



Hoag-Blair Appoints Four Additions to New York Staff

FOUR additions to the New York staff of Hoag-Blair Co., new national representative firm for tv stations outside major markets, were announced last week by Robert B. Hoag, president. New staff members and their positions are: Richard L. Foote and Paul S. O'Brien, account executives; Joan Lehmann, secretary and assistant to Mr. Hoag, and Dorothy Baron, secretary.

Mr. Foote joins the representative firm from the sales staff of WFTL-TV Ft. Lauderdale. He was formerly an account executive at Forjoe & Co., New York. Before his present association, Mr. O'Brien worked as an account executive for WLIB New York and WXYZ Detroit.

Miss Lehmann moves to Hoag-Blair from CBS-TV Spot Sales. She also had worked for NBC Radio. Miss Baron moves to her new assignment from Roland-Bodee & Flint Adv., Miami. In the past she has been employed by Dancer-Fitzgerald-Sample and BBDO, both New York.

WATV (TV) Appoints Petry

WATV (TV) Newark has appointed Edward Petry & Co. as its national sales representative effective immediately, Bertram Lebhar Jr., vice president and sales director, announced last week. The station, operating on ch. 13 from New York's Empire State Bldg. antenna site, also will issue a new rate card, incorporating increases, in the near future. WATV is headed by Irving R. Rosenhaus.



MANAGING DIRECTOR C. Howard Lane (c), KOIN-TV Portland, Ore., is congratulated by Oregon Gov. Paul Patterson (r) and Portland Mayor Fred Peterson a moment after the station increased power to 100 kw from its new 708 ft. tower, 1,530 ft. above average terrain.

Color Tv in Hollywood

TWO Hollywood tv stations—KTLA (TV) and KNXT (TV)—began local colorcasting a fortnight ago. KTLA on Oct. 7 presented a special 90-minute color salute to a Motorola dealers meeting, heralding arrival of that firm's first 19-inch color receivers in Los Angeles. CBS-owned KNXT Oct. 10 broadcast from CBS Television City a 30-minute "KNXT Colorama," sponsored by Dawne Industries (Tint 'n' Set) through Lou Holzer & Assoc. Paramount Pictures, through Buchanan & Co., used color announcements for its new motion picture, "Rear Window," preceding and following the KNXT color program.

WDTV (TV) Begins Operation In New Pittsburgh Quarters

OPERATIONS of WDTV (TV) Pittsburgh, DuMont Television Network affiliate there, switched over to new quarters at the Gateway Center last Wednesday. Highlight of the change was the station's first telecast in color, presented Wednesday evening. WDTV reported enthusiastic response on the color reception from dealers throughout the area. DuMont's recently completed 100 kw transmitting plant enables WDTV to carry color shows telecast on all networks.

The new Gateway facilities were planned around two studios each with its own control room. Program sources are provided from three cameras in each of the two studios, four separate film cameras in the projection room and two flying spot scanners.

Cooperating in the switchover to the Gateway center were Harold C. Lund, general manager of WDTV; Rodney D. Chipp, director of engineering for DuMont, who participated in the engineering design for the center; Raymond W. Rodgers, chief engineer for WDTV, and Robert F. Bigwood, manager of the general engineering department at DuMont, who supervised the installation.

WDIA Institutes Procedure To Screen Offensive Records

PROCEDURE to screen recordings to weed out certain records offensive to good taste and morals has been instituted by WDIA Memphis, Tenn. The station hopes to gain enough supporters to bring sufficient economic pressure to bear on the sources of undesirable recordings to establish a trend toward more imaginative, less suggestive lyrics.

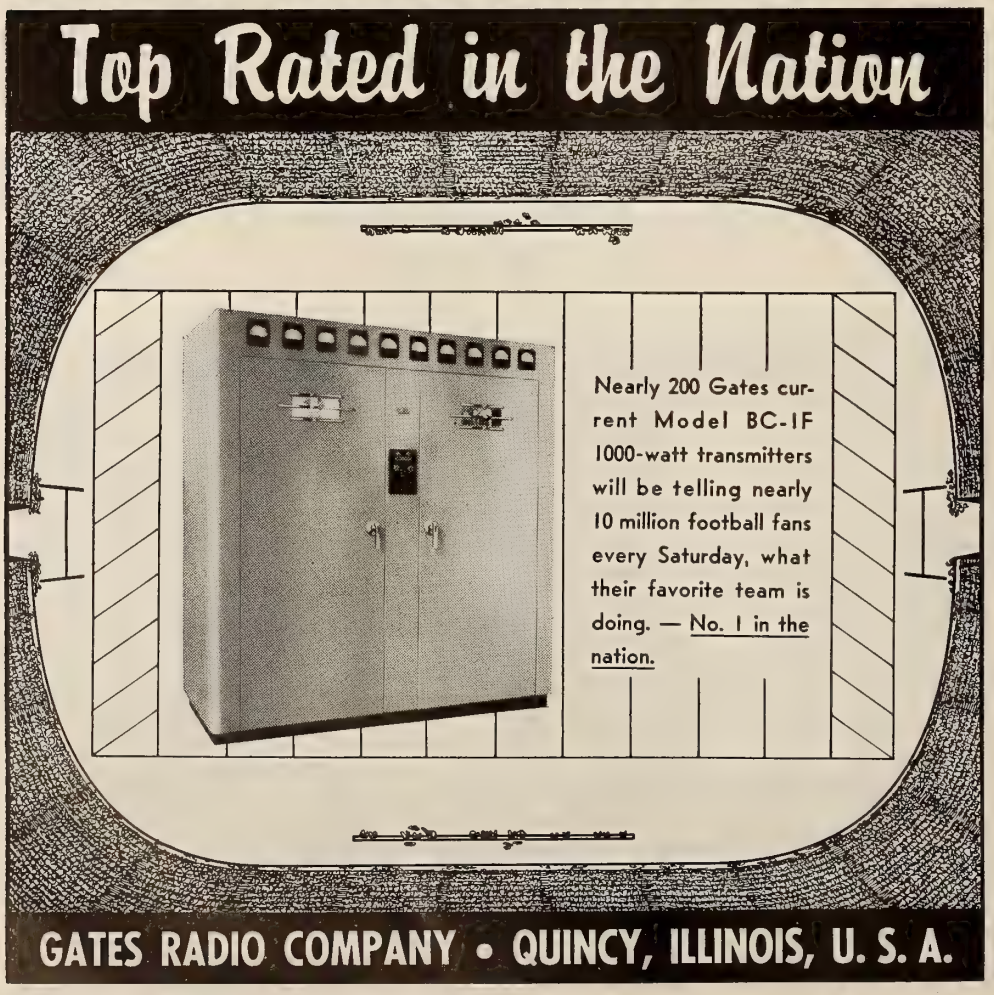
If, after careful station screening, a record is deemed offensive to good taste or morals, the recording company involved, local distributor and key publications and radio stations will be advised of WDIA's decision. In handling requests for such records, an announcer will say: "WDIA, your goodwill station, in the interest of good citizenship, for the protection of morals and our Christian way of life does not consider (name of unfit record) fit for broadcast on WDIA. We're sure all you listeners agree with us and enjoy our programs and all the music you hear every day." The station hopes to eliminate records the screening group considers unfit for broadcast for reasons of double meaning, suggestive lyrics, sacriligious content or poor reproduction quality.

Powell Named WBCR Manager

DURWOOD POWELL, formerly assistant manager-program director of WCVA Culpepper, Va., has been named manager of WBCR Christiansburg, Va., 1 kw daytimer scheduled to go on the air soon. Mr. Powell, a 14-year radio veteran, began his radio career at WKEY Covington, Va., when he was 16 years old and a junior in high school. WBCR will operate on 1260 kc and will render service to the Blacksburg - Christianburg - Radford area of Virginia.



MR. POWELL



117% Attendance

AN ATTENDANCE which exceeded the urban population of the town was recorded by the Piggly Wiggly supermarket in its two-day opening in Indianola, Miss., after WNLA there had heralded the opening with 101 announcements in an eight-day promotion. With the exception of one newspaper ad published the day of the opening, WNLA handled all pre-opening promotion, the station reports, besides carrying 18 five-minute broadcasts direct from the store during the two-day opening. Over 7,000 people registered at the store during the opening, or 1,000 more than the urban population of Indianola. Total cost for radio, WNLA points out, was only $227, or about three cents for every customer brought into the new supermarket.

KAUS-KMMT (TV) Control Goes to McElroy, Associates

CONTROL of KAUS and KMMT (TV) Austin, Minn., has been transferred to Ralph J. McElroy and associates, owners of KWWL-AM-TV Waterloo, Iowa, Mr. McElroy announced last week. The transfer is contingent on FCC approval.

By terms of the agreement, Mr. McElroy and other owners of the KWWL properties are given a management contract to run the Austin stations, with one year to put them in the black. If this is accomplished, the Iowa managers are given authority to purchase the Austin properties for $40,000 after paying off current indebtedness.

KAUS, founded in 1948, operates on 1480 kc with 1 kw and is affiliated with MBS. It had total assets of $180,338 as of Jan. 1, 1954, and total liabilities of $139,436. It showed a loss to date of $7,820. KMMT began operating on ch. 6 in July 1953 and is ABC and DuMont affiliated. It had total assets of $171,517 as of Jan. 1, 1954, and total liabilities of $233,764. Loss to date was given as $65,249. Martin Bustad is president of the am station; Harry M. Smith of the tv station.

KWWL began operating on 1330 kc (5 kw day, 1 kw night) in 1947. It also is affiliated with MBS. KWWL-TV, on ch. 7, began Nov. 15, 1953, and is affiliated with NBC.

Under the planned joint operation, many of the KWWL local features of common interest to both areas will be available to KAUS and KMMT, Mr. McElroy said. Mr. McElroy said he feels that the Eastern and Northern Iowa and Southern Minnesota market is an integrated region and should be programmed and offered for sale as a regional unit. "The combined coverage of the expanded KWWL-TV [it is planning to boost power to 316 kw] and Austin operations will cover this Midwest area like a spring rain and will eventually reach more prosperous city and farm homes than any other television buy available," Mr. McElroy said.

REPRESENTATIVE PEOPLE

Joseph A. Flahive to tv sales staff, George P. Hollingbery Co., N. Y.

Ralph Hunter, formerly radio director, Voice of America, Washington, to sales staff, Katz Agency, N. Y.

Sterling B. Beeson, vice president and manager, Headley-Reed Co., N. Y., father of boy, Sterling Bruce, Oct. 7; **Austen Smithers,** account executive, Headley-Reed Tv, same city, father of boy, Christopher Dunkin, Oct. 6.

GOETZE APPOINTED G. M. OF KFSD-AM-TV

APPOINTMENT of William E. Goetze, partner in the Elliott, Goetze & Boome Adv. Agency in San Francisco, as general manager of KFSD-AM-TV San Diego [CLOSED CIRCUIT, Oct. 1] was announced last Friday by James G. Rogers, president of KFSD Inc., following FCC approval Wednesday of its acquisition of the stations for $2,227,500 [B•T, Sept. 27, Aug. 23].

The KFSD properties were sold by Airfan Radio Corp., owned two-thirds by veteran broadcaster Thomas W. Sharp and one-third by a group of 42 San Diego business and professional leaders.

KFSD Inc. is 95.5% owned by the New York investment firm of Fox, Wells & Co., about 30% owner of ch. 14 WWOR-TV Worcester, Mass. It is also the largest single stockholder in Olympic Radio & Television Inc., manufacturer of radio and tv receivers, and owns substantial interests in community television systems.

Mr. Goetze will assume responsibility for the two stations Nov. 1, Mr. Rogers announced. John C. Merino will continue as KFSD station manager, and Mr. Sharp will be a director of KFSD Inc.



Meet "Mr. Upper Income"

This man's super-buying power makes him today's most sought after prospect. He's the average Kansas farmer. He's got $8,304.00 in *disposable* income . . . after taxes! That's 58% above the national average.*

What's more, he's BUYING . . . buying those things that smart salesmanship has convinced him he needs. In an unbelievable number of cases, those purchases are things he's heard about over WIBW. That's because WIBW is THE Kansas Farm Station . . . first choice of Kansas farm families for over 30 years.†

** Consumer Markets 1954*

† Kansas Radio Audience 1953

See Your Capper Man

WIBW CBS RADIO

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr. WIBW—WIBW-TV and KCKN



WCBR Memphis, which has changed its programming to become the 23d radio station in the country to broadcast exclusively to the Negro market, has appointed Joseph H. McGillvra Inc. its new representative. W. M. H. Smith (l), WCBR's new general manager, signs the agreement with Mr. McGillvra (r) and Jack Stewart, manager of McGillvra's new Memphis office.

Tirico Named WRIS Gen. Mgr.; Austin Returns As Manager

APPOINTMENT of Frank Tirico as general manager of WRIS Roanoke, Va., has been announced by Cy N. Bahakel, president of the station. Simultaneously, Mr. Tirico was elected vice president of WPLH Huntington, W. Va., recently acquired by Mr. Bahakel. Mr. Bahakel also announced the appointment of Coleman O. Austin Jr. as WRIS manager. Mr. Austin formerly was with WRIS as commercial manager.

Telethon Used to Raise Funds For Financially-Hit Stations

IN A LAST ditch effort to save the station employes of KVVG-TV and KCOK, both Tulare, Calif., are winding up daily telethon on the air since Oct. 9 to raise funds for continued operation.

Both the stations, owned by Sheldon Anderson, have been in financial trouble since the tv station started in November 1953. Last month, Sierra Broadcasting System Inc., Los Angeles, withdrew from an agreement with Mr. Anderton to buy KVVG, charging failure to comply with contract terms [B•T, Oct. 4].

Meanwhile, over $17,000 had been pledged by last Thursday, according to Ron Freeman, announcer and employe spokesman. Mr. Freeman estimated another $20,000 was needed to keep station going.

Last Wednesday night, creditors of the station appointed a six man trustee committee (three attorneys and three local businessmen) to assist Mr. Anderson in station's management. Collected money will go into a fund, from which current salaries and operating expenses would come, under supervision of creditors' committee.

Telethon, which Mr. Anderson approved, started with appearance of Gov. and Mrs. Goodwin Knight, who contributed $80 and $10 respectively. Other entertainers, including KTLA (TV) Hollywood personality Spade Cooley, are contributing services.

Mr. Freeman told B•T that station employes are owed over $75,000 in back salaries. He was hopeful at the response, adding that workers would remain on air so long as San Joaquin Valley residents showed interest. Expectations of reaching the goal were good, he said.

He emphasized this is a stop-gap measure to help feed and house local employes, whose savings are gone, until KVVG can get on a paying basis. He also reported encouraging response from advertisers, some of whom are capitalizing on the current telethon publicity.

Ethridge on Europe Survey

MARK F. ETHRIDGE, publisher of the *Louisville* (Ky.) *Courier-Journal* and *Times,* parent company of WHAS Inc., left for Europe Oct. 14 on the S. S. Liberte to conduct a month long survey of Radio Free Europe's news and information gathering facilities. He will report his findings and recommendations to Joseph C. Grew, chairman of the board of directors of the Free Europe Committee.

STATION PEOPLE

Ray Johnson, assistant manager, KMED Medford, Ore., appointed general manager, succeeding **Jennings Pierce,** whose plans are to be announced shortly.

Bob Gilmore, sportscaster, WCPO Cincinnati, to WNOP Newport, Ky., as sales manager.

Jim Bruce, assistant director, special broadcast services, WLW-WLWT (TV) Cincinnati, appointed program manager, WLWT; **Pete Katz,** producer, WLWT, appointed executive producer.

W. V. Barton, film director, WIBW-TV Topeka, Kan., appointed program manager.

Roland Peterson, production supervisor, WNAX Yankton, S. D., promoted to program manager.

William Eames, formerly instructor, Vassar College, Poughkeepsie, N. Y., to WEOK there as program director.

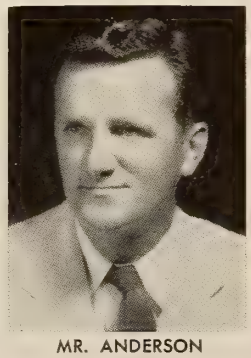
Barry Barents, WTOP Washington, to WKNB-TV New Britain, Conn., as program director, succeeding **Ralph D. Kanna,** who becomes administrative supervisor.

Sydney King, production manager, WBAL-TV Baltimore, appointed acting program manager.

Bill Bennent, formerly vice president, general manager and commercial manager, KTHT Houston, Tex., to KTLJ (TV) there (target date: November), as commercial manager.

H. W. Critchlow to WISR Butler, Pa., as commercial manager.

James F. Anderson, public information officer, U. S. Navy, to WOAI-AM-TV San Antonio, Tex., as promotion manager, succeeding **Morton E. Grossman,** who moves to *Tv Guide,* Philadelphia.



MR. ANDERSON

Jan Harrell to KEEN San Jose, Calif., as traffic manager.

Betty Prokop, intra-office traffic supervisor, WICC Bridgeport, Conn., appointed traffic supervisor, succeeding **Barbara Munson,** who

AP

Station Wants Sponsor, Sponsor Wants Results

AP News Meets Acid Test

At WATO, Oak Ridge, the latest success story confirms the reliability and effectiveness of AP newscasts.

The sponsor — Adcox-Kirby (local Pontiac dealer) — put the station on the spot with, "I'm turning my entire ad budget over to you. What we want is results." Sam Thrower, WATO's commercial manager, mapped out a maximum-audience plan: Seven AP newscasts per day (all that were available), Monday through Saturday, for 52 weeks. In addition, Adcox-Kirby is using 10 spot announcements daily, Monday through Friday, until another AP 'cast opens up. This puts the auto firm on the air at least once during each hour.

The strategy has confirmed the sponsor's confidence in the station — and the station's confidence in AP news as a No. 1 audience builder.



Says Manager Ross Charles: "When our station's reputation is at stake, we don't hesitate to recommend AP newscasts."

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"We can't stop you ——but we warn you!"

. . . so they moved in closer

Case History No. 1

The two KARK-TV news cameramen headed for the west side of town. A minute before, the police radio had reported a man with a gun running from house to house in that area. "They think he's an escapee from State Hospital," the news editor yelled after them.

En route they heard another report – the man was carrying a shotgun.

With Louis Oberste at the wheel, they rode for about 20 minutes.

"Wouldn't it be fun if we found him?" mused Oberste's partner, Chris Button.

Oberste drove up beside Police Chief Marvin Potts.

"Don't go down the street," yelled Potts. "They got him cornered!"

Oberste and Button bounced from the car at the same time.

"We can't stop you, but we warn you," the chief called after them.

"Take cover! He's got a rifle," bellowed a sergeant nearby.

Oberste scurried to a vacant lot across the street. Button chose an evergreen shrub and tried to squeeze his generous figure behind it. He poked his 16 mm movie camera over the top.

The screen door of the house facing them opened slowly. Their cameras started grinding. A woman came out of the house, with the hunted man behind her.

The two walked on out, and the screen door banged shut. As the woman turned toward her captor, an off-duty patrolman, crouching at the corner of the house, fired five shots. As the bullets struck home, the escapee turned to return the fire, but slumped to the ground. The woman stumbled across the lawn and sank to her knees.



Button and Oberste got the entire action. They hurried back to the office, and gave KARK-TV News Director Bob Kemp a sharp, eye-witness fill-in on the action. Then they prepared their film for the "soup."

Kemp got The Associated Press bureau in Little Rock on the phone.

"Chris and Louis got some wonderful footage on the manhunt," he reported. "Anything you want is yours.

"Now here's the way they saw it happen . . ."

The AP bureau poured out the story on the radio and news wires. As soon as pictures were ready, they were transmitted to TV stations and papers throughout the country over the AP Wirephoto network.

The Arkansas Democrat, an AP member newspaper, had provided The AP bureau with first word of the hunt. KARK-TV provided colorful detail for the news wires and top-notch action pictures.

Team action all the way. Another hot news story handled speedily . . . accurately . . . vividly.

Louis Oberste and Chris Button are two of many thousands who help make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands... know the most famous name in news is AP

Another
FOOTBALL
FIRST in
Philadelphia



THE GAME
of the
WEEK

with
MEL
ALLEN

W I B G
ALWAYS FIRST IN SPORTS

13 years of
play-by-play
broadcast

ATHLETICS and PHILLIES
BASEBALL GAMES

WIBG
DIAL 990
10,000 WATTS

PHILADELPHIA'S MOST POWERFUL
INDEPENDENT REPRESENTED BY
RADIO REPRESENTATIVES, INC.

moves to traffic and sales dept., WEEI Boston.

R. S. Carson to CHCT-TV Calgary, Alta., as traffic manager.

John Condit, formerly city editor, *Redding Record-Searchlight,* Redding, Calif., to KSDA there as news director.

Jack K. Holt, news director, WCNT-AM-FM Centralia, Ill., to KWK-AM-TV St. Louis as news editor.

Harry Reasoner, chief editor, Far East Regional Production Center, United States Information Service, Manila, Philippines, to KEYD-TV Minneapolis, as news director.

Don Jones, formerly sales manager, KMMT Austin, Minn., to KSTP St. Paul as sales service manager; **Graham Moore,** sales director, KCBQ San Diego, to KSTP-TV as account executive; **Roger Kent,** formerly with WDGY Minneapolis, to KSTP as announcer-disc m.c.

Kenneth Johnston, formerly disc m.c., WNOR Norfolk, Va., to WDBF Delray Beach, Fla., as chief announcer.

William E. Linden, assistant director, WTOP-TV Washington, promoted to director.

Jack Anderson, independent tv producer, Omaha, to KMTV (TV) there as production coordinator.

Harry D. Goodwin, general manager, WVNJ Newark, N. J., resigns with future plans to be announced shortly.

Don Seeley, formerly manager, KPKW Pasco, Wash., to KEX Portland, Ore., as account executive.

Virgil L. Clemons to KFMB San Diego, Calif., as account executive.

Hugh Gordon, formerly with NBC, to KONA-TV Honolulu as account executive; **Fred Briggs,** formerly with KFMB-TV San Diego, Calif., to production staff, KONA-TV.

Jack Bradley, formerly sports director, WSAZ-AM-TV Huntington, W. Va., to KVSM San Mateo, Calif., as account executive.

Con Hartsock, salesman, *San Francisco Examiner,* and **Phil Parkinson,** sales staff, Newspaper Agency Corp. (newspaper representative), Salt Lake City, to KTVT (TV) Salt Lake City as account executives; **Jon Duffy,** KYNO Fresno, Calif., to KDYL Salt Lake City (KTVT am affiliate).

Al Buettner, announcing staff, WTMJ-AM-TV Milwaukee, transfers to sales staff; **Tom Mercein,** announcing staff, WTMJ-AM-TV, to NBC Chicago; **Frank Bignel,** programming dept., WTMJ, transfers to announcing staff.

Ernest Berger, WCAE Pittsburgh, to sales staff, KQV there.

Ed Sheehan, disc m.c., KHON Honolulu, to KGMB there in same capacity.

Boyd Whitney, disc m.c., KTRM Beaumont, Tex., to KABQ Albuquerque, in same capacity.

Don Nelson, formerly announcer and program director, Armed Forces Radio Service, Korea, to WKNE Keene, N. H., as announcer.

Jerry Keane, WGAU Athens, Ga., to announcing staff, WSB Atlanta.

George W. Thompson to announcing staff, WNHC-TV New Haven, Conn.

Alan Boal, disc m.c., WBVP Beaver Falls, Pa., to announcing staff, WKBN-AM-FM-TV Youngstown, Ohio.

Betty Jean Campbell to WPTF Raleigh, N. C., as transcription clerk.

Cathy Furniss, script secretary, KCBS San Francisco, appointed record librarian.

Bob Booker, released from U. S. Army, returns to WMBR-TV Jacksonville, Fla.

Elzey M. Roberts Jr., president, KXOK St. Louis, elected first vice president, Adv. Club of St. Louis.

Pede Worth, program director, KCBS San Francisco, elected chairman, Daly City Police Commission, Daly City, Calif.

Gomer Lesch, program director, WFMY-TV Greensboro, N. C., appointed chairman, Greensboro Mayor's Committee for United Nations Day.

Maggie McNellis, personality, WABC-TV New York, and **Freeman Gosden** and **Charles Correl** (Amos 'n' Andy), appointed to represent tv and radio industries, respectively, as honorary chairmen, National Bible Week, Oct. 18-24.

Bob Ingham, sports announcer, KSD-AM-TV St. Louis, appointed American delegate to International Assn. of Amateur Boxing in Rome, Italy, which opened last Saturday.

James F. Hastings, sales manager, WHDL Olean, N. Y., and first "Best Radio Salesman of the Month" of Broadcast Adv. Bureau, N. Y., will speak before Central Canada Broadcasters Assn. annual convention, Niagara Falls, Ont., Oct. 25, on sale which won him award.

Harvey Olson, program manager, WDRC-AM-FM Hartford, Conn., will address Parent-Teachers Assn. of Plainville, Conn., on "Talk About Talk" Oct. 19; **Jack Zaiman,** commentator, WDRC-AM-FM, will give public lecture on "Spotlight on the Election" at Hillyer College Oct. 26.

Mary Ann Owens, co-star *Jack Owens Show,* KABC-TV Los Angeles, and **John Stoeller,** will be married Oct. 23.

Dick Beesmeyer, account executive, KHJ-TV Hollywood, father of boy, Eric Anthony, Oct. 5.

Bob Andrews, producer-director, WKNB-TV New Britain, Conn., father of girl Oct. 4; **Bill Canoras,** tv engineering supervisor, WKNB-TV, father of boy Oct. 4.

Al Fiegel, promotion manager, KTVQ (TV) Oklahoma City, father of boy, Timothy Van, Sept. 24.

Thomas F. McCollum, promotion manager, WSYR-AM-TV Syracuse, N. Y., father of girl, Michele.

Lathrop Mack, KFBB Great Falls, Mont., father of girl, Roberta Lathrop.

A. Glenn Rogers, 45, business manager, WGVA Geneva, N. Y., died Oct. 9.

Lee H. Bennet, 43, announcer, WMAQ-WNBQ (TV) Chicago, died Oct. 10.

STATION SHORTS

WGMS Washington last Saturday premiered "The Confederacy," new record of Columbia Records Inc., Bridgeport, Conn.

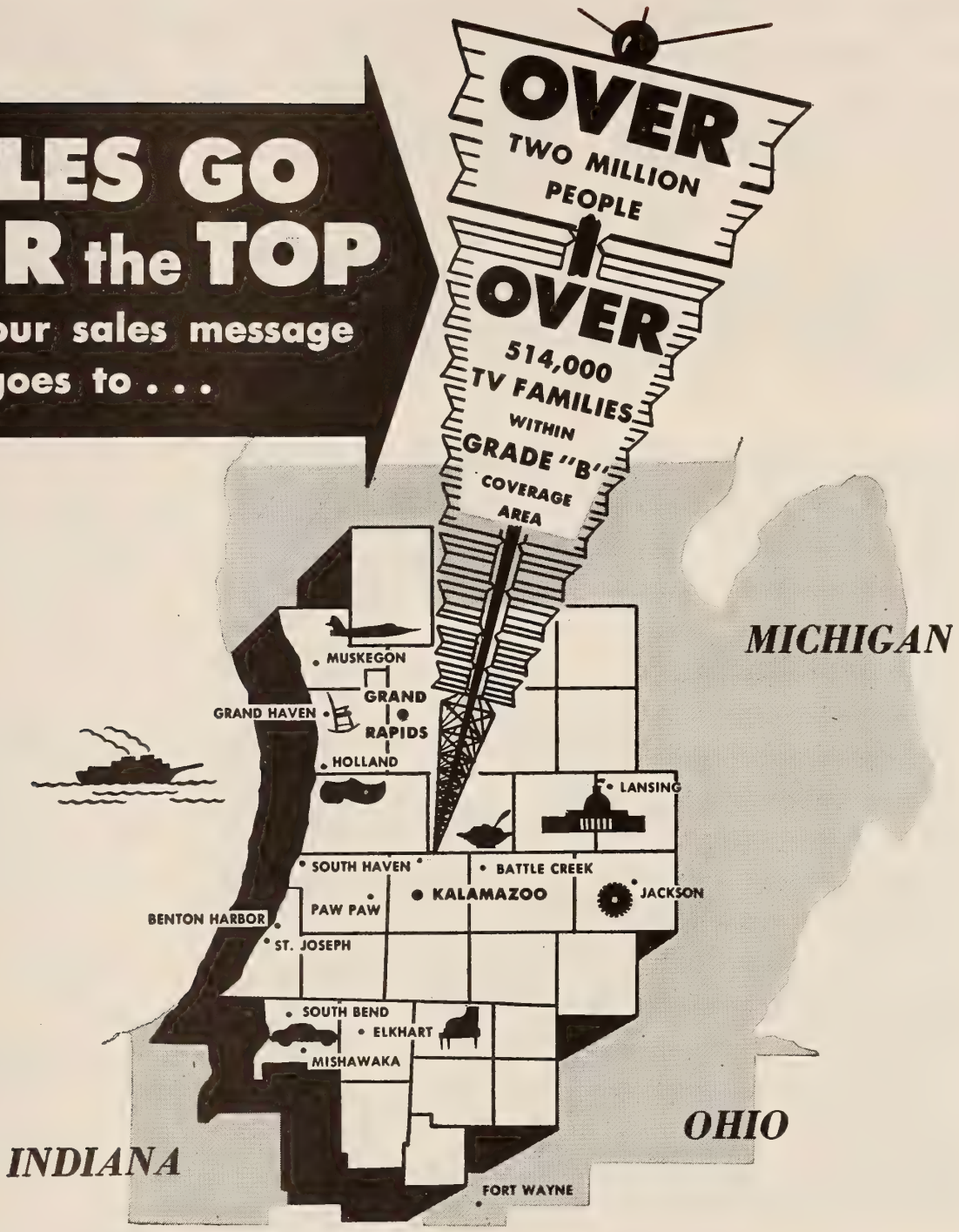
KOCA Kilgore, Tex., is broadcasting 39 football games of one college and five high schools this season, all of which have been sold out, station reports.

KEYT (TV) Santa Barbara, Calif., has added eight hours per week to air schedule.

WTOR Torrington, Conn., will broadcast 19 game basketball schedule of Torrington High School.

SALES GO OVER the TOP

when your sales message goes to . . .



NOW WKZO-TV (Channel 3) has 100,000 watts of power — now has a new 1000-foot tower — now *offers you 514,000 families within its grade B coverage area!*

So NOW more than ever, WKZO-TV can help you go *over the top in Western Michigan!*

100,000 WATTS VIDEO • CHANNEL 3 • 1000' TOWER

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Dubuque Voters Again Choose Jerrold System

In the second referendum, as in the first, local citizens show preference for the Dubuque-Jerrold community tv system and reject a firm headed by local businessmen.

FOR THE SECOND time in less than a month, residents of Dubuque, Iowa, last Monday trooped to the polls to voice their preference for a community television franchise and overwhelmingly registered their approval of the Dubuque-Jerrold Television Cable Corp., owned by the Jerrold Electronics Corp., Philadelphia.

The action on Monday followed a local referendum on Sept. 13 when citizens rejected their own City Council's recommendation to grant a franchise to Dubuque Community Television Corp., composed of local businessmen and using Spencer Kennedy Lab equipment. At that time residents voted against the City Council's franchise action by a 6,610 to 1,537 vote [B•T, Sept. 20].

In the local referendum last Monday, the vote was 4,560 in favor of Dubuque-Jerrold and 57 against, according to a spokesman for Jerrold.

Hills Stop Signed

The flurry of elections followed the filing of an application last May by Dubuque-Jerrold to bring Chicago's tv signals to the 55,000 citizens of Dubuque. The city is surrounded by steep hills which prevent the area from receiving tv signals (Davenport-Rock Island-Moline is 70 miles away and Chicago, 160 miles away). On the heels of the Jerrold application, the local group filed its own application to establish a mountain-top system, using SKL equipment.

The City Council thereupon called on Iowa State College at Ames for assistance, asking Profs. George Town and William Hughes to evaluate the systems. The engineering professors recommended the Jerrold application, but the City Council on Aug. 2 rejected the engineering report and awarded the franchise to the local group.

Under the local law, the franchise award had to be confirmed by the voters. During both referendums, it was reported, the factions involved participated in campaigns said to be reminiscent of old-time railroad and public utilities battles, including public rallies and street corner meetings. Before the latest referendum, 33 local television set dealers purchased co-op advertisements in newspapers in support of Jerrold, and on Oct. 10, Milton J. Shapps, president of Jerrold, participated in a one-hour "radiothon" on KDTH and WDBQ both Dubuque.

Construction of the Jerrold system will start immediately, a company spokesman said, and it is expected that it will be in operation by the end of the year, with the entire city wired before September 1955.

'District Attorney' Sales Reach Over 300 Markets

NEW MARK in sales of the *Mr. District Attorney* radio series was reported last week by Alvin E. Unger, vice president in charge of sales, Frederic W. Ziv Co.

Mr. Unger said the Ziv show has been sold out in more than 300 markets, which include 80% of the nation's top radio markets. At the same time, he said, smaller and medium markets are following the pattern of the major markets and already have stepped up purchases of the program.

Among stations most recently buying the program: KBNZ La Junta, Colo.; WCPA Clearfield, Pa.; KWSO Lawton, Okla.; KCHS Truth or Consequences, N. M.; WWBG Bowling Green, Ohio; WIKE Newport, Vt.; WNIX Springfield, Vt.; KENO Las Vegas, Nev.; KGNC Amarillo; WRUF Gainesville, Fla.; WJDX Jackson, Miss.; WHIE Griffin, Ga.; WHLM Bloomsburg, Pa.; WSKI Montpelier, Vt., and WDIX Orangeburg, S. C.

Singer Sues Capitol Records

SUIT was filed last Monday in Los Angeles Superior Court against Capitol Records Inc. by Mae Williams, singing star of KNXT (TV) Hollywood *Mae Williams Show,* who asked $250,000 damages for personal injuries sustained from a fall in the firm's recording studio on Aug. 20. Charging the stairway was defective, the singer who had signed a new year's contract with KNXT several days before the accident, claims her injuries, consisting of two fractured vertebrae, a fractured rib, internal injuries and numerous contusions, will keep her under medical care and away from tv for an indefinite period of time.

LEE FILM NETWORK SIGNS 9 AFFILIATES

President of new service expects more affiliates will be added before operational start later this year.

AFFILIATION contracts have been signed with nine stations to take film programs of Lee International Tv Network when it goes into operation later this year, it was announced last week.

The stations have agreed to carry three hours of film shows each day in non-network option time, according to Raymond L. Kulzick, Lee president. He said other affiliates will be added before Oct. 28.

Mr. Kulzick declined to reveal the nature of the affiliation pacts beyond saying stations would be compensated on a flat percentage of their local rate cards. He said a number of national advertisers have agreed to sponsor the programs on the full network, with a minimum one unit per week over 52 weeks. He declined to identify them, but categorized them as food, drug, apparel and appliance accounts of unspecified number.

The network originally was scheduled to debut Sept. 26 but "unexpected production delays postponed network airing for several weeks." Actual date for operation will be announced shortly, Mr. Kulzick reported.

All programs will be carried on the same day by affiliates. While programs are not yet actually in production, they are expected to include all but dramatic types in 15- and 30-minute segments, he claimed. Mr. Kulzick said a number of unspecified studios would film the shows.

The stations identified by Mr. Kulzick as affiliates are:

KSAN-TV San Francisco; KVEC-TV San Luis Obispo, Calif.; KXLF-TV Butte, Mont.; WDXI-TV Jackson, Tenn.; WOKY-TV Milwaukee; WKOW-TV Madison, Wis.; WNOW-TV York, Pa.; KDUB-TV Lubbock, Tex., and KDRO-TV Sedalia, Mo.

PROGRAM SERVICES PEOPLE

Richard Leveson, Hearst Corp., N. Y., to sales staff, Tv Spots Inc., Hollywood.

PROGRAM SERVICES SHORTS

Princeton Film Center Inc., Princeton, N. J., has completed tv spot commercials series for AC, electronic div., General Motors Corp., Detroit.

Tenney-King Radio & Television Productions, Denver, Colo., has been opened as program production service with Dennis Tenney as president and Victor King as executive director. Company reports number of productions now in final development stages. Address: 534 16th St.

Goldswan Productions Inc., N. Y., announces completion of musical commercials in past month for Armstrong Co. (Quaker Rugs), Lancaster, Pa., through BBDO, N. Y.; Whitebrook Adv., N. Y. (political election spot announcements); National Biscuit Co., N. Y., and Chrysler Corp., Detroit, through McCann-Erickson, N. Y.; Rockwood & Co. (candy), Brooklyn, through Paris & Peart, N. Y.; Nestle Co. (Nescafe Instant Coffee), through Bryan Houston, N. Y.

United World Films Inc., N. Y., has completed

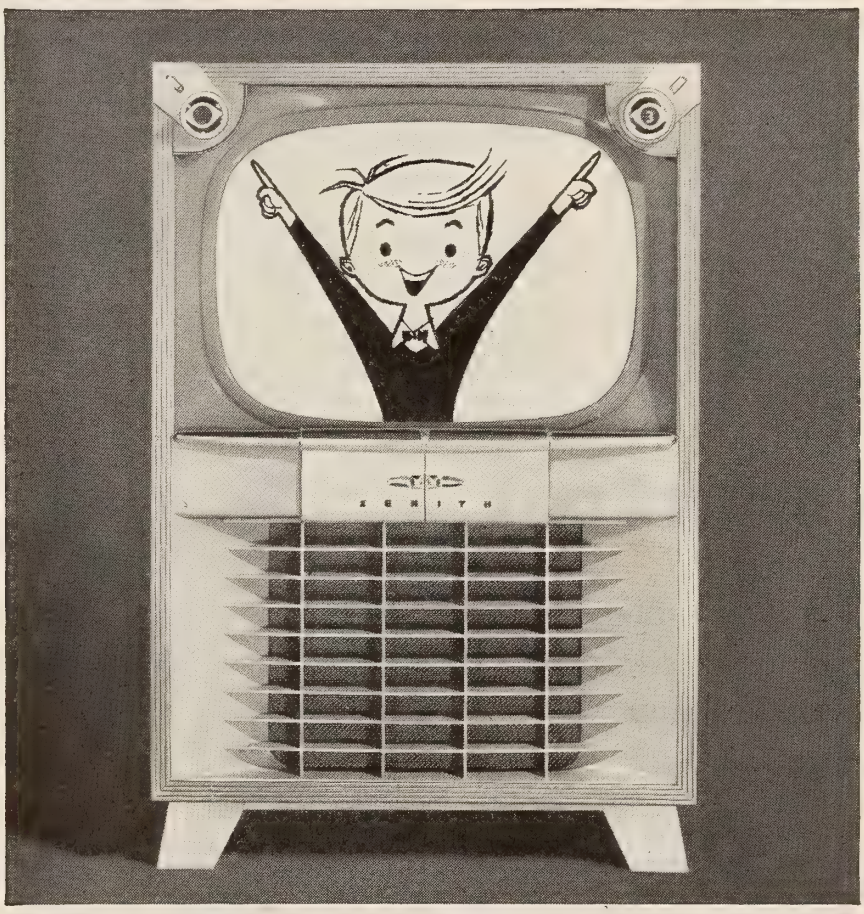
Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

Now! See the revolutionary new

Zenith Model X with

Top Tuning

Now you don't even bend over to click the dial. And every "click" brings you TV's sharpest picture automatically.



Zenith's Model X. Full 21" Cinébeam television with Ciné-Lens, 20,000-volt Royal "R" chassis. Phonojack for playing LP records. In Mahogany $379.95*. In Blonde as shown, $389.95*. Top Tuning starts at $299.95*.

CINÉBEAM

Picture Tube for nearly twice the brightness

Inside mirror concentrates the power of all 20,000 volts on the picture.

CINÉLENS

for television's sharpest picture

The plus factor for Cinébeam, screens out room light, intensifies contrast without glare.

Full Component

HIGH FIDELITY

Sound

Zenith-built dual speakers with woofer and tweeter and push-pull amplifier add new "you are there" reality to TV.

ZENITH®

The royalty of radio and TELEVISION®

Backed by 36 Years of Experience in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois

*Manufacturer's suggested retail price. Slightly higher in Far West and South. Prices and specifications subject to change without notice.

COPR. 1954

series of tv spot commercials for Pan-American Coffee Bureau, N. Y., and Sunshine Biscuits Inc., same city, through Cunningham & Walsh Inc., that city; Procter & Gamble Co. (Golden Fluffo, Joy), Cincinnati, through Biow Co., N. Y.; Colgate-Palmolive Co. (Lustre-Net), Jersey City, N. J., through Lennen & Newell Inc., N. Y.

Five Star Productions Inc., Hollywood, is completing its third tv film commercial series for Maybelline Co., Chicago, introducing firm's new automatic eyebrow pencil in combination live action and animated films. Agency: Gordon Best Co., Chicago. Firm also is completing its fifth tv film commercial series for Gulf Brewing Co. (Grand Prize Beer), Houston, Tex. Agency: Foote, Cone & Belding, Houston.

Jerry Fairbanks Productions, Hollywood, has been signed by Chrysler Corp. (Dodge Division), Detroit, to film group of one-minute tv and theatrical commercials for 1955 advertising campaign. Agency: Grant Adv. Inc., Chicago.

Variety Prop Shop, N. Y., has been opened as an equipment renting firm for tv and theatre at 1871 Broadway; telephone: Circle 6-0023.

Tv Spots Inc., Hollywood, to create animated film spot series for NBC announcing call letter changes of KNBH (TV) Hollywood, WNBT (TV) New York and WNBW (TV) Washington to KRCA (TV), WRCA-TV, and WRC-TV, respectively [B•T, Oct. 4]. Firm also is creating animated tv film commercial series for Ford Dealers Assn. of Southern California. Agency for latter: J. Walter Thompson, L. A.

your **short cut**
to better, more flexible, more profitable programming . . .

STANDARD
SHORTY-TUNES
Monthly releases of 20 current and standard pop tunes— each averaging only . . . **1½** Minutes in length

Recordings by top talent tailored to fit tight program schedules. Only 1½ minutes long instead of usual 2½ to 3. Allows time for extra commercial without double or triple spotting. On 33⅓ r.p.m. vinylite discs. Outright purchase at extremely low cost.

Send for complete details and
FREE AUDITION RECORD

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

O'BRIEN LEAVES ABC FOR AB-PT DUTIES

Network's executive vice president will return to job as financial vice president of parent AB-PT. Les Arries Sr. quits as ABC-TV sports chief.

ROBERT H. O'BRIEN is leaving the executive vice presidency of ABC to return to the parent American Broadcasting-Paramount Theatres organization [CLOSED CIRCUIT, Oct. 4], it was announced last week.

AB-PT President Leonard H. Goldenson announced Tuesday that he had asked Mr. O'Brien "to return to the home office" and that in the future he will "devote all of his time and efforts" to duties there in his role as AB-PT financial vice president.


MR. O'BRIEN

There was no indication that a successor would be appointed as ABC executive vice president.

In a separate move, meanwhile, Leslie G. Arries Sr. resigned as ABC director of television sports, a post he has held since June 1, 1953. His future plans were not announced. "Until further notice," it was reported, his duties will be handled by Thomas Velotta, vice president and administrative officer of ABC's news, special events and public affairs department.

Mr. O'Brien, who has been on vacation, was installed as ABC executive vice president —No. 1 man under President Robert E. Kintner—coincidentally with the merger of United Paramount theatres and ABC in February 1953. He had been secretary-treasurer of UPT, and continued as AB-PT financial vice president concurrently with his service as ABC executive vice president.


MR. ARRIES

The AB-PT announcement, in explaining Mr. O'Brien's reassignment to the home office at 1501 Broadway, New York, said "Mr. Goldenson stated that developments within the company make it desirable to have Mr. O'Brien free of other requirements to concentrate on his duties as financial vice president of AB-PT and to share part of the increased load on executives in the home office. Hereafter Mr. O'Brien will devote all of his time and effort to these duties."

Mr. Arries, leaving the ABC tv sports directorship, was director of sports and special events for the DuMont tv network before joining ABC in 1953. Before that, he had been general manager of DuMont's WTTG (TV) Washington for some three years, and for seven years served as manager of DuMont's Washington office.

Ike Salutes MBS

PRESIDENT EISENHOWER has wired congratulations to MBS on its 20th anniversary. In his message, sent to MBS President Thomas F. O'Neil, conveying greetings to both the network and the "thousands of men and women who work in the many stations affiliated with it," Mr. Eisenhower said: "They have my best wishes for continued success in an area so important to the enduring strength and vitality of our Republic."

DRYS BUY TIME ON NBC RADIO

Dr. Sam Morris, famed temperance leader, to use Nov. 7 Sunday night half-hour for Dallas-originated address.

THE so-called evils of drink are scheduled to be deplored in a nationwide network broadcast next month, bought, and paid for in advance, by one of the most vocal prohibitionists in the U. S.

The broadcast—in the choice 7-7:30 p.m. EST time period—will be on more than 70 NBC Radio stations Sunday, Nov. 7. It is believed to be the first such program sold by a network to a sponsor to present the temperance viewpoint.

Purchaser of the program, and the scheduled speaker on it, is Dr. Sam Morris, who billed himself as "The Booze Buster" and "The Voice of Temperance" on lecture tours in the South and Midwest.

As of last Thursday, all the program lacked to be final was continuity acceptance, the usual network practice for any broadcast bordering on the political or controversial. It was said that unless the script, now in the hands of NBC's continuity department, contained a solicitation for funds or delved into religious controversy, it would clear without trouble, and that no such holdup was expected.

Dr. Morris bought the time from NBC Radio through MacDonald Adv., Des Moines, on a one-time basis and at standard rates, network spokesmen said. The purchase included the basic or primary network plus supplemental stations in the Mountain and Pacific time zones.

Gross time cost, according to rough estimates computed from NBC radio's standard rates, would be about $10,640, with the final total varying as to the actual number of stations finally carry the program.

Significantly, the purchase comes at a time when broadcasters, as well as breweries, distilleries and wine companies, have been under fire from Capitol Hill for beer and wine programming on the air.

Dr. Morris, himself, has been a controversial figure. He testified last spring before both the full House Interstate & Foreign Commerce Committee and a Senate Interstate & Foreign Commerce Subcommittee (business & consumer interests) when the congressional groups held hearings on bills to outlaw interstate alcoholic beverage advertising.

At that time, Dr. Morris complained to the committees that he had no luck in buying time from any of the radio networks. The committees, in turn, asked Dr. Morris if he had

Ever look at your house this way?

Your electric company does!

1940—This was your house, measured by the amount of electricity you used before World War II.



1947—You used twice as much electricity. So your house seemed twice as big to your electric company.



Today—You use a lot more electricity—three times as much as in 1940! And all the while you were finding new ways to use electricity for better living, *its price was coming down.*



1960—You'll use about four times the electricity you used in 1940. Your electric company already is investing millions of dollars to have it ready.



This means that the electric light and power companies of America are planning and building well ahead for the nation's growing electric future. Their $10 billion expansion program is the largest in *all* industrial history. America's business-managed electric companies prove daily that they can meet the country's electric needs. In view of this, you have the right to ask whether *any* federal government electric power projects—paid for with your tax money—are really necessary. *America's Electric Light and Power Companies*.*

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine

made any recent inquiries to the networks. Sen. William A. Purtell, chairman of the Commerce subcommittee, urged Dr. Morris to try it again.

It was learned that Dr. Morris sent a telegram to NBC Radio early in the summer (following the late June hearings of the Purtell subcommittee) asking for paid time. Upon receipt of his wire, the network sent him its rates.

Dr. Morris, a Baptist minister, has conducted a radio program, *The Voice of Temperance*, on various stations in the U. S. and in Mexico. He also is president of the Preferred Risk Mutual Insurance Co. of Des Moines, which writes auto insurance exclusively for non-drinkers.

During the House hearing, congressmen said they would question representatives of the broadcasting industry closely on the subject of requests for broadcast time [B•T, May 24].

Dr. Morris had testified he had lost a complaint before the FCC against two 50-kw stations (WHAS Louisville and KRLD Dallas) whose license renewals he contested. He asserted he had offered CBS up to $10,000 for choice evening air time and had been refused. He had then said NBC and a number of stations also refused him paid time. He said networks and stations had in the past permitted him sustaining time but that the show was programmed after midnight.

Dr. Morris also had been in litigation with CBS in 1946 but the suit never came to court. In the charge, Dr. Morris alleged "unjust discrimination" on the basis the network sold time to wine and beer clients but not to drys.

An NBC spokesman said that Dr. Morris frequently had approached the various networks for free time but that he could not recall the temperance representative ever asking NBC for paid time until this year.

Other radio networks last week reported they had not been sounded out by Dr. Morris for paid broadcast time.

Dr. Morris' advance script, it was understood, takes to task the evils of drinking alcoholic beverages since Biblical times. Earlier reports, that the program would feature "singing of hymns" and "sermons" were spiked by NBC Thursday. A network spokesman said the program would be a talk only, and probably would originate in Dallas.

The New Calls

NBC's new station call letters in New York were to be ushered in late last night (Sunday) with a special 45-minute program, *Stand by for WRCA*, presented over WNBC New York from 11:15 p.m.-12 midnight under the sponsorship of Bruno-N. Y., radio and tv set distributor. The program, highlighting the change in call letters from WNBC to WRCA and from WNBT (TV) to WRCA-TV, was to feature various personalities from the two stations. Additionally, Bruno-N. Y. purchased the first spot announcement on the newly named WRCA-TV, scheduled to be carried immediately after midnight. The agency for the advertiser is Daniel & Charles, New York. In a tribute to the shift in call letter, New York-owned WNYC was set to mention the change-over on all its news shows yesterday. At midnight, similar changes in call letters were to go in effect for NBC television outlets in Los Angeles — from KNBH (TV) to KRCA (TV) — and in Washington — from WNBW (TV) to WRC-TV.

EVANS REPORTED OUT AS NBC-TV AD HEAD

JACOB EVANS was reported last week to be leaving the post of director of national advertising and promotion for NBC-TV. Network spokesmen would say only that he was on a "two or three-month leave of absence," but other authoritative sources insisted he had resigned. Telephone callers to his home were told he was in either Cuba or Haiti late last week. In his absence, NBC spokesmen said, his responsibilities were being supervised by Kenneth W. Bilby, recently appointed vice president for public relations, whose authority encompasses advertising and promotion along with press and research activities.



MR. EVANS

NBC Appoints Wood, Juster, McAndrew

THREE new appointments in NBC's news and public affairs orbit were announced last week by Davidson Taylor, NBC vice president in charge of public affairs.

William R. McAndrew, formerly manager of NBC news and special events, was named director of NBC news.

Eugene E. Juster, formerly in charge of news film operations, was made manager of NBC news films.

Barry Wood, NBC executive producer in charge of color tv, was named director of special events for NBC-TV and NBC Radio.



MR. McANDREW

Mr. Juster, along with Joseph Meyers, manager of the network's central desk, and Leonard Allen, NBC-TV news editor, will report to Mr. McAndrew, who is addition to guiding news and news film operations, will continue supervision of special events such as elections, political conventions and presidential inaugurations.

Mr. Wood will produce special events and broadcasts for the network, including the production of the Nov. 2 election broadcast which will be supervised by Mr. McAndrew, and sports events, under Tom Gallery, NBC's director of sports. Mr. Wood will continue to coordinate all of the network's color tv.



MR. JUSTER



MR. WOOD

At the same time, Mr. Taylor said Arch Robb, director of administration in charge of color tv, will add the duties of manager of special events under Mr. Wood.

Mr. McAndrew, a former newspaperman, joined NBC in 1936 as assistant news editor for the network's stations in Washington, D. C., reported the national political conventions in Chicago and Philadelphia, left NBC from 1940 through 1943 and returned as WRC Washington newsroom manager in 1944, becoming three years later assistant to NBC vice president Frank M. Russell in Washington. In 1949, Mr. McAndrew was promoted to supervisor of NBC's Washington stations, later named manager and in 1951 became manager of NBC-TV's news with headquarters in New York.

Mr. Wood, former singing star of the Lucky Strike *Hit Parade* and producer of the *Kate Smith Show*, took charge of NBC-TV's color operations a year ago.

Musical Cooperation

FURTHER example of inter-network cooperation was noted in Hollywood last week, where Marion Russell, sales manager, ABC Radio Western Div., and Elaine Forbes, an NBC Radio executive secretary, jointly wrote words and music to a novelty tune, "Blow a Kiss Instead of Your Top." When KABC Hollywood personalities Art and Dotty Todd played the number on their program, the station reports response was so favorable that the part-time song writers, friends for years, cut audition transcriptions from the program tape for several interested song publishers.

Knode Made Director of NBC Station Relations

PROMOTION of Thomas E. Knode from manager of station relations to director of station relations for NBC was announced by the network last week [CLOSED CIRCUIT, June 14]. He will continue to report to Harry Bannister, NBC vice president in charge of station relations.



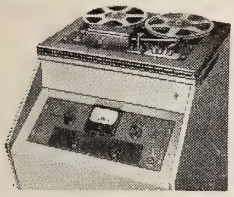
MR. KNODE

Mr. Knode fills a vacancy that was created when Sheldon B. Hickox was named to the newly-established post of director of station relations for NBC Pacific Division [B•T, June 14].

He began his association with NBC as a news editor in Washington in 1938 following three days of service with the UP as reporter and radio news editor. He was named director of the Washington NBC news department in 1940 and supervised special events and news programs there during the early stages of World War II.

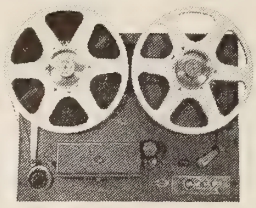
Following service with the U. S. Army in 1942-43, Mr. Knode returned to NBC and was appointed manager of the Washington press department. In 1945 he became assistant manager of NBC's New York press department and two years later was elevated to director. Mr. Knode was promoted to administrative assistant to the director of NBC tv operations in 1948 and to manager of station relations in 1952.

What's your choice in fine tape equipment?



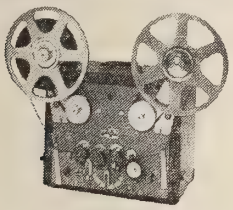
NEW PRESTO SR-11

Complete studio console tape recorder. Never before so much quality, operational ease and value at such a modest price. Embodies the famous PRESTO R-11 tape mechanism, matching amplifier — power supply in sturdy well-designed console cabinet. Three motors for complete flexibility; 15" and 7½" per sec. speeds.



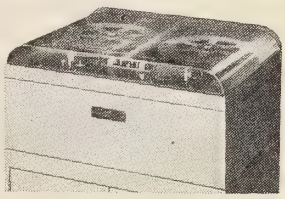
PRESTO R-11

A tape recording mechanism of truly modern design in engineering and operation. Mechanism includes three-head assembly, solenoid operated brakes and employs the exclusive Capstan drive unit. Tape reels mounted directly on heavy-duty torque motors.



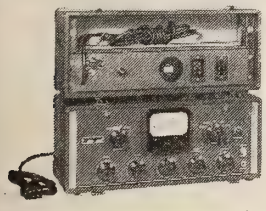
PRESTO R-7

Rugged, portable tape recorder with separate recording, reproduction, and erasing heads. Built around a sturdy, three-motor drive eliminating friction clutch, the RC-7 contains the same high-quality components found in PRESTO'S fine studio equipment. Heavy-duty construction throughout.



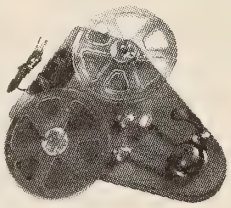
PRESTO PB-17A

Reliable, long-playing tape reproducing mechanism. Automatically reversible for continuous playback for background music in eight hour cycles. Frequency response uniform from 50 to 8000 cps. Tape speed: 3¾" per sec. Reels up to 14" diam. (4800' of tape) with dual track.



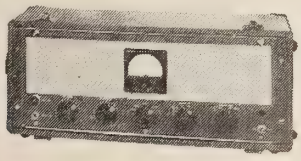
PRESTO 900-A

Precision tape amplifier for portable use or rack mounting. Composed of individual record and reproduce (monitor) amplifiers on a common chassis; separate power supply; three-microphone input, 250 ohm low level mixer; illuminated V.U. meter. Output of reproduce amplifier, 500 ohms, plus 20 db maximum. May be used with any model PRESTO tape recorder.



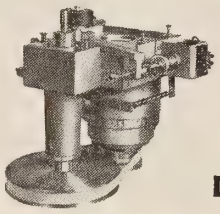
PRESTO TL-10

Turntable-driven tape reproducer. Unique, low-cost unit that adapts any 16" turntable for reproduction of tape at 7½"/sec. or 15"/sec. with exceptional accuracy. No pre-amplifier required; plugs into standard studio speed input equipment.



PRESTO A-920

More compact than the 900-A. In carrying case or for rack mounting. Consists of microphone preamp, a reproduce preamp, power amplifier and power supply — all on a common chassis. Two small speakers mounted behind front panel for playback. Single mike input: 250 ohms. Playback output: 15 ohms, 10 watts.



PRESTO CDR-200 CAPSTAN DRIVE UNIT

Heart of all Presto tape recorders and reproducers. Motor, capstan and flywheel, pressure pulley and pressure pulley solenoid are mounted on independent cast aluminum chassis. Positive, very quiet tape drive with minimum of parts.

Behind every piece of tape equipment are these PRESTO "extras"— painstaking craftsmanship, years of experience... quality control...and advanced production facilities that guarantee instruments of absolute precision and lifelong dependability.

PRESTO

RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

MAIL THIS COUPON TODAY

Presto Recording Corporation
Tape Equipment Sales Div.
Paramus, New Jersey.

Please send full information and prices on the following Presto tape equipment:

☐ SR-11 Tape Recorder ☐ PB-17A Tape Recorder
☐ R-11 Tape Transport ☐ TL-10 Tape Reproducer
☐ R-7 Tape Recorder ☐ A-920 Tape Amplifier
☐ 900-A Tape Amplifier ☐ CDR-200 Capstan Drive

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AT MY WEDDING

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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Holden Joins CBS-TV In West Coast Production

CHARLES HOLDEN, who resigned recently as assistant national director of tv programming for ABC [B•T, Sept. 27], has joined CBS Television as West Coast production manager, according to Hubbell Robinson Jr., vice president in charge of network programs for CBS-TV.

Mr. Holden will spend a month in New York to study CBS-TV's operations before taking up his new assignment. He will report directly to Harry Ackerman, vice president in charge of network programs, Hollywood.

Mr. Holden left CBS, where he was the network's first tv production manager, in 1948 to move to ABC when the network's WJZ-TV (now WABC-TV) New York began operation.

Roosevelt Defers Action In Complaint Against NBC

WHAT ACTION James Roosevelt, son of the late president and a California congressional candidate in the current election, will take on his verbal complaint that an NBC Radio *Barometer* program distorted an informal "man-on-the-street" poll conducted in Hollywood by the network, to give the impression that he had little support in his campaign, must await actual receipt of a reply from NBC Vice President Davidson Taylor in New York, Mr. Roosevelt told B•T last week.

Mr. Taylor, in charge of special programs, admitted through NBC Hollywood that of 12 recorded interviews, Mr. Roosevelt had received support in six, opposition in five, and that the last was undecided. However, because of "some portions of the tape not being of broadcast quality," only six interviews were used on the program, including the five against Mr. Roosevelt and only one in his support, Mr. Taylor stated.

CBS Radio Shows Third Color Promotional Film

THE THIRD color promotional film produced by CBS Radio, with animation by United Productions of America, was previewed by the Hollywood trade press last week.

Titled "Tune in Tomorrow," it is designed to show how U. S. economy can grow over the next five years, and to show the part advertising and radio can play in this growth.



JOHN WEST (c), NBC vice president in charge of the Pacific Coast Div., congratulates the two NBC Spot Sales executives with the best sales records for the second quarter of 1954. Recipients of the silver cups are William Doty Edouarde (l), Los Angeles, and George Feurst, S. F.

Second Act—First Aria

IT's going to be Mario Lanza singing "live" the next time, according to CBS-TV. The network announced last week that Mr. Lanza will sing "live" on the next Chrysler-sponsored *Shower of Stars* color production on Oct. 28, 8.30-9:30 p.m. EST. Mr. Lanza's television debut on the first of *Shower of Stars* program on Sept. 30 caused nationwide attention when CBS-TV, under questioning, revealed that the singer had mouthed words to recordings made two years ago [B•T, Oct. 11]. The *Shower of Stars* program on Oct. 28 will feature Edgar Bergen and Charlie McCarthy, Sheree North and Gene Nelson appearing in a musical revue based on the Broadway production, *Lend An Ear*.

Color 'Snowballing,' Sarnoff Tells Admen

NBC executive vice president addresses Detroit Adcraft Club, says early entry into color tv will pay off.

ADVERTISERS who get into color television early "will almost automatically inherit a position of leadership," Robert W. Sarnoff, NBC executive vice president, told the Detroit Adcraft Club at a luncheon meeting last Friday.

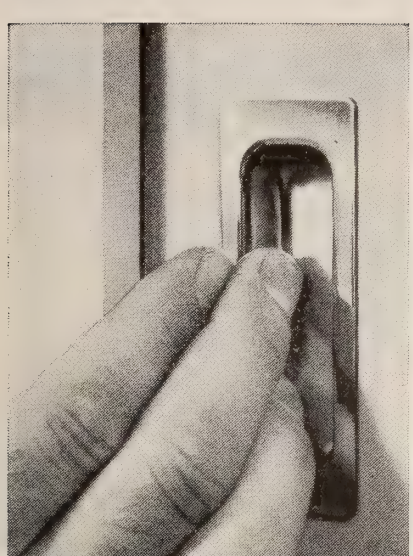
Color tv, he said, is snowballing "so many times faster" than black-and-white did in its early days that "clients moving in now will top their competition in both the short and the long runs." Clients who wait for mass circulation "will have missed the boat," he admonished, emphasizing that "the time to go into color television is now."

Mr. Sarnoff commended the auto industry and its agencies for being "among the first to grasp the potential of color television as a sales tool," and noted that color tv also does "an eye-popping job" for another major Michigan industry, food packaging. It is brand recognition, he noted, that makes a housewife reach for one brand instead of another—"and this recognition comes with tremendous impact through exposure of the package in its natural colors on color television."

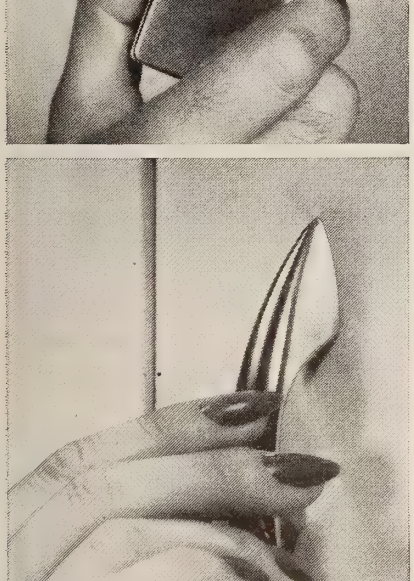
Reviewing the history of RCA-NBC development of color tv at a joint cost of $50 million, Mr. Sarnoff took a look also at the cost of color tv to the advertiser—a cost he placed at 2% to 15% more than black-and-white, as against "the premium of approximately 35% for going into color in magazine advertisements."

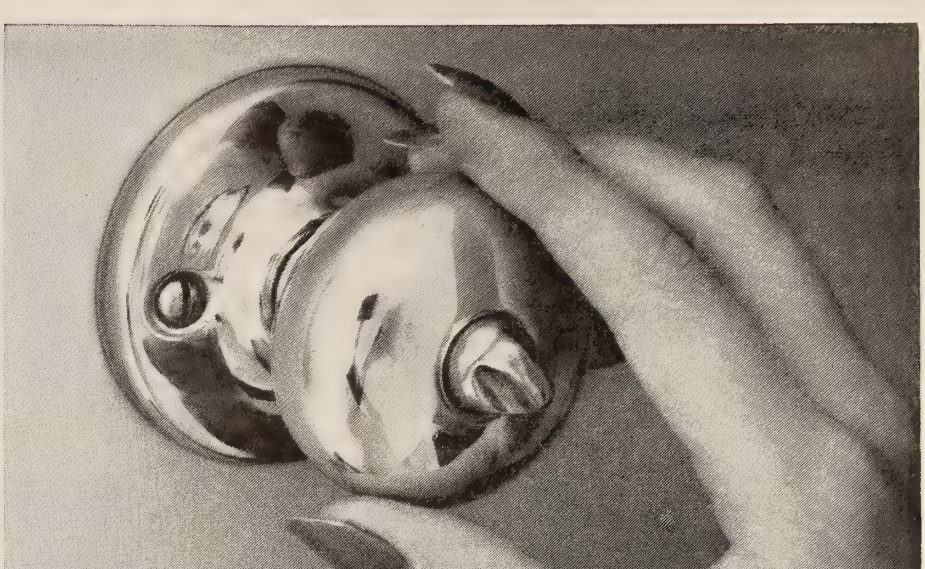
Although "we aren't certain yet" exactly how much greater will be the cost of color than black-and-white, he said, "our experience indicates that the additional cost of converting a program to color ranges between 10 and 25% of total program budget, depending upon the type of show. In addition, there is a nominal charge for networking color. These additional costs when related to total budget—that is, to both program and time costs—represent an average for color ranging from as low as 2% to a high of 15%, or an average not exceeding 10% overall."

Mr. Sarnoff said the extra money needed for color tv "possibly" will be derived at the expense of advertising in other media, but that "we think the money will come from a streamlining of the entire distribution process. . . . Color television . . . will move more goods









Better Brass Products—
Brighter Brass Products—
Thanks to **FORMBRITE**

Manufacturer and consumer — everybody takes a "shine" to Formbrite,® the new drawing brass developed and sold by The American Brass Company, an Anaconda subsidiary.

To manufacturers, Formbrite means savings in production costs as it can be polished *in as little as half the time* it takes to polish ordinary drawing brass. In addition, Formbrite costs no more . . . yet is stronger, stiffer, "springier" — qualities which are important in stamped or drawn products.

To the consumer, Formbrite means more attractive and more lustrous brass products — products that are more scratch-resistant, too.

Formbrite is the result of special rolling and annealing processes which produce a superfine grain structure in the brass. It's another good example of the way Anaconda is working to serve American industry.

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If you are interested in learning more about Formbrite, write to The American Brass Company, General Offices, Waterbury 20, Connecticut.

For top quality ALTEC LANSING CORPORATION microphones . order via Grayb

Among the many leading electrical manufacturers that distribute their products via Graybar, Altec-Lansing is outstanding in the field of audio products for the broadcasting and TV industry. Shown here are four models of microphones from the complete Altec line, one or more of which should meet your particular application requirements. For more detailed information, contact your nearby Graybar Representative.



ALTEC DYNAMIC MICROPHONE—Type 660A—660B

Here's a dynamic microphone of broadcast quality, exceptional ruggedness and dependability. Equipped with a swivel head with 5/8"x27" stand thread allowing a 90° vertical tilt.

FREQUENCY RESPONSE:	35 to 15,000 cycles
POWER OUTPUT LEVEL:	57 dbm (10 dynes/cm2)
IMPEDANCE:	660A — 30 ohms 660B — 30, 150, 10,000 ohms
DIMENSIONS:	4" long — 1 11/16" diameter
FINISH:	Silver satin die-cast aluminum
WEIGHT:	660A: 11 oz. 660B: 13 oz.



ALTEC CARDIOID MICROPHONE—Type 670

Ideal for broadcast or public address, this cardioid microphone with ribbon and pressure elements provides continuously adjustable patterns to permit "tuning out" undesirable noises by shifting the null point.

FREQUENCY RESPONSE:	30 to 15,000 cycles
POWER OUTPUT LEVEL:	58 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms.
DIMENSIONS:	7½"x3⅜"x2½"
FINISH:	Dull gray plastic
WEIGHT:	20 oz.

ALTEC "LIPSTIK" MICROPHONE—Type M20

For top performance in miniature size, the Altec "Lipstik" microphone is one of the finest, most versatile ever made. Omnidirectional pickup. Easily concealed on performers or TV sets.

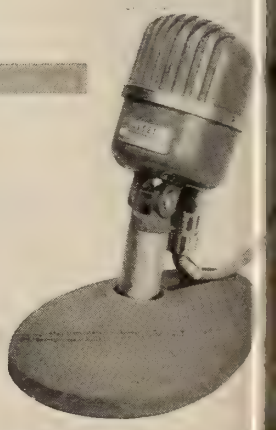


FREQUENCY RESPONSE:	10 to 15,000 cycles
POWER OUTPUT LEVEL:	Varies with impedance
IMPEDANCE:	10,000 ohms higher
DIMENSIONS:	3⅛" long — 0.6" diameter
FINISH:	grey enamel and bright ste
WEIGHT:	5 oz.

ALTEC VELOCITY MICROPHONE—Type 671A

This velocity microphone provides a new high in exceptional quality at low cost. High signal to low hum pickup makes it especially valuable in many different situations. Two-stage wind filter is incorporated in the case.

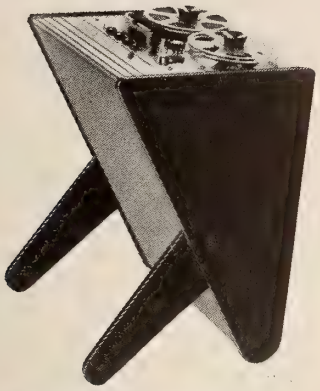
FREQUENCY RESPONSE:	30 to 16,000 cycles
POWER OUTPUT LEVEL:	56.5 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms.
DIMENSIONS:	4½"x3⅜"x2½"
FINISH:	Dull gray plastic
WEIGHT:	14 oz.

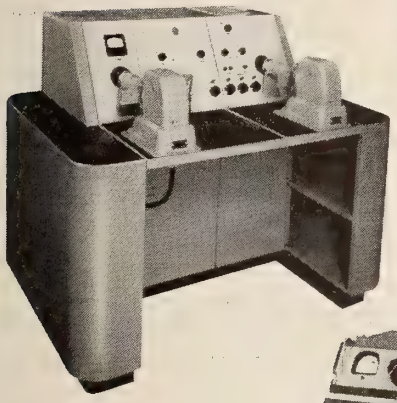


467-110

IN OVER 110 PRINCIPAL CITIES

r everything electrical to keep you on the air . a convenient, single source of supply



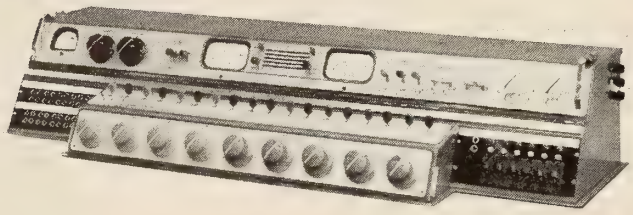


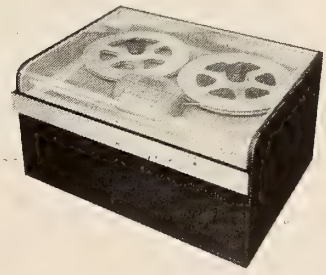
In selecting a microphone to meet your present needs or in planning a complex broadcasting installation . . . assistance from Graybar is as close as your phone.

For whether your problem is to *stay* on the air or to *get* on the air — Graybar Broadcasting Equipment Specialists will work with you or your consulting engineers to develop and expedite a practical solution.

This Graybar service extends far beyond the selection and "on-time" delivery of the basic broadcasting units you may require. Graybar distributes a complete line of supplies for studio and remote installations, which includes wiring, ventilating and communication systems. And in each category you can depend on the friendly assistance of your local Graybar Representative.

Check the listing below for the Graybar Broadcasting Equipment Specialist nearest you. Whenever a problem arises . . . call on Graybar first to get everything electrical you need — when and where you need it. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.





Everything Electrical to keep you on the Air!

Graybar's nationwide network of more than 110 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Specialists are located in the following 22 cities.

ATLANTA
John Kluttz, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
A. L. Byers, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. D. Shipman, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers

— Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunications Laboratories • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Prodelin • Rek-O-Kut • Sarvis • Simplex • Thomas & Betts • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Telecasting

— Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

CALL GRAYBAR FIRST FOR

GraybaR Everything Electrical



CAKE-CUTTING ceremony at Toots Shor's restaurant in New York, marking the start of Jackie Gleason's third season on CBS-TV, is participated in by (l to r): Merle S. Jones, vice president, CBS o&o television stations and general services; Alfred Coughlin, producer on Schick account for Kudner Agency; William H. Hylan, vice president, CBS-TV sales; Harry Ommerle, CBS-TV program director; Mr. Gleason; Bill Templeton, Bryan Houston Inc. (Nestle Co.); Myron P. Kirk, Kudner radio-tv vice president.

without increasing the overall marketing costs to the manufacturer."

Color's increased costs do mean that fewer advertisers can afford it, the NBC executive said, asserting that the "magazine concept," by which NBC-TV is attracting small as well as large advertisers into black-and-white television, will operate similarly in color. The principle of enabling advertisers to buy small as well as large tv "space," he said, "has brought us more advertisers than are to be found on any other network." He said that in 1953 NBC-TV had 165 advertisers as compared to 95 on CBS-TV, and in 1954 has brought into television 25 new advertisers as against 12 by CBS-TV. NBC-TV's 1953 list, he said, included 18 advertisers who spent less than $100,000 in all media.

Mr. Sarnoff saw "no doubt" that tv's share of the national advertising budget will "zoom" as color becomes a greater factor. Where television's share of all-media advertising was 7% in 1952, he noted that NBC researchers figure it will be "no less than 20% by 1956 [B•T, Aug. 2]." "Out of a total of more than $9.7 billion," he said, "television's total will be $1.9 billion. Both of these figures are all-time highs."

He continued:

"These estimates are based on our firm belief that our economy will continue its upward spiral. They also reflect our conviction that color television itself will be a contributing factor to this advance. We feel that color television, with its powerful sales potential, will itself spur the American economy to a new high over the next few years. We believe that color television will be the most potent catalyst in the history of American merchandising."



'Jubilee of Light' Show To Be Seen on 325 Tvs

TO COMMEMORATE the 75th anniversary of the light bulb, the two-hour, four-network *Diamond Jubilee of Light* will be telecast next Sunday, 9-11 p.m. (EST), over 325 inter-connected CBS, NBC, ABC and DuMont tv stations. Described by motion picture producer David O. Selznick, making his tv debut, as "an entertainment tapestry woven around the theme of light," the program is sponsored by more than 300 electrical companies and organizations, coordinated through N. W. Ayer & Son.

The format has been called "the best kept secret in Hollywood," but the master script is by Ben Hecht. Incorporated into it are segments written by John Steinbeck, Arthur Gordon, Irwin Shaw, Max Schulman and Ray Bradbury. President Dwight D. Eisenhower will participate as will such stars as Helen Hayes, Joseph Cotten, Eddie Fisher, Judith Anderson, Guy Madison, Brandon de Wilde, Thomas Mitchell and Walter Brennan.

Associated with the telecast, to emanate live from CBS Television City, Hollywood, are former M-G-M producer Carey Wilson; composer-conductor Victor Young; directors William Wellman, King Vidor, Christian Nyby; art designer Firth Ullman, and Academy Award winning cinematographers James Wong Howe and Ray June.

UN Day Ceremony on NBC

UNITED NATIONS DAY celebration Oct. 24 will be simulcast live by NBC from the UN General Assembly in New York (2:30-3:30 p.m. EST), marking the ninth annual observance of the day. Speakers will include Dag Hammarskjold, secretary general of the UN; Dr. Eelco van Kleffens, president of the Ninth General Assembly, and New York's Mayor Robert Wagner. Music will be supplied by the Symphony of the Air (composed mostly of members of the former NBC Symphony Orchestra) directed by Charles Munch, conductor of the Boston Symphony, and by the Schola Cantorum directed by Hugh Ross. The UN's tv and radio department will produce the program.

NETWORK PEOPLE

Muriel Lilker, exploitation staff, ABC, to publicity dept., as magazine editor, succeeding **Nancy Hamburger,** who moves to Young & Rubicam, N. Y., in similar capacity.

Dan Scherer, assistant chief, Voice of America English Service, Washington, to radio-tv news staff, ABC New York.

Carrie McCord, radio-tv performer and fashion model, to *Home,* NBC-TV, as fashion editor.

William Conrad, star, CBS Radio *Gunsmoke,* assigned role in Allied Artists' feature film "Five Against the House."

Dr. Frances Horwich, conductor, *Ding Dong School,* NBC-TV, will discuss merchandising through tv before Women's Adv. Club of Chicago Oct. 19.

Robert Q. Lewis, personality, CBS Radio and CBS-TV, appointed chairman, New York Chapter, 1954 National Foundation for Muscular Dystrophy Fund Drive.

Alfred N. Paschall Jr., 37, co-producer, NBC-TV *This Is Your Life,* died Oct. 8.

HI-FI WARES DISPLAYED AT AUDIO FAIR IN N. Y.

Exhibition is held in conjunction with the sixth annual convention of the Audio Engineering Society.

THE RAPIDLY growing high fidelity industry exhibited the latest developments in hi-fi sound equipment at the sixth annual Audio Fair held at the Hotel New Yorker, starting last Thursday and ending yesterday (Sunday).

As is customary, the fair was held in conjunction with the sixth annual convention of the Audio Engineering Society. Based on advance registration, a spokesman for the fair estimated the event would draw about 30,000 viewers, including several thousand manufacturing delegates.

Four floors of the hotel were devoted to exhibits, with approximately 150 manufacturers displaying equipment designed to bring high-quality sound to the public by means of radio, tv and recording devices. Among the exhibitors were RCA, General Electric, Zenith, Stromberg-Carlson, Columbia Records, Reeves Soundcraft, Ampex, Audio Devices, Audio & Video Products Corp., Magnecord, Webster-Chicago.

WQXR New York, for the third straight year, was the only radio station represented at the Audio Fair. Its room featured the high fidelity music of the station, plus a display of photographs of station personalities and data about its coverage.

Thirty-odd papers were presented at Audio Engineering Society meetings, covering such topics as microphones, tape machines, tape media, records, pickups, and loudspeakers. Those delivering papers included:

John K. Hilliard and James J. Noble, Altec Lansing Corp.; L. M. Wigington and R. M. Carrell, RCA Electronic Products Div.; Harry F. Olson, John Preston and J. C. Bleazey, RCA Labs; Frank Radocy and Andreas Kramer, Audio Devices Inc.; A. M. Max, RCA Victor Record Div. and Alan Bloch and C. J. LeBel, Audio Instrument Co.

Newly-elected officers for 1954-55 of the Audio Engineering Society were introduced at a banquet Wednesday night. They are: A. A. Pulley, president; Col. R. H. Ranger, executive vice president; W. B. Mahoney, central vice president; R. F. Hastings, western vice president; C. J. LeBel, secretary, and R. A. Schlegel, treasurer.

RCA Has Two New Monitran Transmitters for Color Tv

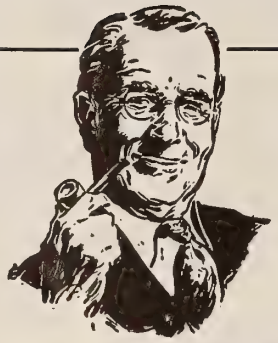
TWO NEW TYPES of RCA monitran transmitters for color tv—monitrans are used for closed-circuit transmission of video and audio signals to tv receivers—were announced last Wednesday by RCA's Engineering Products Div.

A. R. Hopkins, manager of broadcast sales, said the new transmitter types are intended primarily for monitor service in broadcast studios and that they also can be applied to industrial, community antenna and other types of closed-circuit tv operations. The color tv monitran types can be used for black-and-white transmission as well. The types are TM-40, permitting selection of any channel from 2 to 13, and TM-41 which is delivered factory-tuned to a channel specified by the purchaser.

Raytheon Shows Phone System

RAYTHEON MFG. Co., Waltham, Mass., last Monday introduced a low-cost microwave communications system called TCR-12, which is designed to reach areas of the U. S. which currently do not have phone service. The new

Advertisement



From where I sit
by Joe Marsh

Smitty's Not-So-Silent Partner

Dropped into Smitty's gas station one day last week and met his new partner who turned out to be a real talker.

"What'll it be?" asked Smitty. Before I had a chance to answer I heard a strange voice . . "Fill 'er up! Fill 'er up!" And there was Smitty's partner —one of those parakeets perched next to the gas pump.

"Took me a month," Smitty said, "but I finally taught him to say those magic words. It's sure paid off in new business—he's had a good influence on my customers."

From where I sit, Smitty's bird may be good for business—and may get him a few laughs. But when people *act like parakeets, they're not so funny. For instance, those who keep insisting over and over again that their neighbors shouldn't have a glass of temperate beer with their supper now and then. They're simply repeating their own ideas, without any regard for the rights of others.*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

RADIO & TV
SURVEYS
tell us that
WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!
Les Johnson, V.P. and Gen. Mgr.
QUAD-CITIES
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

The
"RESULTS"
STATION
in Washington
WWDC
IN THE NATION'S CAPITAL
Sells Goods!
Represented Nationally by John Blair & Co.

equipment, which uses an electronic beam that carries voice messages across 50 miles without wires, was exhibited at the U. S. Independent Telephone Assn.'s annual convention at the Conrad Hilton Hotel in Chicago.

Sylvania Names Riordon To Head Set Manufacturing

APPOINTMENT of Howard E. Riordon as general manager of Sylvania Electric Products Inc.'s radio-tv set manufacturing division was announced Tuesday by Arthur L. Chapman, vice president of operations. Mr. Riordon succeeds John K. McDonough, who has resigned.



MR. RIORDON

Mr. Riordon joined Colonial Radio Corp. of Buffalo in 1931 as assistant treasurer, advancing five years later to secretary and controller. He came to Sylvania in 1944 when that company purchased Colonial. He was elected vice president in 1946. When Colonial in 1950 became the radio and television division of Sylvania, Mr. Riordon was made divisional general manufacturing manager. He was elected president in 1953 of a subsidiary, Sylvania Electric of Puerto Rico Inc. The radio-tv division has its headquarters plant in Buffalo and other plants in Williamsport, Pa., and High Point, N. C.

RCA Appliance Post Goes to John Craig

ELECTION of John W. Craig as vice president and general manager of the RCA Victor Home Appliance Div. of RCA was announced last week by Frank M. Folsom, president of RCA. The assignment is effective Nov. 1.

In his new post, Mr. Craig will supervise the RCA Estate Appliance Corp. and the RCA Air Conditioning Dept., reporting directly to Robert A. Seidel, executive vice president, Consumer Products, RCA.

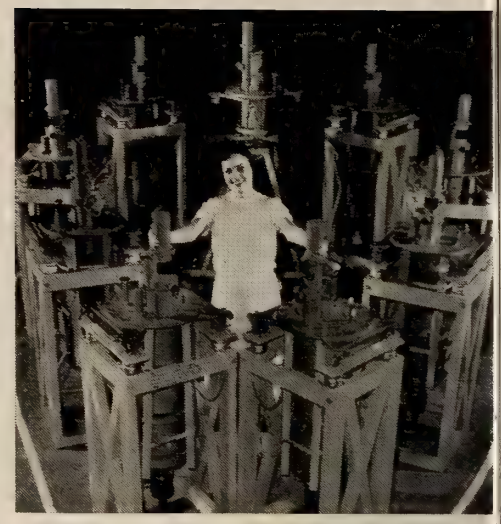
Since April 1953, Mr. Craig has been president, chief executive officer and a director of Aluminum Industries Inc., aluminum parts, castings and paints manufacturer.

Commerce Dept. Displays Progress in Electronics

COLOR tv equipment of Chromatic Television Labs, new Bell Telephone Labs transistors and other equipment are on display at an electronics exhibit in the Dept. of Commerce Bldg., in Washington. The display continues through Nov. 5.

DuMont Labs built its display around cathode ray tubes and recent uses. Chromatic shows an exploded version of its new 21-inch rectangular color tube along with color bar patterns on a round tube driven by a Hazeltine receiver. Other exhibitors are Standard Piezo Co., Research Corp. and Western Union Telegraph Co. Western Union's exhibit includes a high-speed facsimile transmitter in operation.

Secretary of Commerce Sinclair Weeks formally opened the exhibit Oct. 12, crediting the American patent system with assuring economic growth through encouragement of initiative.



HOLDING two of nine klystron transmitting tubes slated for eventual delivery to WILK-TV Wilkes Barre, Pa., is Ruth Greeley of General Electric's tube plant, Schenectady, N. Y. The tubes, each weighing over 200 lbs., will be sent to GE's Syracuse plant where they will be installed in the new 45 kw transmitter destined for "the first million-watt uhf tv station." Shipment to WILK-TV is expected later this year.

Transmitting Equipment

Station	Transmitter Power	Brand Shipments	Use
Allen B. DuMont Labs			
WATV (TV) Newark, N. J.	50 kw	tv (ch. 13)	----------
General Electric Co.			
KWWL-TV Waterloo, Iowa	20 kw	tv (ch. 7)	----------
WSYR-TV Syracuse, N. Y.	5 kw	tv (ch. 3)	----------
WDAK-TV Columbia, Ga.	12 kw	tv (ch. 28)	----------
KVOO-TV Tulsa, Okla.	35 kw	tv (ch. 2)	new station

OTHER EQUIPMENT: DuMont Labs also reported the following orders: complete color Multi-scanner and color film and slide equipment for WFMY-TV Greensboro, N. C. (ch. 2), and complete color Multi-scanner and slide equipment for Canadian Westinghouse at Brantford, Ont. DuMont's other shipments included five image orthicon camera chains and one complete monochrome Multi-scanner for both film and slide to Radio Tupi, Rio De Janeiro, Brazil. General Electric also reported shipments of a three-bay antenna to WBZ-TV Boston (ch. 4); 12-bay antenna to WLVA-TV Lynchburg, Va. (ch. 13); six-bay antenna to KELP-TV El Paso (ch. 13), and one-bay antenna to KVOO-TV Tulsa (ch. 2), and receipt of an order from the U. of Missouri's KOMU-TV Columbia (ch. 8) for a 20 kw amplifier.

"Gosh, even the Dean thinks I'm a genius ever since I started spotting my spot campaign on WWPA!"
WWPA
Williamsport, Pa.
— A Great Pennsylvania Market!
CBS
Contact Burn-Smith Co. for details.

MANUFACTURING PEOPLE

Dr. Wayne B. Nottingham, physical electronics professor, Massachusetts Institute of Technology, to Electronics Corp. of America, as vice president for research; **Dr. Raymond H. McFee,** formerly project director, Photoswitch Inc., Cambridge, Mass., to ECA as research director.

H. Scott Killgore, government sales director, Emerson Radio Co., N. Y., appointed government sales manager, National Co., Malden, Mass.



MR. KILLGORE

A. Raymond Bermond, advertising manager, radio div., Hallicrafters Co., Chicago, promoted to advertising manager of company, succeeding **John S. Mahoney,** who moves to Sheriff-Le-Valley Adv., same city, as account executive.

George F. Mahoney appointed advertising production manager, Motorola Inc., Chicago.

Frank Hickey, New York City area salesman, CBS-Hytron, Danvers, Mass., appointed mid-eastern district sales manager, headquartered in Pittsburgh.

Harold Avery, John P. Mathieu and **R. W. Herrick** appointed regional sales managers, Capehart-Farnsworth Co., Fort Wayne, Ind., in Charlotte, N. C., Memphis and Chicago, respectively.

MANUFACTURING SHORTS

RCA Tube Div., Harrison, N. J., has made available to tv set manufacturers 20 new types of series-string receiving tubes, employing 600-milliampere heaters designed to operate in single, series-connected electrical circuit and used in series directly across power-line supply, eliminating need of heater transformer, according to company.

CBS-Columbia, Long Island City, N. Y., has made available to distributors antenna designed to have broad bandwidth needed for color, which also delivers black-and-white signals in vhf and uhf and which offers average gain of approximately 7 db relative to resonant dipoles at uhf and approximately 3 db at vhf, according to company.

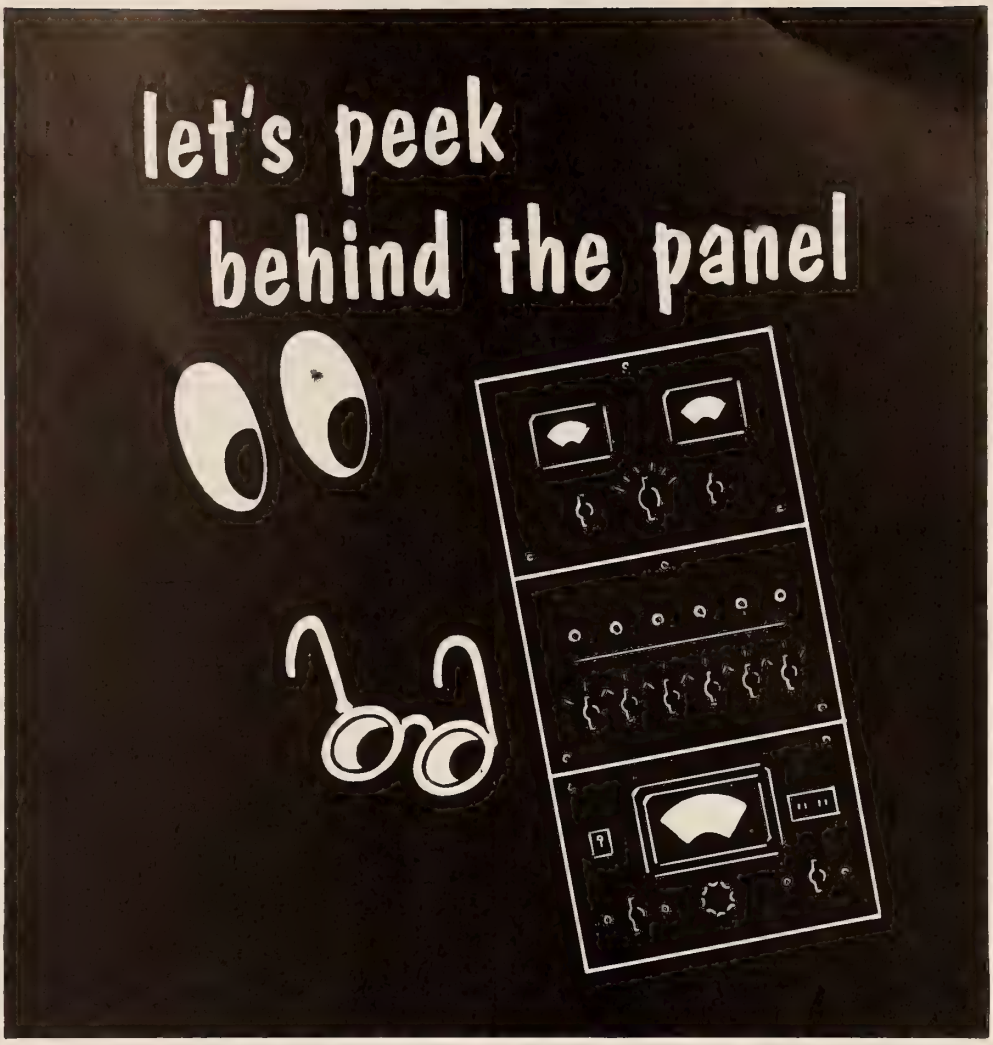
Winston Electronics Inc., Phila., announces Model 160 white-dot linearity generator, test instrument designed to produce white dot and bar patterns for use with color or monochrome tv receivers.

Raytheon Mfg. Co., Waltham, Mass., announces TCR-12 Telelink, communication microwave system engineered for one or two channel operation.

Amperex Electronic Corp., Hicksville, L. I., N. Y., announces three all glass envelope type germanium diodes, Types OA71, OA73 and IN87G.

Eastern Precision Resistor Corp., Richmond Hill, N. Y., announces Trol-Lite, portable control panel for lights in tv studios, movie sets, theatres and auditoriums, consisting of 6 dimmer units with master mechanical interlock.

Hy-Lite Antennae Inc., N. Y., has available transparent "Patterntest," device to be placed



. . . and see why the Rust Remote Control System is your best buy

First . . . you'll find that no two Rust systems are exactly alike. They are not "packaged" units, but *engineered* systems, specifically designed to fit *your* transmitter.

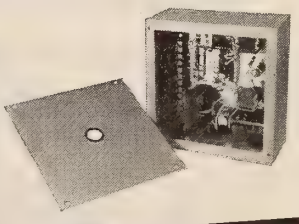
Second . . . you'll see that the Rust system is *complete* — you have nothing else to buy "to fit *your equipment*". You even get interconnection diagrams, especially made for your transmitter and monitors.

Third . . . there are no tubes, so there are no tube failures. There are no adjustments, so there are no maladjustments. The Rust system functions as it should . . . with practically no maintenance.

If you are considering Remote Control, investigate before you buy. Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust Type RI-108-5 Tower Lighting Unit

Like other Rust accessory units, RI-108-5 Tower Lighting Unit is complete and self contained. It offers an extra feature in that it not only meters lighting current but *controls* lights at the option of the operator. Its control feature can over-ride the time-clock or photocell for civil defense emergencies or other purposes. With Rust, there's "*an extra with every accessory*". Send for Brochure showing what you get when you buy the Rust System.



the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

over tv set screen when test pattern is on for correct line resolution and band width adjustment.

J. C. Warren Corp., Freeport, L. I., has available all-electric, self-contained-power portable magnetic tape recorder, "Warren 777-1," operating at 3.75"/second providing full hour recording or playing time on 5" reel of 600' standard quarter-inch width magnetic tape and full hour-and-half on 5" reel of 900' magnetic tape, according to company.

General Instrument Corp., Elizabeth, N. J., declared 12½ cents dividend payable Oct. 15 to stockholders of record Oct. 8.

Clough-Brengle Co., Chicago, announces Model 522 standard r.f. signal generator, covering frequency range from 32 kc to 70 mc in seven ranges with circuitry consisting of r.f. oscillator, modulating amplifier, v.t.v.m. attenuator, 400 cycle oscillator and power supply.

Clear Beam Antenna Corp., Canoga Park, Calif., has announced UF 40 Duo-Quad uhf radar antenna with four stack bow ties and cross polarized dipole fans and closely spaced all-aluminum reflector screen for positive ghost rejection, according to company.

Emerson Radio & Phonograph Corp., N. Y., has announced cash quarterly dividend of 10 cents per share and extra dividend of 5 cents per share on 1,935,667 shares outstanding which was payable Oct. 15 to stockholders of record Oct. 5.

United Technical Labs, Morristown, N. J., has placed on market new roll-up kit designed for wall-mounting of Klipzon test prods and self-holding points for radio-tv and laboratory circuit work.

Capehart-Farnsworth Co., Fort Wayne, Ind., is now producing and shipping 19-inch color tv receivers utilizing tri-color tube with 205 square inches of viewing area and incorporating Capehart polaroid picture filter.

G-D Mfg. Co., Palo Alto, Calif., announces TuB-LOK, device designed to "securely hold tubes in sockets and minimize the temperature rise that such components usually cause."

Electromec Inc., Burbank, Calif., has published brochure describing and introducing its new large screen oscilloscope.

Radio Shack Corp., Boston, announces publication of 1955 electronic parts mail-order catalog listing and illustrating 30,000 radio, tv and electronic products in 224 pages.

AFTRA GIVES NEW TERMS TO NETWORKS: 20% PAY HIKE, PENSION-WELFARE FUND

Current contract expires Nov. 15. Another demand centers around revamping of transcription contract.

AMERICAN Federation of Television and Radio Artists last week presented to the radio and television networks their new contract demands, including one for establishment of an industry-financed pension and welfare fund. Current contract expires on Nov. 15.

Industry spokesmen characterized overall demands of the union as "excessive" and said they plan to offer their evaluation of AFTRA's proposal, plus some conditions of their own, at a second meeting in New York today (Monday).

In opening contract negotiations last Monday, AFTRA asked the employers to pay 10% of the gross compensation due each radio and tv performer into a special fund. The pension and welfare fund would be administered by a board of trustees, consisting of an equal number of industry and union representatives.

The union also proposed a 20% across-the-board wage increase in both radio and television. In television the current scale for an actor speaking more than five lines in a 15-minute program is $79; in a half-hour show, $140.50, and in an hour show, $191. These fees include a fixed amount for rehearsal time and the union asked that the number of hours that television artists rehearse without compensation be decreased.

Drop Multiple Rate

Another demand by AFTRA in television was a proposal to eliminate the "multiple discount rate" that governs payment to actors appearing in across-the-board 15-minute shows. Currently, the one-time payment is $79 for a quarter-hour program, but under the "multiple discount rate" the networks can pay actors a total of $281 for the entire week. AFTRA asked that this formula be dropped and payment be made on a one-time basis, so that actors appearing five days a week would receive $395 weekly at the present scale, plus an additional 20% in accordance with the suggested increase. Commercial announcers, under AFTRA's new demands, would benefit in a manner similar to actors.

Another AFTRA demand centered around the revamping of the transcription contract. AFTRA asked for the adoption of a classification set-up similar to the one in force in tv under the Screen Actors Guild jurisdiction. Transcribed commercials to be used on a spot basis would be classified in three categories—"Class A," for those used in 21 or more cities; "Class B," six to 20 cities and "Class C," one to five cities. AFTRA demanded that "Class A" rate be increased by 200%; "Class B," 100% and "Class C," 20%. New York, Chicago and Los Angeles count as seven cities each.

AFTRA Opens Negotiations With Chicago Network O&O's

NEGOTIATIONS for new contracts covering members of the American Federation of Television & Radio Artists employed at network o&o and affiliated stations in Chicago were opened there last week.

Preliminary discussions on a proposed 20% wage boost in basic fees and the new welfare and pension plan were held with representatives of CBS's WBBM-AM-TV, NBC's WMAQ and WNBQ (TV), ABC's WBKB (TV), WGN-AM-TV and WLS. Talks resume this Tuesday.

Meanwhile, it was reported that AFTRA had filed an answer to WGN Inc.'s charge that it was "unwilling to negotiate [new contracts] in good faith with a sufficient period of time for honest negotiations" [B•T, Oct. 11]. The union categorically denied the accusation in a reply filed with Region 13 of the National Labor Relations Board. The dispute has been assigned to Field Examiner Richard Simon, who also is investigating a case involving WGN Inc. and the Radio-Television Directors Guild local of Chicago over an issue dealing with supervisory employes.

Clare, Flaherty Get Film Council Nominations

TWO candidates, Ralph Clare, business agent, Teamsters' Studio Local 399, and George Flaherty, Hollywod international representative, International Alliance of Theatrical and Stage Employes, have been nominated for the presidency of Hollywood Film Council. The council is composed of unions and guilds representing more than 24,000 employes in the tv film and motion picture industry.

The election will be held this week.

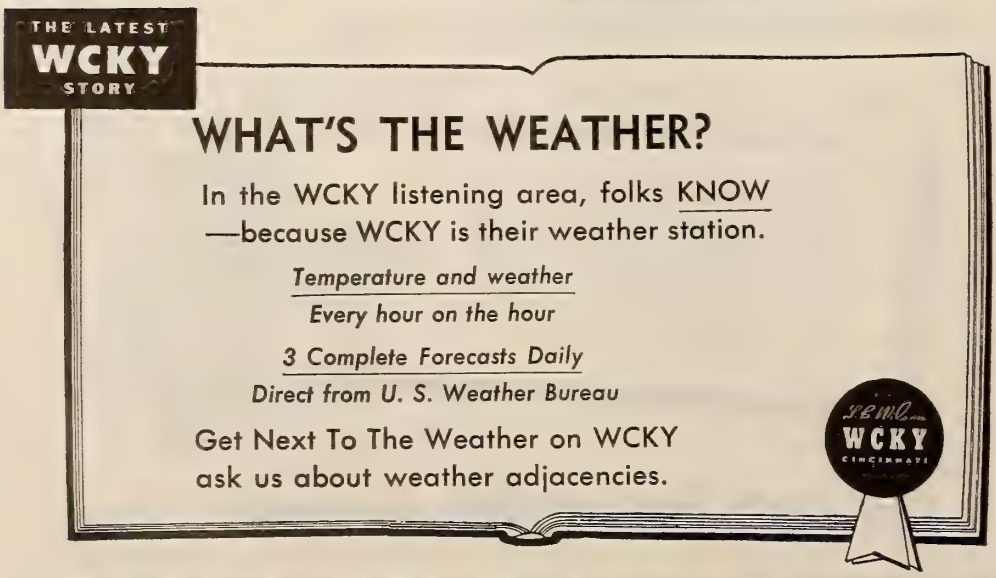
Other nominees, without opposition, are John Lehners, business agent, Film Editors Local 776, for vice president; incumbent Edwin T. Hill, secretary-treasurer, Property Craftsmen Local 44, for treasurer; incumbent H. O'Neil Shanks, executive secretary, Screen Extras Guild, for recording secretary; and Al Erickson, business agent, Laborers Local 727, Pat Somerset, assistant executive secretary, SAG, and Clayton Thomason, Scenic Artists Local 816, for trustees.

Radio-Tv Writers Explore Representation by ANG

MEETING of Hollywood radio-tv writers, to "explore their needs and feelings" toward affiliation with American Newspaper Guild (CIO) was called for last Thursday.

Joe Campo, ANG West Coast representative, told B•T that a request for assistance in organizing the radio-tv field had come from "several writers," but he could not identify any as former members of the now-defunct Television Writers of America.

On the agenda of the meeting, one of a series held in New York, Chicago and other major cities, was discussion of (1) effective representation, (2) ownership rights, (3) in-



creased script fees and (4) re-use fees.

In answer to the ANG effort to enter the entertainment field, F. Hugh Herbert, president, Writers Guild of America West, issued the following statement:

"I cannot believe the American Newspaper Guild has been given the proper facts in this situation. Otherwise, as a responsible organization, they would not have intervened in a field which has known enough disruption. Two years ago we concluded a history-making contract with the networks, establishing precedental terms for live tv writers. The certification petition filed by the late TWA, on the eve of signing of this live tv contract, resulted in nothing but chaos, delay and loss—of residuals for writers and of dues spent on an unnecessary jurisdictional warfare. . . ."

"With 122 film tv contracts, WGA is obviously well established in this field and eager to put the support of its 2,000 members behind negotiations for a live tv contract."

". . . I know as responsible an organization as the American Newspaper Guild would not be guilty of 'raiding' and I can therefore only assume they have been led down the garden path by those same dissidents who have for two years played an unsuccessful divide-and-conquer game and prevented an equitable tv contract with the networks.

"I am certain that when the facts are explained to the responsible leaders of ANG, as is now being done all over the country, the men whose strike we supported and toward whom we have always had the friendliest feelings will realize there is no 'vacuum in the field' as they have been led to believe. . . ."

Meanwhile, WGAW spokesmen in Hollywood said several of their members planned to attend last Thursday's meeting to "explain the situation" to ANG.

KEAR Files Brief With FCC

ALLEGATIONS concerning circumstances of the labor strike at KEAR San Mateo-San Francisco were submitted to FCC last week by S. A. Cisler, president of the good music outlet. KEAR has denied it refuses to bargain with American Federation of Television & Radio Artists and National Assn. of Broadcast Engineers & Technicians, but stated it will not negotiate with both unions jointly as sought [B•T, Oct. 11].

Mr. Cisler told FCC the unions are trying to make KEAR an "example" for the area. He also announced Tuesday that striking employes have been notified to return to their jobs or be dropped permanently from the staff. The strike began Oct. 5. Mr. Cisler said the station was off the air a few hours that day.

NLRB Executive Supports KBLA Union Certification

CHARGES that Broadcasting-Recording Engineers Local 45, International Brotherhood of Electrical Workers, Hollywood, obtained the right to represent employes of KBLA Burbank by "fraud" during a 1953 National Labor Relations Board election at the station were declared not valid by George Yager, acting NLRB regional director, after investigation.

The station had asked that IBEW be decertified as bargaining agency because of alleged balloting irregularities and the threatened use of a purported union "blacklist" during the vote.

Mr. Yager announced both sides have 10 days to file exceptions to his findings submitted Oct. 7. Station executives told B•T they "definitely" would submit a brief to NLRB in Washington.

Fetzer Employes' Bid Denied

PETITION of NABET (CIO) for separation of WKZO-AM-TV Kalamazoo, Mich., technicians into a separate bargaining unit excluding employes of WJEF Grand Rapids, both owned by Fetzer Broadcasting Co., was denied Saturday by the National Labor Relations Board. The board upheld a finding of its hearing officer. NLRB found that the stations in the two cities are part of an integrated operation. Since 1946 technicians at the Fetzer stations in the two cities have bargained as a unit.

PERSONNEL RELATIONS SHORTS

International Brotherhood of Electrical Workers, Local 45, Hollywood, Oct. 6 won National Labor Relations Board election for jurisdiction over 49 KTLA (TV) Hollywood engineering and production employes by receiving more votes than International Alliance of Theatrical Stage Employes & Moving Picture Operators, same city, and National Assn. of Broadcast Employes & Technicians, that city.

Songwriters Protective Assn. has opened West Coast offices at 6272 Sunset Blvd., Hollywood, with Ben Oakland as chairman of West Coast committee and Mrs. Terry Granson as office manager.

PERSONNEL RELATIONS PEOPLE

James S. Thomson, assistant business manager, International Sound Technicians Local 695, International Alliance of Theatrical Stage Employes & Moving Picture Operators, Hollywood, appointed business manager, succeeding **Dolph Thomas,** who moves to Warner Bros. Pictures Inc., Burbank, Calif., as sound mixer.

Norman Siegel, public relations director, Screen Directors Guild of America Inc., Hollywood, appointed to general committee, Royal Command film show, London, England, Nov. 15.



FROM

CAT WHISKERS

TO

RABBIT EARS

IN



W M B V

GREEN BAY PACKERLAND

In 1924 Packerland radio enthusiasts marvelled when their "cat whiskers" brought in distant sounds, just as tv viewers in 1954 bragged when their wind-whipped antennas and super boosters brought them snow-covered, flopping pictures.

But now 175,000 sets are bringing in the best of NBC shows and regional Packerland programs bright and clear on WMBV's Channel 11. And thousands of new viewers boast of perfect pictures with their inexpensive "rabbit-ear" antennas.

They're all watching for **you** to "Come Eleven" on Packerland's most powerful station.

nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL 11 TELEVISION

MARINETTE, WISCONSIN

GREEN BAY: Phone HEmlock 5-9389

MILWAUKEE Phone WOodruff 4-3587

National Representatives

VENARD, RINTOUL & McCONNELL, Inc.

New York - Chicago - Los Angeles - San Francisco - Boston

Alabama Educ. Tv Unit Wins Birmingham Ch. 10

PERMIT for a new noncommercial educational tv station on reserved ch. 10 at Birmingham was granted by FCC last week to the Alabama Educational Television Commission. It is the 33d educational tv grant to be made since lifting of the freeze and reservation of channels. Effective radiated power for the new station will be 30.9 kw visual and 18.6 kw aural with antenna height above average terrain 530 ft. Technical equipment and physical plant for the new station is being furnished by ch. 6 WBRC-TV there, a George B. Storer outlet.

Junior Leagues Assn. Holds Radio-Tv Workshop in Boston

RADIO-TELEVISION workshop, sponsored by the Assn. of Junior Leagues of America Inc., was held in Boston last Thursday and Friday, with managers and producers of radio and tv stations in that city and faculty members of Boston U.'s School of Public Relations and Communications serving as panel speakers.

The workshop was planned to help the Junior Leagues cooperate more effectively with their local stations. Sessions were held at WBZ-TV Boston and at the Lincolnshire Hotel. Miss Luella Hoskins, consultant on radio-television for the association, served as coordinator and technical advisor for the workshop.

Participants included W. C. Swartley, general manager of WBZ-TV; Leo Martin, director of Division of Communication Arts, Boston U.; Parker Wheatley, general manager, WGBH; Harvey Struthers, general manager, WEEI; Dr. Milan Barnes, chairman, tv department, Boston U.; Dr. Nathan Maccoby, chairman, Opinion-Attitude Research Division, Boston U.; William B. McGrath, managing director, WHDH, and Frederic Bailey, manager of WTAO-TV Cambridge.

Also, James Kontoleon and George Sloan, faculty of Boston U.; Marjorie Millis, W. Lawrence Baker and Louise Morgan, WNAC; Heloise P. Broeg, WEEI and president of the New England chapter, American Women in Radio and Television; Christine Evans, WHDH, and representatives of WNAC.

N.C.U. Broadcast Enrollment Doubles 1953 Registration

U. OF NORTH CAROLINA, Chapel Hill, announces a fall enrollment double that of 1953 for its Dept. of Radio, Television & Motion Pictures. This department was formerly the Dept. of Radio. Coincident with the department name change last April the administrative board of the graduate school also approved the Master of Arts in Communication degree, which will require at least three and possibly four semesters beyond the BA degree in this field. Of the 128 students attending classes in the department, 83 are undergraduate majors or graduate students seeking special certificates or the MA degree in mass communication media, according to Earl Wynn, chairman of the department and director of the Communication Center at the university.

WBZ-AM-TV Presents Fellowship at Boston U.

WBZ-AM-TV Boston last week presented a $1,000 fellowship for one academic year to the Boston U. School of Public Relations & Communications. Money for the fellowship was presented to the Westinghouse Broadcasting Co. stations by the Alfred I. duPont Awards Foundation for "meritorious service to the American people." The fellowship will provide training in radio-tv to a man who is seeking an administrative career in the field of communications. W. C. Swartley, WBZ-TV general manager, and Paul E. Mills, general manager of WBZ-WBZA Boston-Springfield, made the presentation to the school.

EDUCATION PEOPLE

Sidney Solow, vice president and general manager, Consolidated Film Laboratories Inc., Hollywood, adds duties as instructor, Southern California U. photography and laboratory practice theory course.

EDUCATION SHORTS

Northwest Radio & Television School, Portland, Ore., has acquired lease on new building, consisting of five studios covering 6,000 ft., in Hollywood.

Cambridge School of Radio Broadcasting, Boston, will occupy new quarters effective Nov. 1 at 489 Boylston St.



Close Harmony

WINNING CONTESTANTS of a city-wide Red Feather Trio contest on WBZ-TV Boston, will be presented to the public over all the city's radio and tv stations in a united drive to put the Community Chest "over the top." The trio will sing many renditions of the campaign theme song during the month-long drive.

Music-Chest

WKNB-TV New Britain, Conn., recently donated air time to two civic campaigns being conducted in its area. Station personalities appeared on an hour-long show with the mayor and community chest officials as the kickoff to the local chest drive. Earlier a program of violin and piano selections had been presented as the initial phase of the 1954 subscription campaign of the Hartford Symphony Orchestra.

Social Security

WIP Philadelphia, realizing that changes in the social security law were not completely understood by the public, broadcast a transcribed report on the new legislation. The program, "You and Social Security," featured the district office manager and the field representative from the local social security office with Sam Serota, WIP special events director, acting as moderator.

Mobile Campaign in Scranton

IN SUPPORT of the United Community Chest drive currently in progress, WQAN Scranton, Pa., has scheduled six special broadcasts in the campaign to originate from the station's mobile unit which is bedecked with "red feathers." The unit will cruise around Scranton and the Lackawanna Valley carrying announcer Bill Pierce and campaign workers who will participate in interviews on the value of the work done by the Community Chest.

Fire!

AT WOW-TV Omaha, Neb., "Uncle Tom" Chase, children's program personality, is con-



HENRY DUPRE (r), personality of WWL New Orleans, is awarded a plaque from the Young Mens Business Club of that city for his ". . . outstanding unselfish service to children." Clarence Dubois, president of the club, presents the award.

ducting a fire prevention slogan contest on his multi-weekly afternoon show. Prize is a miniature hook and ladder fire truck.

Palsy Slogan

AN OLDSMOBILE 88 sedan will be given away by WFIL-TV Philadelphia Tom Moorehead, audience participation show m.c., to the person submitting the slogan deemed most suitable for use in the Cerebral Palsy drive. The station plans to include the slogan in its telethon scheduled for November.

Community Problems

TRANSCRIPTIONS of nine KNX Hollywood *This Is Los Angeles* programs, recorded by public affairs director Dave Schowalter on specific community problems, have been presented to organizations involved, for their use as educational material. Among groups receiving transcriptions are Children's Hospital, Children's Adoption Society, Salvation Army, Union Rescue Mission and Resthaven.

Oscar Appearance

CELESTE HOLM, academy award winning movie star, was present at WJBK-TV Detroit, to spark a recruiting drive for workers to participate in the 1954 United Foundation Torch Drive. Miss Holm has been "barnstorming" for various charity drives and lending the prestige of her name to their campaigns.

Slogans Aired

YOUNGSTERS sending in winning entries to the "Safety Slogan Contest" conducted by Clare Cassidy, WTAG Worcester, Mass., folk singer, are rewarded with Burl Ives song books and an opportunity to recite their slogans or jingles on the air.

Combined Telethon

KGBT-TV Harlingen, Tex., originated a March of Dimes telethon which also was carried by KRGV-TV Weslaco, KRIO McAllen, KBOR Brownsville, KURV Edinburg, and KRGV Weslaco, all in Texas, plus XEO Matamoros and XEOR Reynosa, both in Mexico.

All-Out Blood Drive

"OPERATION BLOOD" by WFEA Manchester, N. H., which featured a week-long pre-donation campaign with announcers, engineers, office workers and salesmen of the station participating, plus hourly messages from Manchesterites who had received Red Cross blood in time of need, produced, as the station termed it, "the highest number of new first-time donors in the history of the chapter (Red Cross)" and "the second highest number of pints of blood in the 33 months of the program."

Saturated Community

WKNE Keene, N. H., is planning a saturation campaign for the Community Chest Drive to include spot announcements by representatives of the benefitting agencies, recorded 10-second announcements by private citizens supporting the drive, programs devoted entirely to the campaign, plus inserted announcements by local sponsors into their own shows.

18-Hour Program

FOURTH ANNUAL "Celebrity Parade for Cerebral Palsy," held under auspices of United Cerebral Palsy of New York City Inc., will be telecast over WABC-TV for 18 hours, starting at 10:30 p.m. Oct. 24, and continuing through 4:30 p.m. Oct. 25. Last year's actual collections from a similar telethon totaled $508,000. Group is seeking $1 million in 1954 from all fund-raising activities, including the telethon.

Magnificently Obsessed

KGO San Francisco and Pacific Greyhound Lines recently played host to 125 children from Sacramento, Calif., orphanages at a beach and zoo outing. Reason for the holiday atmosphere was that KGO was helping to carry out the "magnificent obsession" expressed by the winner of an unfulfilled desire contest conducted by station personality John Harvey.

Public Donation

PORTIONS of the blood donor drive conducted in the studios of WHAS-TV Louisville, Ky., by the Red Cross Bloodmobile were televised for public viewing. Employes of WHAS-AM-TV, the *Courier Journal,* and *Louisville Times* contributed 164 pints of blood during the two-day drive.

KLAC Charity Show

FIFTEEN THOUSAND people attended the third annual charity show for St. Anne's Foundation, staged last month in the Hollywood



FBI Tribute

A LETTER from J. Edgar Hoover, head of the Federal Bureau of Investigation, to WGAL-TV Lancaster, Pa., has expressed appreciation to the station "for telecasting descriptive data on dangerous criminals being sought by the FBI, which now has brought about the apprehension of two badly wanted fugitives." The letter followed the capture in West Nanticoke, Pa., of Jack Harrison Chappel, wanted by the FBI, who was recognized by a WGAL-TV viewer after seeing the station's *FBI Wanted Persons* announcement. About two years ago, another WGAL-TV *Wanted Persons* announcement led to the apprehension of another fugitive in Lancaster.

Bowl by KLAC Hollywood's "Big Five" disc m.c.'s [B•T, Sept. 20]. Gross receipts totaled $32,000, the station reports.

Hospital Donation

KYW Philadelphia, as a service to the "finish-the-job" fund drive of the $3.5 million Lower Bucks County Hospital, presented on its *Citizen USA* a summary of the labor donations and industrial gifts given to the project. Labor-management cooperation was cited as a major reason for the success of the building campaign. The hospital is 98% completed and 78% paid for.

Children March

CHILD FANS of KOMU-TV Columbia, Mo., collected $1,618 for the Emergency March of Dimes campaign when the opening of the drive was mentioned once on a multi-weekly children's program. Bulk of the contributions came from children whose average age was eight.

Triple Telethon

MORE THAN $250,000 in cash and pledges was raised by three telethons held on Sept. 18-19 on behalf of the United Cerebral Palsy fund, UCP reported. The telethons were conducted over WDTV (TV) Pittsburgh, WSTV-TV Steubenville, Ohio, and WABT (TV) Birmingham, Ala. Among the entertainers who appeared in the various cities were Roberta Quinlan, Bob Eberle, John Reed King, Captain Video, Ray Malone, Jill Corey, Jimmy Carroll, Eileen Tobb and Bobby Wayne.

KING-AM-TV Children's Shows

SEATTLE Children's Home is richer by 5,642 jars of fruit which were contributed by children who came to see two performances staged by talent of KING-AM-TV Seattle at a local theatre. Only one show had been originally scheduled, but the tremendous turnout made another performance necessary.

Baltimore Integration Program

WAAM (TV), WBAL-TV and WMAR-TV, all Baltimore, simultaneously presented the city's police commissioner during the city's recent school integration crisis. A film of the talk was telecast six more times by WAAM and the station also invited the superintendent of schools to address its audience. Both officials praised stations for its aid in averting trouble.

Boys Bowl Game Telecast

WMAR-TV Baltimore, Md., will telecast the Boy's Bowl Game this fall for the fourth consecutive year. Proceeds of the game, sponsored by the Optimists Club, plus contributions of television viewers, will be used to further youth guidance work in Baltimore.

WHLI Public Service Broadcasts

WHLI Hempstead, L. I., N. Y., has made arrangements with nearly 100 school districts and the majority of industrial plants in the Long Island area to broadcast announcements on road conditions, bus and train schedules, work stoppages, school closures, telephone and electric power service, etc., in case of storm or flood this winter. *Commuters Time,* Mon. thru Sat. morning show, will be the nucleus for any emergency broadcasts.

47-Station Fire Drill

WHAS Louisville, Ky., initiated for the fifth consecutive year what it termed the world's largest fire drill, the station reported. Forty-seven stations throughout Kentucky carried the drill signal which resulted in 500,000 children simultaneously evacuating their schoolhouses. A 15-minute fire prevention show, "A Chance to Live," written by WHAS director of public affairs Dorcas Ruthenburg and narrated by WHAS newsmen Pete French and Paul Clark, was fed to the state-wide network at the time of the drill.

Road to Sight

WTVJ (TV) Miami, Fla., and the *Miami Daily News* teamed up to restore the sight of a boy blind for 11 of his 15 years. A specialist had offered to perform, free of charge, an operation which would partially restore the youngster's sight if he could be brought to Boston. The boy's family could not afford the travel and hospital expenses so the station and newspaper raised $2,200 to defray the cost.

Hour-Long Drive

WLWT (TV) Cincinnati, recently raised $24,000 for the Emergency March of Dimes. Of the total, nearly $17,000 was collected on a special hour-long program in which a thousand persons presenting contributions were viewed as they filed past the station's cameras.

WCPO-TV Pony Contest

WCPO-TV Cincinnati enriched the county polio fund by some $2,000 when it received over 5,000 replies to a pony-naming contest conducted by station personality Colin Male. Each suggested name had to be accompanied by a donation for the drive. The pony was the winner's prize.

WKRC-TV Appeal

WKRC-TV Cincinnati dramatized the appeal for Emergency March of Dimes funds by telecasting movies of a 13-year-old polio victim in her iron lung at Cincinnati General Hospital and asking viewers to contribute enough silver to match her 90 pounds. About $1,700 would have matched her weight. Contributions amounted to $24,000.

DuPont Sets Deadline For Radio-Tv Awards

NOMINATIONS are being accepted through Dec. 31, 1954, for the 12th annual awards of the Alfred I. duPont Awards Foundation, according to the foundation. One large station and one small station will again receive awards for "outstanding performance in the public interest" and a third award will go to a radio or tv commentator whose work has been distinguished by "aggressive and consistently excellent and accurate gathering of news in the public interest." Each award carries a stipend of $1,000 and also offers the privilege of establishing a scholarship or fellowship for the benefit of the radio and tv industries. Nominations for 1954 awards should be mailed to the Curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

In announcing opening of nominations for 1954, foundation curator O. W. Riegel called attention to the new educational opportunities award winners may create through a revision in the foundation trust indenture which permits winners to make their cash awards the basis for scholarships and fellowships established in their name and the name of the foundation. An award winner may set up one or more scholarships for advanced study in radio-tv at any approved university or technical institution.

Three previous winners have taken advantage of the scholarship plan: WFIL Philadelphia, 1950 winner, established the first scholarship, at Penn State College; Joseph C. Harsch, 1951 winner in the commentator category, established a scholarship at the U. of Wisconsin, and WMT Cedar Rapids, Iowa, a 1952 winner, is assisting a young man for radio work in the agricultural field.

Mail Ad Awards to Radio-Tv

BROADCASTERS were among the 65 winners of awards presented in the 26th annual contest for direct mail campaigns, sponsored by the Direct Mail Advertising Assn., it was announced last week at the opening of DMAA's convention in Boston. All winning campaigns are on display at the hotel. Additional sets of these winners are being made to tour the U. S. and Canada for meetings, conventions and direct mail courses. On the network level, the western division of NBC received an award. Mt. Washington Tv Inc., Portland, Me., licensee of WMTW (TV) Poland Spring, won one of 10 gold mail box awards presented for outstanding winning campaigns.



CUP AND SCROLL presented annually by WBT Charlotte to the North Carolina station excelling in news broadcasting and giving Associated Press the most protection was presented to WEEB Southern Pines last week by Yates McDaniel, AP Pentagon correspondent. Left to right: Mr. McDaniel; Charlie Clapp, WEEB news director, and Jack Younts, WEEB owner.

AWARD SHORTS

J. R. Whitworth, chief engineer, WJTV (TV) Jackson, Miss., presented Award of Merit for "outstanding contribution to television broadcasting" from Resnick Foundation, Ellenville, N. Y., at 4th annual IRE Professional Group of Broadcast Transmission Systems symposium, Cleveland.

Tommy Tucker, host, *Shoppers Guide,* WMBR-TV Jacksonville, Fla., proclaimed "Ambassador of Good Will for the State of Florida" for work in state promotion.

KNX Hollywood presented award from Los Angeles Community Chest for ". . . fostering better understanding and support . . ." of Chest.

WWOR-TV Worcester, Mass., presented Distinguished Service Award for public service on behalf of cerebral palsy victims by United Cerebral Assn. of Massachusetts.

Don Cameron, formerly news editor, WFDF Flint, Mich., and presently with NBC news room, N. Y., commended by Flint City Commission and local officials for exceptional radio reporting to Flint area during tornado, June 1953.

Citizens' Mutual Automobile Insurance Co. of Howell, Mich., presented radio advertising award for mutual casualty companies at 20th Ad-Sales Conference of Mutual Insurance Companies, N. Y., Oct. 3-6. Agency for account: Clark & Bobertz Inc., Detroit.

Packard-Bell Co. (tv set manufacturers), L. A., presented trophy from Glamorama Show in that city for outstanding leadership in design and performance.

W. W. Chambers Sr. Memorial Award for excellence in tv advertising, established by Adv. Funeral Directors of America Inc. at annual meeting in Cleveland, in memory of W. W. Chambers Sr., founder of W. W. Chambers Co. (funeral homes), Washington.

Marlin Perkins, conductor, NBC-TV *Zoo Parade,* honored by New Jersey State Fair awards committee for "Best program in its classification."

KITO San Bernardino, Calif., presented award from California State Fair for *In the Public Interest* series.

WTPA (TV) Harrisburg, Pa., presented award from United Cerebral Palsy for telethon earlier this year which raised over $50,000.

Richard Carlson, star, Ziv Television's *I Led Three Lives,* presented New Jersey State Fair Annual Television Blue Ribbon Award on behalf of program.

Joseph J. Micciche, radio-tv coordinator, Los Angeles County, presented "Publicist of the Year" award from Los Angeles Publicity Club, for "fostering and maintaining a high standard of ethics in the publicity profession."

Nancy Holme, woman's commentator, KABC Hollywood, presented "Woman of the Year" award from Eta Upsilon Gamma sorority, Woodbury College, L. A., for "outstanding achievement in public education."

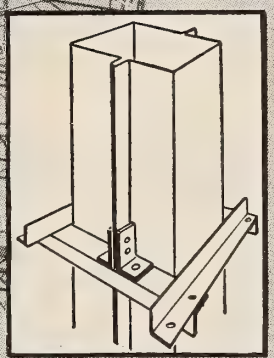
WSYR-AM-TV Syracuse, N. Y., presented Certificate of Appreciation from Syracuse Red Cross for cooperation in summer blood collection.

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to date have been made
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In Waveguide, PRODELIN is preeminent ... with all products field-proven ... conserve power in UHF-TV. Call on PRODELIN to assist you in all phases of this important new development.

PRODELIN HAS SUPPLIED WAVEGUIDE TO ALL OF THESE STATIONS

KACY — St. Louis, Mo.
KETX — Tyler, Tex.
KNUZ — Houston, Tex.
KSTM — St. Louis, Mo.
WEEU — Reading, Penna.
WGLV — Easton, Penna.
WHUM — Reading, Penna.
WJHP — Jacksonville, Fla.
WROW — Albany, N. Y.
WTVU — Scranton, Penna.



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Manufacturers of Antennas, Transmission Lines and Associated System Facilities

West Germans Expect Record Radio Output

Output anticipated to be in excess of last year's banner year when 2.6 million receivers were manufactured.

GERMAN set manufacturers expect 1954 to be another record year. In 1953 radio set production in the area reached an all-time high of 2.6 million sets (including 520,000 for export) representing a retail value of $115 millions. For 1954 manufacturers expect a production total of 2.8 million radio sets. (Annual replacement rate of old sets is listed at 1.25 million sets.)

Considerable set sales gains were noted by almost all manufacturers from introduction of "3-D sound." 3-D sound invaded the radio field in Germany in a rush comparable to the various optical and audio gimmicks in the movie field back in Hollywood.

Tv set manufacturers, according to latest statistics, expect a total of 140,000 to 150,000 sets to be shipped this year. Poor programming is being given by manufacturers in Germany as a main reason for rather slow sales.

WESTERN EUROPEAN BRIEFS

Copenhagen, Denmark, tv station has increased programming to daily transmissions . . . The Dutch television system plans to switch to daily operation in February of next year . . . Latest statistics indicate that there are now 3,200 licensed tv sets in Switzerland . . . In February 1955 a new Belgian tv station near Liege will be launched . . . Reports from Budapest, Hungary, indicate that a tv transmitter has been set up there and has started test transmissions . . . In Bavaria, West Germany, the Wendelstein transmitter has gone on the air for the first time. Its power is 20 kilowatts . . . New Eurovision hookup is planned for the time between Christmas and New Year . . . A newly constructed tv transmitter near Marseille, France, has joined the French network recently . . . First national tv exhibition of Belgium will be held in February 1955 in Antwerp, Belgium.

Sponsor Film Services Corp. Contracts to Assist Agencies

CONTRACTS FOR servicing films in Canada have been signed with a number of United States film producers by Sponsor Film Services Corp. Ltd., Toronto. The company now services films for a number of advertising agencies in Canada, including the shows *Files of Jeffrey Jones* for Needham, Louis & Brorby of Canada Ltd.; *Range Rider* and *Life with Elizabeth* for James Lovick & Co. Ltd.; *Janet Dean* and *Douglas Fairbanks* for Grant Adv. of Canada Ltd.; *Liberace* for sponsors handled by Young & Rubicam Ltd. and Spitzer & Mills Ltd., and *Wild Bill Hickock* for Leo Burnett Co. of Canada Ltd. All these agencies have offices at Toronto.

Sponsor Film Services was formed at Toronto to look after film maintenance and other services which advertising agencies could not always do. The company works closely with Modern Talking Pictures, New York. Vice president and general manager of Sponsor Film Services is Bob Lee, former manager of CHUM Toronto, and production manager is Allen Mills, formerly of S. W. Caldwell Ltd., film distributor.

Only 'Disabled'

"A PARALYZED person is not a crippled person; he's only disabled." That's the philosophy of Cam Langford, CHUM Toronto announcer, who has been 75% disabled since a 1952 automobile accident. Mr. Langford, who will complete the return to normal living in two months when he marries his fiancee Ruth Winters, puts in a full day at his announcing chores besides devoting time to his favorite hobbies, painting and collecting phonograph records. With the use of gadgets, mostly self-designed, the twenty-six-year-old Mr. Langford is able to do nearly all the everyday things he could before he was injured. Presently he handles his announcing duties from a special room in his home.

CFPA-TV and CHCT-TV Begin Regular Programming

CFPA-TV Port Arthur, Ont., after several delays, on Oct. 3 began telecasting on ch. 2. Station is located at the western end of Lake Superior and is licensed to Ralph H. Parker Ltd. President and general manager is Ralph H. Parker.

CHCT-TV Calgary, Alta., started Oct. 8 on ch. 2 with temporary power of 16.5 kw visual, and will go to full power of 100 kw visual and 50 kw aural on April 1, 1955. Station uses a General Electric turnstyle four-bay antenna 989 feet above average terrain. Station is owned by Calgary Television Ltd. President is Gordon Love.

Canada Tv Sets Counted

THERE are now 853,114 television receivers in Canada, according to a tabulation of the Radio-Television Manufacturers Assn. of Canada and All-Canada Television, Toronto. This figure is up to Aug. 31, and shows 510,940 sets in the province of Ontario, 252,896 in Quebec, 51,459 receivers in British Columbia, and 37,819 in the rest of Canada.



CONTROL ROOM equipment of CFQC-TV Saskatoon, Sask., is viewed by (l to r) Herb Stewart, St. Petersburg (Fla.) tv consultant, Walter Romanow, CFQC-TV production manager, and Blair Nelson, CFQC-TV station manager. The station expects to begin operation late this month on ch. 8 with effective radiated power of 100 kw visual and 60 kw aural.

Central Canada Sessions Plan Panel Discussions

AGENCY AND STATION personnel will take an active part in the panel sessions of the Central Canada Broadcasters Assn. annual meeting at the Sheraton-Brock Hotel, Niagara Falls, Ont., Oct. 25-26. Panels will include: presenting station facts for the timebuyer, women as sales personnel and as customers, new ideas in broadcasting, the advertiser's point of view, agency problems, and radio sets of the future.

The annual business meeting and election of officers will be held Oct. 26 with reports from W. H. Stovin, CJBQ Belleville, CCBA president, from E. Finlay MacDonald, CJCH Halifax, president of the Canadian Assn. of Radio & Television Broadcasters, and Jim Allard, CARTB executive vice president.

Prudential to Sponsor 'You Are There' in Canada

FOLLOWING a series of negotiations, the Prudential Insurance Co. of America, through Calkins & Holden, New York, will sponsor *You Are There* starting Nov. 21 on the Canadian Broadcast Corp. network in addition to its alternate-week sponsorship on CBS-TV in the United States.

Complications arose in making up a schedule of 26 shows, the minimum acceptable to the CBC, and in clearing in Canada some of the shows sponsored in the U. S. by America's Electric Light & Power Companies. A union rule made it necessary to provide the Canadian series in a sequence that would show each program within 90 days of its original telecast in the U. S.

Boyling, Finnerty Elected By Canadian Associations

SYD BOYLING, CHAB Moose Jaw, Sask., was elected president of the Western Assn. of Broadcasters at the recent convention at Banff. Directors elected were F. H. Elphicke, CKWX Vancouver; Gerry Gaetz, CJCA Edmonton; Maurice Finnerty, CKOK Penticton, and John Craig, CKX Brandon.

Maurice Finnerty was elected president of the British Columbia Assn. of Radio & Television Broadcasters at its annual convention at Harrison Hot Springs, B. C., which followed the Banff meeting.

Ontario Political Slate Set

FREE-TIME weekly political broadcasts in Ontario were started on Oct. 4, and will continue until June 6, 1955. Eleven Canadian Broadcasting Corp. and independent stations are carring 30 weekly 15-minute programs, divided among the three leading political parties, with 12 for the Progressive-Conservative party, which is in power in Ontario, 10 to the Liberal party, and 8 to the socialist Cooperative Commonwealth Federation.

INTERNATIONAL SHORTS

CBI Sydney, N. S., is increasing power from 1 kw to 5 kw on 1570 kc with installation of new Canadian Marconi transmitter early in 1955 at new 14 acre transmitter site four miles east of that city.

features



NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

Everyone has something he does best...



There are all kinds of experts. Whatever their specialties, they all have this in common: a brand of skill that comes through long concentration on what they do best. For quality performance, it's logical to call on specialists with the greatest concentration of experience.

In quality TV representation, *this* is Harrington, Righter and Parsons . . first to specialize exclusively in television . . first to realize the service the station owner needs can only come from the representative who concentrates on a limited list of quality stations. Inevitably, this attitude attracts the caliber of TV stations listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

FROM NEWS TO BE-BOP

A NEWSMAN MAKES THE TRANSITION--AND LIKES IT

by Dick Doty

"GOOD NEWS, Dick, we already have a show for you," he said.

He was Charles Siverson, WHAM's program director. It was my first day at WHAM—Oct. 5, 1953. I had joined the station as an announcer with the expectation that because of my background in radio and television news I would get a newscast before long.

I smiled brightly. "What time of day?"

"Late at night," Siverson replied. He paused. "It's a disc jockey program."

Disc jockey! My smile faded. I had been in radio and television nine years—years devoted exclusively to news, the past four years in New York as a commentator for NBC and assistant news director at WOR-TV. I considered myself a news man. Disc jockey show!

Nothing in my background, except a liking for 52nd Street jam sessions during undergraduate days, had prepared me for record spinning. The realization I was no longer going to be a reporter hit me like a cold shower. Was the change good? Was it bad? Those questions had to be answered. By me. To my own satisfaction.

That night my wife was cheery. "I like music," she said, "and you'll do a good job."

Her words were the shot in the arm I needed, and when I set down a list of the pros and cons it was with a let-the-chips-fall-where-they-may attitude, rather than with the feeling of the sergeant who has just been reduced to buck private. On the con side, of course, were the years I had spent learning the news game.

In the pro column were the opportunities and the challenges. It is always a challenge to tackle something you have never tried before. More disc jockeys than newscasters are needed in broadcasting, an important point when a family is in the habit of eating.

More important than anything else in the "pro" column, however, was an inescapable fact: I had moved my family from New York to Rochester, and I liked WHAM. I wanted to stay.

In summing up, the pros far outbalanced the cons. I was now a disc jockey—an embryo, really. I pushed the years of news experience into the back of my mind and distilled from it the rest of the broadcasting know-how I had learned. The distillation proved comforting; I was essentially a broadcaster I discovered, rather than, as I had feared, essentially a newsman.

Study was needed. The emphasis swung from the editorial pages to record reviews. Names like Kenton, Fisher, Elgart and Clooney took over the spots previously occupied by the Adenauers, Bidaults, Harrimans and McCarthys.

The time they gave me was from 10:30 to 1:00 at night, with time out for news and sports at 11:00. "It's called *The Merry-Go-Round,*" they said. "Build a show out of it."

WHAM has one big advantage at that hour: power. It is a 50 kw station on a clear channel and late at night covers some 40 states, all of Canada, Bermuda and islands in the Caribbean. WHAM had never before made a pitch for those outlying listeners, but we decided to try it now.

There are two ways to get attention for a new radio show: (1) hard-hitting promotion, or (2) gimmicks. Because the two Rochester newspapers and our most competitive radio station are under the same ownership, we decided on gimmicks.

First gimmick was the "Pinpoint Club." Listeners writing in would have their hometown or farm pinpointed on a large map of North America posted in the studio. Back to them went our thanks on the air and a Pinpoint Club Membership Card in the mail.

A Marine stationed in Puerto Rico wrote that we came in better than any stateside station. An expatriate New Yorker in Los Angeles mentioned that he went out to his car each night to listen to music from "God's country." From a remote section of British Columbia came letters from a woman who said *The Merry-Go-Round* "keeps me company."

From all across the South arrived mail from listeners saying they were glad to be "able to listen to something besides hill billy music." Letters came from New York City, Brooklyn, Long Island, New England, Washington, Miami, Chicago, St. Louis, Cincinnati, Detroit, Boston, the two Portlands—Maine and Oregon, Philadelphia, Atlanta, New Orleans, Jacksonville, Denver, and hundreds of way stations.

We were impressed and hoped sponsors would be. They were not. "Wait till the ratings come out," they said.

When the ratings did appear, they were disappointing, showing *The Merry-Go-Round* a little behind one other Rochester station. However, the ratings were only for the city of Rochester and did not take into account the big coverage the program was getting outside.

We rolled up our sleeves and added more gimmicks. I began taking telephone calls on the air. I began asking a *Merry-Go-Round* Question of the Night—everything from "Should the wife have anything to say about picking out the family car?" to "Are American men becoming less romantic?"

It paid off . . . and is still paying off. People who had been glued to television screens for three years report that they're back listening to the radio. They like to call to answer the question—the phone is busy continually for the whole two and a half hours—and they like to hear how their neighbors are answering it.

Musically, *The Merry-Go-Round* is divided into sections. Part One—10:30 to 11—is the top hits of the day, with a swing instrumental or two tossed in. Following the news and sports is 15 minutes of "Bring Back the Bands"—a different top swing band each night. From then until midnight, more pop records. Then we put on the brakes. The last hour's music is soft and dreamy.

From a mail count of zero when it went into its present form less than a year ago, *The Merry-Go-Round* now pulls upwards of a hundred pieces of mail every day. Now when we tell sponsors about the advantages of low-cost late-night radio we have a real story to tell. Bardahl Oil, which bought the "Bring Back the Bands" portion of the show, had planned to keep it only during August and September. They have now renewed indefinitely. Their dealers report Bardahl sales have taken a big jump, some reporting sales increases of 300%.

The challenges for this newscaster-turned-disc-jockey are still there, but the regrets at leaving news, if there were any, are gone. This new route I am following is still unpaved in places, but I like the scenery, and I'm meeting a lot of swell people!

ABOUT THE AUTHOR

A veteran radio-tv newsman with station experience from Atlanta to Boston and three years as a network commentator, Mr. Doty a year ago suddenly found himself a disc jockey on WHAM Rochester. Here's his own story of the change from deadlines to discs.



IN THE NEW SOUTH, A NEW SALES STORY

HOW A QUALITY DEPARTMENT STORE USES RADIO TO KEEP ON TOP

by J. Frank Beatty

RETAILING HISTORY is being made in the heart of the South.

An elderly and hallowed department store tradition has been smashed—the theory that retailers can't live without newspapers.

It has been replaced by a new theory:

Radio can do the basic department store job; no store should live without broadcasting.

Scene of this important event is The Aug. W. Smith Co., famed half-century-old quality store in Spartanburg, S. C. which modestly uses the slogan, "One of the Carolinas Finer Department Stores."

The Aug. W. Smith Co. is located in a county that boasts more textile spindles and a larger peach crop than any other county in the United States. Some of these spindles are running below capacity, and South Carolina is an emergency drought area, but these conditions are temporary.

The quick truth is that Spartanburg's leading store has discovered a more effective way of selling merchandise—concentration on radio instead of newspapers.

This discovery grew out of the store's unwillingness late last spring to let the local morning-afternoon newspaper combine push it around. Largest newspaper advertiser in the area, The Aug. W. Smith Co. rebelled and took a simple step that has turned out to be amazingly effective:

It reversed the 70-30 newspaper-radio advertising budget ratio.

While it's assumed that one of these days the store and newspaper combine may resume more normal business relations, this much appears certain:

• The Aug. W. Smith Co. will divide its promotion budget about equally among radio stations and newspapers and never go back to the old ratio.

Has business suffered without newspapers?

Tom Q. McGee, president and treasurer: "No."

L. Perrin Smith, vice president: "It hasn't hurt our sales."

Mr. McGee is the son of H. Frank McGee, who joined Aug. W. Smith in setting up the store at the turn of the century. Mr. Smith is the son of Aug. W. Smith. Thus ownership of this famed retail enterprise remains in the two old-line Carolina families.

Just what has happened since newspapers were almost entirely abandoned last June 1?

Mr. McGee: "While our total business is off a little for the nine months of 1954, as it is with practically all stores in the federal reserve district, we're right in line. We're delighted with radio."

Mr. Smith: "The first two weeks in June, when we dropped newspapers, actually showed our sales were ahead of 1953 dollar-wise for the first time this year. One month sales are up, another month down, following the trend around this part of the nation."

Mr. McGee likes radio: "We're through with the old radio-newspaper ratio. Department stores that use radio for a month or two don't give it a fair test. We've used it 14 years. Retailers should decide to spend a certain amount of money for a year and then go ahead and do it. Do I like radio? I love it. We haven't suffered without newspapers."

Mr. Smith, a dyed-in-the-wool newspaper advocate, readily concedes his eyes have been opened as the radio experiment has unfolded.

What do the customers think?

Mr. McGee: "A lot of our customers are just tickled to death because we are now using more radio. You should see the radio results."

Mr. Smith: "Radio is pulling traffic. Our customers are conscious of the fact they can get information about the store they didn't get before."

What about the store's buyers?

Maloy Rash, merchandising manager and head of the store's largest division volumewise—ready-to-wear: "Our volume is not off as much as the average division in this area. It's working out as well as before and at less cost, by reversing the newspaper-radio ratio. At first I wasn't entirely in favor of radio when Mr. McGee suggested the store was planning to drop newspapers. But Mr. McGee has proved his point—radio deserves a major part in our promotion plans. Like Mr. McGee, I believe that probably a 50-50 newspaper-radio ratio is the answer."

Alta Parham, silver and stationery buyer: "We sold silver trays on Jane Dalton's WSPA program. People came in, saying they had heard about the trays on the air. One lady in Union, 30 miles away, bought four trays."

Nan Sizemore, hose, blouses, notions: "I like radio better than newspapers now."

L. E. Gibson, for 21 years buyer and division manager of ladies shoes: "Radio reaches people. If we go back to newspapers I advocate a 50-50 deal. Our percentage of sales in the shoe department is stacking up as well if not better than when we used almost exclusive newspaper advertising. I have been pleasantly surprised with results."

Mr. Gibson was quite impressed recently when at least 50 people either stopped by his department or phoned him congratulations on his birthday. All said they had heard it on WSPA.

Natalie Watson, buyer for jewelry and handbags: "I prefer radio. I find that radio

KEY LESSONS

THESE are some key lessons learned by owners of The Aug. W. Smith Co., and their executives and floor people, since newspapers were relegated to a secondary spot in the store's budget:

• Concentration on radio, with only occasional newspaper space, has sold merchandise faster than anyone believed possible.

• More effort is being put into radio, as well as other ways of merchandising, and results are forthcoming. These new techniques will be continued no matter what happens.

• The customers like the shift to radio, judging by their comments.

• Most of the buyers and floor people, long-time believers in newspaper space, are now radio boosters.

• Radio's power to serve as the primary advertising medium is shown by files bulging with success stories.

can sell for me and my department both expensive and inexpensive merchandise."

Now, how about the key figure who operates between the departments and the store's management and ownership—Harry Smiley, advertising and promotion manager, a newspaper-trained executive:

"I was pleasantly surprised that radio brought the response that it did. I'll admit that we learned many lessons. We have also learned that follow-through is as important in advertising, both visual and audio, as it is in golf.

"There is definitely a place in department store advertising for radio. Stores, however, should be more selective and not just buy any radio time. Radio has certainly risen in my estimation."

How did this Spartanburg media situation come about?

Mr. McGee: "The *Herald* and *Journal* told us last spring what we were to do, how we were to do it and how we were to pay our bills weekly."

Then what?

"We were their largest advertiser. We also were the first store in the state to use radio—starting with Jane Dalton on WSPA 14 years ago. So we told the papers we wouldn't sign June 1 and then got in touch with all local radio stations."

The solution: "We stepped up radio, including WSPA, WORD, WJAN and WDXY (FM), aiming particularly at both men and women between 7:45 and 9:30 a.m. We added sports, too, on WDXY. In the past we had spent about $12,000 a year on radio and $36,000 on newspapers. We reversed the newspaper-radio ratio. Between June 1 and Oct. 1 we spent about $1,100 in newspapers, and paid cash for each ad. Mainly we use a quarter-page newspaper ad on a sale day and a few co-ops—about one or two newspaper ads a month."

Revamping the Budget

What about other local businessmen?

"They were all upset at first by the newspapers' new policy. We understand many accounts cut their space or quit. At any rate, our people are the envy of the luncheon clubbers."

How about The Aug. W. Smith Co. advertising budget?

Mr. McGee: "We had been spending more money on radio than most department stores. Last Jan. 1 we started cutting newspapers, and cut radio some. Our advertising budget was too high. The main cut was in newspapers. We used radio for specific items and some institutional, especially on Jane Dalton's WSPA program. Jane's program is synonymous with the store. If there was a clearance sale, we sold direct, but we're not a promotional type of department store.

"Now we try to sell items on radio. All stations get the same items the same day."

What are some of the items?

"Well, today we have winter coats, tweed bags, daffodil bulbs (Mrs. Backhouse bulbs for only 10 cents, a traffic item), Gold Brick chocolate sundae, opera pumps, wood fibre flowers and several others. We have daily illuminated signs in and in front of elevators, plus displays on counters."

In the department store business, a picture of a coat or dress in a newspaper advertisement is considered an impressive piece of promotion. The Aug. W. Smith Co. newspaper ads were styled much like the Lord & Taylor white space in New York.



MODERN SELLING in Spartanburg as owners of The Aug. W. Smith Co. discuss radio promotion in china department with Jane Dalton, of WSPA. Left to right: L. Perrin Smith, vice president; Miss Dalton; Tom Q. McGee, president.

How about coats and dresses, especially at a quality store?

Mr. McGee: "We had a Rothmoor coat promotion in August, using radio predominantly, only one newspaper ad, personal cards from salesmen to customers and an in-store contest gimmick. These coats are $89 and up to $129. We sold 66 pieces in two days, a total of $6,200."

Mr. Rash, division manager: "This was the largest sale of Rothmoor coats in the entire Southeast regardless of size of store. People heard about the sale on radio and started coming in before the actual showing."

Small stuff moves quickly, too, when promoted by radio.

Mr. Smith: "A few weeks ago we found we had about 30 boxes of size 8½ hose. Only 3% of women wear this size. Jane Dalton mentioned one morning we had these 8½ hose on sale at 59 cents. We sold 29 pairs in the next 20 minutes. That showed us how many people listen in view of the fact that only 3% of women use the item."

How does The Aug. W. Smith Co. compare radio and newspapers?

Mr. Smith: "On a shoe special, newspapers would bring possibly 100 customers banging on the door at 9 a.m. With radio, traffic will come over a three-day period. We stress quality but mention price where it's part of the story."

Mr. Gibson: "We started our first clearance of summer shoes July 6. The sale was advertised exclusively on radio. It was the best shoe sale in the last 20 years with less mark-down than in previous years."

Special-purchase sales, an important part



FOUR RADIO SPECIALS on illuminated sign are discussed by two store officials (l to r), Harry Smiley, advertising and promotion manager, and Maloy Rash, merchandising manager of ready-to-wear, largest division in store. Specials are Nitety Nite sleepers, Rite Fit frocks, Mendel luggage and Spalding saddle oxfords.

of department store business, are radio naturals.

Mr. Rash: "We had 156 Ruth original children's dresses, regularly $7.98 to $12.98, selling them at $4.98 to $5.98 depending on size. The first day we sold 100, using radio exclusively. The rest were sold in the next couple of days, proving how people listen.

"July 15 we had a sale of famous label ladies cotton and bemberg dresses, regularly $8.98 to $10.98, for $6.98. We had 220 dresses and sold 73 the first three hours after Jane Dalton mentioned them on WSPA. We got 200 more and used Jane again. Another sellout. We never did that well in newspapers."

Another department store standby—August fur sales.

Mr. Rash: "We built up our August fur sale for a week on radio, plus a small newspaper announcement. In three days we sold $5,000 worth of furs. It was the best August fur sale within my memory."

And note this: Volume has not dropped at all in the men's department despite the general economic situation.

THE FUTURE

After four months with only token space in the Spartanburg dailies, plus space in *Textile Tribune*, a mailed shoppers' weekly, The Aug. W. Smith Co. is thinking along media lines this way:

Mr. McGee: "We're crazy about radio and don't know what we would do without it. We have learned that an established store can do without newspapers. If we sign a newspaper contract we will not use anything like as much space. After all, we know newspapers aren't as necessary as they believe. There's a happy medium between radio and newspapers. We know we had been overdoing newspapers before, having refused to let them run over us and cram a deal down our throats. We weren't pessimistic or upset about dropping newspapers last June. We just wondered how well radio would do the main promotion job. Radio has done an outstanding job for us."

Mr. Smith: "I definitely believe we should use both radio and newspapers."

Mr. Smiley: "Radio has risen in my estimation. We have learned important lessons. Department stores should be more selective in their use of radio, not just buying time."

Mr. Rash: "Radio can do a primary job for department stores if you put over a particular item. Repetition is the secret. Get people aware of an item and aware of the store. Radio is the best answer to a big promotion, giving more advertising per dollar than newspapers, judging by our four-month experience. All media are necessary. Newspapers used to be supplemented by radio. Now radio is a basic medium."

In four summer months The Aug. W. Smith Co. has discovered a retailing device that department stores have been slow to accept, possibly because most of their executives have been newspaper-trained and stick to the traditional, if old-fashioned, white-space formula.

Spartanburg's newspapers, having ruffled the feelings of their best advertiser, have had the experience of watching a competing medium deliver effective promotion—and at lower cost.

25 YEARS ON 'THE CHILDREN'S HOUR'

THERE must be virtually millions of New Yorkers and out-of-town visitors to the city who swear by The Automat, more formally known as the Horn & Hardart Co., as their favorite eating place. In turn, H & H upholds one institution it certainly must swear by over any other—*The Children's Hour* radio program (Sun., WRCA New York, 10:30-11 a.m. EST).

Otherwise, why would the world-famed restaurant and retail store chain sponsor the well-known children's show continuously for 25 years, without even a summer hiatus? *The Children's Hour* plus a 15-minute Monday-through-Friday news program over WABC New York represents about 75% of H & H's advertising budget.

It's bread-and-butter, or better still, apple pie-and-coffee logic that has prompted Horn & Hardart to pick up the tab each week for the past 25 years for a program it believes to be the oldest on radio (not including some that suspend for the summer). Cyril V. Farley, executive vice president of H & H, told B•T last week that year in, year out, *The Children's Hour* has proved to be a most sound advertising investment.

It was 25 years ago the first week in October that *The Children's Hour* was launched on WCAU Philadelphia, under H & H sponsorship, shifting in 1931 to WABC New York (now WCBS New York) and in 1939 to WEAF New York (now WRCA). Mr. Farley, then associated with the company, said officials had one notion in mind: "Everybody loves children and will listen to them."

This theory proved accurate, along with a related conviction that the program would help to sell coffee, pies, desserts, frankfurters and beans, and other items associated with The Automat. As a test, shortly after the program was launched, H & H offered a booklet to listeners. Mr. Farley insisted that at least 50,000 booklets would be sought, but some company officials were skeptical. Within a few days, more than 65,000 requests poured in.

"After that," Mr. Farley recalled with a smile, "there never was any question about renewing *The Children's Hour*."

Mr. Farley voiced the belief that children, after listening to the program, ask their parents to take them to The Automat. When they grow up and have children of their own, he continued, they follow in this tradition.

Long before The Pulse's disclosures on the growth and strength of summer radio, Mr. Farley held the conviction that the season of the year was not significant—at least, so far as *The Children's Hour* was concerned. He said his company's research indicated that the program had a loyal audience at beaches and at summer resorts, adding: "We never worry about the summer."

During the tenure of the program over the past 25 years, H & H has grown from 18 retail stores to 48 and from 18 restaurants to 45—all in the New York area, according to Mr. Farley. Sales last year totaled $41,833,645, as against about one-half of that figure in 1929.

Mr. Farley paid tribute to Mrs. Alice Clements, who conceived the program in 1929 and who still writes and produces it. It is Mrs. Clements' deep understanding of children, he said, that has played an important part in the success of the program. (Since 1949 the show has been simulcast on WNBT [now WRCA-TV] New York. Three years ago Hoffman Beverage Co., New York, became a co-sponsor of the television show with Horn & Hardart).



CELEBRATING the 25th anniversary of *The Children's Hour* are (l to r) Hamilton Shea, general manager of WRCA-AM-TV; Cyril V. Farley, executive vice president of Horn & Hardart; Alice Clements, program producer and president of the Clements Agency, Philadelphia; Evangeline Hayes of Warwick & Legler, Hoffman agency; Alfred F. Trell, assistant general sales manager of Hoffman, and Ed Herlihy, m.c. of *The Children's Hour*.

On the anniversary program on Oct. 3, some of the program's alumni came back for a reunion. These included Robert Q. Lewis, Arnold Stang, announcer Guy Lebow, comedian Lee Goodman, Red Benson, bandleader Alvey West and comedian Neal Stanley.

"We're looking forward," Mr. Farley said smilingly, "to the next 25 years."

NOW! the new Gray telop III

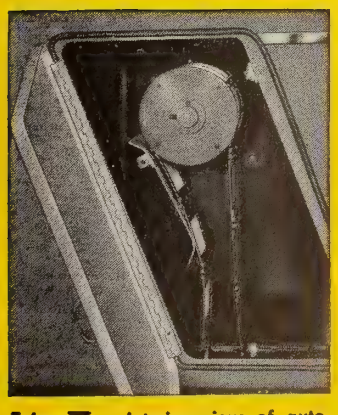
Eliminates extra manpower requirements

opaque and transparency projector



REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the
Gray Audograph and PhonAudograph.

WLAM-TV AIRS FRENCH SERIES

WLAM-TV Lewiston, Me., began broadcasting a weekly one-hour time segment of three programs in the French language on Oct. 5. In a predominantly Franco-American community, the station is airing *La Chanson Francaise* (7-7:15), *Plaisir* (7:15-45) and *Vita Caron* (7:45-8) every Tuesday evening. All of the programs' formats are musical. WLAM has been broadcasting radio programs in French for seven years and reports maintaining a "sold out" status with them. Of the WLAM-TV programs, two are participating and the other is sponsored by the local Manufacturers National Bank.

WIP PLUGS RADIO VIA 'POST'

BLOW-UP of the Oct. 2 *Saturday Evening Post* cover, which illustrated people caught in the "World Series Fever" and listening to the games by radio under varied conditions, was placed by WIP Philadelphia in an annual display of the station in the window of a Philadelphia retail outlet. The display was headed with "Wherever you go, there's radio."

WKZO-AM-TV BOOTH AT FAIR

SOME 15,000 autograph books were distributed at the Kalamazoo County Fair during September by WKZO-AM-TV Kalamazoo, Mich., inviting persons to compete for a 21-inch tv set by securing the signatures of seven of 11 station personalities. Chuck Lambert, WKZO disc m.c., originated three daily record shows from the fair booth and supplied entertainment for fairgoers. Listeners were urged to attend the event and visit the stations' booth at times set aside for station breaks and special shows, such as farm, sports and interview programs.

BOTTLE OPENER PROMOTION

"TOPS THEM ALL," claims WEEB Southern Pines, N. C.. in sending to advertisers and agencies a bottle opener promotion piece. The station adds the opener is "Opening a way for more business every day."

WATV (TV) 'ITALIAN SERIES'

WATV (TV) Newark, N. J., started a new 13-week *Report From Rutgers* series Oct. 11, titled "An Italian Series." The program, aired Mondays, 9:30-10 p.m. EST, each week deals with a different Italian city and features integrated demonstrations of modern methods used in language teaching.



WINNERS of the WTVJ (TV) Miami summer sales contest, Ed McHale (l) and Frank Boscia (r), are congratulated by John S. Allen, WTVJ vice president and general sales manager. Each winner will receive an all-expense trip for two to Mexico City. Nine WTVJ local account executives competed in the contest which ran from June 15 to Sept. 15.

Day to Remember

SEPT. 20 proved to be an eventful day for ch. 62 WFIE-TV Evansville, Ind., which saw these happenings take place: Jesse D. Fine, WFIE-TV president, pushed a button that began formal program operation of the station's new 12 kw GE transmitter. Just prior to sign-on, word reached News Director Fred Rollison of a $15,000 bank robbery in Evansville and word was carried to viewers when the station went on the air; acting on a tip, Mr. Rollinson and Hugh Dunbar, sales promotion manager, rushed to a location where the alleged robbers were being apprehended. Photographs made on the scene were sent to the station in time to score a beat on all other media. That same day WFIE-TV General Manager Ted M. Nelson was made an Honorary Kentucky Colonel by a representative of Kentucky Governor Lawrence Weatherby, and a record was set in the station's sales dept. with a new high in both regional and local sales. Nor was the rest of the week particularly dull, according to the station, which pressed the services of all available staff members into finding a location for WFIE-TV's microwave unit so that viewers could see the World Series.

KTHT IMAGINARY BASEBALL

FOR THOSE who have been unhappy since the baseball season ended, it is suggested they tune in KTHT Houston, Tex., this winter as that station broadcasts *Phantom Baseball.* Eight teams compose the imaginary "Winter League" and they play through until March when the "winning team" will receive the "league pennant." KTHT reports it has taken three months to work out the details of the league, in which statistics of daily play, such as batting averages, team averages and pitching percentages, will be kept. The station describes the fictitious baseball as "revolutionary" for radio.

WSAI REVAMPS FOR BASEBALL

TO ALLOW both the Cincinnati Redlegs baseball broadcasts and programs of station personalities to be heard at convenient times, WSAI Cincinnati is rescheduling several shows to bring the baseball games' time within the frame of the latter programs. Sherwood R. Gordon, president and general manager of WSAI, said that it is easy for a station to lose a large number of listeners by arbitrarily replacing established programs with baseball or some other special event. With the rescheduling, Mr. Gordon said WSAI believes that ". . . our schedule will allow Cincinnati listeners to hear the games and still listen to their regular favorites . . ."

FINNS COMMEND WBBM SERIES

WBBM Chicago has been commended by the Finnish Consul in Chicago for its *The Seventh Continent* series which discussed "Finland . . . Nation on a Tightrope." The praise was extended to Virginia Renaud, WBBM education director, and Budd Blume, writer of the documentary. Ernest L. Knuti, Chicago consul, complimented the station on "the excellent treatment of so vast an area of material," and thanked the two persons for "a good job on Finland."

WNYC 'QUIZ TIME' SERIES

COMPETING TEAMS from the 16 different municipal departments of New York City are featured on the new *Quiz Time* series which began over WNYC there Oct. 8. The teams are tested on civic affairs, with each one challenged on some question concerning the department of the opposing group. The series, moderated by Dr. John Furia of New York's department of personnel, is designed to show how city employes serve the residents of New York.

WGN-TV VERSION OF BINGO

TV PROGRAM version of bingo, called *Play Marko,* bowed Oct. 10 on WGN-TV Chicago, with Howard Dorsey as emcee. To play the game, home viewers secure two special bingo-type cards at a grocery store, fill out both with their own combination of numbers in the blank spaces and mail one to the station. Mr. Dorsey picks numbered ping-pong balls out of a plastic bowl and his assistant, "Miss Marko" (Adrienne Falcon), posts the numbers on a giant marko card. When a line is filled horizontally, vertically or diagonally, the game is completed and the viewer with the winning card calls WGN-TV.

UHF RECEPTION TIPS

NINE STEPS and a post script to good uhf reception is being sent to set owners, advertisers and agencies by WWLP (TV), ch. 61 in Springfield, Mass. Including information on how to install antennas, the best way to convert receivers and tips on getting the best reception, the two stapled sheets also bill local and network programs and the staff of WWLP. The station claims that, as of Oct. 1, there are 148,000 tv sets which can receive its signal.

OIL PROGRESS FILM

COINCIDENT with the opening of Oil Progress Week Oct. 10, the American Petroleum Institute released for television and theatrical showings a 29-minute color film, "The Story



COLIN M. SELPH (r), president-general manager of KEYT (TV) Santa Barbara, escorts California Gov. and Mrs. Goodwin J. Knight on a tour of the station's facilities. Mr. Selph interviewed Gov. and Mrs. Knight on a show saluting Old Spanish Days Festival in Santa Barbara.



THE FOX of WFOX Milwaukee changes hands, as does the station. Charles J. Lanphier (l), president of Wisconsin Broadcasting System Inc., WFOX licensee, hands over the station's mascot to Joseph A. Clark, president of Business Management Inc., new WFOX owner. The sale was made so that Wisconsin Broadcasting could exercise its ownership option in WTVW (TV), new ch. 12 station there.

of Colonel Drake," which recreates the beginning of the oil industry in the U. S. in 1859. An API spokesman said "many" tv stations throughout the country had scheduled the motion picture during Oil Progress Week and predicted that within six months 90% of all U. S. tv outlets will have shown it. Prints of the film are obtainable from the nearest district office of API or from the national headquarters at 50 W. 50th St., New York, N. Y.

NEW NBC-TV SERIES

NBC-TV has launched a new series titled *Modern Romances,* described by the network as "a new departure" in daytime television drama. In contrast with the usual programs of that type which have a continuing plot, *Modern Romances* each week offers a complete story with a complete change of cast and a different author. The program is broadcast Mondays through Fridays and occupies the 4:45-5 p.m. time slot.

CBS-TV FILM SALES CONTEST

CBS TELEVISION Film Sales has announced that a Gloria Swanson Glamor Contest will be staged early in 1955, conceived to interest stations and sponsors in its new *Crown Theatre* film series, starring Miss Swanson. The contest, open to women between 18 and 80, is designed to interest Miss Swanson's older fans and attract new ones. Contestants will write letters explaining why they enjoy *Crown Theatre,* enclosing a boxtop of one of the sponsor's products. The contest will be staged on a local level by individual stations with winners competing for national awards.

ROY ROGERS IS POPULAR

POPULARITY gained through radio and television, as well as other media, is responsible for the over $34 million grossed in retail sales during 1954 by Roy Rogers Enterprises, Larry Kent, the NBC Radio and NBC-TV cowboy star's business manager, has announced. While entertainment media appearances are the basis for merchandising success, Mr. Kent said the

ANOTHER SPACE PROBLEM SOLVED

...with an EMSCO...

.....self supporting

.....TV tower.....

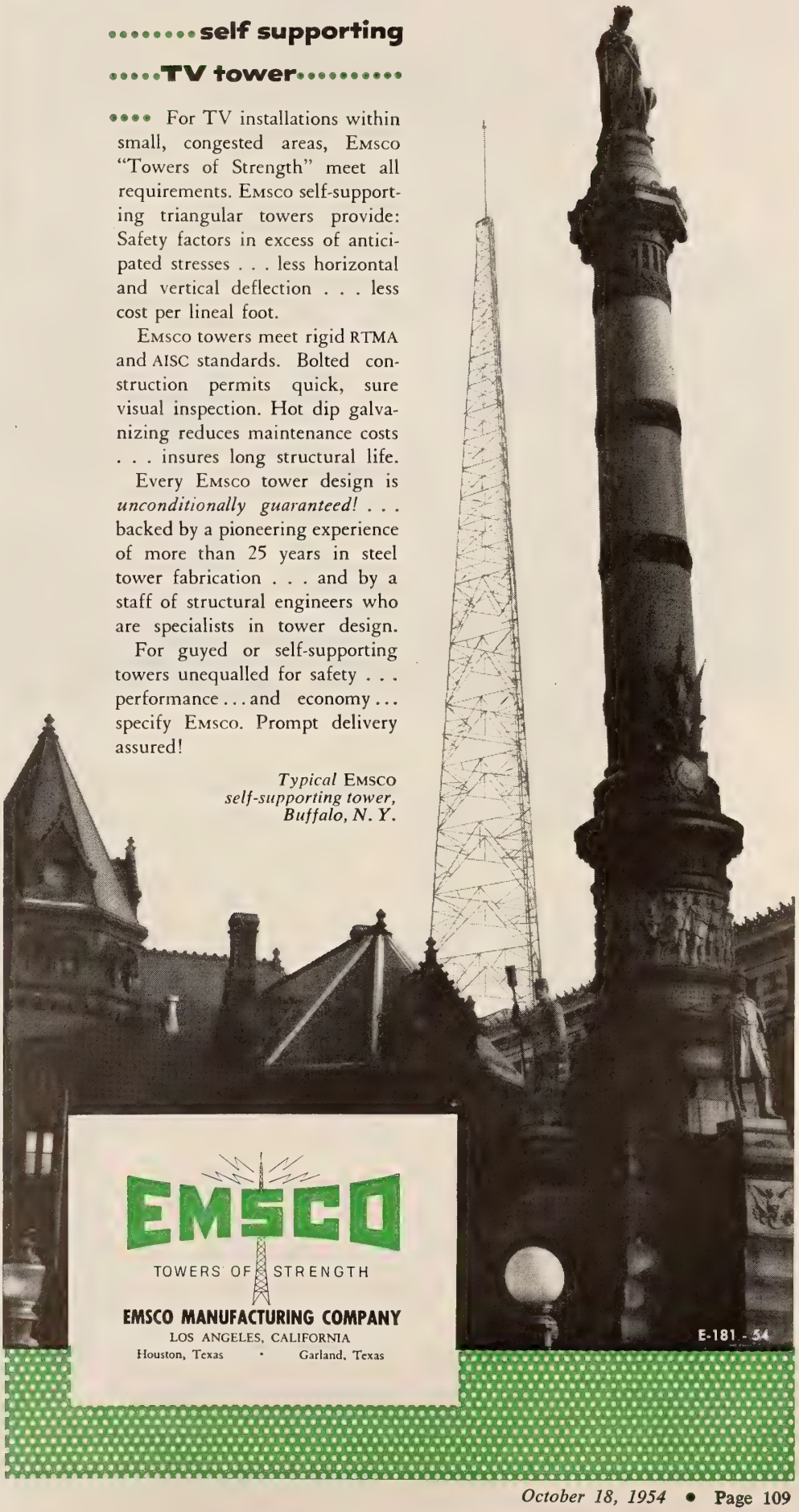
For TV installations within small, congested areas, Emsco "Towers of Strength" meet all requirements. Emsco self-supporting triangular towers provide: Safety factors in excess of anticipated stresses . . . less horizontal and vertical deflection . . . less cost per lineal foot.

Emsco towers meet rigid RTMA and AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!* . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. Prompt delivery assured!

Typical Emsco *self-supporting tower, Buffalo, N. Y.*



EMSCO

TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY

LOS ANGELES, CALIFORNIA

Houston, Texas · Garland, Texas

E-181 - 54

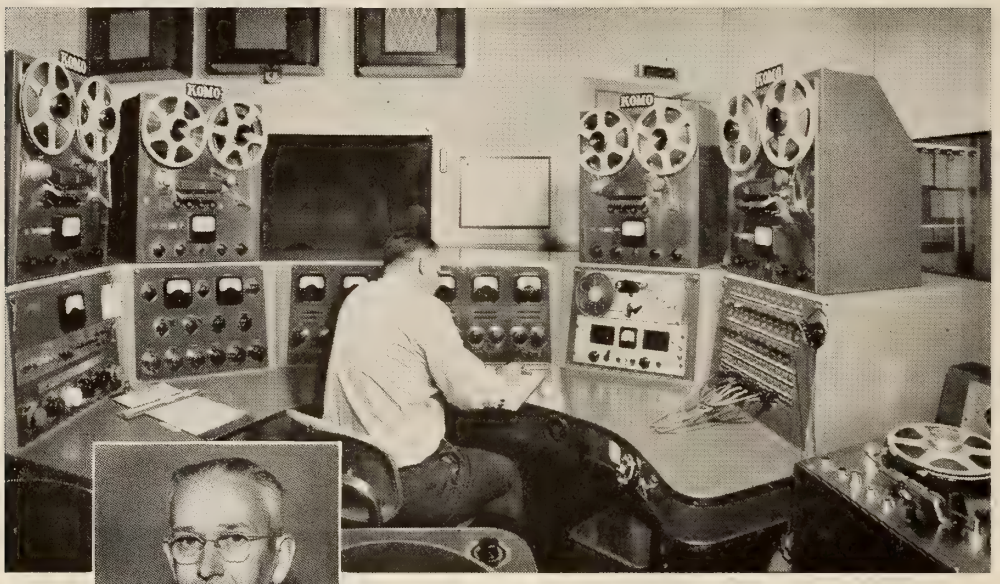
operation of Roy Rogers Enterprises is conducted separately and the $34 million figure applies only to the firm's merchandising.

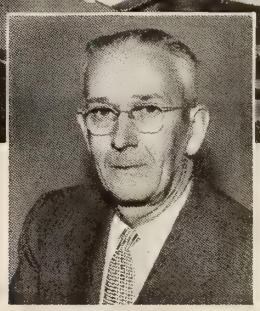
'CAREER HOUR' SERIES

COLLEGE RADIO Corp., New York, is starting a new program series, *The Career Hour*, on 50 college radio stations throughout the country. Produced by the College firm in conjunction with Career Publications Inc., the program shows the needs of companies which are active in college recruiting. To be heard through the school year, the show will feature music and commercials on job opportunities, including talks by company officials and interviews with recruiters. Sponsors for the five-day-a-week show include American Airlines, Anglo California National Bank, Burroughs Corp., Chance-Vought Aircraft Inc. and North American Aviation Inc.

WESTINGHOUSE FREE SERVICE

BUYERS of Westinghouse radio sets now are offered free service on all new receivers for 90 days after the date of purchase. R. L. Sundefur, sales manager of the Westinghouse television-radio division, noted that the company has long guaranteed replacement of defective parts for 90 days, but expressed the belief that the new "reliability feature" will be appreciated by consumers. He said the buyers who wish to take advantage of the free policy may return the set to the dealer from which it was purchased, and it will be serviced by Westinghouse radio servicemen.





"18,000 HOURS and still within specs"

says Francis Brott, Chief Engineer, KOMO, Seattle

"Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex — that's why we've added four Ampex 350's."



This new Model 600 weighs 28 pounds — price $498 ($545 including carrying case. A matching amplifier-speaker unit, Model 620, weighs 16 pounds, price $149.50.)

● NOW an Ampex for every broadcast need

With the addition of the new lightweight Model 600 series, Ampex now offers your broadcast station a superior machine to meet every tape requirement . . . from distant field pickups to major network recordings. For top-ranking performances and rehearsals and programs involving extensive editing, dubbing and "spot" announcements, choose from the Series 350 . . . for recordings "on location" that assure studio fidelity and accuracy, choose from the Series 600. All Ampex recorders have the same basic head design.

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent (± 0.2%) that tapes are always on speed — without program crowdings or cutoffs. Ampex reproduction is so faithful that it is indistinguishable from a live broadcast — the result of an unsurpassed combination of broad frequency response, wide dynamic range and imperceptible flutter and wow.

AMPEX CORPORATION

Accepted as the Signature of Perfection in Tape Machines

For a convincing demonstration, contact your Ampex Distributor today (listed in Yellow Pages of Telephone Directory under "Recording Equipment" Canadian General Electric Company in Canada.
Write today for further information and complete specifications; Dept. D-1880

AMPEX CORPORATION, 934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

MILESTONES

► KRKO Everett, Wash., recently completed its 34th year of broadcasting and used a saturation campaign to let its listeners know that the station's 35th year had begun. Spot announcements, station breaks, news stories and news features were aired all through the 18-hour broadcast day. People prominent in local and state affairs recorded statements wishing the station well on its anniversary.

► WALTER McCOY, chief engineer of WJAS Pittsburgh, is celebrating his 29th year with the station.

► JERRY STRONG, WMAL-AM-TV Washington, D. C., is observing his 21st year in radio.

► GEORGE HOFFMAN, ASCAP comptroller, marks his 25th year with the performing-rights society.

► JACK BENNY, CBS comedian, has begun his 23rd consecutive season on the air.

► LARRY LAZARUS, budget director, CBS Inc., Hollywood, is celebrating his 25th year with the network.

► PHIL LALONDE, general manager CKAC Montreal, Que., is observing his 25th year with the station.

► WILFRED O'BRIEN and ALFRED BALLING, engineers, are celebrating their 25th anniversaries with Stromberg-Carlson stations WHAM-AM-TV and WHFM (FM) Rochester, N. Y.

► WMEX Boston, Mass., marks its 20th year on the air this month.

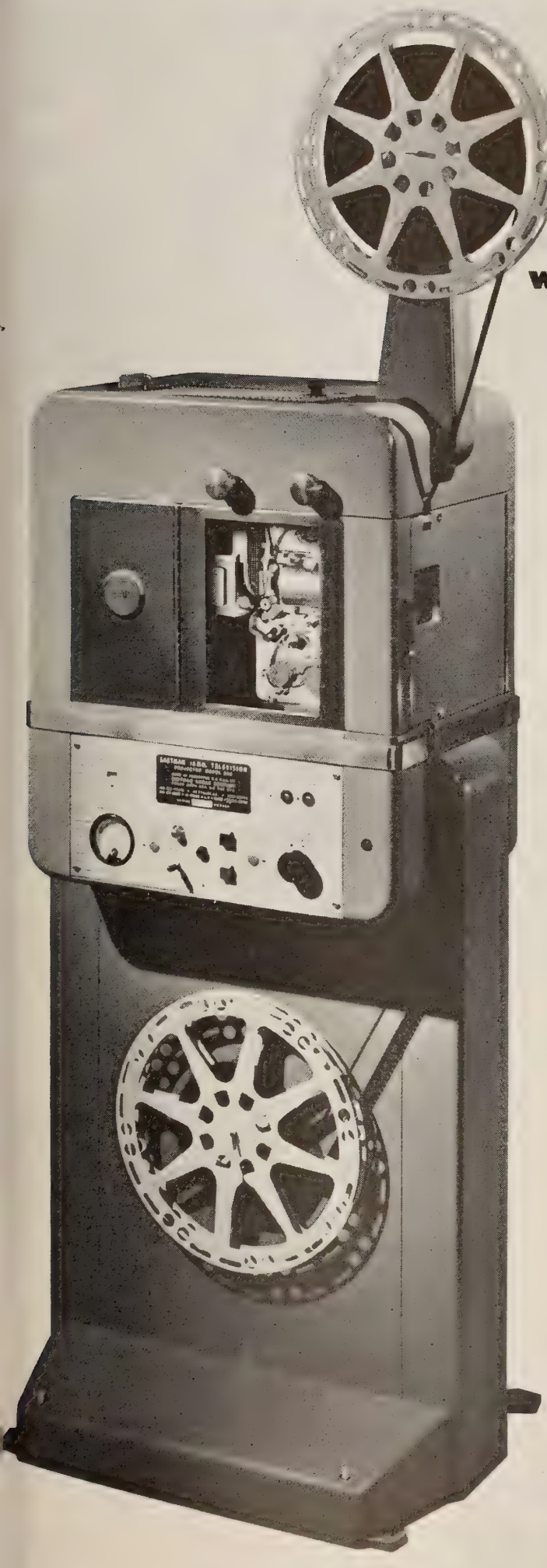
► HENRY WEBER, musical director, WGN-AM-TV Chicago, presented scroll on his 20th anniversary with the organization.

► LARRY LORENZ G. WOLTERS is observing his 25th anniversary as radio editor of the *Chicago Tribune*.

► MALCOLM McCORMACK, farm director for WBZ-WBZA Boston-Springfield, Mass., recently received a 25-year pin for his years of



STARTING 12th year on WIOD Miami, Jodean P. Cash (r), president of Fuchs Baking Co., signs 52-week renewal contract with Robert L. Fidlar, WIOD commercial manager, for a saturation spot campaign on behalf of Holsum bread.



FIRST CHOICE

with Sponsor and Station . . .

With more and more money invested in film, advertisers are demanding better and better projection—insisting upon maximum quality at the tube—*quickest possible reaction to selling messages.* As a result, they favor stations using the Eastman 16mm. Projector, Model 250.

Six reasons why the EASTMAN 16MM. TELEVISION PROJECTOR, Model 250, rates A-1 with everyone . . .

1. Variable Transformer permits raising or lowering level of illumination to accommodate material used. Tungsten light source—protected by standby lamp.

2. Increased Signal Strength: Optical system allows use of high red and infrared absorbing filter. Assures clearer pictures, greater signal strength.

3. Still-Frame Projection: With unwanted radiation removed, and separate drive for shutter, single frame of film can be left indefinitely in gate.

4. Refined Sound System with low flutter and distortion gives optimum results for either emulsion position.

5. Projection Optics: An *f*/1.5 optical system corrected for the 12:1 magnification required by television provides truly high resolution.

6. Lower Maintenance. Heavy-duty mechanism designed for long life, trouble-free operation, minimizes repairs. Model 250 is available for prompt delivery.

For further information address:
Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

WHLI
THE LONG ISLAND STORY

DOMINATES
Long Island's Big, Rich
NASSAU COUNTY

* * *

$7,582
INCOME PER FAMILY
(Sales Mgt.)

* * *

WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND"
AM 1100 WHLI FM 98.3
HEMPSTEAD, LONG ISLAND, N. Y.

SELL THE
"Golden Market"
1/10 OF AMERICA'S NEGRO POPULATION
WDIA--
50,000 WATTS



Here is a new "golden market" of 1,466,618 negroes! 37% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN.

REPRESENTED BY
JOHN E. PEARSON CO.,
DORA-CLAYTON AGENCY, SOUTHEAST



SEVEN HUNDRED guests showed up to help devour this multi-tiered birthday cake at the annual party staged last month by WNHC-AM-FM-TV New Haven and WHAY New Britain, both Conn., at Holiday Hill, Cheshire, Conn. Officers of the corporation controlling the stations about to enjoy some of the refreshments are (l to r): Ed Taddei, executive vice president; Patrick Goode, president, and Aldo DeDominicis, treasurer and general manager of the corporation.

service with the organization.

► KTUC Tucson, Ariz., is celebrating its 25th anniversary.

► REG HARRIS, studio supervisor, WIP Philadephia, is celebrating his 20th year with the station. Also observing milestones with the station are BILL MANNS, announcer, and CHARLIE DROCK, staff engineer, 12 years each, and JOHN MAXWELL, 11 years.

► CARLTON BROWN, supervisor of transmitters, and ROBERT COE, transmitter operator, are celebrating their 15th and ninth anniversaries, respectively, with WDRC-AM-FM Hartford, Conn. JACK ZAIMAN, news commentator, is observing his 18th year with the stations. LEIF JENSEN, announcer, is observing his eighth anniversary, and CORINNE MATTES, assistant bookkeeper, has observed her third.

► KFUO St. Louis, Mo., owned by the Lutheran Church—Missouri Synod, celebrates its 30th year of broadcasting in December.

►TOM MOOREHEAD, announcer, WFIL-TV Philadelphia, is celebrating his 15th year with the station.

► THE COLLEGIANS, amateur theatrical aggregation, is celebrating its fifth year of performance over WMAR-TV Baltimore.

► BARNEY KEEP, disc m.c., is celebrating his 10th anniversary with KEX Portland, Ore.

► MILDRED FUNNELL and GLORIA BROWN, women's program personality team, are starting their 10th year together on WTAM Cleveland.

► WEEI Boston, is beginning its 30th year on the air. The only CBS Radio network-owned station in New England began operation September 29, 1924.

► WPEN Philadelphia celebrated its 25th anniversary with a cocktail party and buffet dinner for the station's employes.

► *CHICAGO THEATRE OF THE AIR* begins its 15th season of broadcasting this month.

► KRXL Roseburg, Ore., is beginning its fourth year on the air.

► VINCE LLOYD, sports announcer, WGN-AM-TV Chicago, is observing his fifth anniversary with the stations.

► ABC-TV's *Super Circus* marked its sixth birthday Oct. 3.

► BING CROSBY, singer, is celebrating his 20th year in broadcasting.

► KTUR Turlock, Calif., is observing its fifth anniversary.

► WOTW-AM-FM Nashua, N. H., last month completed seven years on the air.

► ROBERT WILLIS, ERIC HERUD, LEONARD MESSINA, and FRANK BUNETTA have received 10-year gold pins from the DuMont Television Network in recognition of their service to the company.

► ANN SELTMAN, traffic manager, WPTF Raleigh, N. C., has completed 10 years with the station.

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19

PERFORMANCE GUARANTEED* SYSTEMS

FEATURING

VSWR low enough for color television

- *New Andrew copper clad steel waveguide*
- *Andrew UHF Coaxial line*
- *Andrew high efficiency Steatite line for VHF*

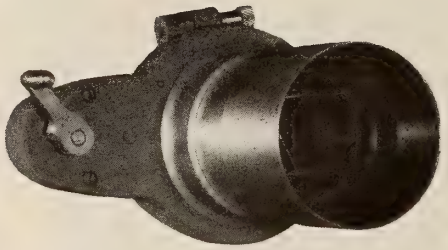
Andrew transmission systems for today's TV will not be obsoleted by tomorrow's colorcasting—

* Our high technical standards are backed by a 20 year record of accepting *systems* responsibility, and we invite you to write for a copy of our guarantee policy.

Andrew will design and engineer a complete system for your station *now* —and accept a contingent order to be placed through your transmitter manufacturer at a later date.



EXCITING NEW EFFECT!
The ROTATOR Lens



For TV and Film Cameras

Now you can make your subjects walk on walls, create that rocking the boat effect, or rotate the scene 360° with this new addition to the Camart Optical FX unit. Present owners need only the Rotator Lens.

Price: $150.00

CAMART OPTICAL FX UNIT

Create from 2 to 7 identical images in rotation, from a single object. Unit is complete with four surface prism, revolving housing, and base assembly.

Price: $119.75

Additional effects prisms available. Special adapters for TV Cameras. Send for descriptive literature.

THE CAMERA • MART INC.
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New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

NOW!
lower distortion
with SOUNDCRAFT
PROFESSIONAL RECORDING TAPE
it's micro-polished*

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**. . . polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

Next time, get the best professional tape. Get Soundcraft . . . it's *Micro-Polished!*



REEVES
SOUNDCRAFT
CORP.
Dept. Q-10A
10 East 52nd Street
New York 22, N. Y.
*PAT. APPLIED FOR

Station Authorizations, Applications

(As Compiled by B • T)

October 7 through October 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,602	535	112
CPs on air	14	24	†316
CPs not on air	121	14	150
Total on air	2,616	559	428
Total authorized	2,737	573	578
Applications in hearing	137	2	167
New station requests	155	3	12
New station bids in hearing	76	0	151
Facilities change requests	128	8	15
Total applications pending	658	83	182
Licenses deleted in Sept.	0	2	0
CPs deleted in Sept.	2	0	8

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Oct. 13

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,629	2,591	141	155	76
Fm	559	538	36	4	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	255	309	564[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	283	119	402
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	928	337	718	528	1,247[2]
Educational	55		28	27	55[3]
Total	983	337	746	555	1,302[4]

[1] One hundred-three CPs (18 vhf, 85 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 597 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Birmingham, Ala.—Alabama Educational Tv Commission (WEDM [TV] Munford) granted noncommercial educational vhf ch. 10 (192-198 mc); ERP 30.9 kw visual, 18.6 kw aural; antenna height above average terrain 530 ft., above ground 187 ft. Estimated construction cost $500, first year operating cost $30,000. Post office address 714 Protective Life Bldg., Birmingham. Studio and transmitter location Red Mountain, Birmingham. Geographic coordinates 33° 29′ 20″ N. Lat., 86° 47′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring Assoc., Washington. Principals include President **Raymond D. Hurlbert** and Secretary **Thomas D. Russell,** secretary-14.4% stockholders WRLD-AM-FM Lanett, Ala., owner of WRFS-AM-FM Alexander City, Ala., and 16⅔% stockholder WCFS Covington, Ga. Applicant will be furnished technical equipment and physical plant by WBRC-TV Birmingham. Granted Oct. 13.

APPLICATION

Lewiston, Idaho—Lewiston Tv Co., vhf ch. 3 (60-66 mc); ERP 1.49 kw visual, 0.75 kw aural; antenna height above average terrain 1107 ft., above ground 149 ft. Estimated construction cost $102,605, first year operating cost $120,000, revenue $150,000. Post office address 1411 Fourth Ave. Bldg., Seattle. Studio location to be determined. Transmitter location 3 miles N.W. of Clarkson, 2.5 miles S.W. of U. S. 195. Geographic coordinates 46° 27′ 25″ N. Lat., 117° 05′ 57″ W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Frank H. McIntosh, Washington. Applicant is subsidiary of Cascade Bcstg. Co., owner of KIMA-AM-TV Yakima, Wash., 40% owner of KWIE Kennewick, Wash., and applicant for satellite station on ch. 19 at Pasco, Wash. Officers are Pres. **Thomas C. Bostic,** vice pres.-16.5% owner of KIMA; Vice Pres. **J. Barry Watkinson,** engineer-0.5% owner of KIMA, and Sec.-Treas. **Frank E. Mitchell,** vice pres.-0.5% owner KIMA. **A. W. Talbot** is pres.-73.5% owner KIMA. Filed Oct. 8.

APPLICATION AMENDED

Jonesboro, Ark.—Harold E. King & Helen W. King d/b as Regional Bcstg. Co. amends bid for new tv station on ch. 8 to specify studio location as Route #2, Old Paragould Rd., on Hwy. #4, 1 mile E. of Jonesboro, and studio location to KTRM Building, 603 Madison. Filed Oct. 5.

Existing Tv Stations . . .

ACTIONS BY FCC

KAKE-TV Wichita, Kan.—KAKE-TV Inc. granted STA to operate commercially on ch. 10 for the period ending Jan. 29, 1955. Granted Oct. 6; announced Oct. 12.

WJTV (TV) Jackson, Miss.—Miss. Pub. Co. granted mod. of CP for ch. 25 to change ERP to 191 kw visual, 102 kw aural; antenna height above average terrain 720 ft. Granted Oct. 8; announced Oct. 12.

WNBF-TV Binghamton, N. Y.—Clark Associates Inc. granted mod. of CP for ch. 12 to change ERP to 166 kw visual, 83.2 kw aural; antenna height above average terrain 1,200 ft. Granted Oct. 8; announced Oct. 12.

APPLICATIONS

KQXI (TV) San Jose, Calif.—Standard Radio & Tv Co. seeks mod. of CP for ch. 11 to change ERP to 5.6 kw visual, 2.8 kw aural; antenna height above average terrain 2,769 ft. Filed Oct. 8.

WTVS (TV) Detroit, Mich.—Detroit Educational Tv seeks mod. of CP for noncommercial educational ch. 56 to change ERP to 219.4 kw visual, 119.4 kw aural; antenna height above average terrain 537.6 ft. Filed Oct. 8.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
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NEW YORK 22, N. Y
ELDORADO 5-0405

WXEL (TV) Cleveland, Ohio—Empire Coil Co. seeks mod. of CP for ch. 8 to change ERP to 316 kw visual, 188.7 kw aural; antenna height above average terrain 1,000 ft. Filed Oct. 4.

KOIN-TV Portland, Ore.—Mt. Hood Radio & Tv Bcstg. Corp. seeks mod. of CP for ch. 6 to change transmitter location to 5516 S.W. Barnes Rd., Portland, and studio location to 140 S.W. Columbia, Portland. Filed Oct. 6.

WHTN-TV Huntington, W. Va.—Greater Huntington Radio Corp. seeks mod. of CP for ch. 13 to change ERP to 316 kw visual, 158 kw aural; transmitter location to approximately 13.6 miles S.W. of Huntington; antenna height above average terrain 1,271 ft. Filed Oct. 11.

STATIONS DELETED

WOSA-TV Wausau, Wis.—Alvin E. O'Konski. FCC deleted tv station on ch. 16 at request of attorney. Deleted Oct. 11.

WFRB (TV) Utica, N. Y.—Richard H. Balch granted request for cancellation of CP for new tv station on ch. 19. Deleted Oct. 8; announced Oct. 12.

CALL LETTERS ASSIGNED

WJBF (TV) North Augusta, Ga.—Ga.-Carolina Bcstg. Co., ch. 6. Changed from WJBF-TV.

WANE-TV Ft. Wayne, Ind.—Radio Ft. Wayne Inc., ch. 69.

WNDU-TV Notre Dame, Ind.—Michiana Telecasting Corp., ch. 46.

KSTF (TV) Scottsbluff, Neb.—Frontier Bcstg. Co., ch. 10.

WINR-TV Binghamton, N. Y.—Southern Tier Radio Service Inc., ch. 40.

New Am Stations . . .

ACTIONS BY FCC

Delta, Colo.—Monarch Bcstg. Co. granted 1400 kc, 250 w unlimited. Post office address % D. E. Towne, 1410 N. 18th St., Grand Junction, Colo. Estimated construction cost $10,517, first year operating cost $36,879, revenue $42,000. Principals include President **D. E. Towne** (62%), KEXO Grand Junction chief engineer; **William Pozun** (14%), manufacturer of redwood specialties, and **C. J. Pozun** (14%), manufacturer of redwood specialties. Granted Oct. 6.

Baxley, Ga.—Farnell O'Quinn granted 1260 kc, 1 kw daytime. Post office address Baxley, Ga. Estimated construction cost $18,900, first year operating cost $18,000, revenue $30,000. Mr. O'Quinn is general manager and 25% stockholder of local department store. Granted Oct. 6.

Columbia, Mo.—Cecil W. Roberts granted 1580 kc, 250 w daytime. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $11,000, first year operating cost $30,000, revenue $40,000. Mr. Roberts is owner of KREI Farmington, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., KCRB Chanute, Kan., and WBLN-TV Bloomington, Ill. Granted Oct. 6.

Jackson, Tenn.—Dr. Alexander Leech and William E. Leech d/b as Jackson Bcstg. Co. granted 1460 kc, 1 kw daytime. Post office address Elks Building, Jackson. Estimated construction cost $15,500, first year operating cost $30,000, revenue $42,000. Principals include **Dr. Alexander Leech** (½), veterinary clinic, and **William E. Leech,** attorney. Granted Oct. 6.

Salt Lake City, Utah—William W. Phillips granted 860 kc, 1 kw daytime. Post office address 1379 Blaine Ave. Estimated construction cost $26,140, first year operating cost $29,000, revenue $38,500. Mr. Phillips is former radio parts distributor. Granted Oct. 6.

Andrews, Tex.—Joseph E. Young & Archie W. Holman d/b Andrews Bcstrs. granted 1360 kc, 500 w daytime. Post office address % Joseph E. Young, Andrews. Estimated construction cost $13,650, first year operating cost $14,400, revenue $20,000. Principals in general partnership include **Joseph E. Young** (½), employe at KERB Kermit, Tex., and **Archie W. Holman** (½), lumber company owner. Granted Oct. 6.

APPLICATIONS

Georgetown, Del.—Rollins Bcstg. Inc., 1250 kc, 1 kw daytime. Post office address Moore Bldg., Rehoboth Beach, Del. Application is contingent on move of WJWL Georgetown to Philadelphia. Applicant proposes to use all existing equipment and other facilities of WJWL and therefore no expenditures are involved. Applicant owns WJWL; WRAD Radford, Va.; WNJR Newark, N. J.; WHRN-AM-TV Dover, Del.; WRAP Norfolk, Va., and WAMS Wilmington, Del. Principals include Pres. **O. Wayne Rollins** (50%); Vice Pres. **John W. Rollins** (45%), and Treas. **Katherine E. Rollins** (5%). Filed Oct. 7.

Madison, Ga.—David Leonard Hitchcock, 1250 kc, 1 kw daytime. Post office address Beacon Heights, Madison. Estimated construction cost $15,650, first year operating cost $10,140, revenue $100. Mr. Hitchcock is owner of local electrical appliance company. Filed Oct. 7.

Greenville, Miss.—Delta-Democrat Pub. Co., 900 kc, 1 kw daytime. Post office address P. O. Box 665, Greenville. Estimated construction cost $16,800, first year operating cost $50,000, revenue $60,000. Principals include Pres. **William Holding Carter Jr.** (34.05%), journalist; Vice Pres. **Betty W. Carter,** and Sec.-Treas. **John T. Gibson** (24.95%), general manager of Delta-Democrat Pub. Co., a newspaper. Filed Oct. 5.

Klamath Falls, Ore.—C. E. Wilson, P. D. Jackson & W. H. Hansen d/b as K-Lad Bcstrs., 900 kc, 1 kw daytime. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost $12,650, first year operating cost $48,000, revenue $52,000. Principals in equal partnership include **C. E. Wilson** (⅓); **P. D. Jackson** (⅓), and **W. H. Hansen** (⅓). All are associated in the ownership of KBOY Medford, Ore. Filed Oct. 6.

Ocean Lake, Ore.—Lincoln Electronics Inc., 1230 kc, 250 w unlimited. Post office address 816 Weatherly Bldg., Portland, Ore. Estimated construction cost $15,000, first year operating cost $28,200, revenue $33,000. Principals include Pres. **Robert G. Beattie** (⅓), chief engineer at KPDQ Portland; Vice Pres. **Willard L. Guthrie** (⅓), KPDQ program director, and **Pat (Sheldon) Mason** (⅓), skating rink and ballroom owner. Filed Oct. 4.

Gresham, Ore.—C. H. Fisher & Edna E. Fisher d/b as Multnomah Bcstrs., 1230 kc, 250 w unlimited. Post office address 3540 New Klickitat St., Portland, Ore. Estimated construction cost $20,000, first year operating cost $50,000, revenue $60,000. Principals in equal partnership include **C. H. Fisher** (50%), owner of KIHR Hood River, and ⅓ owner KVAL-TV Eugene, both in Oregon, and his wife **Edna E. Fisher** (50%). Mr. & Mrs. Fisher are equal partners in bid for new am station at The Dalles, Ore. Filed Oct. 4.

APPLICATIONS AMENDED

Paducah, Ky. — E. Weaks McKinney-Smith amends bid for new am station on 1560 kc 500 w unlimited, directional to specify 1 kw. Filed Oct. 7.

Ephrata, Pa.—Garden Spot Bcstrs. Inc. amends bid for new am station on 1310 kc 1 kw daytime, directional to specify 500 w. Filed Oct. 7.

McMinnville, Tenn.—Cumberland Valley Bcstg. Co. amends bid for new am station on 580 kc 1 kw daytime to specify 960 kc 500 w. Filed Oct. 11.

Existing Am Stations . . .

ACTIONS BY FCC

WNES Central City, Ky.—Muhlenberg Bcstg. Co. granted mod. of CP to change transmitter location to east side of U. S. Hwy. 62, approx. 1.3 miles S of city limits and change studio location to site to be determined. Granted Oct. 4; announced Oct. 12.

WINN Louisville, Ky.—Kentucky Bcstg. Corp. granted CP to change transmitter location to Lexington Rd. & Grinstead Drive, Lexington. Granted Oct. 7; announced Oct. 12.

KBRL McCook, Neb.—The McCook Bcstg. Co. granted CP to change from 1450 kc 250 w unlimited to 1300 kc 1 kw daytime. Granted Oct. 6.

WBUY Lexington, N. C. — Davidson County Bcstg. Co. granted CP to change from 1450 kc 250 w unlimited to 1440 kc 5 kw daytime. Granted Oct. 6.

WDKD Kingstree, S. C.—Palmetto Bcstg. Co. granted CP to change from 1300 kc 1 kw day to 1310 kc 5 kw day. Granted Oct. 6.

KRKL Kirkland, Wash.—East Side Bcstg. Co. granted CP to change from 250 w daytime to 1 kw daytime on 1050 kc. Granted Oct. 6.

KDPR Casper, Wyo. — Donald L. Hathaway granted CP to change from 1 kw unlimited to 1 kw night, 5 kw daytime, unlimited on 1470 kc. Granted Oct. 6.

APPLICATIONS

KCLS Flagstaff, Ariz. — Charles J. Saunders tr/as Saunders Bcstg. Co. amends bid to change from 1360 kc to 600 kc to specify 500 w night, directional, and 5 kw day. Filed Oct. 7.

KOSI Aurora, Colo.—David M. Segal tr/as Mid-America Bcstg. Co. seeks mod. of CP to change from 1 kw to 5 kw on 1430 kc. Filed Oct. 9.

WJWL Georgetown, Del.—Rollins Bcstg. Inc. seeks CP to change studio and transmitter location to Philadelphia. Filed Oct. 7.

WOPA Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Arms Hotel Inc. & Egmont Sonderling d/b as Village Bcstg. Co. amends bid to change transmitter location from Oak Park to Chicago to specify deletion of Oak Park Arms Hotel from partnership. Filed Oct. 7.

KOEL Olewein, Iowa—Northeast Iowa Radio Corp. seeks CP to change from 500 w daytime, directional to 1 kw daytime, directional. Filed Oct. 4.

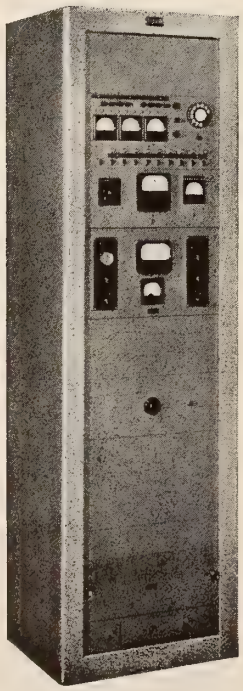
New Fm Station . . .

ACTION BY FCC

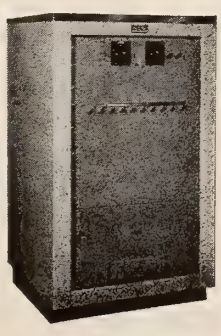
Bakersfield, Calif.—KLEF Bcstrs. granted CP for new class B fm station on ch. 223 (92.5 mc); ERP 16.5 kw; antenna height above average terrain 360 ft. Granted Oct. 6.

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Existing Fm Stations . . .

ACTIONS BY FCC

KSON-FM San Diego, Calif.—KSON Bcstrs. granted mod. of CP to change to ch. 284 (104.7 mc). Granted Oct. 6; announced Oct. 12.

WHBF-FM Rock Island, Ill.—Rock Island Bcstg. Co. granted STA to permit operation from 6:00 p.m. to midnight for period ending March 31, 1955. Granted Oct. 4; announced Oct. 12.

Ownership Changes . . .

ACTIONS BY FCC

KFSD-AM-TV San Diego, Calif.—Airfan Radio Corp. granted transfer of control to KFSD Inc. for $2.2 million plus [B•T, Aug. 21]. KFSD Inc. is new firm controlled by New York investment house of Fox, Wells & Co., part owner ch. 14 WWOR-TV Worcester, Mass. Granted Oct. 13.

KCOG Centerville, Iowa—The Centerville Bcstg. Co. granted voluntary assignment of license to Hiawatha Bcstg. Inc. for $65,000. Principals include President **S. A. Chesley** (28.6%), former owner KJOE Shreveport, La.; Vice President **Jeannette Burch** (27.3%); Secretary **Harry L. Hanson Jr.** (6.6%), owner of radio repair shop, and Treasurer **Dale G. Chesley** (27.3%), ordnance works foreman. Granted Sept. 8. [B•T had erroneously reported S. A. Chesley to be present owner of KJOE. KJOE is presently owned by Audiocasting Inc.]

WLEX-TV Lexington, Ky.—Central Ky. Bcstg. Co. granted assignment of CP to WLEX-TV Inc. No consideration involved as principals retain identical interests. Granted Sept. 27; announced Oct. 6.

WAPA-TV San Juan, P. R.—Jose Ramon Quinones granted assignment of CP to Ponce de Leon Bctsg. Co. of P. R. for $20,000 in equipment. Mr. Quinones retains 78% interest. Other principals include **Goar Mestre** (8%), **Abel Mestre** (6%), and **Luis August Mestre** (6%); all are principals in CMQ-AM-TV Havana and the Circuito CMQ radio-tv networks. Granted Oct. 6.

WJZM Clarksville, Tenn.—Elmer T. Campbell and John Parry Sheftall d/b as Campbell & Sheftall granted involuntary assignment of license to new partnership of same name composed of Mr. Sheftall and Gladys W. Campbell, executor and heiress of estate of Mr. Campbell, deceased. Granted Oct. 13.

KNEL Brady, Tex.—G. L. Burns granted involuntary assignment of license to Geno M. Burns, executor of the estate of G. L. Burns (100%), deceased. Granted Oct. 4; announced Oct. 12.

KCYL Lampasas, Tex.—Lampasas Bcstg. Corp. granted voluntary acquisition of negative control of licensee by both James E. Nugent and Dean Turner through purchase of 12.8% interest for $5,400. Granted Oct. 4; announced Oct. 12.

KDAV Lubbock, Tex. — Western Bcstg. Co. granted assignment of license to limited partnership of David P. Pinkston (50%), Leroy Elmore (30%), & David R. Worley (20%) d/b as KDAV Ltd. Granted Oct. 1; announced Oct. 6.

WIRO Ironton, Ohio—Iron City Bcstg. Co. Firm in July was granted transfer of control to C. A. Baker and Clinton E. McElroy through purchase remaining 50% interest of Theodore M. Nelson and William P. Shannon for $17,000. In B•T July 19 it was reported incorrectly that Mr. Baker becomes sole owner. He now shares ownership (50% each) with Mr. McElroy. Granted July 14.

APPLICATIONS

WPRY Perry, Fla.—E. P. Martin, A. B. Martin, Elmo B. Kitt, John A. Branch & John D. Goff d/b as Pasco Bcstg. Co. seeks voluntary assignment to identical partnership d/b as Taylor County Bcstg. Co. Principals also own WDCP Dade City, Fla. Filed Oct. 10.

WEBQ-AM-FM Harrisburg, Ill. — Harrisburg Bcstg. Co. seeks voluntary assignment to parent company First Trust Association. Filed Oct. 8.

KFBI Wichita, Kan.—KFBI Inc. seeks voluntary transfer of control to Hutchinson Tv Inc., operator of KTVH (TV). KFBI stock will be exchanged for Hutchinson stock on a 2¾ shares for one share basis. Principals include President **W. D. P. Carey**; Vice President-Secretary **R. E. Dillon** and Vice President-Treasurer **John P. Harris.** Filed Oct. 1.

KATZ St. Louis, Mo.—Sam Johns tr/as St. Louis Bcstg. Co. seeks voluntary assignment of CP for new am on 1600 kc 1 kw daytime to Cora Lee Garrett (51%) & Bernice Schwartz (49%) d/b as St. Louis Bcstg. Co. for $1,170 for expenses incurred in acquiring the permit.

KGFW Kearney, Neb. — Central Neb. Bcstg. Corp. seeks voluntary assignment to partnership d/b as Central Neb. Bcstg. Co. for $96,508. Principals in partnership include **George Peterson** (20%), real estate and restaurateur; **George Kotsiopulos** (20%), dry cleaning; **Peter J. Paul** (20%), retaurateur; **A. C. Mitchell** (10%), real estate; **George Mitchell** (10%), government employe, and **John C. Mitchell** (10%), attorney. Filed Oct. 1.

WHLD-AM-FM Niagara Falls, N. Y.—Niagara Falls Gazette Pub. Co. seeks voluntary assignment of license to Earl C. Hull for $5,000. Mr. Hull is vice president of Niagara Falls Gazette, in charge of radio. Filed Oct. 1.

Hearing Cases . . .

INITIAL DECISION

Waco, Tex.—New tv, ch. 10. FCC Hearing Examiner John B. Poindexter issued initial decision looking toward grant of the application of KWTX for a new tv station on ch. 10 in Waco, Texas, and denial of the application of WACO Television Corp. for the same facilities. Action Oct. 7.

OTHER ACTIONS

Daytime Skywave—On petition of WLAC Nashville, Tenn., filed Sept. 29, the Commission extended to Dec. 6 the date for filing comments in the matter of the daytime skywave proceeding (Docket 8333), and the date for filing replies to such comments was extended to Dec. 16. Action Oct. 6.

High Frequency Broadcast Band Allocations—FCC finalized its proposed rule making of Aug. 5, and amended Part 2 of its rules concerning the allocation of frequencies in the bands 5950-6200 kc, 9500-9775 kc, 11700-11975 kc, 15100-15450 kc and 17700-17900 kc for high frequency broadcasting in conformity with international agreement, effective Dec. 2. Action Oct. 6.

WMGT (TV) North Adams, Mass.—FCC denied petition of WMGT (TV) North Adams, Mass., filed Sept. 17, for waiver of rules and for a special temporary authorization to operate on ch. 19 (now assigned to Utica, N. Y.), in lieu of ch. 74. Proposed rule making to effect this channel change was adopted Sept. 29, 1954. Action Oct. 6.

Raleigh, N. C.—Ch. 5 proceeding. By memorandum opinion and order the Commission reversed the hearing examiner's ruling rejecting certain points of reliance of WPTF and Capitol Bcstg. Co. in the proceeding affecting their applications for new tv station on ch. 5 at Raleigh, N. C., insofar as the effect of such ruling is to bar the introduction of proper evidence on the questions raised for comparative purposes; denied their petitions and motions in other respects. Action Oct. 7.

Oral Arguments—FCC scheduled the following oral arguments for Oct. 25:

Corpus Christi, Tex.—Ch. 6, Baptist General Convention of Tex., KRIS.

Sacramento, Calif.—Ch. 3, KCRA Inc., Sacramento Bcstrs. Inc.

Shreveport, La.—Ch. 3, KTBS Inc., International Bcstg. Corp.

Chester, Pa.—Bid of WVCH to change from 250 w day to 1 kw day on 740 kc; WBMD intervenor. Action Oct. 7.

Tv Assignment—FCC by memorandum opinion and order, denied petition of KTVE (TV), ch. 32, Longview, Tex., filed July 19, requesting amendment to Sec. 3.606 of the rules governing tv channel assignments, to delete ch. 7 from Tyler, Tex., on which CP is held by KLTV (TV). Action Oct. 6.

Tv Assignments—The Commission invited comments on or before Nov. 12 to the following conflicting rule making proposals: (1) petition of June 4, by Elmira Television, Elmira, N. Y., to add tv ch. 9 to that city, and (2) proposal of June 24 by Williamsport Radio Bcstg. Associates Inc., to assign ch. 9 to Blossburg, Pa. Comr. Hennock abstained from voting. Action Oct. 6.

Memphis, Tenn.—FCC Comr. Robert T. Bartley granted petition of Southern Bcstg. Service for dismissal without prejudice of its bid for new am station on 730 kc 250 w daytime. Action Oct. 5; announced Oct. 8.

Houston-Galveston, Tex.—FCC by order denied request by Houston Consolidated Television Co., KTLJ (TV), permittee of ch. 13, Houston, Tex., for temporary stay of grants to Gulf Television Co. (KGUL-TV), Galveston, Tex., for mod. of CP to change transmitter site and for license, and granted request of KGUL-TV for additional time until Oct. 19 to reply to the protest and petition of KTLJ. Action Oct. 13.

Thermopolis, Wyo. — Thermopolis Bcstg. Co.; Mildred V. Ernst. FCC granted petition of Thermopolis for leave to amend its application to specify 1050 kc daytime only in lieu of 1240 kc, U; submit new programming information, etc.; application as amended was removed from hearing docket; retained in hearing application of Ernst. Action Oct. 8.

Routine Roundup . . .

ACCEPTED FOR FILING

Modification of CP

WESO Southbridge, Mass., James W. Miller—Mod. of CP (BP-8449) which authorized a new standard broadcast station for extension of completion date (BMP-6659).

Remote Control

KWTX Waco, Tex., KWTX Bcstg. Co.—(BRC-550).

Modification of CP

WTVI (TV) Belleville, Ill., Signal Hill Telecasting Corp.—Mod. of CP (BPCT-1381) as mod., which authorized new tv station for extension of completion date to 1-31-55 (BMPCT-2533).

WABD (TV) New York, N. Y., Allen B. DuMont Laboratories Inc.—Mod. of CP (BPCT-657) as mod., which authorized changes in existing tv station for extension of completion date to 4-6-55 (BMPCT-2534).

Application Returned

KNEL Brady, Tex., Gene M. Burns, Independent executor of the estate of G. L. Burns, deceased—Voluntary assignment of license to Ruth Burns.

October 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Post, Tex., Wallace Simpson—Granted petition for leave to amend his application (Docket 11128; BP-9204) to specify 1370 kc, 500 w, D in lieu of 1220 kc, 250 w, D, and application as amended, was removed from hearing docket (Action of 10/5).

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs.; Klamath Falls Tv Inc.—The examiner, on his own motion, continued from Oct. 11 to Nov. 1, the hearing in re tv ch. 2 (Dockets 10980-81).

By Hearing Examiner James D. Cunningham

The examiner, on his own motion, pending decision by the Commission on petition of the Broadcast Bureau for enlargement of the issues and reopening of the record in proceeding re applications of WMID Atlantic City (Dockets 11045-46), ordered that the final date (Oct. 18) heretofore specified for the parties to file proposed findings on said record, and for oral argument or the possible taking of testimony with regard to petition of WMID for reopening of the record and acceptance of certain exhibits, are postponed until further order (Action of 10/6).

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted petition to amend its application (Docket 10639; BP-8569) in minor respects (Action taken 10/5).

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October 8 Applications

ACCEPTED FOR FILING

License for CP

WRWB Kissimmee, Fla.. Emerson W. Browne tr/as Radio Station WRWB—License to cover CP (BP-9189) as mod., which authorized a new standard broadcast station (BL-5468).

KTCB Malden, Mo., Charles William Craft—License to cover CP (BP-9307) as mod., which authorized new standard broadcast station (BL-5462).

WKBS Mineola, N. Y., Key Bcstg. System Inc.—License to cover CP (BP-8826) as mod., which authorized change antenna, transmitter and studio location (BL-5470).

WTYN Tryon, N. C., Mildred Allen and Edithe Mooneyham d/b as Thermal Bcstg. Co.—License to cover CP (BP-9132) as mod., which authorized new standard broadcast station (BL-5467).

WOHO Toledo, Ohio, The Midwestern Bcstg. Co.—License to cover CP (BP-5421) as mod., which authorized new standard broadcast station and specify studio location as 2965 Pickle St., Toledo (BL-5471).

KERG Eugene, Ore., Guard Pub. Co.—License to cover CP (BP-9240) as mod., which authorized increase daytime power from 1 kw to 5 kw and change type transmitter (BL-5466).

WRGS Rogersville, Tenn., John E. Beal, Charles W. Beal, Fred T. Beal and Harry M. Beal d/b as Rogersville Bcstg. Co.—License to cover CP (BP-8807) as mod., which authorized new standard broadcast station (BL-5465).

Remote Control

WHEC Rochester, N. Y., WHEC Inc.—(Main) (BRC-551).

WHEC Rochester, N. Y., WHEC Inc.—(Auxiliary) (BRC-552).

Renewal of License

WGNC Gastonia, N. C., Catherine T. McSwain—(BR-998).

WHKP Hendersonville, N. C., Radio Hendersonville Inc.—(BR-1405).

WLAS Jacksonville, N. C., Seaboard Bcstg. Corp.—(BR-2961).

License for CP

WJW-FM Cleveland, Ohio, WJW Inc.—License to cover CP (BPH-1961) which authorized changes in licensed station (BLH-999).

WJPB (FM) Fairmont, W. Va., Fairmont Bstcg. Co.—License to cover CP (BPH-1966) which replaced expired permit (BLH-998).

October 11 Applications

ACCEPTED FOR FILING

License for CP

WETU Wetumpka, Ala., Elmore Service Corp.—License to cover CP (BP-8936) as mod., which authorized new standard broadcast station (BL-5477).

WMYR Fort Myers, Fla., Robert Hecksher—License to cover CP (BP-8990) which authorized change hours of operation from daytime to unlimited using power of 500 w night and installation of DA for night use only (BL-5457).

WABR Winter Park, Fla., Orange County Bcstrs. Inc.—License to cover CP (BP-8708) as mod., which authorized new standard broadcast station (BL-5459).

WRCD Dalton, Ga., James Q. Honey and Kenneth H. Flynt d/b as Whitfield Bcstg. Co.—License to cover CP (BP-9011) as mod., which authorized new standard broadcast station (BL-5475).

KLEM Le Mars, Iowa, Charles E. Loving and Robert M. McKune d/b as B & B Bcstg. Co.—License to cover CP (BP-9177) which authorized new standard broadcast station (BL-5463).

WELY Ely, Minn., Charles B. Persons—License to cover CP (BP-9269) which authorized new standard broadcast station (BL-5460).

Detroit, Mich., Burns Avenue Baptist Church—Extension of authority to transmit programs from Burns Avenue Baptist Church at Detroit, Mich., to Station CKLW Windsor, Ontario, Canada, for period ending July 24, 1955 (BFP-251).

KAWL York, Neb., The Prairie States Bcstg. Co. Inc.—License to cover CP (BP-9199) which which authorized new standard broadcast station (BL-5464).

WSTV Steubenville, Oho., WSTV Inc.—License to cover CP (BP-8968) as mod., which authorized erection of a new tower, remove fm antenna, and change location 415 feet (BL-5476).

WFAR Farrell, Pa., Sanford A. Schafitz—License to cover CP (BP-7942) as mod., which authorized new standard broadcast station (BL-5458).

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—License to cover CP (BP-9319) as mod., which authorized change transmitter location and increase antenna height with fm antenna side mounted (BL-5474).

KGLM Chehalis, Wash., Mid-State Bcstg. Co.—License to cover CP (BP-8187) as mod., which authorized new standard broadcast station (BL-5473).

Renewal of License

WMAP Monroe, N. C., Union Bcstg. Corp.—(BR-1592).

WEEB Southern Pines, N. C., The Sandhill Community Bcstrs. Inc.—(BR-1616).

Remote Control

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—(BRC-553).

License for CP

KTKT-FM Tucson, Ariz., Thomas J. Wallace—License to cover CP (BPH-1912) as mod. (BLH-1000).

WBEN-FM Buffalo, N. Y., WBEN Inc.—License to cover CP (BPH-1953) which authorized changes in licensed station (BLH-1001).

WCAU-FM Philadelphia, Pa., WCAU Inc.—License to cover CP (BPH-1903) which authorized changes in licensed station (BLH-1002).

Renewal of License

WLOS-FM Asheville, N. C., Skyway Bcstg. Co.—(BRH-313).

Modification of CP

KTTV (TV) Los Angeles, Calif., KTTV Inc.—Mod. of CP (BPCT-1756) which authorized changes in facilities of existing tv station for extension of completion date to 5-3-55 (BMPCT-2537).

WHO-TV Des Moines, Iowa, Central Bcstg. Co.—Mod. of CP (BPCT-334) as mod., which authorized new tv station for extension of completion date to 2-3-55 (BMPCT-2538).

KFUO-TV Clayton, Mo., The Lutheran Church, Missouri Synod—Mod. of CP (BPCT-404) as mod., which authorized new tv station for extention of completion date to 3-4-55 (BMPCT-2540).

WNAO-TV Raleigh, N. C., Sir Walter Television Co.—Mod. of CP (BPCT-1156) as mod., which authorized new tv station for extension of completion date to 3-7-55 (BMPCT-2539).

WXEL (TV) Cleveland, Ohio, Empire Coil Co.—Mod. of CP (BPCT-819) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 1-30-55 (BMPCT-2526).

APPLICATIONS RETURNED

Clifton, Ariz., Henry Chester Darwin tr/as Darwin Bcstg. Co.—CP for new standard broadcast station on 1450 kc with power of 250 w and limited hours of operation.

WLOS Asheville, N. C., Skyway Bcstg. Co.—(BR-1623).

WTAB Tabor City, N. C., Tabor City Bcstg. Co.—(BR-2965).

October 12 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner Robert T. Bartley

Commonwealth Bcstg. Corp.—Granted request to dismiss its petition filed Aug. 24, entitled "Complaint, Petition to Delay Action and Request for Other Relief" in proceeding re applications of Beachview Bcstg. Corp. et al. for ch. 10 (Docket 10800-01).

By Hearing Examiner Elizabeth C. Smith

Irwin, Pa., Irwin Community Tv Co.—Granted motion for continuance to Oct. 13 of hearing re tv ch. 4 (Dockets 11007 et al).

By Hearing Examiner Fanney N. Litvin

Little Rock, Ark., Arkansas Tv Co.—Granted motion for continuance of hearing in re ch. 11, from Oct. 11 to Oct. 14 (Docket 10610-11).

By Hearing Examiner Annie Neal Huntting

Issued a Statement Concerning Informal Conference held Oct. 7 in re applications of Port Arthur College and Smith Radio Co., applicants for ch. 4 at Port Arthur, Tex.; the examiner agreed, upon request of applicants, to withhold action upon their petitions to amend filed Sept. 11 and July 16, in view of the fact that each applicant wishes further to amend its application to bring it up to date. It was agreed petitions for this purpose should be filed on or before Nov. 12 (Dockets 10285, 10352).

By Hearing Examiner Thomas H. Donahue

Hatfield, Ind., Owensboro On The Air Inc., Owensboro Pub. Co.—The examiner, on his own motion, continued from Oct. 12 to Nov. 8 the hearing in re ch. 9 (Docket 10982-83).

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By Hearing Examiner Herbert Sharfman

Chicago, Ill., Zenith Radio Corp.—Issued an order revising timetable in Hearing Order of June 30 re proceeding for ch. 2 (Dockets 8917 et al), as follows: Applicants to exchange written cases by Oct. 18; parties to notify each other of witnesses to be produced for cross examination by Oct. 25, and testimony to start Nov. 1.

By Hearing Examiner James D. Cunningham

San Antonio, Tex., The Walmac Co.—Granted petition to extend periods heretofore specified for filing proposed findings and replies in proceeding re ch. 12, to Oct. 25 and Nov. 8 (Docket 11000-01).

By Hearing Examiner H. Gifford Irion

Issued a Statement and Order Governing Hearing in re applications of Great Lakes Television Inc., et al, for ch. 7 in Buffalo, N. Y. (Dockets 10968 et al).

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions Taken Oct. 4

Granted License

WFPK (FM) Louisville, Ky., Board of Trustees, Louisville Free Public Library—Granted license for new noncommercial fm station; ch. 220 (91.9 mc); 19.5 kw, U (BLED-156).

Modification of CP

The following were granted extensions of completion dates as shown:

KSPG Tulsa, Okla., to 4-4-55; KULA-TV Honolulu, to 5-1-55; KPAR-TV Sweetwater, Texas, to 4-26-55.

Remote Control

The following were granted authority to operate transmitters by remote control:
WAHR Miami Beach, Fla.; WAZL Hazelton, Pa.; WSAN-FM Allentown, Pa.

Actions of Oct. 8

Granted License

WBUT Butler, Pa., J. Patrick Beacom—Granted license covering change in facilities; 1050 kc, 250 w, D (BL-5408).

Modification of CP

WESO Southbridge, Mass., James W. Miller—Granted extension of completion date to 4-17-55; engineering condition (BMP-6659).

Remote Control

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Granted authority to operate transmitter by remote control.

WPJB-FM Providence, R. I., Providence Journal Co.—Granted authority to operate by remote control from WEAN transmitter, E. Providence.

Actions of Oct. 7

Granted License

WKMI Kalamazoo, Mich., Steere Bcstg. Co.—Granted license for change in facilities, install new transmitter and change to DA-2; 1 kw, 5 KW-LS, U on 1360 kc (BL-5338).

WHYY Philadelphia, Pa., Delaware Valley Educational Tv Corp.—Granted license for noncommercial educational fm station; ch. 215 (90.9 mc), ERP 20 kw, U (BLED-158).

KNOX Grand Forks, N. D., Community Radio Corp.—Granted license covering change in facilities, installation of new transmitter, DA for night use and change transmitter and main studio location; 1310 kc, 5 kw, U (BL-5364).

Granted CP

WINN Louisville, Ky., Kentucky Bcstg. Corp.—Granted CP to change transmitter location, install new transmitter and make changes in antenna system (BP-9404).

Remote Control

WHEC Rochester, N. Y., WHEC Inc.—Granted authority to operate main and aux. transmitters by remote control.

Actions of Oct. 6

Granted License

WDIA Memphis, Tenn., Bluff City Bcstg. Co.—Granted license covering change in facilities, etc., 1070 kc, 5 kw, 50 kw-LS, DA-2, U (BL-5341).

WOWO Fort Wayne, Ind., Westinghouse Bcstg. Co.—Granted license covering change in power to 50 kw, U, DA-N; change transmitter location and change name to Westinghouse Bcstg. Co. (BL-5310).

WPKO Waverly, Ohio, Hi Kinco Bcstrs.—Granted license for am station; 1380 kc, 1 kw, D, DA (BL-5381).

KALW San Francisco, Calif., Board of Education of the San Francisco Unified School Dist.—Granted license covering changes in noncommercial educational fm station (BLED-157).

Remote Control

KWTX Waco, Tex., KWTX Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted extension of completion dates as shown:

KARK-TV to 4-20-55; WABD (TV) New York to 4-6-55; KLTV (TV) Tyler, Tex., to 3-1-55; WSTV-TV Steubenville, Ohio, to 4-12-55.

Actions of Oct. 5

Granted License

WRCM New Orleans, La., Supreme Bcstg. Co.—Granted license for fm station (BLH-997).

Modification of CP

WEOL-TV Elyria, Ohio, Elyria-Lorain Bcstg. Co.—Granted mod. of CP to extend completion date to 4-11-55.

Remote Control

KIUN Pecos, Tex., Radio Station KIUN—Granted authority to operate transmitter by remote control.

October 12 Applications

ACCEPTED FOR FILING

Remote Control

WROM Rome Ga., Coosa Valley Radio Co.—(BRC-554).

Application Returned

WGR Buffalo, N. Y., WGR Corp.—Voluntary transfer of control of licensee corporation to George F. Goodyear et al (unnecessary).

License for CP

WEQR (FM) Goldsboro, N. C., Eastern Carolina Bcstg. Co.—License to cover construction permit (BPH-1933) which authorized changes in licensed station (BLH-1003).

CP

KUGN-FM Eugene, Ore., KUGN Inc.—Construction permit to replace construction permit (BPH-1642) as modified which expired July 4, 1954 (BPH-1971).

WHA-FM Madison, Wis., State of Wisconsin, State Radio Council—Construction permit to replace construction permit (BPED-238) which expired June 13, 1954 (BPED-263).

Remote Control

WPJB-FM Providence, R. I., Providence Journal Co.—Change Remote Control point to Rogers Williams Avenue, WEAN transmitter, East Providence, R. I. (BRCH-112).

Modification of CP

WSIL-TV Harrisburg, Ill., Turner-Farrar Association—Mod of CP (BPCT-1323) as mod., which authorized new tv station for extension of completion date to 4-15-55 (BMPCT-2543).

KYTV (TV) Springfield, Mo., Springfield Television Inc.—Mod. of CP (BPCT-800) as mod., which authorized new tv station for extension of completion date to 5-15-55 (BMPCT-2544).

KNOX-TV Grand Forks, N. D., Community Radio Corp.—Mod. of CP (BPCT-1760) which authorized new tv station for extension of completion date to 5-30-55 (BMPCT-2545).

Renewal of License

WFNC Fayetteville, N. C., Cape Fear Bcstg. Co.—(BR-1070).

Modification of CP

WKNA-TV Charleston, W. Va., Joe L. Smith Jr. Inc.—Mod. of CP (BPCT-591) as mod., which authorized new tv station for extension of completion date to 5-4-55 (BMPCT-2541).

October 13 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs., Klamath Falls Tv Inc.—The Examiner on his own motion ordered nunc pro tunc, that the date for the exchange of exhibits by counsel for KFJI and for the filing of exhibits by Klamath Falls Tv, with Examiner, is postponed from Oct. 6 to Oct. 27 (Dockets 10980-81). (Action of 10-12).

Bristol, Va., Appalachian Bcstg. Corp.; Tri-Cities Tv Corp., Bristol, Tenn.—Granted petition of Tri-Cities to the extent that the time for filing proposed findings in proceeding re ch. 5, is extended from Oct. 11 to Oct. 25, and the time for filing reply findings is extended from Oct. 26 to Nov. 8 (Dockets 10879-80). (Action of 10-11).

By Hearing Examiner Hugh B. Hutchison

Issued a notice of Pre-Hearing Conference to be held Oct. 15 in re applications of Greenwood Bcstg. Co. Inc., Chattanooga, Tenn., and Cherokee Bcstg. Co., Murphy, N. C., for am facilities (Dockets 11101-02).

Issued an Order setting forth matters agreed upon between all parties in the proceeding re applications of Mid-Cities Bcstrs., Arlington, Tex., Jessie Mae Cain, Grand Prairie, Tex., and KLIF Dallas, for am facilities (Dockets 11024 et al).

By Hearing Examiner Thomas H. Donahue

Issued an Order governing hearing in re applications of Television East Bay, et al, for ch. 2 in Oakland, Calif. (Dockets 8888 et al).

By Hearing Examiner Fanney N. Litvin

WOL Washington, D. C., Washington Bcstg. Co.—Granted petition for leave to amend its application for renewal of license for synchronous amplifier, to show specific details of applicant's experience in the operation of its synchronous amplifier; denied petition insofar as it requests removal from hearing docket (Docket 9967).

By Hearing Examiner J. D. Bond

Issued a Third Pre-Trial Order which shall govern the course of further proceedings to the extent indicated, in re applications of The Toledo Blade Co., et al. for ch. 11 in Toledo, Ohio (Dockets 11084 et al.); further conference shall convene Dec. 21.

By Hearing Examiner Elizabeth C. Smith

New Orleans, La., James A. Noe and Co.—Granted petition for leave to amend its application for ch. 4, to reflect the resignation of Benton Paschall as general manager of proposed tv station and the substitution of James E. Gordon in such position (Dockets 10796 et al.).

Wilkinsburg, Pa., WCAE Inc.—Granted motion for extension of time to Oct. 12 in which to file opposition to petition for leave to amend application, filed by Allegheny Bcstg. Corp., re ch. 4 (Dockets 7287 et al.).

By Hearing Examiner James D. Cunningham

The Examiner, on his own motion, continued hearing conference in re applications of Matheson Radio Co. et al. for ch. 5 in Boston, Mass., from Oct. 18 to Oct. 26 (Dockets 8739 et al.).

AM AND TV BROADCAST ACTIONS

The Commission en banc, by Commissioners McConnaughey (Chairman), Hyde, Bartley and Doerfer, took the following actions on October 13:

Renewal of License

The following were granted renewal of licenses for the regular period:

WCFV Clifton Forge, Va.; WACB Kittanning, Pa.; WWYO Pineville, W. Va.; WKIK Leonardtown, Md.

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Sales manager. Outstanding financial future and opportunity for successful sales manager. Salary, liberal commission and travel expenses. Box 979E, B•T.

Manager who can produce sales. Midwest station, may invest. Box 985E, B•T.

Salesman

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Lifetime opportunity—growing midwest MUZAK franchise needs top salesman. No investment but persistence required. Box 767E, B•T.

Salesman wanted. Must have good personality, and be able to produce for a station that really gets results. Send photograph and complete information, including salary requirements to Box 984E, B•T.

California. Experienced local salesman for established Fresno kw independent. $100 weekly guarantee plus commission, expenses. Send detailed experience, references and photo. Box 994E, B•T.

Salesman immediately for Washington, D. C. area independent. Must know radio and be ready for big-time market. Base guarantee against commission. State experience first letter. Box 6F, B•T.

Salesman wanted at once for full time southeastern major net affiliate. Box 39F, B•T.

Salesman for live wire Independent. Block of accounts to start with. Will give good salary and commission with incentive plan, plus car allowance. Call Sales Manager, WCOJ, Coatesville, Pa., 2100.

Radio salesman. Qualified man to take over one third local billing as starter. Salary plus commission. Must be experienced, reliable and mature. Leading station, Elmira area. Every company benefit, including paid retirement plan. Send resume. Commercial Manager, WENY, Elmira, New York.

Announcers

1st combo, salesmen and announcers. Indiana. Box 485E, B•T.

Virginia network station has opening for staff announcer. Want recent radio school graduate or beginner. Must have ability to develop. Starting salary $45.00 per week. Box 897E, B•T.

RADIO

Help Wanted—(Cont'd)

Good community mixer for radio-tv sports. Radio D.J. and staff. Experienced only, details, salary, snapshot, availability first letter. Box 38F, B•T.

Announcer. $80.00 per week starting salary at top rated independent station in college town. Paid hospitalization, vacations, sick leave, other benefits. Want experienced, production-minded announcer preferably from midwest. Permanent position with advancement. Send full details in letter with photo and tape to Max Bicknell, Program Director, KAYS, Hays, Kansas.

Wanted. Experienced radio announcer. Music-news station. Starting salary $65.00 increases $75.00 six months. Send qualifications: Manager, KCFH, Cuero, Texas.

Start $75 per week for experienced D.J. and staff man on progressive independent. Send audition, picture and complete details. Chad Lassiter. KNEA, Jonesboro, Arkansas.

Opening livewire morning man. $70.00 start. Raises. Must keep it fresh. Opening now. WMFC, Monroeville, Alabama.

5,000 watt NBC station needs D.J. and sports man in a hurry. Good deal to right man. Salary plus talent. Rush tape and photo to Jack Gale, WTMA, Charleston, South Carolina.

Need experienced announcer for music-news station. Contact Bill Gehlert, WTUX, Wilmington, Delaware.

Technical

Have opening soon for combo-chief engineer. KDLK, Del Rio, Texas. Phone 5-2431, P. O. Box 1162.

Chief engineer capable doing announcing. Qualified supervise 5 kw directional. Permanent position. KGHF, Pueblo, Colorado.

Chief engineer, capable of doing a limited schedule as a combination man. Must be experienced as a small station chief, or be well qualified to take over. Man willing to settle permanently in Hawaii preferred. Airmail replies to KMVI, Wailuku, Maui, T. H.

First class engineer-announcer, emphasis announcing. Permanent position. Ideal community. Send resume, tape, minimum salary requirements. WMVO, Mount Vernon, Ohio.

Technical personnel for tv and am newspaper owned operation. Contact Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Opening for experienced female continuity writer in one of the south's best radio stations. Above the average position. Give full details including experience and photograph. Box 872E, B•T.

Expanding Illinois independent needs outstanding girl Friday. Copywriting, shorthand, typing, air work. No bookkeeping. Top salary. Extras. Future. Shoot resume, typing, shorthand speeds to Box 993E, B•T.

Experienced male continuity director. Midwest radio, vhf-tv station. Include photo with application. Box 7F, B•T.

Situations Wanted

Managerial

Experienced general manager, fifteen years, all phases radio, seeks permanency. Box 913E, B•T.

Manager, seven years excellent sales, announcing, 1st phone. Small market. Box 978E, B•T.

Young man with ideas for small market, future and challenge. Box 1F, B•T.

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 5F, B•T.

Station manager resigning network for independent station with future. Eleven years experience. New England preferred, all offers considered. Family man desirous of permanent location. Write Box 17F, B•T.

Sales-minded manager with proven ability prefers southeast. Just sold own small station. Can invest if required. For references, details, write Box 23F, B•T.

General-commercial manager. Now managing radio station in dual radio-tv ownership. Have strong faith in radio's ability to survive, sell and prosper. Ownership primarily interested in television. Therefore, desire position radio operation where 15 years experience local and national sales, programming and promotion will pay off to ownership and to me. Would welcome challenge of station down in ratings, local, national sales. Have beaten such situation in current position and can present documentation to prove it. Married, stable, best local and national references. Box 36F, B•T.

Salesman

Salesman: Georgian, employed, seven years experience commercial manager, programming, copywriting and announcing on local station. Age 30. College graduate. Write Box 966E, B•T. Prefer East Alabama or Southwest Georgia market.

College man, 29, seeks real sales opportunity. Experienced radio-television. Solid selling, not high pressure. Relocate in any area. Box 992E, B•T.

Account executive. University degree-Advertising. Five years radio sales experience. Presently sales manager. Desires change. Prefer station or rep., Manhattan, Philadelphia area. Outstanding salesman-executive. Box 16F, B•T.

Top-notch salesman, available November 1. Territory New York, plus some additional states. Presently selling radio time for local New York radio station. Top sales background, both in advertising and regular tangible lines. Seeking sales opportunity. Age 29, will travel, own car. Box 20F, B•T.

Salesman 4 years experience seeks opportunity with sound radio-tv station, best references. Box 21F, B•T.

Salesman. Seven years experience in sales and station management. Available immediately. Southeast. Box 24F, B•T.

Aggressive time salesman desires position radio or tv. Married. Excellent references. Box 25F, B•T.

Announcers

Announcer. Deejaying and newscasting at major market, middle Atlantic's leading independent. College graduate, 26, veteran. Desires large market northeast location. Box 933E, B•T.

Personality hillbilly D.J., singer, staff, operate board, 3rd class ticket, 4 years experience with top hillbilly stars, excellent references, presently employed, veteran, network voice, no beginner stations. Box 941E, B•T.

COMPLETE HIGH POWER VHF TRANSMITTING PLANT

AT AN ATTRACTIVE PRICE

GE TT-6-E Driver
GE TY-4-A 20 KW Amplifier
TY-28-H 12-Bay Antenna
1000 Feet Andrew T-453
6 1/8" Transmission Line

Presently equipped for Channel 11
can be modified for Channels 7 thru 13.

ABOVE EQUIPMENT AS IS AND WHERE IS $130,000

KGUL-TV **GALVESTON, TEXAS**

RADIO

Situations Wanted—(Cont'd)

Flexible, young announcer. Erudite delivery. Concentrated commercial experience every phase radio. Own piano show. Fortes . . . news writing—casting, selling your sponsors, perserverance for perfection. Proved capability southwesterly; desire distinctive operation native East. Exceptional references. Lightly conversant tv. To exchange information, phone Cedarhurst 9-1231, Lawrence, N. Y., or write Box 968E, B•T.

Morning spot. Good comic D.J. 1st ticket. Write copy! No riots, but good humor! Puns, poems, parodies, nerve! How does it sound? Box 975E, B•T.

Announcer, D.J., news. Radio school graduate. Second class ticket. Beginner in field. Will travel for start. Box 977E, B•T.

Announcer, experienced. Strong on news, play-by-play. Operate board. Conscientious worker. Tape & resume. Call Washington, D. C., Lincoln 6-3890 or write Box 980E, B•T.

Announcer. Five years experience news, D.J. Capable. Finest references; college graduate. Box 987E, B•T.

Staff announcer. Sportscaster, D.J., commercial talent. Single, travel, tape on request. Box 989E, B•T.

All around announcer. Strong D.J. and news. Familiar with 23C REL dual board and remotes. Experienced, single, vet, looking to settle. Tape. Box 990E, B•T.

Announcer with personality that sells. All 'round. 3½ years experience. Box 2F, B•T.

Staff announcer, presently employed. Experienced in all phases of announcing, including sports. Tape and resume immediately. Box 4F, B•T.

Announcer, deejay, news, commercials. Smooth, effective style. Some experience. Single, veteran, travel, tape, resume. Box 10F, B•T.

Staffman, sports, personality, limited experience, veteran. Available immediately. Tape. Box 11F, B•T.

Ex-Marine wishes broadcasting career. Single, versatile. Limited experience all phases. Tape, resume. Box 12F, B•T.

Top-notch daytime personality. 3 years experience, 3rd phone, presently employed, relaxed, strong on interviews, sports and ad-lib. Tape and resume on request. Box 14F, B•T.

Help announcer leave rut. 2½ years experience. Authoritative news, strong commercials. Record shows, or deejay. Sports color. Box 19F, B•T.

Hillbilly D.J.-farm director. Ex-rodeo cowboy, own western band. Five years radio, 3 same station, all phases. Not realizing potential. Box 30F, B•T.

Experienced chief announcer-producer. 12 years New England radio, top D.J. in each location. Currently PD. Seek better future. Box 35F, B•T.

Top staff man. General staff duties, plus dramatic production experience. Worked in Chicago. 25 years old, single, deferred, automobile. Tape on request. Don Braid, 729 S. Highland Avenue, Oak Park, Illinois.

Looking for permanency in northeast. Ray Cascone, WFPG, Steel Pier, Atlantic City, N. J.

All around announcer. News, D.J., board, commercials, commercial writing, programming, continuity. Light experience, but hard worker wanting chance. Murray Langer, 70 Parkway, North, Yonkers, New York.

Announcer-staff. News and sportscasts, friendly D.J. show, good play-by-play. Light experience, accent on future, married, can travel. Joe Lynch, 195 Elmwood Drive, Clifton, New Jersey, Mulberry 4-6941.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Experienced announcer-engineer, young, excellent references, progressive station, preferably south. Duane Pagel, 2511 Garfield, N.E., Minneapolis, Minnesota.

Announcer, experienced all phases, specialize hillbilly. Third class license. Single. Ed Scot, 830 N. Stewart Street, Arlington, Va., Phone Jackson 5-5748.

Announcer, single, dependable, draft exempt, light experience, news, commercials, D.J., control board. Will travel. Tape upon request. Gene Tully, Box 29, Harrison, New Jersey.

RADIO

Situations Wanted—(Cont'd)

Announcer, Midwestern graduate. 2032 73rd Court, Elmwood Park, Illinois.

Attention station manager, dee-jay with proven ability to build and hold audience. 3 years experience. Thorough knowledge music and excellent news and commercial delivery, seeks permanent position in top market with progressive operation. Top references. Married, tape, resume. Box 1488, Grand Central Station, New York City.

Technical

Engineer-first phone, 6 years experience—control board, remote, transmitter. No announcing training, but willing to learn. Box 848E, B•T.

Engineer am, tv, network, 1st phone, dramatic, musical, experience 7 years. Box 967E, B•T.

First phone — studio control, some experience D.J., announcing. Over two years commercial experience. College graduate. Excellent references. Available November 1st. Box 969E, B•T.

1st phone operator. 2½ years experience in all phases of radio broadcasting. Immediate availability. Box 9F, B•T.

First phone, experienced equipment maintenance, console, recording, remotes, some combo. Box 22F, B•T.

Engineer, four years experience, all phases, draft exemption, first phone. Every offer considered. Prefer south. Box 26F, B•T.

Experienced chief engineer-combo announcer. Maintenance, installation. Box 28F, B•T.

First class engineer-announcer. Several years electronic experience. Desire either straight engineer position, or combination. Prefer work in Mississippi, or Western Alabama. H. C. Clark, Jr., 304 Line Avenue, Philadelphia, Mississippi.

First phone, am-fm-tv experience, age 30, car, available immediately. Mr. Engineer. 206 Furman Street, Syracuse, N. Y., phone 75-8913.

RADIO

Situations Wanted—(Cont'd)

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

First phone engineer, past three years television microwave, also am experience. No announcing. Available November 1st. Contact Cecil Ward, Hugh's Trailer Court, Chillicothe, Ohio.

Production-Programming, Others

Artist-scene designer, married, experienced, desires location with a progressive station. Brochure on request. Box 906E, B•T.

Experienced P.D.-announcer. College graduate. Small southern station, seeks greater opportunity. References available. Box 970E, B•T.

Mature, versatile, experienced. Here's man that's been doing bang-up selling job on air in good market on major network station. Interested in early morning air work. Rest of time selling and servicing. Excellent board announcer. Handle tapes and panel with ease and efficiency. Wants to graduate to larger market, increased income. Easy sincere delivery. Age 39 years, fourteen radio. Best references. Prefer west or south central. All inquiries answered. Answer to Box 973E, B•T.

Now PD-new director in small station. Want step up! Box 3F, B•T.

Top basketball and all-around sports man. 5 years PD. Brief, but effective sales stint. Consaider any permanent set-up of above combination. Married. Family. 27. College graduate. Best references. Box 8F, B•T.

Program director, news, sports, married, 13 years experience. Two weeks notice, excellent references. Will do fine public relations job. Available for interview on weekends. Permanent position. Box 37F, B•T.

Female copywriter-announcer, negro. Recent broadcasting school graduate. College background. Good commercial copy, good voice. Dependable, conscientious. Samples, tape, resume. Available. Box 13F, B•T.

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:
- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

RCA Tmks. ®

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

TELEVISION

Help Wanted

Salesmen

Experienced tv salesman only vhf station in Vermont. 75,000 sets now—100,000 potential market. Multiple network. Went on air in September. Guarantee and liberal commission. Real opportunity for producer. Write complete information plus references first letter. S. T. Martin, General Manager, WMVT, Burlington, Vt.

Opportunity for young man with radio or television sales background to join radio-tv sales staff of growing uhf station. Insurance, hospitalization, pension benefits. Write Personnel Director, WSBT-TV, South Bend, Indiana.

Technical

Maximum power vhf station has opening for experienced film cutter and electronic maintenance man. Write or call: Chief Engineer, KGUL-TV, Galveston, Texas.

Production-Programming, Others

Commercial artist position available with vhf television station. Must be good, versatile artist. Send art work samples and state experience, age, marital status, salary expected. Box 739E, B•T.

Immediate opening for tv continuity writer. Television experience necessary. Please give full experience background, references, copy samples, photo and salary expected with first letter. Address Dan Durniak, WJNO-TV, P. O. Box 510 Palm Beach, Florida.

Production man, director, technical-director, with commercial understanding wanted for aggressive, growing, fully equipped WMTV (Channel 33), Madison, Wisconsin. Must be keen, quick, vigorous, ambitious, imaginative. Immediate employment and plenty of potential in world's most beautiful college community. State experience, expected starting salary, idiosyncrasies. Write Jerry Bartell, WMTV, Madison.

Situations Wanted

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copywriters**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

TELEVISION

Situations Wanted—(Cont'd)

Salesman

Experienced radio and tv salesman desires locating with vhf station. Will travel anywhere for the right opportunity. Excellent references. Good solid sales record . . . both in radio and tv. Box 814E, B•T.

Experienced salesman, intangibles in competitive New York market. Interested in all phases of television, sales and management. Must enter television, locate anywhere. Box 29F, B•T.

Technical

Experienced am operation and maintenance. Seeking chief or tv opportunity. Box 986E, B•T.

Production-Programming, Others

Program-production manager, currently employed major market vhf station. Diversified background, excellent references. Box 949E, B•T.

Continuity director—1½ years' tv experience as department head, writer, publicity, promotion, sales background, college, 28 years old, family. Seeking permanent connection in media or agency offering future. Box 972E, B•T.

Experienced young woman. Tv programming, operations, film, sales. Denver preferred. Box 974E, B•T.

Got CP? Thoroughly experienced PD put two television stations on air. Can do same for you. Box 982E, B•T.

Six years experience: programming, production, continuity. Seeking executive position; medium, large market. As PD, launched two television stations, radio station. College education. Best references, including previous employer. Available for personal interview or immediate employment. Box 983E, B•T.

Presently employed—tv cameraman. Excellent experience all studio operations. Video, audio, floor mgr., lighting, remotes. Desires position production-operations. Prefer east, will consider all offers. Box 991E, B•T.

Tv manager-program or operations. Dependent on market and permanent future possibilities. Confidential. Box 15F, B•T.

Newsman with major network in New York City desirous of making switch to network affiliate or independent. Extensive experience newscasting, film, production, direction, writing. Family man. Can build news or program departments. Radio manager prior to entering tv. Write Box 18F, B•T.

Production supervisor. Little fish in big pond would like to swim upstream. Six years tv producer-director. Experienced all phases production. Respected ability, character. Top references, college degree, age 30, married. Box 31F, B•T.

For Sale

Stations

Georgia single station market $35,000, includes land and building. Minimum $15,000 down. Paul H. Chapman, 84 Peachtree Street, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

New station for lease to right party. Been in operation since June 10. Write details: Clyde E. Thomas, Owner, Box 146, Big Spring, Texas.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 6½ coax line and all fittings. Also complete tower lighting. A bargain. Box 737E, B•T.

Transmitter remote control, new condition. Real buy at $475. Terms if needed. Box 32F, B•T.

(1) Presto, model "Y", portable recorder in first class condition. Original cost $600, now $150. (2) Rek-O-Kut 78-33 heavy duty transcription turn tables. Original cost $125 each, now $50 each. (3) RCA PG-201 16mm projectors (ideal for tv film screening). Original cost $300 each, now $100 each. (2) 833 tubes. Never used. $25 each. (1) Cincinnati time clock. Used one year. Original cost $300, now $150. Write Baldwin, KDYL, Salt Lake City, Utah.

Test equipment. Hewlett Packard vhf, model 803A bridge, model 417A detector and model 608A signal generator. Nearly new. Cost $1545.00. Make offer. Frank C. Carman, KUTA, Salt Lake City, Utah.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

A large quantity new RG-11U coax and #10 soft drawn copper wire. WDZ, Decatur, Ill.

Remote control system. WOKO going under one roof; will sell Gates remote system. Only eight months old, bugs all out. Reduce your payroll hundreds of dollars. Jim Healey, WOKO Albany, New York.

1—125' Blaw-Knox self supported tower, 1—85' Ideco self supported tower, 1—65' G.E. fm antenna pole mast, 2—65' RCA, tv antenna pole masts, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, ⅞, 2⅝ and 3⅛ coaxial lines and fittings. Alliance Engineering and Construction Company, 82 West Washington St., Chicago 2, Illinois, or phone Central 6-1606.

FOR SALE IMMEDIATELY
TV STUDIO EQUIPMENT

New, perfect-condition RCA equipment adaptable for uhf or vhf use:

- **Field Switcher System**
- **RF Load and Wattmeter**
- **TG10A Field Sync Generator**

and other equipment. For details, contact:

GREAT PLAINS TV

4 West 58th Street New York 19, N. Y. Plaza 9-2929

Wanted to Buy

Stations

Part interest, preferably controlling interest, one station market, East Alabama or Southwest Georgia town. Write Box 965E, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin. Theatre Broker. Box 811, Tulsa.

Former station owner wants to buy station in southeast. Will invest up to $50,000, one-third down. Replies confidential. Write Broadcaster, 1256 Waughton Street, Winston-Salem, North Carolina.

Equipment Etc.

Complete tv equipment, 100 kw, channel 3, studio to antenna. Advise lowest cash price and full particulars on any part. Box 885E, B•T.

Self supporting FM tower 200-250 ft., accessories. Give full details. Box 904E, B•T.

Wanted, disc recorder in top condition. Give full details and price wanted. Box 976E, B•T.

Used 4 or 8 bay Collins or Andrew fm antenna. Box 981E, B•T.

Wanted: RCA tv field equipment, camera, field sync generator, field switcher, power supplies,, microwave equipment. Advise cash price and full particulars. Box 999E, B•T.

Collins fm antenna 37M6 on 3 and ⅛ inch line or other antenna for use with 10 kw fm transmitter and power gain of 6. KPFA, Berkeley 4, California.

Two turntables, 3 speed, good condition. Will pay cash. Phone WIKK, 23-248, Erie, Pennsylvania.

Immediate cash for new, used equipment, uhf, fm, am transmitters. Complete description full details to Richard Ajello, Camana 631, Lima, Peru.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

Salesman

Immediate opening for aggressive, strong, successful radio salesman for well accepted network station in competitive three-station Maryland market. Good monthly draw to start. Must have car. Sincere, honest worker can establish fine permanent income. No floaters or one-time hotshots. Reply Box 988E, B•T.

TELEVISION

Help Wanted

Production-Programming, Others

LEONARD FRANKEL

We need you to head
Staff on TV Station
Sales Promotion.
Write Box 27F, B•T.

Situations Wanted

Production-Programming, Others

It takes a certain something besides experience to become a really good tv producer-director. I think I have it . . . a flair that could be of great value to you. BUT I NEED EXPERIENCE!

PRO	CON
College Degree . . . Creativeness	Inexperience
Art background . . . Ingenuity	
Showmanship . . . Ambition	
Enthusiasm . . . Sense of timing	

I have the qualifications.

Won't you give me the experience?

Box 971E, B•T

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

5KW
TELEVISION
TRANSMITTER
FOR SALE
RCA - TT5

KOTV TULSA, OKLAHOMA

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Instruction

WANT a TV or RADIO JOB?
Trained announcers, producers, writers now in demand

NATIONAL ACADEMY OF BROADCASTING
(Est. 1934)
3338 16th Street N.W.
Washington, D. C.
New Term starts soon
Enroll Now. DE 2-5580
Placement Service

Miscellaneous

Owner, Writer-Director
of Radio's Only
DRAMATIC AMATEUR HOUR*
seeking:
PACKAGE PRODUCERS

To record show in various sections of the country, on regionally sponsored basis.

Box 34F, B•T.

*Show on 50,000 Wt. station
Transcription available

FOR SALE

VHF TELEVISION EQUIPMENT

CHANNEL 4 RCA TT500A TRANSMITTER AND ASSOCIATED EQUIPMENT:
2 RCA PROJECTORS & FILM CHAIN. 1 RCA STUDIO CAMERA & CONTROL
AND
MISCELLANEOUS TV EQUIPMENT

★ ★ ★

CONTACT: JOHN GORT, KOPR-TV
BUTTE, MONTANA — PHONE 6546

Experienced

Television Micro-wave Engineers
AM Transmitter Engineers
Available

1st Phone-Reliable-Capable

AM Transmitter Going Remote
Inter-city TV Relay Eliminated
For Information
Write Box 33F, B•T

LOOK - I'M A CAMERA

one of WHIO-TV's four film cameras



. . . and that's my boss, Don Wayne, news and public affairs director of WHIO-TV. What a busy newsman he is . . . he keeps me, my friend the 35 mm. Contaflex camera and our new Auricon Sound camera on the go all the time. Our full-time photographic department is always focused on some local story using our film on one of WHIO-TV's five news shows each day. For national film coverage, we have UP Movietone News.

On the film strip is Leonard Ritz, head cameraman and film editor. You also see just a part of our news-gathering equipment used to handle any news assignment.

. . . now, you can see . . . I'M A CAMERA . . . and I work for WHIO-TV . . . and I'm proud to say that we're *THE* station in Dayton, Ohio, offering the most complete, comprehensive news coverage.

George P. Hollingbery,
National Representatives

whio-tv

CBS • DUMONT

Channel 7 Dayton, Ohio

ONE OF AMERICA'S GREAT AREA STATIONS



TELESTATUS

October 18, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC; Raymer; 98,108
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 98,108
►KPHO-TV (5) CBS, DuM; Katz; 98,108
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 30,226
►KVOA-TV (4) ABC, NBC; Raymer; 30,226
Yuma†—
►KIVA (11) NBC, DuM; Grant; 22,764

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,851
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 78,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 16,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,901,124
►KHJ-TV (9) DuM; H-R; 1,901,124
►KNXT (2) CBS; CBS Spot Sls.; 1,901,124
►KRCA (4) NBC; NBC Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,901,124
►KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/53
Sacramento Telecasters Inc. (10) 9/29/54-Unknown
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown

New Starters

The following tv stations are the newest to start regular programming:

KTIV (TV) Sioux City, Iowa (ch. 4), Oct. 10.

KALB-TV Alexandria, La. (ch. 5), Sept. 28.

KPLC-TV Lake Charles, La. (ch. 7), Sept. 29.

KFVS-TV Cape Girardeau, Mo. (ch. 12), Oct. 3.

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,005,960
►KPIX (5) CBS; Katz; 1,005,960
►KRON-TV (4) NBC; Free & Peters; 1,005,960
►KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
Sequoia Telecasting Co. (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 51,615
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 237,198
►KFEL-TV (2) DuM; Blair; 237,198
►KLZ-TV (7) CBS; Katz; 237,198
►KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 5,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

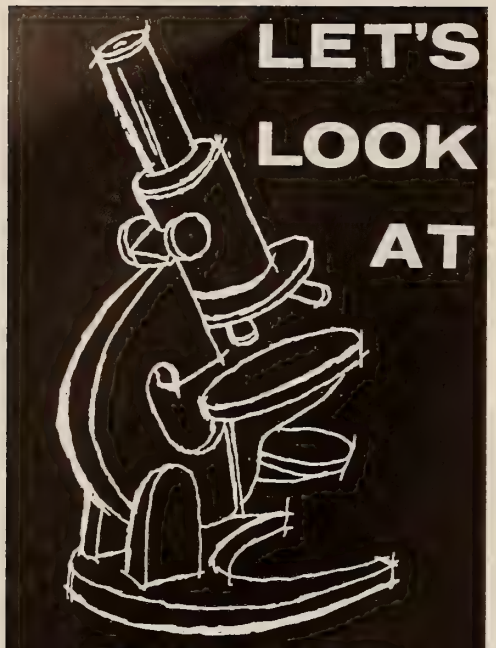
Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
►WRC-TV (4) NBC; NBC Spot Sls.; 636,000
WOOK-TV (50) 2/24/54-Unknown
►WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
►WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
406,804
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company



WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

Wabash Valley

- 227,000 Homes *(147,000 TV homes)*
- $714,500,000 Retail Sales in year '53-'54
- One of the Mid-west's most prosperous industrial and agricultural markets
- Blanketed ONLY by WTHI-TV's 316,000 watt signal

118,000* UNDUPLICATED TV HOMES!

WTHI-TV
CHANNEL 10
TERRE HAUTE, IND.

316,000 Watts

Represented nationally by:
The Bolling Co.

* Send for Proof

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 105,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-11/1/54
► WIRK-TV (21) ABC, DuM; Weed; 33,200
► WJNO-TV (5) NBC; Meeker; 216,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Unknown
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 105,900
► WRDW-TV (12) CBS; Headley-Reed; 104,054
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 52,060
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 92,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 173,140
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 121,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 559,657 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 72,341
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
► WINT (15) See Waterloo
WANE-TV (69) 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 197,733
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 241,290
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 367,914
Wichita—
KAKE-TV (10) ABC; Hollingbery; 4/1/54-10/19/54 (granted STA 10/6/54)
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) Weed
► KTAG (25) CBS, ABC, DuM; Young; 22,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 166,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 101,887
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 61,500
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland Spring—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons
Portland—
► WCSH-TV (6) NBC; Weed; 126,729
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 561,099
► WBAL-TV (11) NBC; Petry; 561,099
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 561,099
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,210,581
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,210,581
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 154,800
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 148,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 61,624

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 455,596
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 404,180
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

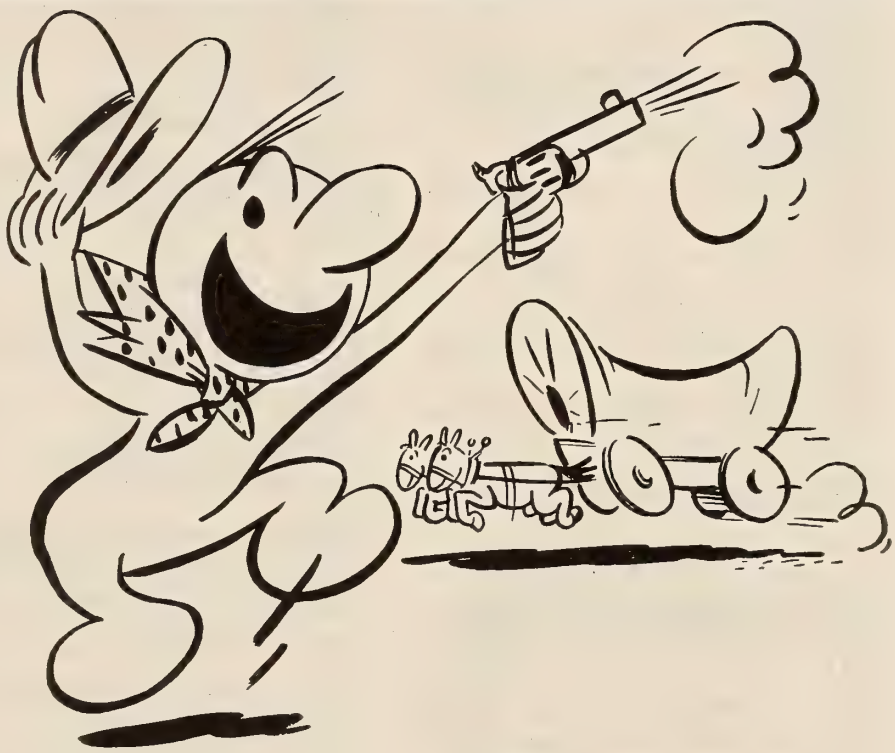
Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 67,900
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 487,910
Rochester—
► KROC-TV (10) NBC; Meeker; 88,145
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 487,910

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 93,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill



Windy, the popular spirit of television in Central Kansas, is celebrating the continued success of the state's first TV station! KTVH pioneered the field for 230,140 homes and continues to serve them best with programs of local and network origin.

KTVH
WICHITA - HUTCHINSON
CHANNEL 12
VHF
240,000
WATTS
CBS BASIC — DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas serves more than 14 important communities besides Wichita. Studios and sales offices are located in Wichita (Hotel Lassen) and Hutchinson. Howard O. Peterson, *General Manager.*

Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
►KSWM-TV (12) CBS; Venard; 66,177
Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 414,615
►KMBC-TV (9) CBS; Free & Peters; 414,615
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 108,755
St. Louis—
►KETC (*9)
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
Sedalia†—
►KDRO-TV (6) Pearson; 59,000
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 49,456
►KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
►KXLF-TV (6). No estimate given.
Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000
Missoula†—
►KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

NEBRASKA

Holdrege (Kearney)—
►KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)
Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 283,150
►WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown



NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
►KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
►KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
►WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
►WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
►WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
►WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
►KOAT-TV (7) ABC, DuM; Hollingbery; 43,797
►KOB-TV (4) NBC; Branham; 43,797
►KGGM-TV (13) CBS; Weed; 43,797
Roswell†—
►KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
►WROW-TV (41) ABC, DuM; Bolling; 103,000
►WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
►WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54
Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
►WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
►WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-11/1/54
Elmira—
►WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
►WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 16,500
New York—
►WABC-TV (7) ABC; Weed; 4,180,000
►WABD (5) DuM; Avery-Knodel; 4,180,000
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
►WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
►WPIX (11) Free & Peters; 4,180,000
►WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
►WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC; Hollingbery; 255,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700
Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 348,000
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Headley-Reed; 348,000
Utica—
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 31,000
►WLOS-TV (13) ABC, DuM; Venard; 204,907
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Oct. '54.
Charlotte—
►WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
►WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073
Durham—
►WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641
Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 233,375
►WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 30,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 25,000
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 500,000
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,059,858
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 62,973
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 138,218
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 40,000

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 173,820
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
►KTVX (8) ABC, DuM; Avery-Knodel
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 281,522
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 109,968
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

OREGON

Eugene—
► **KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000**
Medford—
► **KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610**
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► **KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964**
► **KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770**
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► **WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128**
Bethlehem—
► **WLEV-TV (51) NBC; Meeker; 81,118**
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► **WGLV (57) ABC, DuM; Headley-Reed; 84,915**
Erie—
► **WICU (12) ABC, NBC, DuM; Petry; 208,500**
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 35,830
Harrisburg—
► **WCMB-TV (27) Cooke**
► **WHP-TV (55) CBS; Bolling; 166,423**
► **WTPA (71) ABC, NBC; Headley-Reed; 166,423**
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► **WARD-TV (56) ABC, CBS, DuM; Weed**
► WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402
Lancaster—
► **WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914**
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 220,900
New Castle—
► **WKST-TV (45) ABC, DuM; Everett-McKinney; 146,767**
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 2,044,209
► **WFIL-TV (6) ABC, DuM; Katz; 1,833,160**
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
► **WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110**
► **WENS (16) ABC, CBS, NBC; Petry; 356,354**
WKJF-TV (53) See footnote (d)
► **WQED (*13)**
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► **WEEU-TV (33) ABC, NBC; Headley Reed; 95,000**
► **WHUM-TV (61) CBS; H-R; 219,870**
Scranton—
► WARM-TV (16) ABC; Hollingbery; 170,000
► WGBI-TV (22) CBS; Blair; 175,000
► **WTVU (73) Everett-McKinney; 150,424**
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 174,000
► **WILK-TV (34) ABC, DuM; Avery-Knodel; 184,000**
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► **WNOW-TV (49) DuM; Forjoe; 87,400**
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► **WNET (16) ABC, CBS, DuM; Raymer; 41,790**
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► **WCSC-TV (5) ABC, CBS; Free & Peters; 121,113**
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 63,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 126,334
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
WBTW (8) CBS; CBS Spot Sls.; 11/25/53-10/15/54 (granted STA 9/23)
Greenville—
► **WFBC-TV (4) NBC; Weed; 277,632**
► **WGVL (23) ABC, DuM; H-R; 75,300**
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► **KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 87,192**

TENNESSEE

Chattanooga—
► **WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 101,465**
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/15/54
Johnson City—
► **WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917**
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 88,940
► **WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,-900**
Memphis—
► WHBQ-TV (13) CBS; Blair; 297,746
► WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► **WSIX-TV (8) CBS; Hollingbery; 194,682**
► WSM-TV (4) NBC, DuM; Petry; 198,045
Old Hickory (Nashville)—
► **WLAC-TV (5) CBS; Katz**

TEXAS

Abilene†—
► **KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,307**
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 56,821
► KGNC-TV (4) NBC, DuM; Katz; 56,821
KLYN-TV (7) 12/11/53-Unknown
Austin—
► **KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722**
Beaumont†—
► **KBMT (31) ABC, NBC, DuM; Forjoe; 28,108**
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► **KVDO-TV (22) NBC; Young; 14,744**
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
► **KROD-TV (4) ABC, CBS, DuM; Branham; 57,280**
KELP-TV (13) Forjoe; 3/18/54-Unknown
► KTSM-TV (9) NBC; Hollingbery; 55,270
Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters; 401,000**
Texas State Network (11) 9/17/54-Unknown
Galveston—
► **KGUL-TV (11) CBS; CBS Spot Sls.; 325,000**
325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,380
Houston—
KNUZ-TV (39) See footnote (d)
► **KPRC-TV (2) NBC; Petry; 362,000**
KTLJ (13) ABC; 2/23/54-Nov. '54
KTVP (23) 1/8/53-Unknown
► **KUHT (*8) 281,500**
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► **KTVE (32) Forjoe; 24,171**
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► **KDUB-TV (13) CBS, DuM; Avery-Knodel; 63,500**
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► **KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000**
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
► WOAI-TV (4) NBC; Petry; 212,750

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



That's right! Here in Pennsylvania 1 buy does cover 3 markets when that one buy is WJAC-TV, Johnstown. You not only get the Greater Johnstown market but also the sweetest slice of Pittsburgh AND Altoona! Latest Hooper standings show WJAC-TV

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

If you really want to sell in southwestern Pennsylvania, you can have your cake and eat it, too . . . by choosing the 1 market that covers 3 . . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from your KATZ man!



CBS & DUMONT TELEVISION

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 86,889
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
► KETX (19) CBS, NBC, DuM; 28,405
KLTV (7) ABC, NBC; Pearson; 12/7/54-10/15/54 (granted STA 9/30/54)
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 41,237
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 335,832
WTOV-TV (27) See footnote (d)
► WVEC-TV (15) See Hampton
Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 465,873
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 271,399

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 82,743
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Petry; 3/18/54-11/4/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC, DuM; Weed; 42,942
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 441,140
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-Nov. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Bolling; 59,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) ABC, DuM; Bolling; 345,173
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 695,785
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
WSAU-TV (7) CBS; Meeker; 5/12/54-10/17/54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 409; total cities with stations on air: 274. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,161,781.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WTOV-TV Norfolk, Va.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

Oct. 19: Senate Juvenile Delinquency Subcommittee hearing on tv programming, Washington, D. C.

Oct. 19: NARTB Convention Committee, Mayflower Hotel, Washington.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.

Oct. 22-23: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

Oct. 22-24: Ohio Chapter, American Women in Radio & Tv, Carter Hotel, Cleveland.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27: Annual "Whingding" stag party, Southern California Broadcasters Assn., Inglewood Country Club.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

Oct. 30: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 18-20: Radio Television News Directors Assn., Chicago.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 18-22 (3:30-4 p.m.): *Bob Crosby Show,* participating sponsors.

Oct. 18 (10-11 p.m.): *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

Oct. 28 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Oct. 29 (8-8:30): *Mama,* General Foods through BBDO.

Nov. 4-5 (2:30-3 p.m.): *Art Linkletter's House Party,* participating sponsors.

Nov. 5 (7:45-8 p.m.): *Perry Como Show,* Liggett & Myers Tobacco Co., through Cunningham & Walsh.

Nov. 9 (7:45-8 p.m.): *Jo Stafford Show,* Gold Seal Co., through Campbell-Mithun.

Nov. 10 (10-11 p.m.): *Best of Broadway,* Westinghouse Electric Co., through McCann-Erickson.

NBC-TV

Oct. 18 (8-9:30 p.m.) *Producers' Showcase,* "Tonight at 8:30," cosponsored by Ford Motor Co. and RCA through Kenyon & Eckhardt.

Oct. 21 (9:30-10 p.m.): *Ford Theatre,* "Segment," Ford Motor Co. through J. Walter Thompson.

Oct. 23 (9-10:30 p.m.): *Max Liebman Presents* "Follies of Suzy," starring Jan Moire and Steve Allen, Oldsmobile through D. P. Brother Co.

Oct. 28 (9:30-10 p.m.): *Ford Theatre,* "Trip Around the Block," Ford Motor Co. through J. Walter Thompson.

Oct. 31 (3-4:30 p.m.): *Tv Opera,* "Abduction from the Seraglio," sustaining.

Nov. 4 (9:30-10 p.m.): *Ford Theatre,* "Remember to Live," Ford Motor Co. through J. Walter Thompson.

Nov. 7 (7:30-9 p.m.) *Max Liebman Presents* (name to be announced), Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

Nov. 11 (9:30-10 p.m.): *Ford Theatre,* "The Road Ahead," Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WSAU-TV

WAUSAU, WISCONSIN



CBS • NBC
ABC • DuMont

CHANNEL 7
89,800 watts
1,921 ft. above sea level
540,000 population
$662,899,000
spendable income
152,000 homes

Represented by
MEEKER, TV.
New York, Chi., Los Angeles, San Fran.

Stockholders Include
RADIO STATIONS:
WSAU - WFHR - WATK
NEWSPAPERS:
Wausau Daily Record-Herald
Marshfield News Herald
Wis. Rapids Daily Tribune
Merrill Daily Herald
Rhinelander Daily News
Antigo Daily Journal

OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

'Broadcastingtown'

THE TRUE value of Cunningham & Walsh's patient study of the influence of television on its guinea-pig community of New Brunswick, N. J., is only now becoming evident.

In the seven years that the agency has been examining the habits of the citizens of what it has termed "Videotown" a record of incomparable utility has been compiled. It shows, year by year, how people have adjusted their lives to television ownership.

As reported in this publication last week, the seventh Videotown survey emphasizes the extent of that adjustment. Television has forced a remarkable reallocation of peoples' time.

In earlier periods of television penetration, the tv set not only commanded tremendous attention for itself but distracted attention from other interests. Radio listening, movie-going and reading declined sharply—some almost to the vanishing point—when tv first came to town. Now, however, although people still watch tv as avidly as ever, they are making still more adjustments. They also are listening more to radio, reading more, going to more movies.

The increase in radio listening among television owners in Videotown is particularly gratifying. It reinforces the belief that radio is a basic medium which not only will hold its own but actually gain ground against television competition.

In the light of growing radio attention in New Brunswick, Cunningham & Walsh might consider changing its name for the laboratory community. Since radio and tv are now definitely there to stay, Videotown could better be called Broadcastingtown.

Lamb Stew

SINCE Sept. 15 the FCC Broadcast Bureau has been prosecuting Edward Lamb, with occasional pauses to let opposing counsel rest their abused throats and an army of investigators search for new means of showing that everybody involved in the case is psychoneurotic, subversive or immoral.

It has been as squalid a spectacle as the most unreserved tabloid editor could wish for.

If solid evidence has been produced to support the charge that Mr. Lamb has lied in saying he never had Communist ties, it is buried in an unwholesome mass of scandalous speeches by attorneys. To be sure, much of the speechmaking has been done by Mr. Lamb's counsel, but the Broadcast Bureau, the hearing examiner and the defenders of Mr. Lamb share the responsibility for turning a regulatory hearing into the kind of case that would have been more in order in a Chicago police court of the Capone period.

It is impossible, of course, to know before the completion of the case whether the FCC had reasonable evidence to support its decision to set Mr. Lamb's WICU (TV) Erie, Pa., for license renewal hearing. Indeed it is beyond our province to predict the outcome of a case that is now in the early stages of what may become an exceedingly intricate journey through the courts.

Whatever the outcome, however, it can be said at this point that the conduct of the case—on both sides—has utterly prevented intelligent presentation of evidence.

If the FCC still considers it has a case against Edward Lamb, it might be well advised to end the present performance and start all over again, with people in charge who have the ability to discipline themselves, the witnesses, and Mr. Lamb and his attorneys.

Make It a Landslide

ACTION of the tv broadcasters of Michigan in banning dramatized beer and wine commercials is a timely example of self-regulation. It already has become a groundswell and could spread throughout the medium.

The pledge is to stop the showing of actual consumption of beer and wine. It is not a case of knuckling under to the blue-nosers. Rather it is a matter of prudent management.

The beer situation should be handled at the local level. Alcoholic beverage business on the networks is not as big a factor as most people imagine. For the first six months of 1954 it amounted to less than 2% of total revenue.

Stations will not be placed at a competitive disadvantage if they agree, uniformly, to accept no dramatized commercials. We hope the Michigan groundswell becomes a landslide.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Well! You really loused up the So-Ezy Paint Co.'s do-it-yourself show!"

Diversification Crazy-Quilt

A CRAZY-QUILT rather than a pattern is emerging from recent decisions of the FCC in contested television cases. No clear line can be drawn to indicate which way the FCC will go in any given contest. The notion is that the Commission is operating by the seat of its pants, with the tailoring to fit the whim of the moment.

Even though there appear to be no established criteria, newspaper applicants contend the FCC is discriminating against them. And many a veteran station owner will attest that the newcomer is getting the break; that the FCC is operating on a "one-to-a-customer" thesis, or put another way, "those that have, won't get."

There is justification for each contention in these recent decisions. But members of the FCC have insisted there is no anti-newspaper policy and that certainly old-line stations are not being given the *coup de grace*. The Commissioners should read some of their own decisions.

All these disjointed acts are being committed through the devise of the so-called "diversification of mass media" concept. It has become the key determinating clause, along with public interest, convenience and necessity. It is kneaded and worked around to fit any conceivable situation. And, more times than not, it is the basis for denying an existing station owner (particularly one with a newspaper interest) and of granting the opponent, usually a newcomer, with little or no background or experience in serving the public.

This demonstrably was not and is not the intent of Congress. Recently we pointed out here that Congress eight years ago wanted to write a specific anti-discrimination provision into the law. Then two years ago it again proposed such an amendment (in writing) but tabled it after the FCC once again assured it that there has been no discrimination and would be none.

Evidently the FCC has not learned that lesson. So, for the edification of the FCC, it's hearing examiners and the newcomers to the Commission, we again publish the text of the so-called "Anti-Discrimination Amendment" proposed in the last Congress:

> The Commission shall not make or promulgate any rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon interest in, association with, or ownership of any medium primarily engaged in the gathering and dissemination of information and that no application for a construction permit or station license, or for the renewal, modification, or transfer of such a permit or license shall be denied by the Commission solely because of any such interest, association, or ownership.

Unless the FCC brings some semblance of consistency into its decisions, we predict the Congress won't be so easily dissuaded from acting upon the anti-discrimination amendment.

QUIZ CLUB

the exciting television show that will increase your sales!

Monday thru Friday 1:00 p.m.

No question about it . . . the Quiz Club can increase your sales because this exciting and popular television show is in a perfect time slot featuring two great personalities . . . Brent Gunts and Jay Grayson. Both have long and excellent records in TV experience. They greet studio guests with samples of advertised products. Actually the Quiz Club offers a night-time audience at day-time rates.



Brent Gunts



Jay Grayson

WBAL-TV

N B C AFFILIATE • CHANNEL 11, BALTIMORE

Nationally Represented by Edward Petry & Co.



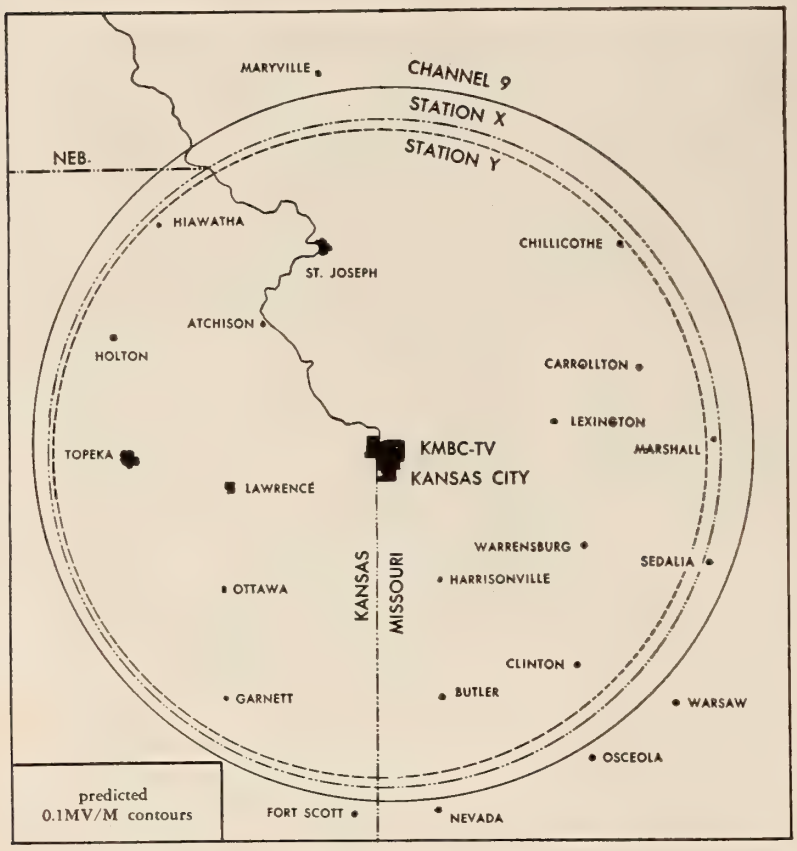
The BIG TOP is UP in Kansas City! . .

KMBC-TV *TALL TOWER WILL SOON BE IN OPERATION*

EQUIPPED FOR RCA COLOR TRANSMISSION

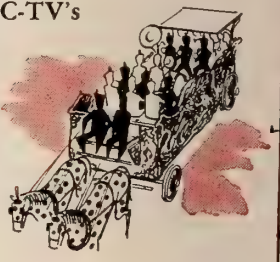
1,079-foot tower — 316,000-watts power

KMBC-TV will out-tower, out-power, and out-perform every television facility in the Kansas City market. With a 1,025-foot tower—1,079 feet above average terrain and 1,946 feet above sea level—and with 316,000 watts maximum power, Channel 9 is the undisputed BIG TOP TV Station in the Heart of America. The predicted 0.1 mv/m coverage map below, prepared by consulting engineer A. Earl Cullum, Jr., shows how KMBC-TV dominates the Kansas City market—a market offering close to one-half million TV homes!



BIGgest power TOPmost tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage *plus* the audience-holding programming of CBS-TV . . . the nation's leading network . . . combined with KMBC-TV's own great local shows.



Get on the CHANNEL 9 Bandwagon NOW!

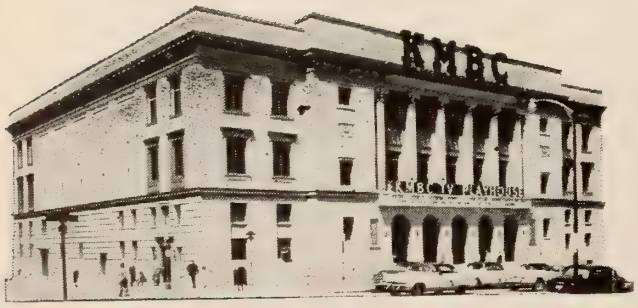
Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.



FREE & PETERS, INC.
Exclusive National Representatives

CBS TELEVISION

Kansas City's Most Powerful TV Station
Basic Affiliate • CBS-TV



ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.

KMBC-TV

The BIG TOP Station in the Heart of America

Jon Davis,
President

John T. Schilling,
Vice President and General Manager

George Higgins,
Vice President and Sales Manager



and in Radio it's KMBC, Kansas City, Missouri

KFRM for the State of Kansas

OCTOBER 25, 1954

35c PER COPY

BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

KPRC-TV HOUSTON

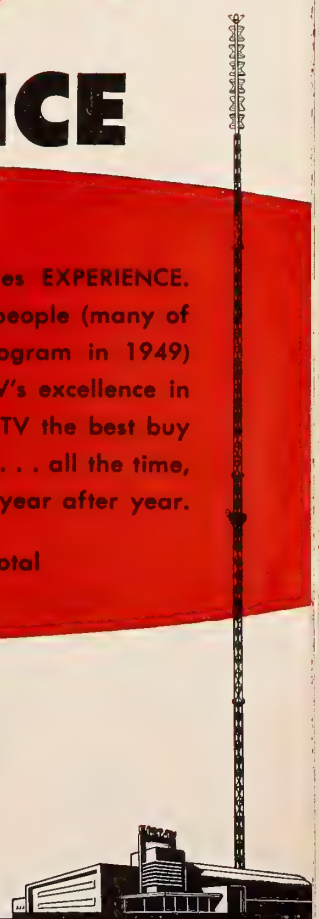
FIRST WITH 469 Years* of TV EXPERIENCE

To be first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 469 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

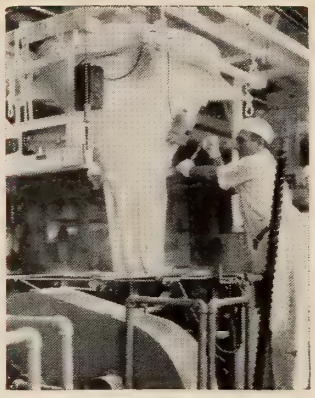
* aggregate TV experience total

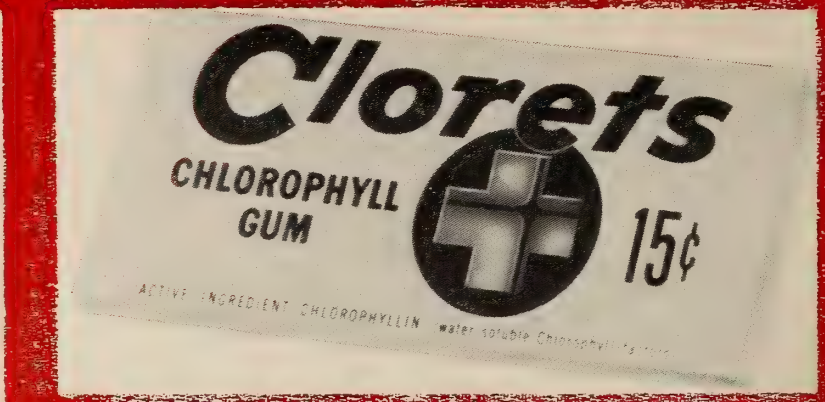
KPRC-TV Channel 2

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.



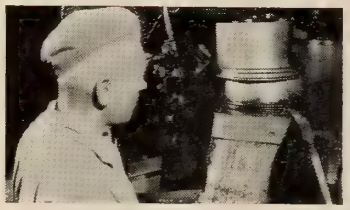
YOUR BEST COST-PER-THOUSAND BUY!

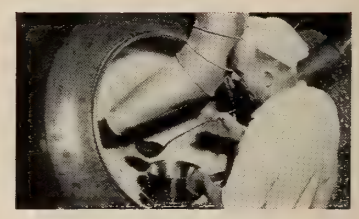




AMERICAN CHICLE CO.

DOES A COMPLETE JOB...





SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**

The processing and pulverizing and coating are just three of the many exacting steps in the manufacture of Chiclets and Clorets, two of the top products of the American Chicle Company. Constant research, master technicians, and a continuous desire for top quality add up to a complete job well done.

The Havens and Martin, Inc., Stations complete job through quality entertainment, imaginative programming and unexcelled public service have made them the "First Stations of Virginia". Already a family institution in the living room, WTVR, WMBG and WCOD are more and more each day becoming the "must-buy" on any advertisers' media list.



Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by the Bolling Co.

WJIM TV

CHANNEL 6

BAY CITY

FLINT

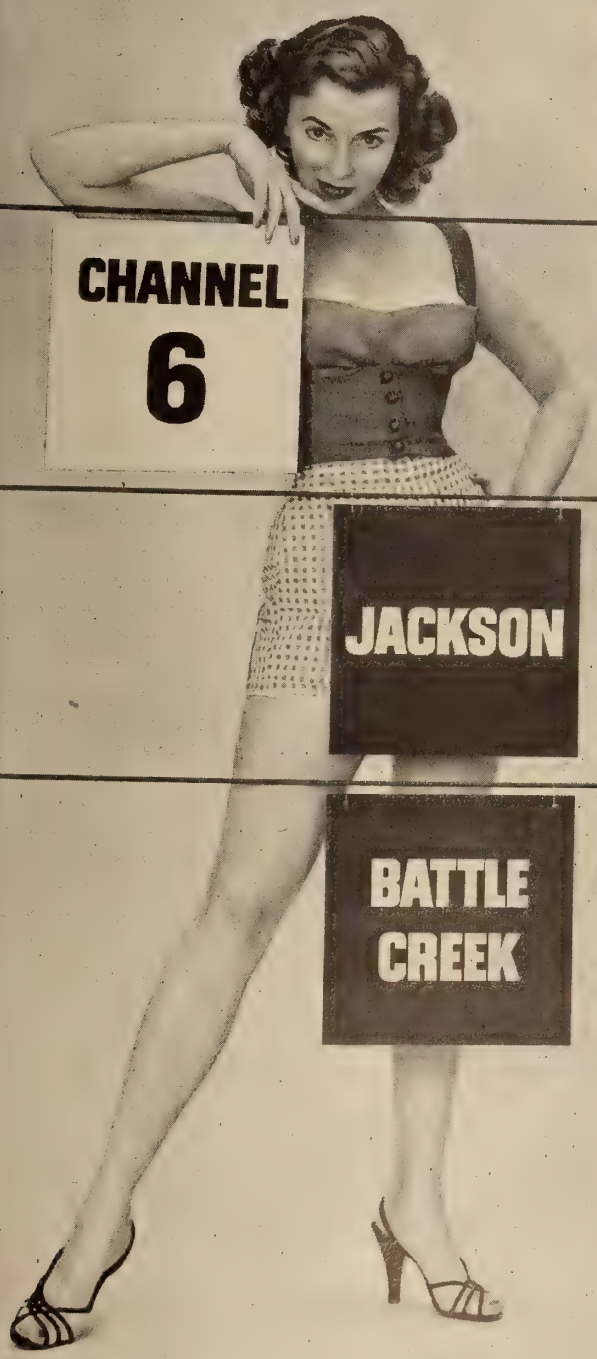
LANSING

JACKSON

GRAND RAPIDS

BATTLE CREEK

SAGINAW



Coverage that Counts!

7 major Michigan markets

for NBC, CBS and ABC

Now 100,000 watts!

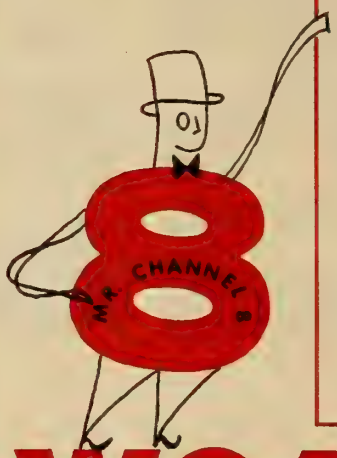
Edward Petry & Co., Inc.

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3 million people

with lots of money to spend

These people live in Mr. Channel 8-Land. Their effective buying income is 4½ billion dollars each year. The strong, persuasive voice of Mr. Channel 8 is the speedy way to reach this market. Put him to work selling for you.



Channel 8-Land

York	Harrisburg
Reading	Lebanon
Hanover	Carlisle
Gettysburg	Westminster
Martinsburg	Chambersburg
Hagerstown	Pottsville
Frederick	Sunbury
Lewisburg	Waynesboro
Lewistown	Shamokin
Hazleton	Lock Haven

Bloomsburg

WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 WATTS SUPER POWER

STEINMAN STATION

Clair McCollough, Pres.

Representatives

MEEKER TV, Inc. New York Chicago Los Angeles San Francisco

closed circuit®

INCENSED over what they regard as anti-newspaper policy at FCC, and despite disclaimers that Commission is not discriminating, leading newspaper publishers, through American Newspaper Publishers Assn., intend to go direct to President Eisenhower for clarification of administration's "diversification" views. It's likely call will be made after Nov. 2 elections by top brass of ANPA.

★ ★ ★

LOWER FREQUENCIES, higher power and prior rights to 540 kc appear to be primary aims of Mexico in entering bilateral conversations with U. S. radio delegation to effect final phase of North American Regional Broadcast Agreement (NARBA). Conference gets underway Nov. 4 in Mexico City with Comr. Rosel H. Hyde as chairman of U. S. delegation. Some 15-20 broadcaster observers also will attend.

★ ★ ★

STORER Broadcasting Co., which is set to acquire one uhf (KPTV [TV] Portland, Ore.) by virtue of FCC's new multiple ownership rule which became effective last Friday, is scanning map to determine where it will locate second uhf in compliance with its commitment to foster development of high band. Meanwhile, with no complaint, Storer has been shelling out $1,000 per day in interest since July 21 on its $8.5 million-plus deal to acquire Empire Coil Co., which includes WXEL (TV) Cleveland (ch. 8) as well as ch. 27 in Portland. FCC this week is expected to act on Storer transfer, plus its sale of KGBS-AM-TV San Antonio for $3.5 million to Express Publishing Co. there.

★ ★ ★

WHILE NO word has been forthcoming from NBC as to where it will apply for its two uhf's under new multiple ownership regulation, reports were current that it was looking with interest at San Francisco and possibly Detroit. Announcement expected this week on its conclusions.

★ ★ ★

ABC's RECENT staff reorganization, stemming largely from losses sustained in contact with National Collegiate Athletic Assn., is expected to have further repercussions—next within NCAA. Aside from criticism of NCAA's tv policies of Big 10 and West Coast athletic groups, there's intramural strife on NCAA Television Committee itself. Explosion may come after football season ends and books are audited on ABC deal.

★ ★ ★

"AREA" COVERAGE of vhf station in large market, initially concern of uhf licensees in nearby markets, now is becoming concern of some vhf'ers too, with trend toward maximum antennas and full power. Vhf operators, who have fared well since lifting of freeze, are evincing concern because they fear full power operation of major market outlets may eventually deprive secondaries of key network affiliations. Studies indicate that perhaps 35 to 50 full-power vhf stations could cover bulk of population if operated from high towers.

★ ★ ★

UNUSUAL DECISION faces FCC if charge of Federal Trade Commission against insurance firms on hospitalization, health and accident policy sticks. At least one of initial 17 companies cited—Bankers Life & Casualty Co. of Chicago—is radio licensee, owning KGA Spokane, which it acquired in Jan. 1953 for approximately $500,000. Last Aug. they also took over KCSJ-AM-TV Pueblo, Colo., on which company held $300,000 mortgage. Final judgment against company would raise question before FCC whether licensee is qualified.

★ ★ ★

"SPECTACULAR" type panel show with production cost running as high as $20,000 per week expected to be launched by Revlon products on ABC-TV, Sundays, 9-9:30 p.m. effective Nov. 28. Show is Goodson-Todman package and will feature remote pickups of everything from window-washer on Empire State Bldg. to movie star on set in Hollywood, with panel guessing their who, what, where. Revlon's agencies are Sullivan Stauffer, Colwell and Bayles and William H. Weintraub and Co., both New York.

★ ★ ★

J. I. MEYERSON, station manager, KOB-AM-TV Albuquerque, slated to move to New York this week as national sales representative for all radio-tv stations in which Time Inc. has interest: KOB-AM-TV (50%); KDYL-AM-FM and KTVT (TV) Salt Lake City (80%), and KLZ-AM-FM-TV Denver (100%). With New York as home base, Mr. Meyerson will work with stations' commercial managers and national representation firms, will also cover Chicago and other major centers.

★ ★ ★

LATEST pitch in Zenith Radio Corp. campaign to stimulate interest in its Phonevision method of subscription tv is aimed at American Federation of Television & Radio Artists. Letter has been sent to AFTRA directors claiming that union's members would stand to benefit by approval of system at individual station level. Accompanying letter is copy of Phonevision booklet and reprint of article by Dr. Millard C. Faught, Zenith consultant, claiming that supplementary system is inevitable.

the week in brief

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Newspaper listing of TV schedules is a

Key to Coverage



Santa Rosa Press-Democrat

Sacramento Bee

SAN FRANCISCO KPIX

Stockton Record

Santa Cruz Sentinel-News

Modesto Bee

Salinas Californian

Every metropolitan daily newspaper within this vital Northern California area carries the program schedules of KPIX, for the now over

1,000,000 TV HOMES

served best from San Francisco and best of all from Channel 5.

CBS

kpix CHANNEL 5

SAN FRANCISCO, CALIFORNIA

Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

at deadline

Y & R To Get Portion Of Ford-Mercury Account

LINCOLN MERCURY account with an advertising budget of $3 million effective Jan. 1 will be split, with Mercury portion of account remaining with Kenyon & Eckhardt while Lincoln advertising budget will move to Young & Rubicam, N. Y.

About $2 million of overall Lincoln advertising budget is in radio and television. K&E will continue to handle *Toast of the Town*, presently sponsored by both Lincoln and Mercury. Agency is also expected to get additional revenue when the Mercury ad budget increases after first of year, B•T learned.

ABC-Theatre Guild Pact

EXCLUSIVE, long-term agreement between ABC and Theatre Guild being announced today (Mon.). ABC President Robert E. Kintner said Guild "with its facilities, talents and energies" will be engaged by ABC "as consultants in our continuing effort to firmly establish our leadership in the broadcasting-telecasting field." Mr. Kintner and Lawrence Langner, Guild president, cited ABC-Guild success with *U. S. Steel Hour* on ABC-TV.

Two Join McCann-Erickson

EDWARD B. NOAKES, senior vice president and chairman of the executive committee of Cecil & Presbrey, N. Y., joins McCann-Erickson, N. Y., as a vice president and group head. John P. Beresford, vice president of C & P, also joins McCann-Erickson as account executive.

FOOD PROMOTION

FOOD merchandising plan called "Tele-Sell Merchandising" tailored to meet needs of 110 major food stores in Twin City area presented to advertisers and agencies by WCCO-TV Minneapolis. Three plans offer advertisers minimum weekly outlays of $350, $500 and $1,000, respectively. Help extended to products rather than manufacturer or distributor, with qualification based on advertising schedules. Plan involves personal appearances of tv stars, newspaper tie-ins, point-of-sale promotion and in-store displays, all directed by Don Gilles, WCCO-TV merchandising head.

Hazel Bishop Stock Offering Quickly Over-Subscribed

HAZEL BISHOP Inc., major television advertiser, became publicly owned company last week and on Oct. 21, first public offering of stock was instantly over-subscribed, according to firm's business bankers, Hayden-Stone. Stock opened at $8 per share Oct. 21 and rose to $9½ and then $10½ per share Friday.

Raymond Spector, board chairman of Hazel Bishop Inc. and controlling stockholder, estimates that company sales for fiscal year ending Oct. 31, 1954, will be in excess of $12,500,000, and that net earnings after taxes will be in excess of $1,200,000. Hazel Bishop currently sponsors alternate weeks of *This is Your Life* on NBC-TV; part of Sunday spectacular *Show of the Month* on NBC-TV and *Martha Raye Show* every fourth Tuesday on NBC-TV.

• BUSINESS BRIEFLY

U. S. STEEL PROJECT • Radio-tv active in "Operation Snowflake" campaign of U. S. Steel Corp. as part of project promoting sale of appliances for Christmas. Firm using tv on *Mary Kay & Johnny* and other commercials are being sent to radio-tv outlets to aid local time sales. About 40 tv stations have pledged support to campaign, backed by appliance manufacturers, with merchandising and advertising helps. Among firms reorienting sales programs are DuPont, Frigidaire, General Electric, Kelvinator, Philco, Thor and Westinghouse.

RCA's Nine-Month Sales Set All-Time Record

ALL-TIME record volume of $660,345,000 in sales of products and services of RCA and subsidiaries was achieved in first nine months of 1954, Brig. Gen. David Sarnoff, RCA board chairman, is announcing today (Mon.). This represents 8.4% gain over $609,428,000 total for same period of 1953.

Earnings for first nine months this year were $56,423,000 before federal income taxes, as compared to $53,651,000 for corresponding 1953 period. Net profits after federal income taxes amounted to $27,557,000 for nine-month period, up 9.6% from $25,152,000 total for first nine months last year. After payment of preferred dividends, net earnings applicable to common stock for January-through-September period were $1.80 per share, compared to $1.62 per share in same nine months of 1953.

Sales for third quarter also reached record high, totaling $215,976,000 or 8.7% increase over last year's third-quarter volume. Earnings before federal income taxes in third quarter of 1954 were $16,820,000 (13% over same quarter last year) while net profit after taxes was $8,289,000 in this year's third quarter (up 19%).

Attendance Gain Recorded At NARTB Coast Session

ATTENDANCE at NARTB District 15 meeting in San Francisco reached 95 Friday, far surpassing figure of 72 last year and 50 year before. William D. Pabst, KFRC San Francisco, district director, presided at meeting (see early story page 48).

Resolutions adopted Friday followed pattern of past meetings. Resolutions committee comprised C. L. McCarthy, KROY Sacramento, chairman; C. O. Chatterton, KYOS Merced and George Greaves, KNBC San Francisco. Harold P. See, KRON-TV San Francisco was chairman of Friday tv roundtable. Participants included Donald H. Telford, KIEM-TV Eureka; A. E. Joscelyn, KOVR (TV) Stockton; George Mathiesen, KPIX (TV) San Francisco; Perry Nelson, KMJ-TV Fresno, and Vince Francis, KGO-TV San Francisco.

Bennett Given RCA Post

MARTIN F. BENNETT, with RCA since 1946, most recently as manager of its West Coast region, named to newly created post of director of regional operations for RCA, supervising operations of company's eight regional offices.

RADIO-TV USERS URGE EFFICIENCY

PRESENT system of distribution for tv network and station time "is archaic and unworkable," Ohio Assn. of Radio-Tv Broadcasters sales clinic at Columbus was told Friday (early story page 52) by Kenneth Flemming, chief timebuyer of Leo Burnett Co. He criticized complexity of both network and spot time clearance methods. Over 150 broadcasters attended.

Allen L. Haid, WSPD-TV Toledo, presided at Friday tv panel on network vs. spot. Other participants were John Heiskell, advertising manager, Ohio Bell Telephone Co., and Norman Gittleson, WJAR-TV Providence, R. I. Mr. Gittleson said advertisers prefer network adjacencies over film shows and urged tv stations to use "live action programs."

Radio panel was moderated by Victor A. Sholis, WHAS Louisville. It included Mort Watters, WCPO Cincinnati, Bert Charles, WVKO Columbus and Harry Hoessly, WRFD Worthington. Mr. Sholis said price-cutting is radio's worst enemy and called for improved service. Mr. Watters traced change in radio listening habits, including 400% increase in auto radios in recent years. Mr. Charles said radio must be a service medium, supplying news, weather, road, lost-found and similar information.

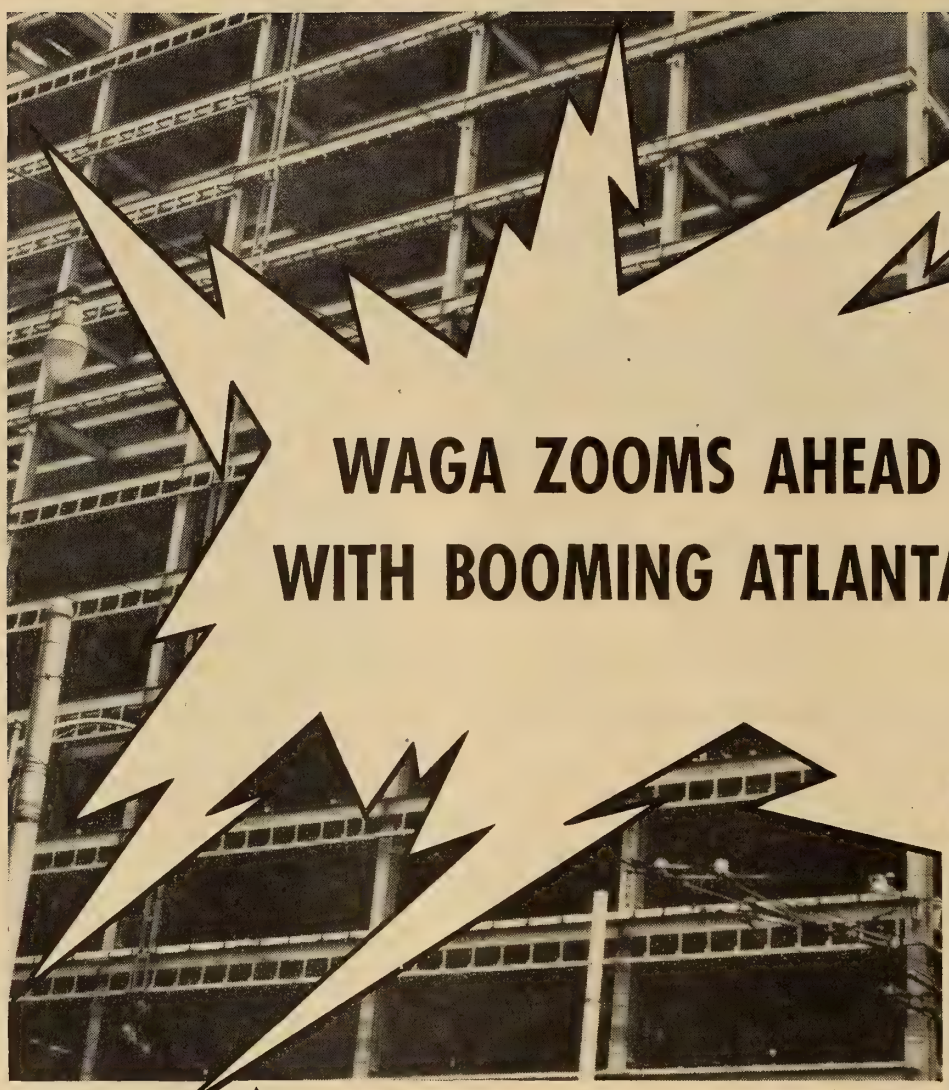
Other speakers included Gordon Eldredge, Ford Motor Co. advertising manager; Terrence Clyne, of Biow Co. and soon to be vice president of McCann-Erickson, New York; Robert C. Fehlman, WHBC Canton; Earl Moreland, WMCT (TV) Memphis. Luncheon speaker Friday was Charles F. Rosen, executive vice president of W. B. Doner Co., Detroit agency. His topic was "Our First 5,000 Commercials."

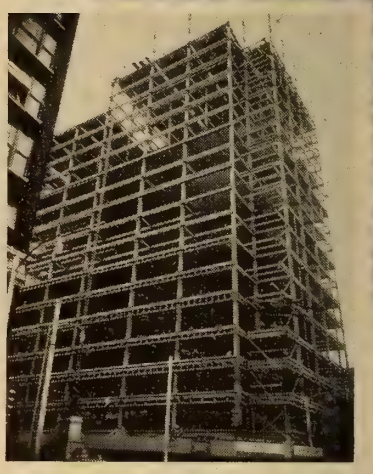
Robert D. Thomas, WBNS-TV Columbus, introduced Mr. Rosen, who showed film commercials and cited advantages of humorous copy. Mr. Rosen said man who writes commercial also produces it at Doner agency. Mr. Moreland suggested salesmen should be sales technicians rather than mere time peddlers. Mr. Heiskell said Ohio Bell prefers locally produced shows and buys large amounts of time. Mr. Clyne said there is plenty of time to prepare for color, anticipating slow development of color circulation.

Mr. Eldredge said Ford Division of Ford Motor Co. watches its tv cost-per-1,000 figures as closely as readership and poster traffic. He said Ford Division prefers sound, interesting program to serve as carrier for commercial messages whereas Ford Motor Co. uses institutional messages.

Two resolutions were adopted. They urged consolidation of industry meetings and support of NARTB Television Code.

WAGA ZOOMS AHEAD WITH BOOMING ATLANTA





▲ An example of Atlanta's continued business expansion is Fulton National Bank's ▶ new 25 story office building now under construction in the downtown area.

● New Programs ● New Talent ● New Personnel

To keep ahead of the ever-expanding Atlanta market and to build an even larger listening audience, wide-awake WAGA has built vigorous new programs, obtained new talent, employed sales-minded, sales-making personalities.

Let us show you how this up-to-date streamlining can create sales for your product or service—give you more for your advertising dollar.

NEW PROGRAM
"GEORGIA PANORAMA"
6:15 - 6:45 p.m.

Featuring Three Top Local Personalities—

★ **Dale Clark**
★ **Les Henrickson**
★ **Ed Blair**

with local news, commentary, sports and "Atlanta Speaks."

Follows Allen Jackson and the News (CBS) 6—6:15 p.m.
Precedes Lowell Thomas (CBS) 6:45—7 p.m.



590 on the dial
5,000 watts

waga
CBS-Radio in Atlanta

A STORER STATION

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

ANA To Discuss Results From Media Expenditures

GREATER results from advertisers' dollars spent for time and space will be spotlighted in Nov. 9 morning media panel to highlight Assn. of National Advertisers three-day annual meeting at Hotel Plaza, N. Y., Nov. 8-10. Radio, tv, newspaper, magazine, outdoor and business paper representatives will join with advertisers in discussion of "Media—The Tools We Work With."

Roger M. Kyes, General Motors vice president, is featured speaker for Nov. 10 luncheon. Session starter, Nov. 8 morning, will have Roy W. Johnson, executive vice president, General Electric Co., speaking on management's view of advertising's function. Annual election of directors and board officers to be held in afternoon.

Nov. 9 agenda includes talks on advertising director's job, featuring Pierre Martineau, research director, *Chicago Tribune* (WGN-AM-FM-TV Chicago); Edward N. Mayer Jr., president, James Gray Inc.; Maxwell B. Sackheim, chairman of Maxwell Sackheim & Co., and Lawrence Laupheimer, national merchandising manager, Schenley Distributors.

Nov. 10 and concluding session opened to invited guests from advertising media as well as advertisers and agencies. Highlight is filmed talk by Edward F. Howrey, Chairman, Federal Trade Commission, on agency's policies on advertising, followed by talk by Charles E. Grandey, FTC's director of Consultation Bureau. ANA Program Committee headed by William G. Power, advertising manager, Chevrolet.

Tv Receiver Shipments Show Increase in August

TV SET shipments to dealers increased in August over July and over August, 1953, according to Radio-Electronics-Tv Mfrs. Assn. August tv receiver shipments to dealers totaled 466,694 in August compared to 329,574 in July and 465,018 a year ago. Total shipments for eight months were 3,463,871 sets compared to 3,797,832 a year ago. Following are tv set shipments to dealers by states during the first eight months of 1954:

STATE	TOTAL	STATE	TOTAL
Alabama	55,544	New Jersey	101,321
Arizona	16,166	New Mexico	12,217
Arkansas	50,602	New York	333,226
California	247,933	North Carolina	87,340
Colorado	27,737	North Dakota	11,991
Connecticut	48,495	Ohio	169,813
Delaware	7,289	Oklahoma	49,356
Dist. of Columbia	22,440	Oregon	38,782
Florida	102,181	Pennsylvania	216,210
Georgia	87,756	Rhode Island	10,904
Idaho	21,840	South Carolina	44,235
Illinois	215,607	South Dakota	10,131
Indiana	102,233	Tennessee	75,108
Iowa	76,805	Texas	192,878
Kansas	52,403	Utah	12,058
Kentucky	38,801	Vermont	9,525
Louisiana	74,421	Virginia	59,095
Maine	51,102	Washington	58,347
Maryland	41,405	West Virginia	39,248
Massachusetts	97,068	Wisconsin	85,786
Michigan	136,893	Wyoming	4,151
Minnesota	60,173		
Mississippi	31,915	U. S. TOTAL	3,454,339
Missouri	98,875	Alaska	1,715
Montana	13,680	Hawaii	7,817
Nebraska	33,642		
Nevada	3,557	GRAND TOTAL	3,463,871
New Hampshire	17,058		

CBS Plans WOKY-TV Boost

CBS plans to increase power of ch. 19 WOKY-TV Milwaukee to maximum 1,000 kw when equipment is available after it receives FCC authority to make $335,000 purchase, network spokesman said Friday. No change in call letters is contemplated, nor are any staff changes planned, spokesman said. WCAN-TV Milwaukee on ch. 25, present CBS-TV affiliate, is on six months' notice regarding change of affiliation, so WOKY-TV entry as CBS outlet may be delayed to mid-1955, it is believed.

Chester Station Sold

SALE of WPWA Chester, Pa. (1590 kc with 1 kw) from Lou Poller to Eastern Bcstg. Co. for over $200,000 announced Friday. Station was founded in 1947 and is represented by Forjoe Inc. Eastern Bcstg. is wholly-owned subsidiary of Delaware River Ferry Co. (Chester-Bridgeport, N. J., ferry) of which Louis Kapelski is major stockholder. Mr. Poller is also major owner of WCAN-AM-TV Milwaukee and WARL Arlington Va. (Washington, D. C.).

New Mexico Outlets Sold

KOAT Albuquerque (1240 kc 250 w) and KRSN Los Alamos, N. M. (1490 kc 250 w) sold Friday for $160,000 by A. M. Cadwell and Herbert Wimberly, who retain ownership of KOAT-TV. Buyer was group headed by DeWitt Landis (KICA Clovis, N. M., etc.) and William Wayne Phelps (KALG Alamogordo). Blackburn-Hamilton was broker.

Battle Creek Uhf CP Dropped

CONSTRUCTION permit of ch. 64 WKBZ-TV Battle Creek, Mich., was surrendered to FCC Friday by Booth Radio & Television Stations Inc. (John L. Booth). Station had been operating, but suspended operation last April. Booth interests still have grant for ch. 51 WSBM-TV Saginaw, Mich.

Also dismissed Friday was KFWB Los Angeles which withdrew its application for Los Angeles ch. 34.

WKBI License Reviewed

FCC has dismissed cease and desist proceedings directed against WKBI St. Marys, Pa., and has renewed license. Station's license renewal was held up pending explanation of technical violations charged against it.

UPCOMING

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27: Annual "Whingding" stag party, Southern California Broadcasters Assn., Inglewood Country Club.

Oct. 27: Radio Pioneers, Toots Shor's, New York.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 30: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

See other Upcomings page 129

PEOPLE

JAMES L. STIRTON, vice president and director of network television, ABC Central Div., joins Music Corp. of America as coordinator of television on sales and programs. He started with NBC in June 1929, was subsequently program manager for old Blue Network, then sales and later general manager for ABC Central Div.

DR. MEDFORD EVANS has resigned as dean of McMurry College, Abilene, Tex., to become manager of Dallas headquarters of Facts Forum, public affairs organization which disseminates radio-tv programs.

GEORGE L. BARENBREGGE, sales manager of DuMont's WDTV (TV) Pittsburgh, assumes new duties as manager of DuMont's WABD (TV) New York today (Mon.), succeeding **NORMAN KNIGHT,** who has resigned [B•T, Sept. 27] to accept another managerial post. **LLOYD G. CHAPMAN** replaces Mr. Baren-Bregge as sales manager of WDTV (TV).

FRED W. SWANSON, vice president of Russel M. Seeds Adv., has joined United Productions of America, as director of sales of UPA's Burbank (Calif.) studios.

Industry Leaders to Address Educators' Workshop Session

GENERAL session keynoting 30th annual convention of National Assn. of Educational Broadcasters, which started yesterday (Sun.) at Biltmore Hotel, New York, to be held Thursday morning with Dr. Frank Stanton, CBS Inc. president, among speakers. Joint NAEB-Radio & Television Executives Society Luncheon follows with new FCC Chairman George C. McConnaughey as speaker [B•T, Oct. 18].

Radio workshop slated for Thursday afternoon with talks by Sydney Eiges, vice president in charge of press and publicity, and Jacob Evans, director of advertising and promotion, both NBC; Joel Tall, CBS Radio's tape editor; D. D. Lusty, CBC; Margaret Tyler, WOSU Columbus, Ohio; Harry Lamb, WTDS Toledo; Mrs. Gale Adkins, Radio House (U. of Texas); James McAndrew, Mrs. Cecile Sufferin and Mrs. Dorothy Klock, all WNYC New York; Dr. Garnet Garrison, tv director, U. of Michigan; Betty Girling and Haskell Boyter, WABE Atlanta; Enid R. Love, BBC; Ellen Hergerty, ABC's audience information dept.; Dr. Matthew Chappel, Hofstra College; Murray Harris, A. C. Nielsen Co.; Dr. Gerhardt Wiebe, research, CBS.

Tv sessions, same day, include talks by Dr. W. R. G. Baker, GE vice president; Ralph Steetle, executive director, Joint Committee on Educational Television; Robert Saudek, director, Ford Foundation's Tv-Radio Workshop; Richard B. Hull, WOI-TV Ames, Iowa; William Harley, WHA-TV Madison; Ken Richards, WKAR-TV East Lansing, Mich.; John Schwarzwalder, KUHT (TV) Houston; Ed Wegener, WQED (TV) Pittsburgh; Lawrence Creshkoff, WGBH-TV Boston; Burton Paulu KUOM (AM) Minneapolis.

James S. Tyler Dies

JAMES S. TYLER, 41, director of advertising and promotion, MBS, collapsed at his desk and died Friday morning. Death was believed due to heart attack. Mr. Tyler joined Mutual in March 1942 as director of advertising and two years later took over promotion. Prior to MBS, Mr. Tyler was with J. Walter Thompson Co., CBS, *Advertising & Selling,* and Bureau of Advertising, American Newspaper Publishers Assn. He is survived by his wife, Dorothy Boehm Tyler, three daughters and son. Their home is in Chappaqua, N. Y.



PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Sol Taishoff, *Editor and Publisher*

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Duane McKenna, *Art and Layout.*

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BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* John Osbon, *Midwest News Editor;* Barbara Kolar.

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 De Sales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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Great Friends!

Storied for his great stature and prowess, Paul Bunyan has become an apt symbol for the Northwest Country, land of tremendous wealth and vitality.

Over the past thirty years, since its beginnings in October 1924, *one* radio station has been the Northwest's best friend and neighbor... providing news, entertainment and enlightenment keyed with unerring accuracy to the tastes and needs of the Northwest. To the point where Northwest radio and WCCO Radio are, in truth, practically synonymous. To the point where WCCO Radio, with its primary coverage of 110 counties in four states (an area of more than 86,700 square miles and 992,400 families), commands a larger weekly audience in 82 of these counties than any of the more than 200 other radio stations whose signals are heard in the area!

If you would do big things in Paul Bunyanland, remember that it takes a giant to do a giant's job. You need the Northwest's 50,000-watt giant... **WCCO RADIO**

Minneapolis-St. Paul
For 30 Years Good Neighbor
to the Northwest
Represented by
CBS Radio Spot Sales



TAKE A LOOK AT THE REAL PROFIT IN TELEVISION TODAY!



IT'S EASY to let color TV's present uncertain status influence many of the station equipment decisions that are needed immediately. For example, should new stations open with black and white TV systems? Is it wise to hold off on needed transmitter power improvements...extra cameras for football and other Fall sports coverage? The answer to these important questions lies in the fact that much black and white equipment is common to the best color broadcasting as well. Your new G-E amplifier or transmitter not only attracts immediate revenue...it actually contains all internal modifications needed to transmit color. G-E cameras similarly set the stage for tomorrow's color boom while they build heavier advertising schedules today!

▲ G.E. has carefully studied profit patterns in station operations, explored broadcasters' needs and preferences, checked design and engineering factors to assure delivery of outstanding color quality. In light of this far reaching research General Electric suggests an *opportunity viewpoint* in color—

▲ Invest in the amplifier needed to strengthen field intensity...improve coverage. This G-E transmitter will fulfill the same signal requirements for color as for black & white. It attracts current monochrome advertisers...immediately helps you recoup the equipment cost. Here is the backbone of station profits for years to come.

▲ Buy that extra black & white camera now. But, be sure it's a G-E! With a simple, inexpensive design change G-E cameras convert to color programming. They have demonstrated quality and high maneuverability for color application many times.

▲ You can readily see, even this early in the color picture, G.E. sets a course that protects your equipment investment. And, that protection extends beyond existing equipment to include complete color systems.

G.E.'s *Pyramid Plan* for color TV permits every station to decide on a basic equipment package fitting the color potential of any market. There is a unit for network pick-up...a unit for slide commercials...for film programming facilities...for live local color programs. This G-E equipment requires minimum investment to start in color. It provides for healthy expansion at exactly the right time.

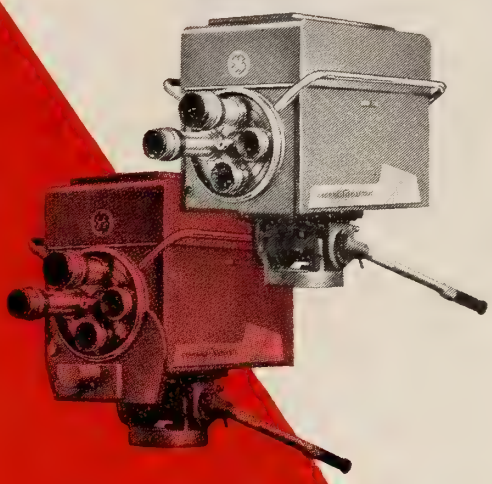
▲ Follow the *Pyramid Plan* and take the uncertainty out of color. *Go General Electric* to safeguard your investment...to serve your community with the finest in color programming. The local G-E field representative will help work out an equipment timetable with custom built color provision for your station. Call him today and review existing facilities plus details on the action-packed *Pyramid Plan.*

1. **NETWORK COLOR...LOCAL TEST PATTERNS ...COLOR SLIDE COMMERCIALS.** This initial step into color telecasting costs little yet pays you immediate dividends.

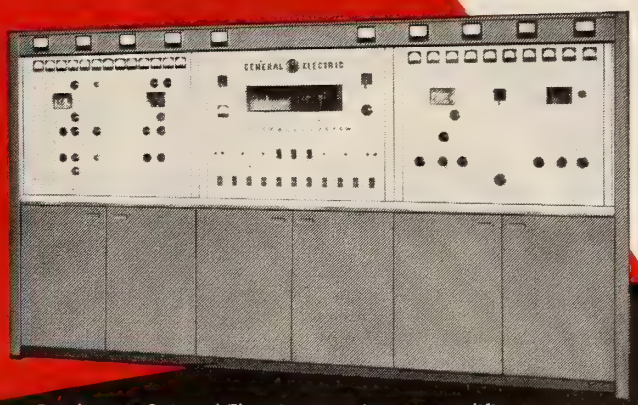
2. **COMPLETE FILM PROGRAMMING** of color motion pictures and commercial film spots. General Electric projection units are available in the exact combination to fit the needs of every color market.

3. **LIVE LOCAL COLOR PROGRAMS** are practical at any time for stations that take advantage of G-E Chromacoder economy. With a G-E system, your color investment pays for itself faster than any other known method!

4. **CONVERT EXISTING B&W CAMERAS OR ADD NEW UNITS.** Yes, only General Electric's Pyramid Plan permits huge savings with a fool-proof camera conversion formula. Take advantage of this bonus protection on your present equipment investment.



These G-E cameras not only look alike, they have strikingly similar operating features. Both are lightweight and highly maneuverable. G-E monochrome cameras purchased today convert easily...inexpensively to color tomorrow.



Purchase a General Electric transmitter or amplifier to attract today's advertisers and you *automatically* set the right power stage for successful color operation.

PYRAMID PLAN for color TV

- **Protects your investment in Black & White.**

Ask the G-E man to work out your color pyramid. Call him today! *General Electric Company, Section X2104-25, Electronics Park, Syracuse, New York.*

In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto, Canada.*



Progress Is Our Most Important Product

GENERAL ELECTRIC

In Movie & TV Circles it's



CAPITAL
FILM LABS, INC.
Formerly McGeary-Smith
1905 Fairview Ave., N.E.,
Washington 2, D.C.

THE GEORGE GOBEL SHOW

GEORGE GOBEL, that exponent of the "Chicago School" in the fine art of grabbing and holding a video audience, is undeniably a success. Already, there are a number of Hollywood columnists fighting for the distinction of having "discovered" him.

Perhaps a keen wit, an expert sense of timing and an extremely funny and deceptively casual delivery might have something to do with Mr. Gobel's success—all these and fine writing too.

Someone once expounded that comedy is most effective when the even course of events is suddenly, unexpectedly and ludicrously upset—i.e., when the dignified gentleman slips on a banana peel. Mr. Gobel manages to insert a high quotient of banana peels in his show, upsetting some of television's most sacred cows.

For instance, introductory credits have such following footnotes as ". . . A Colgate Man," ". . . A Man's Man." and ". . . Who Collects Butterflies." On his first program, Mr. Gobel insisted that since Fred MacMurray was a guest, he must not trouble himself with anything so crass as performing. This bit ended with Mr. MacMurray enjoying a plate of cookies while seated in an easy chair on stage. Subsequently, however, Mr. Gobel has put guest stars Angela Lansbury and Jack Carson to work with hilarious results.

Yet, despite the banana peels, Mr. Gobel's comedy is warm and intimate. He "throws away," his lines, yet through his expert delivery and the fact his comedy is never malicious, the "thrown" lines hold a far greater impact than those of any number of his harder-punching contemporaries.

All concerned deserve applause. Peggy King, a younger version of Judy Garland, both in looks and voice, who parlayed a Hunt's Tomato Sauce singing jingle into what promises to be a fine career, is both decorative and pleasant to listen to.

Especially worthy of mention are writers Jack Douglas, James Allerdice, Harry Winkler and Hal Kanter (the last also the director), who with Mr. Gobel have created a show which should serve the rest of the industry as a measuring stick.

Production Cost: $30,000.
Sponsors: Armour & Co. through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. Co., alternating.
Network: NBC-TV, Sat., 10-10:30 p.m.
Production Supervisor: Edward Sobel; executive director: Bud Yorkin; director: Hal Kanter; musical director: John Scott Trotter; art director: Jay Krause; technical director: Joe Strauss; unit manager: Gino Conte.
Writers: Jack Douglas, James Allerdice, Harry Winkler, Hal Kanter.

OMNIBUS

PROOF that television is something more than radio with pictures and that what was once top radio fare needs a new element to click was effectively, if sadly, supplied by Fred Allen on the opening *Omnibus* program of the current season, Oct. 17 on CBS-TV.

The Sunday afternoon program was more than generous to Mr. Allen, allotting him nearly a third of its 90 minutes on the air to preview his forthcoming book, *Treadmill to Oblivion*, which he described as the story of his radio program from its birth as *The Linit Show* in 1932, to its death as *The Fred Allen Show* in the late forties. Mr Allen read from the book and, assisted by Portland Hoffa and the characters from Allen's Alley, reproduced for the tv audience some of the highspots from his old radio program.

It should have been excruciatingly funny. It wasn't. The pleasant nostalgia evoked by the quotes from the Allen radio series was overpowered by a bewildered "Did I really think that was funny?" There were, of course, flashes of the old Allen wit, but long before the act was over this reviewer was more sorry for Mr. Allen than amused by him. He seemed to be proving his title the hard way.

The rest of the opening *Omnibus* bill was as good as its star performer was disappointing. The story of the escape of Nora Kovach and Istvan Rabovsky, Hungarian ballet dancers, from the Communist world to the West and freedom, filmed in Munich, was an exciting real-life thriller, surprisingly unmarred by the fact that the audience knew its happy ending in advance. The world as it looks from a globe-circling plane provided an unusual and interesting quarter-hour travelogue.

But for this frustrated trap drummer the program's high point was the tour of the percussion section of a symphony orchestra, conducted by Saul Goodman, head percussionist of the New York Philharmonic Symphony Orchestra. Assisted by students at various stages of their percussion education and by members of his professional staff, Mr. Goodman demontrated most of the 40 types of percussion instruments and their use in modern music.

Alistair Cooke again did a fine job as master of ceremonies, providing an adequate introduction for each number and then getting out of its way. Once more, *Omnibus* promises to provide 90 minutes of worthwhile, stimulating entertainment, a little off the beaten track.

Production Costs—Approximately $60,000.
Sponsored by Scott Paper Co. and Aluminum Ltd. of Canada through J. Walter Thompson Co. and Norcross Inc. through Abbott Kimball Co.
Production Supervisor—Robert Saudek
Master of Ceremonies—Alistair Cooke
Integrating Director—Seymour Robbie
Director of Fred Allen—Dan Petrie
Nonstop round-the-world flight film by Pan American Airways

★ ★ ★

BOOKS

THE BIG BALL OF WAX, by Shepherd Mead. Simon & Schuster, New York, 246 pp. $3.50.

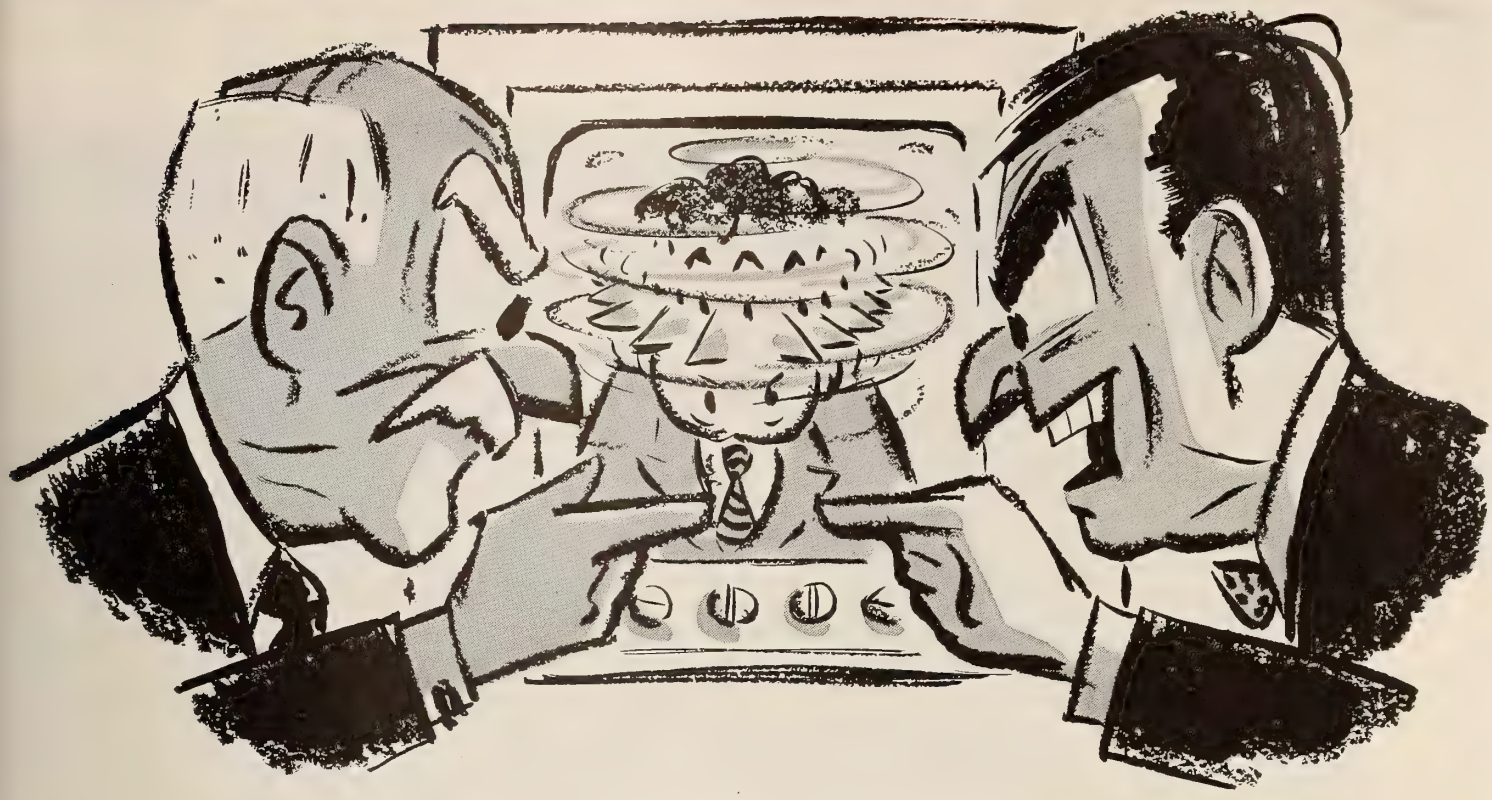
IT WAS just before Momsday, 1992. The fellows in Market Research at Con Chem were mostly concerned with buying gifts for Mom and preparing for the Momsday office party. People didn't even talk about Christmas office parties any more.

Then the reports of sales declines began to come in from St. Louis. Nobody was buying anything in St. Louis. Everybody was all wrapped up in XP.

XP was television refined to the extreme. XP enabled the viewer to experience anything that was recorded on the special video tapes—anything, even sex—and experience more intense sensations than were possible in actual experience.

If Con Chem's advertising agency, Thrash, Simple & Mannick, hadn't figured a way to harness XP to commercial uses, the whole country might have gone to pot. As it was, however, only television was killed off. XP naturally was a greater selling force.

As vice president and radio-tv copy chief of Benton & Bowles, Shepherd Mead writes sales messages for a living and satire as a sideline. This book is plainly the work of a man who knows what he's lampooning and as such is worth tearing one's self away from the kind of old-fashioned television that's around now.



To a new TV station that's caught in the middle

If the need for both good shows and low costs has got you coming and going, Studio Telescriptions are your answer to economical, top quality programming.

With the new combined* Studio Telescription Library, you have the country's leading musical artists featured in hundreds of short, gala production films. This unique library includes a complete programming service—scripts, program ideas, and background material—so that in just minutes you can build a variety of fine shows that will win audiences and sponsors for your station.

Studio Telescriptions are basic to profitable TV operation, yet their cost is only a small monthly fee. Find out today what they can do for you.

**Consisting of Studio Musi-Films and Snader Telescriptions*

Put scores of top name artists on your regular staff


TERESA BREWER


LES BROWN


TONI ARDEN


BURL IVES

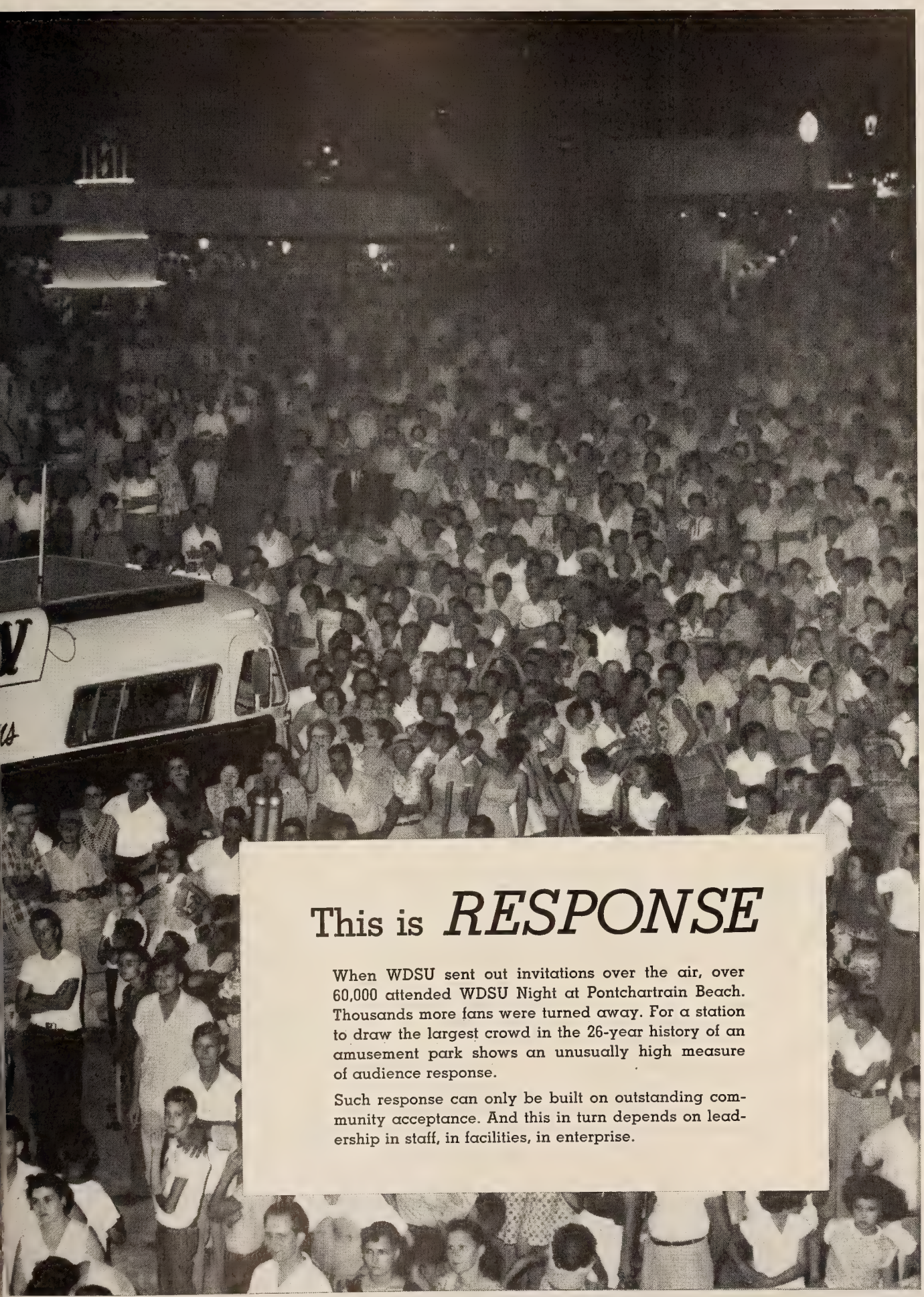

PEGGY LEE

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236


WDS
Channel
6

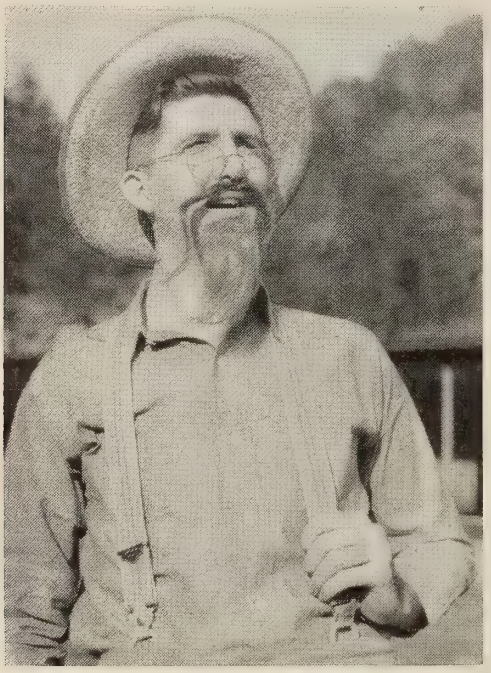


This is *RESPONSE*

When WDSU sent out invitations over the air, over 60,000 attended WDSU Night at Pontchartrain Beach. Thousands more fans were turned away. For a station to draw the largest crowd in the 26-year history of an amusement park shows an unusually high measure of audience response.

Such response can only be built on outstanding community acceptance. And this in turn depends on leadership in staff, in facilities, in enterprise.

Tri-State* radio listeners laugh their heartiest with this lovable old-timer, at the wit and mirth he sends their way, as . . .



"GRANDPAPPY GREENUP"

. . . stars in his own hit show: . . .

"GRANDPAPPY JAMBOREE"**

Monday through Saturdays

8:15 to 8:30 A.M.

ON RADIO WWKO 1420 kc ALL DIALS

ASHLAND, KENTUCKY

"Covers the Tri-State like the sun"

*Tri-State: Ironton-Portsmouth, Ohio, plus Huntington-Kenova, West Virginia, plus Ashland-Catlettburg, Kentucky, make the U. S. 84th Market.

**Sorry, sold for one year to an appliance dealer, call your nearest W. S. Grant man for adjacencies, or write:

Charles F. Trivette,
President

OPEN MIKE

WAIT Ratings

EDITOR:

. . . In the Oct. 4 issue of B•T you feature OUR RESPECTS to Robert O. Miller of Radio Station WAIT. Bob Miller of WAIT is a good friend of mine. However, that should not interfere with calling to your attention the statement, "The station has enjoyed a boost of an average of 3.5 in ratings (according to Pulse Surveys)."

This statement is not true. It is entirely out of line. WAIT's average rating is 0.8. This figure was taken from the May-June, 1954 Pulse of Chicago. It might be that they had an increase of 3.5% in their share of audience or even ratings, but they did not have an increase of 3.5 in ratings.

The trade press so often quotes these rating figures very loosely. Oftentimes, they quote share of audience as a rating. They take percentage of increases and quote them as ratings. These figures are the life-blood of radio stations. Many hundreds of thousands of dollars are spent by stations for Pulse figures, Hooper figures, Nielsen figures, etc. . . . I believe that editorial content should be factual in this respect.

John T. Carey
Commercial Manager
WIND Chicago

EDITOR:

. . . We compared our station ratings as shown by The Pulse reports of March-April 1954 with those of the July-August 1954 report, between 7 a.m. and 6 p.m. We added all the point increases, deducted from that the total of point decreases and found a net increase, for the average day used by Pulse, of 3.5.

It was simple arithmetic—with no projections, allowances or any of the other machinations so frequently used to create the appearance of an enhanced rating. . .

Robert O. Miller
Managing Director
WAIT Chicago, Ill.

'Broadcastingtown' Approved

EDITOR:

Congratulations on your "Broadcastingtown" editorial [B•T, Oct. 18].

So good is this item we would like to run it in the local paper as an ad. If you say, we will be happy to give credit to B•T.

Keep up the good work, and for us old heads in radio, we need folks like you giving us as many plus stories as you can. . . .

Jim Ownsby, President and
General Manager
WJXN Jackson, Miss.

[EDITOR'S NOTE: Permission granted, with pleasure.]

'Natural Mortality'

EDITOR:

Recently there has been some talk explaining away as a matter of "natural mortality" the failure of many tv stations to make a go of it. See how many newspapers have folded or combined, we are told, or how many magazines annually bite the dust, the implication being, perhaps, that the gears of an industrial version of "natural selection" or "survival of the fittest" are inexplicably grinding down the inferior of the breed among tv broadcasters.

Such explanations ignore one elemental fact —that *more than 75% of the tv stations that turned in their CPs were of one kind—uhf;* further, that uhf was put in the hands of broadcasters with the approval of an agency of the government, and that the same manufacturers who produce uhf broadcasting equipment continue to promote vhf-only receivers as their featured line.

Perhaps there are no readily apparent solutions to tv's economic problems, but we should at least realize that glib explanations of "natural mortality" ignor the industry's biggest problem, namely, the status of uhf tv.

PFC John T. Browne
US53214438
Hq & Hq Co. 505th MP Bn
Presidio of San Francisco,
Calif.

Jivaro Jibarish

EDITOR:

As an old head hunter let me protest against the misspelling of our tribe on page 98, Oct. 11 issue. The spelling of course should be Jivaros and not as listed Jibaros. As you can see, I am determined to get ahead one way or another.

Peter Goelet
New York, N. Y.

EDITOR:

. . . I believe that Mr. Herts was referring to the head hunters of east Ecuador called Jivaros, not "Jibaros." Also, could you please inform me as to what ruins they visited.

T. V. Kirkland
Chi Phi House
Chapel Hill, N. C.

[EDITOR'S NOTE: B•T's head editor was away that week on a hunting trip. Mr. Herts identified the ruin site as Pachacamac (his spelling, not guaranteed by B•T).]

Proud

EDITOR:

Many, many thanks for the very nice article you printed relative to the "Adventures" of my company. It was a very interesting and well laid out article. . . . Although stories of mine have appeared in many other magazines (throughout the world) I believe that your own Oct. 11 issue is one I'm more proud to be in than all the others. . . .

Kenneth Herts
American Productions
Lima, Peru

Nice Comment

EDITOR:

Thanks ever so much for sending me the reprints of the article which appeared in B•T Aug. 30.

We have had many very nice comments about the story and appreciate the way you handled it.

Paul S. Patterson
Director of Advertising
Florida Citrus Commission
Lakeland, Fla.

Mutual Sentiment

EDITOR:

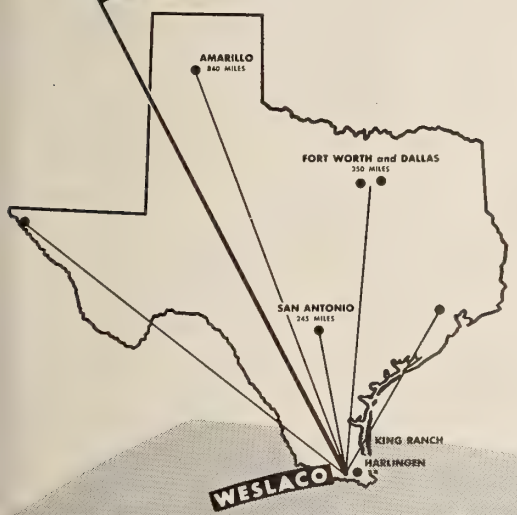
I've been writing the story of MBS for almost the full score of years we've been operating . . . but I honestly doubt that in all those years I've ever provided quite so objective, quite so informative a picture of MBS as you did [B•T, Sept. 27]. . . .

Robert A. Schmid
Administrative Vice President
Mutual Broadcasting System
New York City

43,126 TV SETS

in the Lower Rio Grande Valley of Texas

TEXAS 5th MARKET



Hard to realize, isn't it, Mr. Time Buyer?...your advertising message on 43,126* TV sets in the Lower Rio Grande Valley, the nation's 63rd market...and the fifth market in Texas. And the people who see your advertising have the money to buy your product. Right now, $90,000,000 is in circulation in the Lower Rio Grande Valley, from this year's cotton crop. The 378,000 people in the Valley have a combined effective buying income of $350,000,000. Farm incomes in this fertile valley average $12,500 a year per farm family, and last year over $284,080,000 was spent in retail sales.** Start getting your share of the nation's 63rd market today.

WIRE COLLECT FOR FULL DETAILS

* November 1, 1953, Nielsen Survey plus known sales of retail merchants as of this date.
** Sales Management.

KRGV-TV Channel **5** NBC
THE VALLEY'S MOST POWERFUL TV STATION

KRGV NBC 5000 Watts TQN
THE VALLEY'S PIONEER STATION

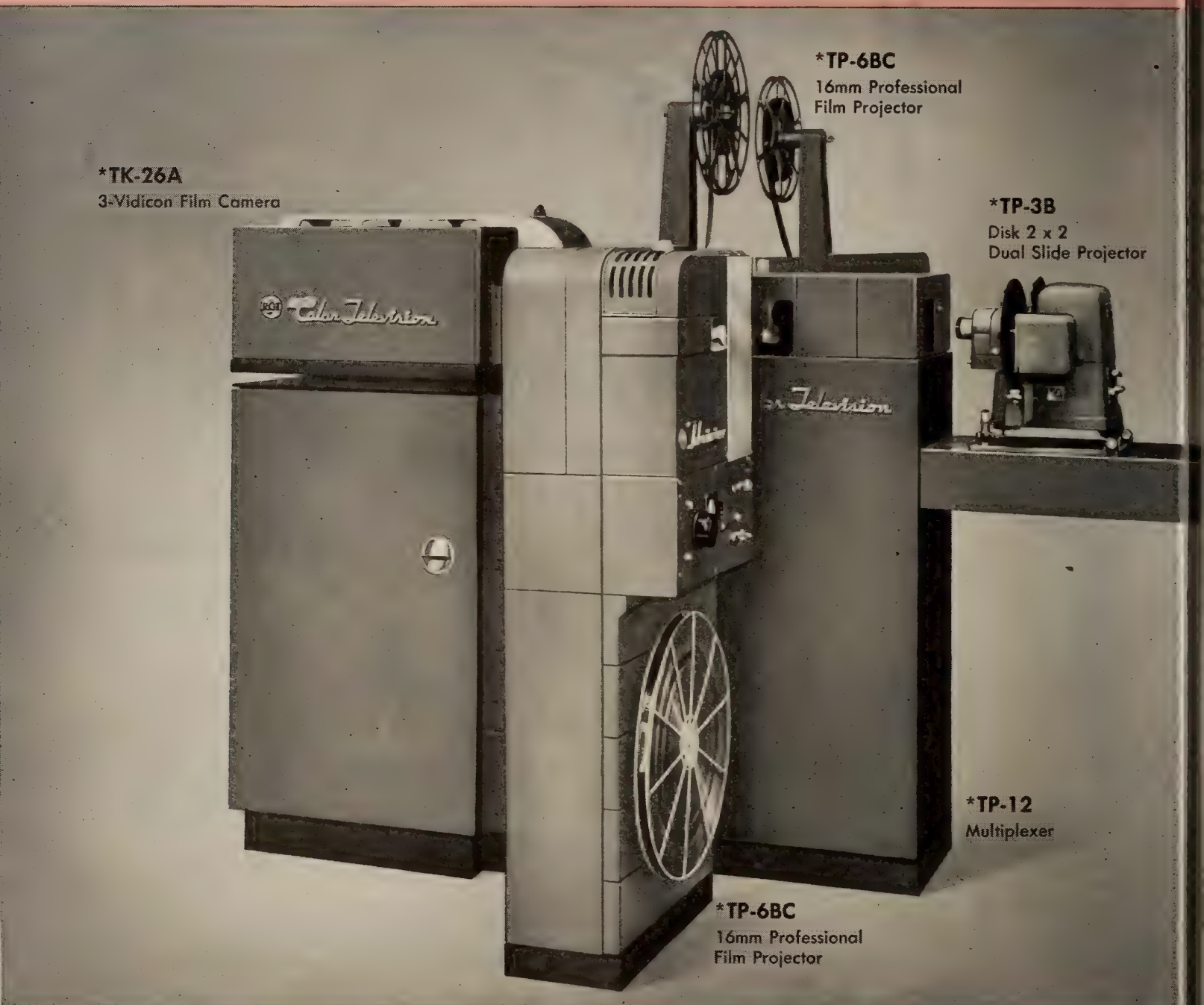
Complete Coverage of the Lower Rio Grande Valley

KRGV AM-TV
NBC AM-TV
channel 5
Rep. by Paul H. Raymer Co.

The Voice of the Valley

"3-V"*

The Color-TV Film Camera that outmodes all other approaches



NEW SIMPLIFIED DESIGN

The RCA TK-26A uses 3 small, inexpensive Vidicon cameras to handle red, green, and blue individually (see diagram)—and a fixed lens-and-dichroic mirror system—for handling color separation. *Electronic control* assures precise registration of the three cameras for day-in, day-out operation. Here is the color film system that not only handles 16- and 35-mm motion picture film—*but slides as well!*

UNMATCHED PICTURE QUALITY

Resolution and stability are unmatched by any other approach. Gamma is ideal—needs virtually no correction. Color fidelity equals the high-quality standards set by RCA's studio color camera. Exceptional stability and precise picture registration are characteristics that assure simplicity and ease of operation and a minimum of maintenance. Ample reserve of light assures best possible pictures from the densest of films.

NEW, EASY MULTIPLEXING

As simple and straightforward as any monochrome arrangement, the TK-26A includes all facilities needed for color film programming—slides, film, and multiplexer. You can interchange slides, and 16- and 35-mm film—just like you do with black and white.

EMPLOYS STANDARD TYPE PROJECTORS

RCA's TK-26A Film Camera Sy tem works with standard ty television projectors such as th RCA TP-6BC. You get amp light to handle dense films—ar at the same time you avoid co plicated projector equipment i volving moving optical par RCA's equipment operates wi "station tested" reliability.

RCA TK-26A

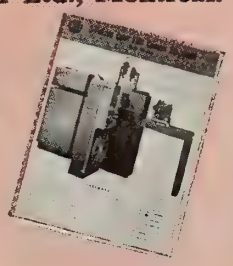
NOW, "STUDIO REALISM" IN COLOR —WITH 16MM, 35MM COLOR FILM AND SLIDES

The search for high quality in a Color-TV film and slide camera is ended!

After several years of intensive work with almost every conceivable approach to color film and slide reproduction, RCA Broadcast Design Engineers have now produced a superior film camera system matched by no other. This is the color film system that has outperformed . . . flying-spot scanners . . . fast pull-down systems . . . continuous motion arrangements . . . in actual side-by-side tests at the RCA Engineering Laboratories. This is the color film system that RCA has now *adopted over its own previous "flying-spot scanner."*

For complete technical information on the TK-26A—the remarkable RCA 3-Vidicon color film camera that outmodes all other approaches—call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

Important for Station Men—new brochure on RCA's 3-Vidicon Camera Chain. Free, from your RCA Broadcast Sales Representative.

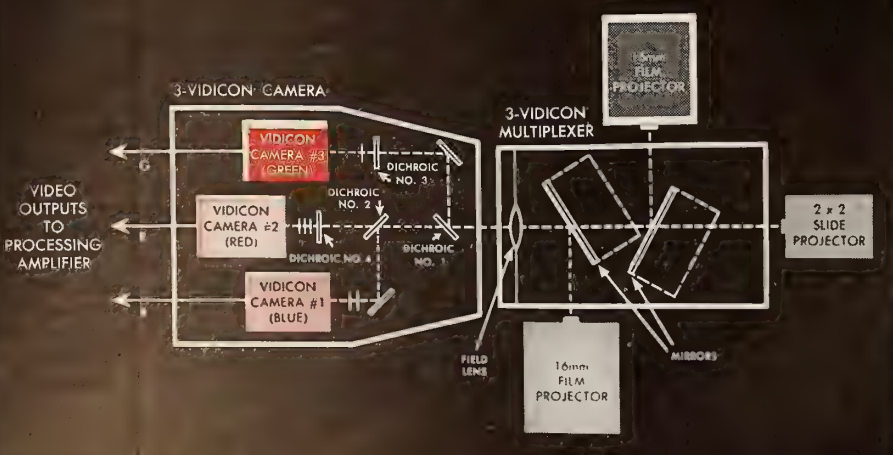


RCA Pioneered and Developed Compatible Color Television

Close-up view of the TK-26A — RCA's remarkable 3-V Color Film Camera. Heart of the 3-V is the revolutionary new, inexpensive Vidicon Camera tube — RCA-6326!

How It Works!

Light from either one of three selected color picture projectors passes into the 3-V Multiplexer. A remotely-controlled mirror arrangement reflects the incoming image through a field lens and into the 3-V Camera. Here, dichroic mirrors and color filters "split" the light into three color components—green, red, and blue. Each color component produces a VIDEO signal in a separate Vidicon camera. Video output from each camera then goes into the Processing Amplifier in the camera control unit.



RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.

no headaches in this business!

Here's a remarkable record of consistent results produced.

For 20 consecutive years, WMC has carried six quarter-hours a week, plus a heavy spot schedule for BC in Memphis, exclusively.

WMC is proud to carry the BC message to the more than one million radio homes in the Memphis and Mid-South area for the last 20 years.



It's an old Southern custom to listen to WMC.

For more than 31 years, this pioneer station of the Mid-South has "keyed" its programs to the needs and wants of its great listening audience.

Dick Voorhis or any Branham man will be glad to give you more details.

WMC MEMPHIS
NBC—5,000 WATTS—790 K. C.

WMCF WMCT 300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

National representatives, The Branham Company



GRACE RAUWORTH

on all accounts

GRACE RAUWORTH might have taken up professional golf or swimming, or even enjoyed a stage career, if she had followed the lead of members of her family. Instead, she entered the agency field in 1938 and has been in media ever since.

Today Miss Rauworth is manager of the media department of J. R. Pershall Co., a position she has held for the past three years, working on radio, television and other media. She joined Pershall in April 1950 after getting her initial agancy background with Leo Burnett Co. in Chicago.

Among the accounts she services are the Electric Assn. of Chicago, Chicago National Bank, Chicago Plastering Institute, Serta Mattress and others which use one or both of the broadcast media. The Plastering Institute currently sponsors the Notre Dame football games on film over WBKB (TV) Chicago each Sunday evening.

Miss Rauworth came to Burnett on Sept. 27, 1938, after a stint with a manufacturer (Stensgaard) which handles display advertising. She worked on all types of media for the agency, including radio, outdoor and others. In 1950 she joined the Pershall agency and a year later was appointed to her present post.

A native of South Haven, Mich., Miss Rauworth traveled considerably at an early age with her family, which includes two brothers (one owns an indoor golf school, the other was an assistant for years to golfer Johnny Revolta). She plays golf and also likes swimming (probably dating back to an early ambition to swim the English Channel).

Schooling included night courses in advertising at Northwestern U. (Chicago campus) over a number of years and study at Chicago's Art Institute. (Aside from an interest in art, she also qualifies as a highly capable carpentress and is talented in needlepoint work.)

After joining Pershall she handled a number of radio-tv accounts, including Commonwealth Edison Co. (which sponsored *Petticoat Party* on WBBM-TV Chicago), and Packard Motor Co. (which ran *Ask the Man* on WBKB [TV] Chicago and *Waterfront,* also locally).

Miss Rauworth also heads 27 agency women who operate an investment group in Chicago.



THE SHAPE OF SALES TO COME IN THE CAROLINAS

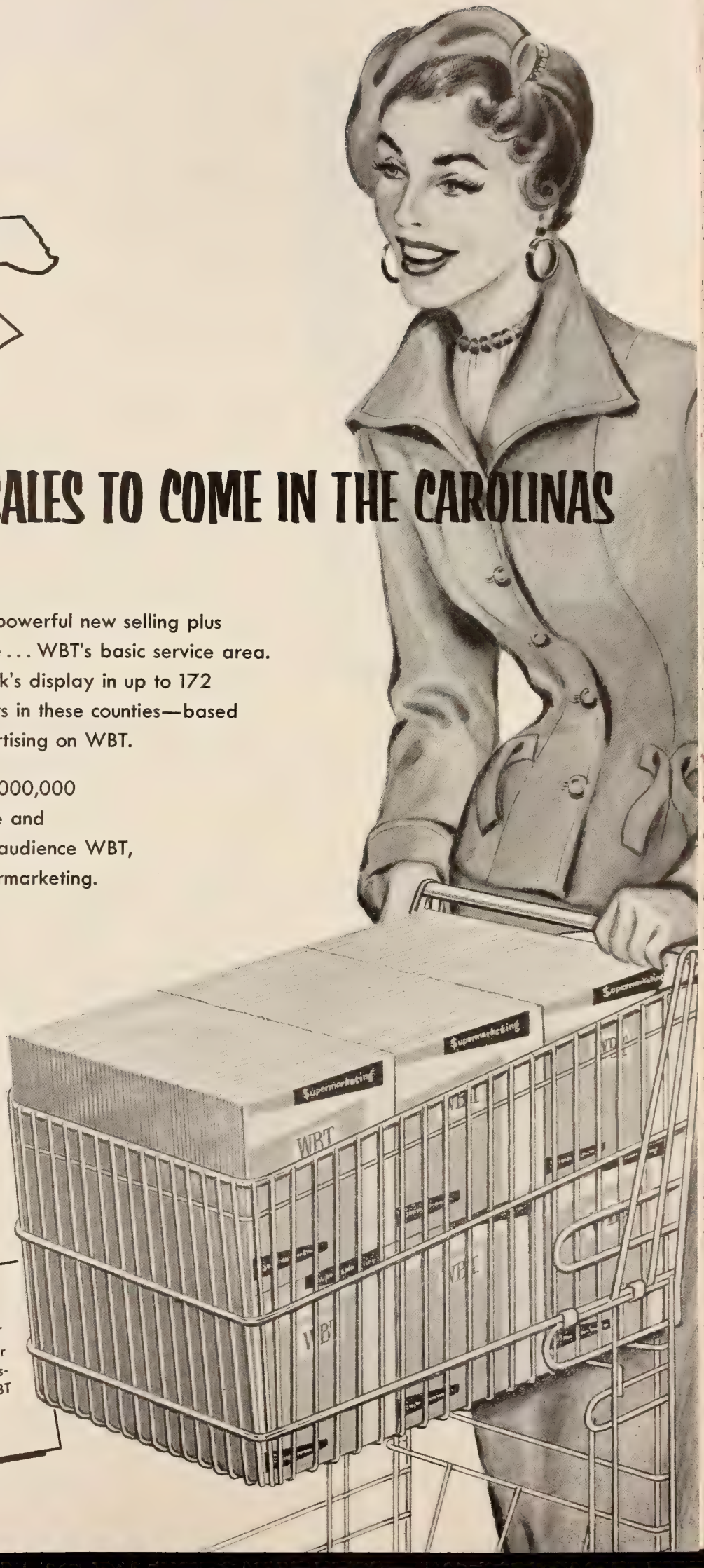
How are your sales shaping up? There's a powerful new selling plus in the key Carolina counties mapped above... WBT's basic service area. Now you can insure for your product a week's display in up to 172 A&P, Colonial and Dixie Home Supermarkets in these counties—based on a specific weekly dollar volume of advertising on WBT.

Here's an unbeatable combination to sell 3,000,000 Carolinians—the unmatched power, prestige and penetration of 50,000 watt, 50%-share-of-audience WBT, plus mass merchandising through WBT Supermarketing.



A JEFFERSON STANDARD STATION

drop a card to Jack Burney, WBT, Charlotte, N. C., for brochure on WBT Supermarketing, detailing conditions under which you may qualify, specifications of displays and map showing location of WBT Supermarketing stores.





BILL BRAMHALL, one of WEMP'S famous air salesmen, emcees two great shows daily. His homespun style is all his own, yet fits like a glove in the WEMP family. One thing is sure, if Bill says it's good, they buy it. Some of his national advertisers are:

Coca-Cola, Oxydol, Omar, Simonize, Robert Hall, Household Finance, Miller Brewing Co., Halo Shampoo, Musterole, Howard Johnson, Blutone Fuel Oil, Nesbitt.

WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.* Call Headley-Reed!

*Based on latest available Pulse ratings and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

our respects

to WILLIAM HASSE ZILLGER



CAN a comparatively young, independent company compete successfully in an industry entrenched with old-line giant corporations?

William H. Zillger, vice president and general manager of Standard Electronics Corp., Newark, N. J., voices a booming "yes" insofar as it applies to the transmitter manufacturing field. He points to the sales record of the four-year old firm, and adds with a smile:

"A business has to give its customers that 'added something' that competitors don't give them. This year we estimate business will be 400% over that of 1951 and 100% over that of 1953. Doesn't that sound like a lot of satisfied customers who are pleased with that 'added something'?"

A tall, heavy-set man with a perpetual smile dancing on his lips and a quip rolling off his tongue, William Hasse Zillger is a prototype of the growing number of engineers-turned-sales-executives in this 20th century industrial civilization. He was born Sept. 5, 1916, in Olean, N. Y., the son of Arno and Gertrude Hasse Zillger. It is no wonder that Mr. Zillger chose the path to a communications career, since his father was a pioneer radio engineer who is active today in radio-tv set manufacturing.

While still a youngster, Mr. Zillger displayed his penchant for engineering skills by constructing a television transmitter when he was 17. He developed this bent further at college where he studied electrical engineering. Mr. Zillger attended Lehigh U. for two years, then shifted to Purdue U. where he received his electrical engineering degree in 1937.

On summer vacation from college, Mr. Zillger worked for one of the pioneer television companies in New York. After graduation he elected to work for the Philadelphia Electric Co. as a junior engineer, and remained there until 1939 when he joined the Philadelphia branch of the Line Material Co., which manufactures equipment for electrical utilities. It was during his tenure with this company that Mr. Zillger made the transition from engineering to sales. He remained with Line Material Co. until 1947, resigning as manager in the wired radio department to join General Electric Co. as general sales manager in the ceramic department.

Mr. Zillger, an amateur radio operator from his youth, retained an interest over these years in the communications field. He confides that he was "itching to get back" when David T. Bonner, president of Claude Neon Inc., New York, and of Standard Electronics, offered him the post of vice president and general manager of the latter firm in 1951.

Standard Electronics is a subsidiary of Claude Neon Inc., whose other subsidiaries are in the field of manufacturing electronic products, home appliances and air-conditioning units and equipment. Standard was formed in late 1950 to take over the activities of Western Electric Co., which withdrew from the broadcast transmission equipment field.

Standard Electronics offers a complete line of broadcast transmission equipment, and claims the distinction of designing and building the first 50 kw tv transmitter in the world (for WOR-TV New York). The company continues to service and supply replacement parts for all Western Electric Co. broadcasting equipment now in use throughout the U. S.

Mr. Zillger is an adept salesman, with facts and figures at his fingertips to advance his contention that S-E equipment is a "terrific buy." He has available cost figures designed to show that over a five-year period an S-E 50 kw vhf transmitter can save station operators up to $120,000 in operating expenses alone. He is quick to point to a comparative table chart, documenting his argument that S-E vhf high power transmitters are superior with respect to such factors as tube costs, power line requirements and floor area, among others.

Mr. Zillger is proud of the swath that Standard Electronic is beginning to cut around some of the larger stations throughout the country. In addition to WOR-TV, he observed, the company has completed installation of high-power transmitters in recent months at WLWA (TV) Atlanta, WABT (TV) Birmingham, WEAT-TV Palm Beach, WALB-TV Albany and WSPD-TV Toledo. The firm, he said, is active also in the radio transmitter field, and designed and built a 50 kw am transmitter for the Voice of America for use in Turkey.

As the chief salesman for Standard Electronics, Mr. Zillger is a plane-commuting executive, ever on the go, who has been described as "a human dynamo." He remarked that his wife dislikes that characterization of him, but that he can corroborate its accuracy insofar as it applies to a "never-standing-still" connotation. He noted that in completing the Palm Beach transaction, he spent almost a month there with a day or so at home over weekends.

Mr. Zillger and his wife, the former Betty Baldridge of Philadelphia, make their home in Little Silver, N. J. They were married in 1940 and have three children—Barbara Ann, 13; William H. Jr., 11, and Peter Robert, 9.

Mr. Zillger is a member of the Institute of Radio Engineers, the American Institute of Electrical Engineers and the Shrewsbury River (N. J.) Yacht Club. When he isn't plane-hopping on business, Mr. Zillger relaxes on his 47-foot schooner, *The Zig-Zag III*, cruising around the New Jersey coast.

WTVJ
Channel 4
Miami
is now
telecasting
in COLOR
FROM ITS NEW 1,000 ft. TOWER WITH 100,000 WATTS

Nat. Rep. Free & Peters

DON'T "PICK BLIND" IN SHREVEPORT!



LOOK AT KWKH's HOOPERS!

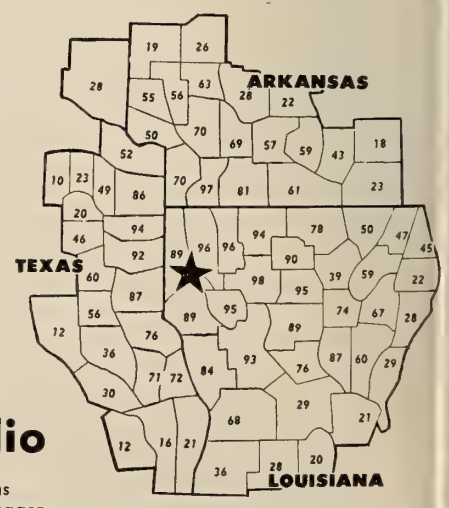
KWKH's big 50,000-watt voice obviously soars far, far beyond Metropolitan Shreveport. But look at our tremendous *home-town* popularity, too, as proved by Hooper!

JAN.-FEB., 1954—SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

KWKH delivers 22.3% more daytime homes than the four other Shreveport stations, *combined!* Cost-per-thousand-homes, however, is 46.4% *less* than the second Shreveport station! Let your Branham man give you all the facts.



KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

October 25, 1954 Vol. 47, No. 17

MAJOR PROPERTIES INVOLVED IN TV WHEELING AND DEALING

Big deals are in the making as networks and multiple station interests try to get the most out of the FCC's newly liberalized ownership rules. Out of them will come—possibly within weeks—new lineups of network ownership and affiliation.

CBS, with almost $8 million virtually jingling in its jeans, moved last week to close up the gaps caused by its relinquishment of minority ownership in three broadcast properties and its withdrawal from the Boston ch. 5 race.

At the same time, rumors flew involving DuMont, the Pittsburgh chs. 4 and 11 hearings, and activities of major multiple broadcast owners in moving into new markets on the effective date of the FCC's new multiple ownership rule (Friday).

• The Chicago ch. 2 situation, which promised to be a bitter, vigorously-contested affair, was settled to CBS' and Zenith's satisfaction when Zenith agreed to withdraw its competing application, leaving the CBS-owned WBBM-TV Chicago uncontested occupant of the vhf frequency.

Terms provided that CBS would pay $575,000 for Zenith's ch. 2 transmitter and associated equipment, plus up to half the rental of Zenith's experimental station's quarters atop 135 S. LaSalle St., Chicago. In return, Zenith obligated itself to buy 25 weeks of a one-quarter segment of *Omnibus* beginning Oct. 24, at a time cost of approximately $40,000 per program, with CBS agreeing to reimburse Zenith for up to half of the time charges only.

• Moving exactly on the date when the FCC's revised multiple ownership rule became effective permitting a single company to own up to seven tv stations (but only five in the vhf band), CBS on Friday announced its purchase of ch. 19 WOKY-TV Milwaukee. Purchase price was not given, but it is understood to be in the neighborhood of $335,000. The purchase is subject to the usual FCC approval.

• Word was current last week that CBS also was negotiating for the purchase of ch. 9 WSTV-TV Steubenville, Ohio, only 33 miles from the rich and, until a year ago, single-station Pittsburgh market.

• CBS' withdrawal from the Boston ch. 5 hearing—in which five contestants still remain in hearing—was made, according to a Thursday statement by the network—because of the delay and expense which seemed certain to be involved, and also because it wanted to "remain flexible" in order to move in buying other stations.

Meanwhile, other rumors of sales and mergers filled the air.

Report that DuMont's three tv stations (New York, Pittsburgh and Washington) were being offered, or that DuMont had offered them, for approximately $20 million was current at week's end, but denied by DuMont.

Merger of Pittsburgh ch. 4 applicants was reported imminent, with official announcement scheduled to be released tomorrow (Tuesday), it was learned. Hearst-owned WCAE Pittsburgh, it was understood, will remain the pending applicant, while the other four applicants will obtain options to purchase minor interests in WCAE Inc. or another corporation to be formed to run the tv station. These are KQV Pittsburgh, WLOA Braddock, Pa., and Wespen Tv Inc. (Scott Fink & Assoc.), and Irwin Community Tv (headed by Edward J. Hirshberg, whose interests include WEDO McKeesport and WACB Kittanning, Pa., and WEIR Weirton, W. Va.).

Status of the second Pittsburgh hearing case was believed touch and go at the end of last week. Reports of merger were heavily discounted in some quarters, but persisted right up to the end of the week. Involved in the Pittsburgh ch. 11 hearing are KDKA (Westinghouse), WWSW and WJAS, all Pittsburgh.

Although the way was opened Friday for major, multiple station owners to seek two additional stations in the uhf band, none other than CBS made its plans known last week.

NBC was understood to be readying an announcement of applications in two "major" markets this week. Further technical details were understood to be required in these two instances. For some time, it was learned, NBC has had eight applications prepared pending the Oct. 22 effective date and final determination as to which two were to be filed [CLOSED CIRCUIT, Oct. 18]. NBC owns vhf stations in New York, Chicago, Cleveland, Los Angeles and Washington.

ABC was reported to be still studying the situation and has not made up its mind where to apply. ABC owns vhf stations in New York, Chicago, Detroit, Los Angeles and San Francisco.

General Teleradio was mum on its plans; it owns vhf stations in New York, Boston, Los Angeles, Memphis and Hartford, Conn. (55%).

Storer Awaits Approval

Storer, the only other multiple owner who holds the maximum vhf number (Detroit, Toledo, Atlanta, Birmingham and San Antonio), was looking for FCC action this week on its nine-month-old application for the $8.5 million purchase of Empire Coil Co., owner of vhf WXEL (TV) Cleveland and uhf KPTV (TV) Portland, Ore. [B•T, Jan. 11]. It was also expecting the Commission to approve the $3.5 million sale of its KGBS-AM-TV San Antonio to the Huntress-*San Antonio Express* interests [B•T, April 12] and its $300,000 purchase of WJW Cleveland from William O'Neil [B•T, Oct. 11].

Although not bumping against the vhf limit of five, it was no secret that other multiple station owners were seriously canvassing the situation, both for vhf as well as uhf properties.

These include DuMont, with three vhfs (New York, Pittsburgh, Washington) plus Paramount Pictures' KTLA (TV) Los Angeles charged against its ownership (DuMont is also a ch. 5 applicant in Boston); Westinghouse, with three vhfs in Boston, Philadelphia and San Francisco, and applications pending for Pittsburgh and Portland, Ore.; Scripps-Howard, with three vhfs in Cleveland, Cincinnati and Memphis and an applicant for Knoxville; Crosley, with four vhfs in Cincinnati, Dayton, Columbus and Atlanta, Ga., and an application for Indianapolis, and Meredith Publishing Co., with four vhfs in Kansas City, Phoenix, Omaha and Syracuse, N. Y.

In the arrangement between CBS and Zenith for the Chicago ch. 2 frequency, it was declared that the $575,000 for Zenith's transmitter, antenna and associated transmitter and equipment was what Zenith had invested in the gear.

The arrangement for CBS to sublease from Zenith up to no more than 50% of the total rent which Zenith is obligated to pay for the 45th floor penthouse and roof of 135 S. LaSalle

HOUSTON-GALVESTON

BATTLE has flared up between KGUL-TV Galveston and KTRK-TV Houston—with CBS-TV affiliation one of the principal issues.

Earlier this month, KTRK-TV, which is building on ch. 13, protested to the FCC against the Commission's approval of KGUL-TV's ch. 11 transmitter move and higher antenna height, approved Sept. 1. KTRK-TV claimed that the Galveston station was moving closer to Houston so it could hold on to its CBS affiliation and sell Houston as well as Galveston advertisers. It claimed KGUL-TV was violating the allocation table and claimed Sec. 309(c) standing under the economic injury clause.

KGUL-TV, in an opposition filed last week, urged the FCC to dismiss the KTRK-TV petition as having no standing. It alleged that the claims of economic injury by KTRK-TV were a "sham" and that the other allegations were based on "misrepresentations" and were "frivolous." It maintained that it was serving Houston with a Grade A signal before it moved its transmitter and hiked its antenna height and claimed that this was in line with the FCC's table of allocation.

St., runs to Feb. 29, 1956, according to the agreement.

Zenith's agreement to buy into a fourth sponsorship of the Ford Foundation Tv-Radio Workshop's *Omnibus* for 25 weeks at an approximate time cost of $40,000 per week equals $1 million. But, CBS agreed to repay Zenith half of that sum, excluding such charges as are applicable to the production of Zenith commercials.

The Chicago ch. 2 agreement was made known to the FCC hearing examiner last Tuesday, at which time Zenith's application was dismissed by Comr. Robert T. Bartley, acting as motions commissioner. The agreement was filed with the examiner on Friday.

In announcing CBS' purchase of WOKY-TV, now affiliated with ABC and DuMont, Dr. Frank Stanton, CBS president, made plain that CBS intends to acquire another uhf station "as soon as possible." He observed that "our acquisition of this uhf station at the earliest possible date permitted is proof of our confidence in the future of uhf. CBS is going forward with studies and other plans to acquire a second uhf station as soon as possible." This is understood to be in another major market.

WOKY-TV, which began operating a year ago this month, is owned by Gerald A. Lee and David Bartell, who also own WMTV (TV) Madison and WAPL Appleton, Wis.

The CBS-TV affiliate in Milwaukee is WCAN-TV, on ch. 25. The *Milwaukee Journal's* WTMJ-TV, on ch. 4, is the NBC-TV affiliate. Due on the air this week or next is WTVW (TV) on ch. 12, affiliated with ABC.

If CBS acquires WSTV-TV in Steubenville, it will be taking over a full-fledged CBS-TV affiliate which throws what is understood to be a Grade A signal into the Pittsburgh metropolitan area. WSTV-TV is owned by the Friendly Group (Jack and Louis Berkman, John J. Laux and others), which also owns WFPG-AM-TV Atlantic City, WPIT Pittsburgh and WBMS Boston. The ch. 9 station began operating Christmas Eve a year ago.

During the last 30 days, CBS has sold its 45% interest in KQV Pittsburgh for $236,250 to majority stockholders Earl F. Reed and Irwin D. Wolf [B•T, Oct. 4]; has agreed to sell its 45% interest in WTOP-AM-FM-TV Washington to majority owner *Washington Post* for $3.5 million, effective Dec. 15 [CLOSED CIRCUIT, Oct. 18], and is understood to be negotiating to sell its 47% interest in WCCO-AM-TV Minneapolis-St. Paul to the *Minneapolis Star-Tribune* (Cowles) for about $4 million, with an announcement expected to be made next week [CLOSED CIRCUIT, Oct. 18].

ADVERTISERS & AGENCIES

SCHICK, SIX OTHERS SWITCH ACCOUNTS TO NEW AGENCIES

Over $14 million in advertising moves from agency to agency in a fall season that well may be remembered for the number of major account shifts. Schick ends a 12-year affiliation with Kudner.

IN a season conspicuous by the surprising number of agency shifts by advertisers, Schick electric razors in an unexpected move last week led a new parade of seven sponsors in a march away from their present affiliations. Combined billings of the shifting advertisers total more than $14 million.

After an association with the Kudner agency for 12 of the past 13 years, Schick is expected soon to formally withdraw its $4½ million advertising budget from that agency. The client has been screening a number of prospects, but B•T learned last week that the eventual choice almost certainly will be Kenyon & Eckhardt.

Other clients found to be switching agency representation are: Gruen Watch Co. from McCann-Erickson to Grey Adv.; Wilson & Co. from Ewell-Thurber to Needham, Louis & Brorby; National Selected Products from Duane Jones Co. to Hilton & Riggio; Nestle Co. from Cecil & Presbrey to McCann-Erickson; H. C. Brill Co. from Tracy Kent to Hicks & Griest, and Borg-Warner Corp. (Norge div.) from J. Walter Thompson Co. to Tatham-Laird Inc.

Schick began its relationship with Kudner in 1941. Five years ago the advertiser departed to BBDO but after a year returned to Kudner. The firm is the founder of the electric shaver industry and is currently celebrating its 25th year in business.

Schick sponsors the *Jackie Gleason Show* on CBS-TV and pro football games on the DuMont Tv Network. In addition Schick uses spot announcements in radio wherever it does not have television coverage.

Appointment of Kenyon & Eckhardt as its new agency is expected to be formally announced in about a week.

Gruen Watch Co., Cincinnati, which the preceding week was resigned by McCann-Erickson so that M-E could take on Bulova Watch Co. [B•T, Oct. 18], has named Grey Adv. to handle its budget of $1.5 million, effective immediately.

In a sense the transfer of the account is a case of history repeating. A decade ago McCann-Erickson also relinquished the Gruen business to Grey, which in turn released it to Stockton-West-Burkhardt, Cincinnati. In 1951 McCann-Erickson took over the account from that firm. Last week's action puts the business once more with Grey.

Grey Adv. apparently will continue to handle its present watch client, Jean R. Graef Inc. (Girard-Perregaux watches), New York, whose budget is comparatively small, about $200,000. Mr. Graef told B•T that his firm is "very happy" with Grey and has "no other plans." The account has been with Grey for the past two years.

Appointment of Needham, Louis & Brorby, Chicago, to handle its advertising for canned meats, effective Nov. 1, was confirmed last week by Wilson & Co., Chicago meat packers. The account moves from Ewell & Thurber Assoc., which will retail the Ideal dog food and margarine accounts.

Wilson moved its other accounts (ham, bacon, sausage, smoked meats, poultry, soap) to NL&B last spring, also from Ewell & Thurber Assoc., which had serviced Wilson's complete line of products since 1938.

Wilson has been relatively inactive in radio and television. At Thurber, it maintained for its canned meats a sporadic spot schedule.

The company's 1954 advertising appropriation was roughly $2 million, with only a small portion going into broadcast media. Advertising plans for 1955 are being blueprinted, according to James Hausmann, assistant advertising manager. There was no indication what radio-tv billings might be, but it was speculated that the outlays might be increased with the introduction on a national scale of a new meat pie product.

Another agency switch confirmed in the past fortnight was that of Borg-Warner Corp. (Norge div.) from J. Walter Thompson Co. to Tatham-Laird Inc. effective Nov. 12. Advertising plans calling for about $4 million have been set for next year, according to Robert Runge, division advertising manager. Earlier, Tatham-Laird had resigned the refrigerator-range account of Admiral Corp.

Norge formerly sponsored the *Garry Moore Show* on CBS-TV (dropped last September) and



AGENCY SPECIALISTS participated in a workshop on creative and production phases of radio-tv commercials during the AAAA Central Region convention in Chicago Oct. 14-15 [B•T, Oct. 18]. Taking part in session were (l to r): Peter Cavallo, J. Walter Thompson Co., Chicago; John B. Simpson, Foote, Cone & Belding, Chicago; Dr. Richard B. Lewis, San Jose State College, San Jose, Calif.; Nelson Winkless and Alan Wallace, both Needham, Louis & Brorby, Chicago. Color experiments, evaluation of packages and audio-visual techniques were among topics explored during the closing day's session at the Drake Hotel.

THE LATEST MOVING DAY DATA

Advertiser	Estimated Billings	From	To
Schick Electric Shavers	$4,500,000	Kudner	Expected to go to Kenyon & Eckhardt
Gruen Watch Co.	1,500,000	McCann-Erickson	Grey Adv.
Wilson & Co.	2,000,000	Ewell & Thurber	Needham, Louis & Brorby
National Selected Products	500,000	Duane Jones Co.	Hilton & Riggio
Nestle Co.	1,500,000	Cecil & Presbrey	McCann-Erickson
H. C. Brill Co.	150,000	Tracy, Kent	Hicks & Griest
Borg-Warner Corp. (Norge Div.)	4,000,000	J. Walter Thompson	Latham-Laird
TOTAL:	$14,150,000		

radio-tv spot campaigns at the dealer level, and is expected to step up its broadcast activity in view of the heavier budget for 1955.

In the other developments last week:

National Selected Products (Ready Mixes of the Six O'Clock Foods Division) named Hilton & Riggio, effective Jan. 1. Duane Jones Co. had been servicing the advertiser, whose advertising budget is more than $500,000.

The firm is planning to buy a network television show to begin after the first of the year or early in spring and is also planning a spot campaign.

The Nestle Co., New York (chocolate products division, including candies and cocoas and new gravy and white sauce mixes), with its $1.5 million advertising budget, named McCann-Erickson, New York, to handle its advertising. Nestle has been serviced by Cecil & Presbrey, which is ceasing operations on Dec. 31. Nestle Co. uses radio and television spot campaigns.

The addition of the Nestle Co.'s billings to those of Bulova and Mennen [B•T, Oct. 18] brings to more than $7 million the new business acquired by McCann-Erickson within three weeks.

H. C. Brill Co. (Spanish rice, macaroni dinner, spaghetti sauce with meat, spaghetti sauce with mushrooms and Isle of Capri pizza pie), New York, named Hicks & Griest, New York, to handle its approximately $150,000 advertising budget, effective immediately. Tracy, Kent & Co. had been the Brill agency.

Present advertising plans of the account include an intensive radio schedule for the grocery division in key areas in eastern markets, tv in several markets, and a trade paper program for the bakery business, Sydney R. Huntley, account executive at Hicks & Griest, said.

General Foods' Net Rises

NET sales of General Foods for the six months ended Sept. 30 were $382,538,187, compared to $354,475,594 for the same period last year, according to Charles G. Mortimer, president. Net earnings for the period (first half of the company's fiscal year) were $18,064,393, or (after preferred dividends) $3.02 a common share, compared to $12,201,372, or $2.03 a share of common for the previous year's period. For the quarter ended Sept. 30, net sales were $187,812,405, compared to $181,306,580 the previous year's quarter, and net earnings were $6,869,983 ($1.14 a common share) compared to the previous year's quarter of $6,247,607 or $1.04 per share.

Promotion, Marketing Units Created by Grey

LAWRENCE VALENSTEIN, president of Grey Adv., New York, announced last week the creation of a new promotion and publicity department to be headed by Christopher Cross and the establishment of marketing and sales development department to be directed by David Mayer.

These two departments, Mr. Valenstein said, give "our clients greater service where it counts —at point of sale" and will "help further to carry out Grey's long-established policy of putting our clients' advertising to work on a local level.

"Grey Matter (the agency's news letter) will be expanded editorially to cover provocatively all new facets of advertising as well as the latest techniques in merchandising, marketing, exploitation and promotion as developed by the two new departments," Mr. Valenstein said.

Mr. Cross resigned from Kenyon & Eckhardt, New York, where he was exploitation director, to become director of Grey's promotion and publicity department.

Mr. Mayer formerly headed Grey's sales promotion division, which will be replaced by the marketing and sales-development department.

E. B. Weiss, former editor of "Grey Matter" and merchandising consultant, resigned from the agency to establish his own merchandising consultant service effective after the first of the year [CLOSED CIRCUIT, Oct. 18].

Beal Leaves World Wide, Will Open Own Ad Agency

JOSEPH CARLETON BEAL has resigned as manager of the public service division of World Wide Broadcasting System to open his own agency, Beal Radio & Television Agency, with headquarters at 220 St. James Place, Brooklyn, N. Y. World Wide and its international shortwave station WRUL, with transmitters on the Massachusetts coast near Boston, will be an account of the new agency, Mr. Beal announced. Before joining World Wide Broadcasting System, he had been production manager of WDSU-TV New Orleans.



MR. BEAL

Squire Dingee Radio Drive Linked With Mercury Records

SQUIRE DINGEE Co. of Chicago (Ma Brown pickles) last Monday instituted an aggressive radio campaign covering 46 markets in 14 Midwest and Southwest states as part of a national talent contest tie-in with Mercury Records.

The company, through L. W. Ramsey Adv. Co., Chicago, has selected a leading disc jockey in each city to conduct the contest on 15-minute programs from three to five times weekly until Dec. 3. First prize is a recording contract with Mercury and a week's engagement at Chicago's Chez Paree: State finalists as screened by the stations from local entries will compete in the grand finals in Chicago next January.

A Ramsey spokesman declined to reveal the overall media budget for the campaign but said 65% of all expenditures would go into radio, the remaining to be divided among newspapers and point-of-sale. Disc jockeys are advising listeners to obtain entry blanks in food stores carrying Ma Brown products.



ONE-YEAR CONTRACT for sponsorship of *Al Schottelkotte and the News* on WSAI Cincinnati is approved by (l to r) Harry Martineau of sponsor M. & M. Realty Co.; Lu Bassett, WSAI account executive; Mr. Schottelkotte, and Sherwood R. Gordon, WSAI president and general manager.

All State Buys Army-Navy

ALL STATE Insurance Co. will sponsor the Army-Navy game on NBC Radio, Fred Horton, director of sales for NBC Radio, announced last Wednesday. Contract for the Nov. 27 grid classic was handled through Christiansen Adv. Agency, Chicago, by Tom Moore, account executive, WBAL Baltimore, NBC affiliate which has exclusive broadcast rights to Navy games this year. The Army-Navy tilt also is on the NCAA schedule of games telecast by ABC.

C-P Earnings Up by 30%

COLGATE-PALMOLIVE Co.'s earnings for the first nine months of 1953 are up 30%, to $3.90 per share, with net income totaling $9,799,000 as compared with $7,524,000 or $3.11 per share in the corresponding period of 1953, E. H. Little, chairman of the board, has announced in the company's report for the third quarter. For the three month period ended Sept. 30, 1954, net income was $4,250,000 or $1.70 per share in contrast to $2,440,000 or $1.01 per share in the third quarter of 1953.

Top Watch Advertisers Face Anti-Trust Suit

Justice Dept. files actions against Bulova, Benrus, Gruen and Longines-Wittnauer. Foote, Cone & Belding advertising agency also cited.

JUSTICE DEPT. anti-trust suit last week against 24 watch makers and associations, including Foote, Cone & Belding advertising agency, involves some of the brightest names in commercial radio and tv.

Among the firms against which the conspiracy and monopoly charges were hurled are Bulova Watch Co., New York; Benrus Watch Co., New York; Gruen Watch Co., Cincinnati, and Longines-Wittnauer Watch Co., New York.

The government charged that the listed firms and organizations participated in agreements (1) to refrain from establishing watch manufacturing facilities in the U. S., (2) to restrict the manufacture of watches and watch parts in the U. S., (3) to refrain from extending aid to watch manufacturers located in countries other than Switzerland, (4) to fix the prices and terms and conditions of sale for Swiss watches imported into the U. S., (5) to blacklist, boycott or fine American watch companies which do not adhere to these agreements, and (6) to prevent the exportation to Switzerland and other countries of American produced watch parts and watch cases.

The complaint, filed in the New York District Court, charged also that defendants executed contracts to import watches in specified annual amounts and to refrain from handling competitive brands and to limit the re-export of imported Swiss watches to designated countries in the Western Hemisphere. The complaint also alleged that the named companies and associations excluded American importers from importing Swiss watch repair parts and with fixing the sales price of such parts in the U. S.

The Justice Dept.'s action follows by three months President Eisenhower's approval of a tariff boost on Swiss watch imports.

In a statement issued Thursday, Foote, Cone & Belding said:

Undoubtedly, this advertising agency has been included because it handles the advertising of the Watchmakers of Switzerland, a trade association representing approximately 550 manufacturers and assemblers of jeweled-lever watches and movements located entirely within Switzerland.

But this fact does not clarify the basis of the Justice Department action, since all of our activities for this foreign client may be described as the same type of activities which we and other advertising agencies render to domestic clients.

Its inclusion in the suit, FC&B said, left the agency "surprised and baffled." Also, the agency said, it is a long-standing member of the American Assn. of Advertising Agencies (4A's) and "has serviced all clients in accordance with the approved standards of practice."

Hearing Held in Suit Against Rheingold Ad Copy

LEGAL maneuvering in the suit filed by Beverly Hills attorney Max Gilford against Rheingold Brewing Co., Los Angeles (Liebmann Breweries), to force an end to use of certain copy phrases in radio-tv and printed media advertising [B•T, Aug. 16], continued during the Los Angeles Superior Court hearing Oct. 15.

Mr. Gilford abandoned his plea for a preliminary injunction from Judge Arnold Praeger for immediate discontinuance of the advertising copy, saying since trial date is set for Nov. 22, hearings on the injunction can be consolidated with trial.

However, attorney Harry Swerdlow, representing Rheingold, filed a demurrer to Mr. Gilford's amended complaint at the hearing, which Judge Praeger is currently considering. Further, Mr. Swerdlow indicated to B•T he would shortly move before Judge Praeger that the Nov. 22 trial date be vacated, since there is insufficient evidence to continue.

In the original suit, filed last August by Mr. Gilford as representative of "the general public," he charged they were being victimized by such phrases as "largest selling beer in the East," "the very same beer (that is served in the East)," and that beer was brewed from "local ingredients and water." Actually, Mr. Gilford contends, brewing industry sources show none of these claims is correct.

Previous to the Oct. 15 hearing, Judge Praeger ruled Mr. Gilford need not answer questions during deposition-taking sessions as to whether other breweries are involved in the action.



CONTRACT calling for sponsorship of Mutual's *Football Game of the Week* is signed for on KBMY Billings, Mont., by Keith Rowbotham (seated), general sales and advertising manager for the Custom Tire Co., and Warren Marshall, KBMY sales manager. Custom Tire, distributor for Kelly-Springfield and B. F. Goodrich tires, also sponsored Mutual's *Baseball Game of the Day* over KBMY.

Drops the Bear

WILSON & Co., Chicago meat packer, has agreed to cease using a facsimile of the "Smokey Bear" character in all its commercial advertising to avoid confusion with the character utilized in forest fire prevention ads. With the agreement, a Federal indictment against Wilson was dropped Wednesday in Chicago Federal District Court. The government claimed the meat packing firm used the facsimile illegally because of widespread association of the bear with fire prevention drives aimed at children.

United Motors Buys Thomas On CBS Radio for $2 Million

UNITED MOTORS SERVICE Div. of General Motors has signed to sponsor newscaster Lowell Thomas on CBS Radio under a contract representing more than $2 million in gross annual billings for the network, it was announced last week.

The new series, for Delco batteries, starts Nov. 1. The division will sponsor Mr. Thomas Mondays through Fridays at 6:45-7 p.m. EST, 5:45-6 p.m. CST, 8:30-45 p.m. PST, and 9:30-45 p.m. MST, on the full CBS Radio network in the U. S.

On the air since 1930, Mr. Thomas has never lacked a sponsor (Funk & Wagnalls 1930-32, Sunoco 1932-47, Procter & Gamble 1947-53, and Kaiser Motors in 1953-54). His latest, United Motor Service Div., is the sales and service organization in the replacement market for Delco batteries and other General Motors parts and accessories. Its agency is Campbell-Ewald Co., Detroit.

Agency Seeks Miami Account, Uses C-C Pitch on WTVJ (TV)

BISHOPRIC & GREEN Inc., Miami, last week used a closed-circuit telecast presentation from WTVJ (TV) there in its quest for the $100,000 advertising account of Dade County. The prospectus was piped via cable from WTVJ's studio to the 10th floor of the Dade County Courthouse for the benefit of an advisory committee which will recommend placement of the account. Recommendation by the five-man committee is tantamount to selection, according to the station.

The telecast, consisting of both live and film material, was used to demonstrate the main planks of the agency's presentation. The agency selected—there are 10 competing for the account—will be named in about two weeks to handle the account for at least one year. Karl Bishopric, agency president, and vice presidents Jack I. Green and Arthur Fielden were in charge of the closed-circuit showing.

Ellington Elects Three

JESSE T. ELLINGTON, president of Ellington & Co., New York, has been elected board chairman, a newly-created position, it was announced last week. In addition, Chauncey L. Landon, executive vice president becomes president of the agency, and William A. Bartel advances to executive vice president.

AGENCY APPOINTMENTS

Dr. Pepper Co., Dallas, appoints Grant Adv., Chicago.

I-T-E Circuit Breaker Co., Phila., appoints Gray & Rogers, same city.

Bird Provision Co. (Bird Farm Sausage), Pekin, Ill., reappoints Mace Adv. Agency, Peoria, Ill., after year's absence. Tv will be used.

Max Factor Inc. (cosmetics), L. A., appoints Doyle, Dane Bernbach, N. Y., for all products, effective Jan. 1.

B & M Meat Co. (Manhattan smoked and processed meats), L. A., appoints Richard N.

Meltzer Adv. Inc., same city, with Thomas Lowey as account executive. Radio spots will be used.

All Tone Muffler Co. and **Gustafson's Furniture Co.,** both San Diego, appoint Dan Lawrence Co., same city, with Durien Stewart as account executive.

Dispensers Inc., L. A., appoints Tilds & Cantz Adv., same city, additionally for housewares; agency already handling part of account. Radio will be used.

Davis Products Inc. (plastic mattresses, pools, toys), L. A., and **Argus Tv Productions,** Hollywood, appoint Harvey Waldman & Assoc., L. A., with Mr. Waldman as account executive.

Tropical Preserving Co. (preserves and processed foods), L. A., appoints Lee & Assoc., same city, with Leo Pearlstein as account executive.

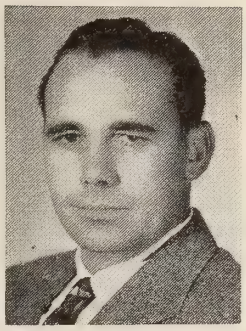
Scudder Foods Products Inc., Monterey Park, Calif., and **Blue Bird Potato Chip Co.,** Oakland, Calif., appoint Mottl & Siteman Adv. Agency, L. A., with Charles Mottl and Irvin Siteman as joint account executives.

Tappan Stove Co., Mansfield, Ohio, appoints Geoffrey Wade Adv., Hollywood, for advertising in western states with Snowden Hunt Jr. as account executive.

A&A PEOPLE

John D. Small, executive vice president and director, Quiet Heet Mfg. Corp. (air conditioners, oil burners), Newark, N. J., subsidiary, Emerson Radio & Phonograph Corp., N. Y., elected president.

William J. Bird, general sales manager, Plymouth Motor Corp., Detroit, elected vice president in charge of sales.



MR. BIRD

Jerome J. Cowen appointed vice president, Cunningham & Walsh, N. Y.

Frank M. Knight Jr. and **Frank J. Corkery** made vice presidents, Richard A. Foley Adv., Philadelphia.

Robert W. Ferguson, merchandising director, Henri, Hurst & McDonald, Chicago, to Wherry, Baker & Tilden Inc., same city, as vice president in charge of merchandising.



MR. FERGUSON

Roy Abernethy appointed vice president in charge of sales, Nash Motors Div., American Motors Corp., Detroit.

Jack M. Wentsel elected vice president, Rogers & Smith, Chicago.

Ted Fremd, formerly with Axelson Adv. Agency, Denver, and **R. E. Armstrong,** public relations director, Harold Walter Clark Inc., same city, appointed vice presidents of Clark firm.

Edward J. Lauesen, vice president and Chicago office manager, Fuller & Smith & Ross Inc., Cleveland, elected chairman, agency executive committee.

Lee Fisher, public relations field man, National United Cerebral Palsy Assn., Denver, to Adv. Unlimited, same city, as account executive.

Tom Tausig, formerly program director, WTOP-TV Washington, appointed account representative, Young & Rubicam, N. Y., effective Nov. 1.



MR. TAUSIG

William Whitworth, formerly account executive, S. M. Brooks Inc., Little Rock, Ark., to Prescott & Pilz Inc., Denver, as account executive.

Phil Franklin, formerly with Franklin Assoc., San Pedro, Calif., to Dan Lawrence Co., San Diego, as account executive.

Reginald W. Twiggs, account executive, Meldrum & Fewsmith Inc., Cleveland, to Erwin, Wasey & Co., L. A., in same capacity.

Harlan McFadden, account executive, Foote, Cone & Belding International Div., N. Y., to international dept., McCann-Erickson, same city, in same capacity; **Robert Gibbons,** radio-tv manager, Lang, Fisher & Stashower, Cleveland, to McCann-Erickson, Cleveland, as assistant creative director in charge of radio-tv copy, effective Nov. 1.

Stan Bachrach, account executive, KLAC Hollywood, to Doyle Dane Bernbach Inc., same city, in similar capacity.

John M. Van Horson, vice president and account supervisor, Biow Co., N. Y., to Bryan Houston Inc., same city, as account executive.

Robert S. Ferguson to Adv. Assoc., Phila., as account executive.

L. J. Sholty Jr. rejoins Kenyon & Eckhardt, Hollywood, as account executive.

Ted Byron, account executive, William W. Harvey Inc., L. A., appointed radio-tv director.

Larry Lewin, account executive, Mayers Co., L. A., appointed radio-tv program director.

Elmer F. Jaspan, formerly with Al Paul Lefton Co., Phila., appointed radio-tv director, Adrian Bauer Adv. Agency, same city.

Bradley G. Morison, recently separated from U. S. Navy, to Olmsted & Foley, Minneapolis, as director of tv and radio.

Nicholas Wolf, timebuyer and account executive, Leo Burnett Co., Chicago, promoted to timebuying supervisor; **Bowen Munday,** timebuyer, promoted to media supervisor.

Therese Lewis, formerly story editor, NBC-TV Philco-Goodyear *Television Playhouse,* to radio-tv dept., Young & Rubicam, N. Y., as story editor.

William C. Conley, executive vice president, Southern Appliances, Charlotte, N. C., to Norge Div. of Borg-Warner Corp., Chicago, as products director.

Irving Gould appointed art and production dept. director, Lavenson Bureau of Adv., Philadelphia.

William F. Simpkins, formerly with Campbell-Ewald Co., Detroit, appointed art director, Grant Adv., same city; **Richard D. Wagoner,** formerly with Remington Rand Inc., N. Y., to Grant Adv., N. Y., as copywriter.

Addie W. Petrovich to copy dept., Calkins & Holden, L. A. office.

Frederick C. Miller, president, Miller Brewing Co., Milwaukee, was installed Oct. 21 as president, Milwaukee Assn. of Commerce; **Thomas R. Gettelman,** president, A. Gettelman Brewing Co., Milwaukee; **Robert A. Uihlein Jr.,** vice president, Jos. Schlitz Brewing Co., same city, and **Mack Kehoe,** manager, community relations and publicity dept., Miller Brewing Co., appointed by Mr. Miller as trade promotion committee chairman, sports committee vice chairman and public relations committee head of association, respectively.

Elizabeth Powell and **Don Gill,** both of Geyer Adv., N. Y., presented $100 and Westinghouse portable radio, respectively, for estimates in contest of guessing mail received during eight month period by WOWO Fort Wayne, Ind.

Howard G. Sawyer, vice president in charge of plans and marketing, James Thomas Chirurg Co., N. Y., appointed by Industrial Adv. Research Institute to council undertaking "A Study of Industrial Advertisements to Evaluate Copy Characteristics and Physical Makeup of Advertisements."

Pearl Fairall, account executive, Fred Bock Adv. Co., Akron, Ohio, designated outstanding businesswoman of year by Rubber City Chapter, same city, Business and Professional Women's Club.

WMAL—Food Station

WMAL Washington, owned by the Evening Star Broadcasting Co., is now known as the "Good Food Station" under a plan to offer a new program service, the Good Food Plan, to its daytime listeners.

Under the Good Food Plan, Lynn Hart, a graduate economist, conducts a Monday through Friday program, *The Good Food Report* (12:15 to 12:30 p.m.), which contains data on cooking, cleaning and marketing. Another program, *Minute Menu,* 60 seconds long including the commercial, offers menu suggestions.

The new plan will include general food announcements during station breaks throughout the day, acquainting the housewife with new foods, market prices, kitchen safety, etc.

Local grocers and jobbers will receive a regular mailing from the station known as the *Good Food Bulletin,* which will feature general food news and local retail success stories.

The plan went into effect Oct. 4 and excellent response has been received from agencies and advertisers, WMAL reports. On the air announcements such as, "This is WMAL where big things are cooking," heralded the opening of the plan.

TV REVENUE IN '53 TOPPED $432 MILLION, FCC REPORTS

Financial data released last week by the Commission shows that last year's total was 33% above the 1952 figure.

REPRESENTING the most comprehensive report so far on the progress of post-freeze vhf-uhf television stations as well as the industry as a whole, final tv financial data for 1953 was released Wednesday by FCC to show total revenues of $432.7 million—33% above 1952. Tv broadcast revenue, comprising sale of time, talent and program material to advertisers, resulted in total broadcast income (before federal income taxes) of $68 million or almost 23% above 1952. (See table 1).

Total time sales of the tv industry amounted to $384.7 million, or 36% above 1952, FCC said. Of this amount, network time sales totalled $171.9 million, or 25% above 1952.

Time sales to national spot advertisers amounted to $124.3 million or 55% above 1952—the largest single gain—while local time sales were $88.5 million or 36% over 1952. Sales of talent and program material to advertisers in 1953 amounted to $109.5 million, a 25% jump over 1952 (Table 4, page 35).

The four tv neworks, including their 16 owned and operated stations, reported to FCC total 1953 tv revenues of $231.7 million, expenses of $213.7 million and income (before taxes) of $18 million.

The $231.7 million total revenue of the networks is 2½ times the amount received from am operations ($92.6 million) in 1953, FCC said. Network income of $18 million from tv in 1953 was almost double the $9.4 million reported from am operations, the Commission stated (Table 7, page 35).

Final financial data for the radio industry as a whole is expected to be completed for release in December, the Commission indicated.

Ninety-two pre-freeze tv stations (excluding 16 network o&o outlets) reported total broadcast revenues of $174.5 million in 1953, an average of $1,896,457 per station. With average station expenses of $1,049,474, FCC said, the average pre-freeze station's income last year was $657,609 (Table 11, page 36).

Noting that a total of 240 new stations had commenced commercial operation since lifting of the freeze in April 1952, FCC said that reports from 226 of these disclosed that 114 vhf stations had total revenues of $16.1 million, expenses of $20.3 million and a loss of $4.2 million, while 112 uhf stations reported total revenues of $10.4 million, expenses of $16.7 million and a loss of $6.3 million (Table 1). The average post-freeze station had been in operation less than five months as of the end of 1953, FCC explained.

Comparison of the financial progress of post-freeze vhf and uhf stations was highlighted earlier this year by then Acting FCC Chairman Rosel H. Hyde before the Potter Subcommittee of the Senate Interstate & Foreign Commerce Committee [B•T, May 24]. The preliminary data, as well as the compilation of the final report, were under the supervision of Hyman H. Goldin, chief of the Economics Division, Office of Chief Accountant, and James B. Sheridan, assistant chief.

The final report also shows that 97 of the nation's 108 pre-freeze vhf stations (including network o&o outlets) reported profitable operations during 1953. Of the 97 in the black, 13 reported profits (before federal income tax) in excess of $1.5 million while 13 others reported profits of between $1 million and $1.5 million (Table 17, page 36).

Of the 11 pre-freeze vhf stations reporting losses from 1953 operations, eight were located in the two seven-station markets—New York and Los Angeles (Table 16, page 36). Six losing stations reported total revenues in 1953 in excess of $2 million and of these six, three were in the group of 25 stations reporting total revenues in excess of $3 million in 1953 (Table 15, page 36).

Substantial increases in 1953 total revenues were reported by most of the 40 pre-freeze stations which were the only tv outlet in their market in 1952. Of the 40, 19 continued during all of 1953 as the only operating station in their market and the median increase in 1953 revenue for them was 33.5%.

In 12 other of these 40 communities, the only new stations commencing operation during 1953 were uhf outlets and the median increase in 1953 revenue for the pre-freeze stations in such markets was 35%.

In 9 of the 40 communities, new vhf stations began operation during 1953. The median increase in 1953 revenue for the pre-freeze stations was 26% (Table 5, page 35).

FCC pointed out that of the 11 two-station communities in 1952, only one had an additional vhf station commencing operation in 1953 and three others had an additional uhf station in 1953. None of the 12 communities with three, four or seven stations in 1952 had additions.

In markets under 250,000 population, FCC said, the average pre-freeze station obtained total revenues of $1,106,000 and income of $466,000. In markets between 500,000 and 1 million population, the average pre-freeze station had total revenue of $1,710,000 and income of $681,000. In markets of 2 million population and over, the average pre-freeze station had total revenue of $3,961,000 and income of $1,098,000 (Table 12, page 36).

Original investment in tangible broadcast

TABLE 1

BROADCAST REVENUES, EXPENSES, AND INCOME OF 4 TELEVISION NETWORKS AND 334 TV STATIONS

1952-1953

($ Millions)

	1953	1952[1]
Broadcast Revenues		
4 Networks (including 16 owned and operated stations)	$231.7	$180.2
92 Pre-Freeze television stations	174.5	143.4
Subtotal	$406.2	$323.6
Post-Freeze television stations:		
114 VHF stations	16.1	0.6
112 UHF stations	10.4	
Industry total	$432.7	$324.2
Broadcast Expenses		
4 Networks (including 16 owned and operated stations)	$213.7	$170.3
92 Pre-Freeze television stations	114.0	97.6
Subtotal	$327.7	$267.9
Post-Freeze television stations:		
114 VHF stations	20.3	0.8
112 UHF stations	16.7	
Industry total	$364.7	$268.7
Broadcast Income (Before Federal Income Tax)		
4 Networks (including 16 owned and operated stations)	$ 18.0	$ 9.9
92 Pre-Freeze television stations	60.5	45.8
Subtotal	$ 78.5	$ 55.7
Post-Freeze television stations:		
114 VHF stations	(4.2)	(0.2)
112 UHF stations	(6.3)	
Industry total	$ 68.0	$ 55.5

( ) Denotes loss.

[1] 1952 data covers 4 networks and 15 owned and operated stations; 93 pre-freeze and 14 post-freeze tv stations.

TABLE 2

INDIVIDUAL TV MARKET DATA

1953

Tv Markets	No. of Tv Stations in Operation	No. of Tv Stations Reporting $25,000 or More Time Sales [1]	Sale of Station Time To: ($ Thousands) Networks	National Spot Advertisers [2]	Local Advertisers [2]	Total Tv Stations Reporting	($ Thousands) Total Revenues [3]	Total Expenses	Income (Before Federal Income Tax)
New York, N. Y.	7	7	$ 6,458	$ 20,934	$ 6,570	7	$ 33,819	$ 24,680	$ 9,139
Los Angeles, Calif.	7	7	2,458	8,380	9,407	7	20,731	21,490	(759)
Chicago, Ill.	4	4	3,368	9,022	5,624	4	20,449	14,872	5,577
Philadelphia, Pa.	3	3	2,834	5,447	3,708	3	12,288	8,053	4,235
Detroit, Mich.	3	3	2,063	4,691	4,730	3	11,041	6,215	4,826
San Francisco, Calif.	3	3	1,379	2,996	3,840	3	7,846	4,737	3,109
Cleveland, Ohio	3	3	2,219	3,064	2,010	3	7,836	5,212	2,624
Boston, Mass.	3	2*	....	....	....	3	7,785	4,001	3,784
Minneapolis-St. Paul, Minn.	3	3	1,266	2,051	2,172	3	5,717	3,801	1,916
Baltimore, Md.	3	3	1,756	1,759	2,603	3	5,688	3,742	1,946
Cincinnati, Ohio	3	3	1,444	1,974	1,622	3	5,430	4,245	1,185
Pittsburgh, Pa.	3	3	933	2,415	1,893	3	5,130	2,444	2,686
St. Louis, Mo.	4	3	1,113	2,059	1,724	4	4,400	2,216	2,184
Milwaukee, Wisc.	3	3	865	2,426	1,178	3	4,021	1,744	2,277
Columbus, Ohio	3	3	1,033	1,691	1,187	3	3,796	2,878	918
Kansas City, Mo.	4	3	829	2,234	480	4	3,290	2,101	1,189
Atlanta, Ga.	3	3	877	1,313	1,184	3	3,195	2,198	997
Dayton, Ohio	3	2*	....	....	....	3	3,152	2,236	916
Louisville, Ky.	3	2*	....	....	....	3	2,974	1,914	1,060
Washington, D. C.	4	4	1,453	2,367	1,968	4	5,678	4,839	839
Oklahoma City, Okla.	4	1*	....	....	....	3	2,178	1,324	854
Denver, Colo.	4	3	303	794	954	4	2,035	1,866	169
Norfolk-Portsmouth, Va.	4[4]	2*	....	....	....	4	1,660	1,072	588
Phoenix, Ariz.	3	2*	....	....	....	3	1,307	1,329	(22)
Albuquerque, N. Mex.	3	3	115	132	233	3	491	513	(22)
Columbia, S. C.	3	3	12	80	122	3	225	284	(59)
Total 26 Tv Markets	93	81	$ 38,001	$ 84,167	$ 59,562	92	$182,162	$130,006	$ 52,156
195 Other Tv Mkts.	255	179	$ 21,912	$ 40,151	$ 28,912	242	$ 89,175	$ 70,455	$ 18,720
Total 221 Tv Mkts.	348	260	$ 59,913	$124,318	$ 88,474	334	$271,337	$200,461	$ 70,876

[1] Stations with less than $25,000 time sales report only total revenues and total expenses.
[2] Before commissions to agencies, representatives and others.
[3] Total revenues consist of time sales less commissions plus talent and program material sales.
[4] Includes Hampton, Virginia.
* Data for these stations included in first total line for 26 Tv Markets.



7th Anniversary WMAR-TV Channel-2 BALTIMORE

Inaugurating the eighth year of service to the vast Baltimore area, WMAR-TV, the *Sunpapers'* television station, acknowledges with gratitude the cooperation of those who have made possible our public services, the patronage of sponsors, and the loyalty of viewers—all factors which have made WMAR-TV, like the parent *Sunpapers,* a modern tradition in the Free State of Maryland.



Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc., New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



"Not another statistic!"

"Sure. Gotta show Bill I do something to earn my keep."

"They pay you for this?"

"Well, sometimes they let me eat the cake left over from cooking demonstrations. I also get to show girls around the studios when Doug is at lunch. Once I was a crowd noise. Then there are trips to the airport to get the films."

"What films?"

"You know—from the agencies. Like when the fellows at Katz send us an order and it says 'Film under separate cover.' That means I get to go to the airport."

"Look, I got a guy from *Broadcasting* waiting to see me. Say your statistic and go be another crowd noise."

"Okay. WMT-TV, which is CBS for Eastern Iowa, has a 0.1 mv service area containing 138,891 tv families."

"Good Lord, what's that? Look how many more there are in New York City alone!"

"Yeah. But these watch *WMT-TV. And the price of a minute spot is $80.*

property of all networks and tv stations totaled $233.1 million. Of this amount, $71.6 million was by networks and their 16 o&o stations; $87.4 million by 91 pre-freeze stations; $40.9 million by 109 post-freeze vhf stations, and $33.2 million by 109 post-freeze uhf stations (Table 18, page 36).

A total of 104 stations, including 21 post-freeze vhf and 8 post-freeze uhf stations, reported an investment in tangible broadcast property of $500,000 and over; 47 stations, including 21 post-freeze vhf and 24 uhf stations, reported investment in tangible broadcast property of less than $200,000 (Table 14, page 36).

TABLE 3

BROADCAST EXPENSES OF 4 TV NETWORKS AND 260 TV STATIONS WITH $25,000 OR MORE TIME SALES[1]

1953

Type of Expense (1)	Networks and Their Owned and Operated Stations (2)	Other Stations (3)	Total (4)
Number of networks	4	....	4
Number of stations	16	244	260
	($ Thousands)		
Technical expenses	$ 37,368	$ 30,416	$ 67,784
Program expenses	137,448	61,746	199,194
Selling expenses	13,439	14,125	27,564
General and Administrative expenses	25,406	40,566	65,972
Total broadcast expenses	$213,661	$146,853	$360,514

[1] Stations with less than $25,000 in time sales are not required to report line by line expense items.

TABLE 5

PERCENT INCREASE IN TOTAL REVENUES, 1952-1953, FOR PRE-FREEZE STATIONS LOCATED IN ONE-STATION COMMUNITIES IN 1952

Percent Increase in Pre-Freeze Station Revenues, 1952-53	Pre-Freeze Stations Located in One-Station Communities in 1952: No Additional Stations in 1953	Additional UHF Stations Only in 1953	Additional VHF Stations in 1953*	Total
Under 10	1	..	2	3
11-20	3	2	2	7
21-30	4	2	1	7
31-40	6	5	1	12
41-50	3	2	2	7
Over 50	2	1	1	4
Total Pre-Freeze Sta.	19	12	9	40
Median percent increase	33.5	35.0	26.0	33.5

* Some of these communities also had additional UHF stations.

Note: Of the 11 two-station communities in 1952 only one had an additional VHF station operating in 1953. Three others had an additional UHF station operating in 1953. None of the twelve communities with three, four or seven stations in 1952 had additional stations operating in 1953.

TABLE 6

CHANGES IN INCOME BETWEEN 1952 AND 1953 OF 108 PRE-FREEZE TV STATIONS IN OPERATION FOR FULL YEAR DURING 1952 AND 1953

Stations Reporting	Number of Stations
Increased loss in 1953	4
Decreased income in 1953	18
Income in 1952 and loss in 1953	1
Decreased loss in 1953	6
Loss in 1952 and income in 1953	4
Increased income in 1953	75
Total	108

TABLE 7

COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS

1952-1953

($ Millions)

	1953	1952
	Broadcast Revenues	
AM	$ 92.6	$ 95.8
TV	231.7	180.2
Total	$324.3	$276.0
	Broadcast Expenses	
AM	$ 83.2	$ 85.6
TV	213.7	170.3
Total	$296.9	$255.9
	Broadcast Income (Before Federal Income Tax)	
AM	$ 9.4	$ 10.2
TV	18.0	9.9
Total	$ 27.4	$ 20.1

Note 1: Am data include the operations of 16 network-owned stations in 1953 and 18 stations in 1952.

Note 2: Tv data include the operations of 15 stations in 1952 and 16 stations in 1953.

TABLE 8

AVERAGE PER STATION BROADCAST EXPENSES OF 92 PRE-FREEZE TELEVISION STATIONS[1]

1953

Type of Expense	Average Per Station
Technical Expenses	$ 253,595
Program Expenses	542,085
Selling Expenses	108,616
General and Administrative Expenses	334,552
Total Broadcast Expenses	$1,238,848

[1] Excludes 16 stations owned and operated by networks.

TABLE 4

BROADCAST FINANCIAL DATA OF 4 TV NETWORKS AND 260 TV STATIONS WITH $25,000 OR MORE TIME SALES[1]

1953

($ Thousands)

Item (1)	4 Networks and Their 16 Owned and Operated Tv Stations (2)	244 Other Tv Stations (3)	Total 4 Networks and 260 Tv Sations (4)
A. Revenues from the sale of time:			
1. Network time sales:			
a. Nation-wide networks	$126,541	$ 45,270	$171,811
b. Miscellaneous networks and stations	.....	89	89
Revenue from network time sales	126,541	45,359	171,900
2. Non-network time sales to:			
a. National and regional advertisers and sponsors	36,870	87,448	124,318
b. Local advertisers and sponsors	19,576	68,898	88,474
Total revenues from non-network time sales	56,446	156,346	212,792
Total revenues from time sales	182,987	201,705	384,692
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	34,999[2]	27,462	62,461
Net revenues from time sales	147,988	174,243	322,231
B. Revenues from incidental broadcast activities:			
Talent	60,888	9,681	70,569
Sundry broadcast revenues	22,792	16,185	38,977
Total revenues from incidental broadcast activities	83,680	25,866	109,546
Total broadcast revenues	231,668	200,109	431,177
C. Total broadcast expenses of networks and stations	213,661	146,853	360,514
D. Broadcast income before Federal income tax	$ 18,007	$ 53,256	$ 71,263

[1] Stations with less than $25,000 in time sales are not required to report line by line revenue items.

[2] Of this amount $26,211,189 is applicable to the total sale of network time.

TABLE 9

PRINCIPAL EXPENSE ITEMS OF 92 PRE-FREEZE TV STATIONS[1] CLASSIFIED BY VOLUME OF REVENUES

1953

Broadcast Revenues	No. of Stations	Average Per Station: Total Expenses	Salaries and Wages	Film	Talent	Depreciation	All Other
Less than $500,000	2	$ 397,333	$186,473	$ 41,419	$ 7,792	$ 3,522	$158,127
500,000 - 750,000	6	530,843	234,424	44,794	6,600	53,867	191,158
750,000 - 1,000,000	8	728,390	294,861	83,023	35,222	76,061	239,223
1,000,000 - 1,250,000	11	757,653	298,485	71,711	31,944	67,236	288,277
1,250,000 - 1,500,000	14	840,000	327,338	70,500	40,654	87,030	314,478
1,500,000 - 2,000,000	16	1,174,691	473,250	93,143	97,425	106,240	404,633
2,000,000 - 2,500,000	15	1,430,317	578,445	131,726	107,372	122,291	490,483
2,500,000 - 3,000,000	6	1,806,830	708,592	194,041	160,145	131,205	612,847
3,000,000 and over	14	2,355,973	905,696	340,328	260,143	132,989	716,817
Total	92	$1,238,848	$491,135	$132,463	$98,150	$98,696	$418,420

[1] Excludes 16 stations owned and operated by networks.

TABLE 10

PRE-FREEZE TV STATIONS CLASSIFIED BY VOLUME OF REVENUES SHOWING PERCENT OF TOTAL STATION TIME SALES DERIVED FROM NETWORK, NATIONAL SPOT ADVERTISERS AND LOCAL ADVERTISERS

1953

Broadcast Revenues (1)	Total Stations (2)	Total Station Time Sales (3)	Percent Derived From: Networks (4)	National Spot Advertisers (5)	Local Advertisers (6)
Less than $500,000	2	100.0	29.7	27.9	42.4
500,000 - 750,000	6	100.0	35.4	39.0	25.6
750,000 - 1,000,000	8	100.0	26.0	41.7	32.3
1,000,000 - 1,250,000	12	100.0	26.8	41.4	31.8
1,250,000 - 1,500,000	14	100.0	30.0	39.9	30.1
1,500,000 - 2,000,000	17	100.0	25.6	44.1	30.3
2,000,000 - 2,500,000	16	100.0	21.6	44.1	34.3
2,500,000 - 3,000,000	8	100.0	19.2	49.7	31.1
3,000,000 and over	25	100.0	20.7	49.4	29.9
Total	108	100.0	22.8	46.3	30.9

(Tables continued on page 36)

TABLE 11

AVERAGE PER STATION BROADCAST REVENUES OF 92 [1] PRE-FREEZE TELEVISION STATIONS

1953

Type of Revenue	Average Per Station	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nation-wide networks	$ 448,355	
b. Miscellaneous networks and stations	775	
Revenues from network time sales		$ 449,130
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	847,859	
b. Local advertisers and sponsors	619,576	
Total revenues from non-network time sales		1,467,435
Total revenues from time sales		1,916,565
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others		268,054
Net revenues from time sales		1,648,511
B. Revenues from incidental broadcast activities:		
Talent	97,989	
Sundry broadcast revenues	149,957	
Total revenues from incidental broadcast activities		247,946
C. Total broadcast revenues		1,896,457
D. Total broadcast expenses		1,238,848
E. Broadcast income before Federal income tax		$ 657,609

[1] Excludes 16 stations owned and operated by networks.

TABLE 12

NUMBER OF PRE-FREEZE TV STATIONS CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES, AND INCOME[1] OF ALL STATIONS IN GROUP

1953

Population of Metropolitan Area[2]	Number of Stations: Total	Reporting Income	Reporting Loss	Average Per Station: Broadcast Revenues	Broadcast Expenses	Broadcast Income[1]
				($ Thousands)		
Under— 250,000	13[3]	13	—	$1,106	$ 640	$ 466
250,000— 500,000	25	25	—	1,422	892	530
500,000—1,000,000	26	25	1	1,710	1,029	681
1,000,000—2,000,000	14	12	2	2,258	1,438	820
2,000,000 and over	30	22	8	3,961	2,863	1,098
Total	108	97	11	$2,267	$1,513	$ 754

[1] Before Federal income tax.
[2] 1950 Census of Population.
[3] Includes two stations in communities not classified as metropolitan areas.

TABLE 13

AVERAGE NUMBER OF EMPLOYEES OF TV STATIONS CLASSIFIED BY VOLUME OF REVENUES

1953

Broadcast Revenues	No. of Stations	Full Time: Total	Full Time: Average	Part-Time: Total	Part-Time: Average	All Employees: Total	All Employees: Average
Less than $1,250,000	27	1,570	58	286	11	1,856	69
More than $1,250,000	65	6,092	94	812	12	6,904	106
All Stations	92	7,662	83	1,098	12	8,760	95

ALL NETWORKS AND STATIONS

	Full Time	Part-Time	Total
4 networks and 16 owned and operated stations	8,446	1,005	9,451
92 TV stations	7,662	1,098	8,760
Total	16,108	2,103	18,211

TABLE 14

NUMBER OF TV STATIONS CLASSIFIED BY ORIGINAL COST OF TANGIBLE BROADCAST PROPERTY

1953

Original Cost of Tangible Broadcast Property	Number of Stations: Pre-Freeze (All VHF)	Post-Freeze: VHF	Post-Freeze: UHF	Total
Less than $200,000	2	21	24	47
200,000— 300,000	3	23	35	61
300,000— 400,000	5	23	27	55
400,000— 500,000	6	21	15	42
500,000 and over	75	21	8	104
Total	91	109	109	309[1]

[1] Excludes 16 stations owned and operated by networks and nine stations which reported no ownership of tangible broadcast property.

TABLE 15

NUMBER OF PRE-FREEZE TV STATIONS WITHIN SPECIFIED BROADCAST REVENUE GROUPS SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP

1953

Broadcast Revenues	Number of Stations: Total	Reporting Income	Reporting Loss
(1)	(2)	(3)	(4)
Less than— $500,000	2	2	0
500,000— 750,000	6	5	1
750,000— 1,000,000	8	7	1
1,000,000— 1,250,000	12	11	1
1,250,000— 1,500,000	14	13	1
1,500,000— 2,000,000	17	16	1
2,000,000— 2,500,000	16	15	1
2,500,000— 3,000,000	8	6	2
3,000,000 and over	25	22	3
Total	108	97	11

TABLE 16

PRE-FREEZE TV STATIONS CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY IN 1952 SHOWING NUMBER REPORTING INCOME OR LOSS

1953

Number of Pre-Freeze Stations in Community in 1952:	Number of Stations: Reporting Income	Reporting Loss
40 one station communities	40	—
11 two station communities	22	—
8 three station communities	23	1
2 four station communities	6	2
2 seven station communities	6	8
Total	97	11

TABLE 17

PRE-FREEZE TV STATIONS CLASSIFIED BY INCOME GROUPINGS

1952-1953

Income (Before Federal Income Tax) of:	1953	1952
$1,500,000 and over	13	12
1,000,000 - 1,500,000	13	5
600,000 - 1,000,000	26	18
400,000 - 600,000	17	16
200,000 - 400,000	16	27
100,000 - 200,000	5	9
Less than 100,000	7	7
Total Stations	97	94
Median Income	$654,000	$450,000
Loss of:		
Less than $100,000	3	5
100,000 - 200,000	3	3
200,000 - 400,000	1	3
400,000 - 800,000	4	..
800,000 and over	..	3
Total Stations	11	14
Median Loss	1	1

[1] Median loss not computed because of small number of stations involved.

TABLE 18

INVESTMENT IN TANGIBLE BROADCAST PROPERTY BY TELEVISION NETWORKS AND STATIONS

1953

Item	Number of Stations	Investment in Tangible Broadcast Property: Original Cost	Depreciated Cost
(1)	(2)	(3)	(4)
		($ Thousands)	
4 networks and their owned and operated stations	16	$71,622	$50,401
Pre-Freeze stations	91	87,361	55,960
Total Pre-Freeze	107	$158,983	$106,361
Post-Freeze stations:			
VHF	109	40,913	38,123
UHF	109	33,238	30,703
Total Post-Freeze stations	218	$74,151	$68,826
Grand Total	325[1]	$233,134	$175,187

[1] Nine TV stations (1 pre-freeze and 8 post-freeze) reported no ownership of tangible broadcast property.

ARF Series on Motivation Research Now Completed

PUBLICATION of "Motivation Research in Advertising and Marketing," a book dealing with a number of motivation research techniques and their application to advertising and marketing problems, was announced last week by Advertising Research Foundation. Author is Dr. George H. Smith, associate professor of psychology at Rutgers U. It is the last of a series of five reports on motivation research. Sale to non-subscribers of ARF will be handled by McGraw-Hill, publisher. Price, $5.

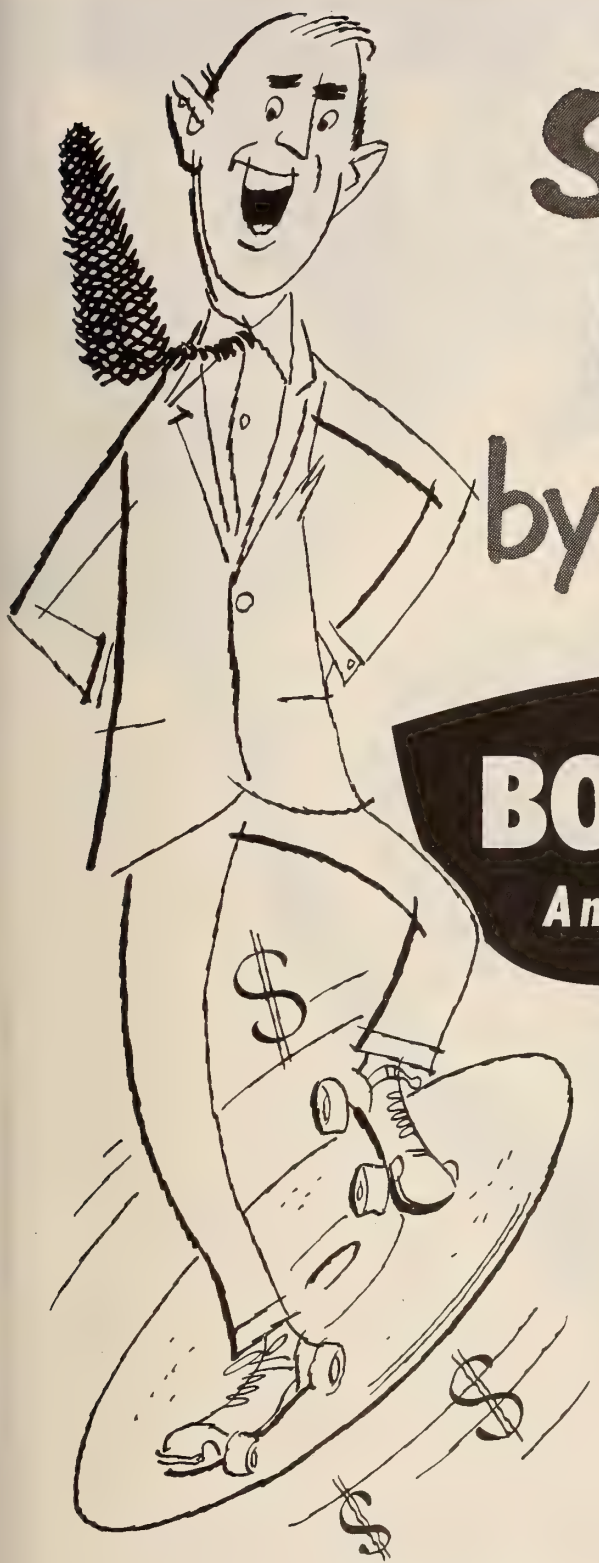
Trendex Puts 'Lucy' First

TOP position on the Trendex ratings for tv shows the week of Oct. 1 again was taken by *I Love Lucy*, CBS-TV's weekly domestic comedy series. Ratings which follow are for evening sponsored network shows:

Rank	Program	Per Cent
1	I Love Lucy (CBS)	46.8
2	Toast of the Town (CBS)	40.9
3	Jackie Gleason (CBS)	38.4
4	Dragnet (NBC)	35.6
5	This Is Your Life (NBC)	34.5
6	You Bet Your Life (NBC)	33.3
7	Talent Scouts (CBS)	31.5
8	December Bride (CBS)	31.4
9	Godfrey's Friends (CBS)	31.2
10	Jack Benny (CBS)	30.8

85% Have Dual Rates

MOST television stations have a single card rate while 85% of the radio stations have separate card rates for local and/or regional as well as national rates, according to a survey made by James O. Luce, chief timebuyer of J. Walter Thompson, New York. Mr. Luce had queried the stations in behalf of clients whose advertising is paid for by dealers and advertising agencies where they are located. To be well informed on the subject Mr. Luce asked stations throughout the country to send their specific rates—local, regional, and national.



SALES Get FATTER by the PLATTER

WHEN YOU'RE

BOBBIN' with ROBIN

America's No. 3 Disc Jock Show!

You don't have to tell the Detroit-Wayne County billion dollar market who is America's No. 3 disc jockey and who rates No. 1 in this area. They know it's Bobbin' with Robin! They give him the biggest tune-in! And, the more platters he plays the more the advertising pays! The man sells like mad!

WKMH gives this market the best *and the* most . . . *in* News, Music *and* Sports. *That policy is paying-off for WKMH Advertisers!*

WKMH, Dearborn-Detroit ... WKMF, Flint ... WKHM, Jackson is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings ... because *everybody* likes News, Music and Sports!



WKMH

Frederick A. Knorr, *Pres.*
George Millar, *Mg. Director*

●

Represented by
HEADLEY - REED

EXT



RAS!

The best news of the day is delivered *every* day by CBS Newsfilm ...the headline events of 24 hours distilled into a comprehensive, dramatic 12 minute package... custom-shipped to arrive on time anywhere... adaptable to a variety of programs.

But there's more to shout about...CBS Newsfilm also provides valuable extras—like a weekly quiz show, a weekend news review, and special reports by noted CBS correspondents—which go out every week to all subscribers *at no extra cost.* In the next few months many new features, exciting additions to Newsfilm's present extras, will become available.

Newsfilm's special features add new dimensions to local news programming. No surprise then, that Newsfilm was chosen by hundreds of industry leaders (in Billboard's Annual Poll) as 1954's best syndicated news film service.

And business is booming. Newsfilm goes into the Fall season with subscribing stations up by over 100% in the past 8 weeks!

Newsfilm's comprehensive service is available at reasonable cost to *all* television stations. For a screening call

CBS TELEVISION FILM SALES

offices in New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Detroit, Atlanta, Boston and Memphis. Distributor in Canada: S. W. Caldwell Ltd.

Dept. Stores Hail Radio Selling Power

Survey finds that radio is being used successfully to shore up selling pitches that lag despite earlier advertising in other media. Radio shows less 'wastage.'

DEPARTMENT stores are finding considerably less "wastage" in radio advertising than in newspaper schedules, according to the latest "radio studies" conducted by Department Store Studies of Pottsville, Ind.

The report for September was based on New York fashion and buyer conclaves held the latter part of that month and in the beginning of October in preparation for the Christmas season when stores chalk up as much as 40% of their annual sales.

"Wastage" in department store language means the amount of advertising which does not lead to sales. Radio "wastage" was figured this year to be at 20% as compared to newspapers' 50-60%, according to the studies.

The studies also analyzed cost, as compared to sales results, with radio's average being 11% while newspapers' was 20-25%.

The store studies said that "it seems that department and specialty stores are more inclined to use more radio. For the first time, one of the largest department store groups sent out a radio advertisement schedule as a companion to their fall and early winter newspaper advertising plan."

Also reported was increased interest by appliance manufacturers in the use of local radio through their retail outlets. Several buying offices received such inquiries, the report said.

'Wastage' Reduced

Newest idea in the department store ad field —to overcome the big newspaper "wastage"— encompasses radio. The store with small profit reduced the size of its ad by 15% in the evening papers. By noon the next day, the store knows which of its advertisements is attracting customers and radio copy for the items is prepared immediately. The station then is called for spot placement and the spots broadcast while the item still is "hot," according to the report.

According to the studies, several stores now are using the plan with "excellent" results.

The department store method of using radio as an adjunct to newspaper advertising on a flexible basis also is along the lines of companion advertising emphasized by Newman F. McEvoy of Cunningham & Walsh [B•T, Oct. 18].

In citing a case history of radio campaigns on a "sample" store, the "studies" pointed up that in 30 days, a radio schedule for girls dresses selling at $4.98, sold 22 for $12 worth of time. For the same amount of time cost, and also in a 30-day period, the following were sold:

26 dresses at $5.98 each, 260 bobby socks at 59 cents per pair, 13 girdles at $10.95, 153 pairs of nylon hose at various prices but offering 20 percent dis., 76 pairs of boys gabardine slacks at $3.98, 121 pairs of boys dungarees at two for $3; 13 mens jackets at $9.99; 240 boys dungarees priced two for $3; 78 boys slacks at $2.97; 550 men's socks at 39 cents per pair; nine men's jackets at $12.99; three 100-piece china sets at $49.98 per set; 14 sets of chairs at two for $19.98; 450 boxes of Christmas cards at two boxes for $1; 110 pairs of dacron curtains at $2.99 a pair; two two-piece living room suites at $166 and 12 sets of chairs two for $19.95.

All spots were for 30 seconds and average cost per spot was $2. Size of the market was 25,000 with an estimated 70,000 in the shopping area.

Also in a general furniture sale, 24 radio spots at $2 each were used on a Friday for the last day of the sale (which was Saturday). The increase in sales over 1953 was $1,000 for the day and for the "sample" store, the dollar increase represented 33% for the day.

'Dragnet' Tops Nielsen Poll, 'Buick-Berle Show' Second

NBC-TV's *Dragnet* was the nation's top ranked tv program for the two weeks ending Sept. 25, according to A. C. Nielsen Co. *Dragnet* was first in both number of tv homes reached and the per cent of tv homes reached on a program station basis. *The Buick-Berle Show* was second in both categories according to the ratings. The complete listing:

NIELSEN-RATING*
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Dragnet (NBC)	15,309
2	Buick-Berle Show (NBC)	13,452
3	Jackie Gleason Show (CBS)	12,349
4	You Bet Your Life (NBC)	11,378
5	Colgate Comedy Hour (NBC)	11,356
6	Max Liebman Spectacular (Sat.) (NBC)	11,347
7	Ford Theatre (NBC)	10,892
8	Toast of the Town (CBS)	10,800
9	Stage Show (CBS)	10,189
10	Arthur Godfrey (Frigidaire) (CBS)	10,178

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

Rank	Program	Homes %
1	Dragnet (NBC)	51.2
2	Buick-Berle Show (NBC)	50.1
3	Jackie Gleason Show (CBS)	43.3
4	Max Liebman Spectacular (Sat.) (NBC)	39.1
5	Colgate Comedy Hour (NBC)	38.6
6	You Bet Your Life (NBC)	37.7
7	Ford Theatre (NBC)	37.7
8	Toast of the Town (CBS)	37.1
9	Arthur Godfrey (Pillsbury) (CBS)	36.3
10	Arthur Godfrey (Frigidaire) (CBS)	35.8

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1954 by A. C. Nielsen Co.

'Toast of Town,' 'Como' Rated Tops by Pulse Tv

CBS-TV's *Toast of the Town* and *Perry Como Show* won top ranking in the once-a-week and multi-weekly show categories, respectively, for September, according to data released last week by the Pulse. Complete listings follow:

TOP 20 ONCE-A-WEEK SHOWS

	Rating Sept.	Aug.
Toast of the Town (CBS)	31.7	28.1
Dragnet (NBC)	31.6	35.0
Godfrey's Talent Scouts (CBS)	28.1	26.2
Best of Groucho (NBC)	26.8	26.5
Ford Theatre (NBC)	26.4	25.1
What's My Line? (CBS)	25.9	23.9
Public Defender (CBS)	25.2	26.0
Burns and Allen (CBS)	24.5	23.5
Our Miss Brooks (CBS)	24.3	21.9
Mama (CBS)	24.2	
Masquerade Party (CBS)	23.4	21.9
This Is Your Life (NBC)	23.4	23.1
Studio One Summer Theatre (CBS)	23.2	23.2
Robert Montgomery (NBC)	22.8	22.1
Justice (NBC)	22.6	
Tv Playhouse (NBC)	22.5	
Lux Video Theatre (NBC)	21.9	
Fireside Theatre (NBC)	21.7	
I've Got a Secret (CBS)	21.4	
Satins 'n' Spurs (NBC)	21.1	

TOP 10 MULTI-WEEKLY SHOWS

	Rating Sept.	Aug.
Perry Como (CBS)	12.6	
Howdy Doody (NBC)	12.3	13.5
Arthur Godfrey (CBS)	12.0	12.0
Search for Tomorrow (CBS)	11.0	11.3
Guiding Light (CBS)	10.8	11.2
Love of Life (CBS)	10.7	11.0
Camel News (NBC	10.6	11.8
Eddie Fisher (NBC)	10.2	
Big Payoff (CBS)	9.9	9.7
Vaughn Monroe (NBC)	9.4	

AWARDS

RTNDA Award Judging To Be Held Oct. 29-30

STATION ENTRIES for the 1954 awards contest co-sponsored annually by the Radio-Television News Directors Assn. and Medill School of Journalism at Northwestern U. will be judged in Evanston, Ill., Oct. 29-30, it was announced last week.

Gold trophies will be awarded for outstanding radio and tv news operations to stations at the RTNDA convention at the Sherman Hotel in Chicago Nov. 19. Large and small stations will be judged on an equal basis, taking into account the facilities available to contesting stations in the U. S. and British Commonwealth.

Serving news directors as judges are Robert Rowley, WXEL-TV Cleveland; William Small, WLS Chicago; Tom Eaton, WTIC Hartford, Conn., and Russ Van Dyke, KRNT Des Moines. Another judge is Erle Smith, international public relations director, Order of DeMolay, Kansas City, Mo.

'Dragnet' Editors Win First 'Critics Award'

FIRST annual "Critics Award" of American Cinema Editors [B•T, Oct. 18] was presented to Robert M. Leeds and Lynn Harrison, Mark VII Productions, Burbank, Calif., for film editing of the NBC-TV *Dragnet* series, in a Beverly Hills ceremony last week.

A vote among tv critics of trade and general press determined the winner from five nominees by A.C.E. membership. Also nominated were NBC-TV's *Ford Theatre* and *My Little Margie*, and CBS-TV's *Four Star Playhouse* and *Schlitz Playhouse of Stars*.

Stanton Accepts ACS Award For Medical Colorcasts

DR. FRANK STANTON, CBS president, accepted Thursday the American Cancer Society's distinguished service award for 1954, presented to CBS for its cooperation in presenting a series of 30, hour-long color-tv programs via closed circuit to 30,000 doctors in seven cities.

Presentation was made by Wisconsin Gov. Walter J. Kohler, chairman of the ACS board of directors, at a dinner held at the Hotel Roosevelt in New York. Earlier in the week, Dr. Stanton was elected a director-at-large of the cancer society's board.

Gov. Kohler noted that CBS' contribution of facilities to transmit the programs was made without charge. The CBS engineering crew and production staff, who were loaned to ACS, the governor said, brought "showmanship and television know-how to education content." Text of the award to CBS reads: "For its pioneering contribution to medical postgraduate education in co-sponsoring a series of Telecolor Clinics for physicians, which made history." ACS also thanked CBS engineers and technicians who worked on the project.

AWARD SHORTS

Dotty Mack, WCPO-TV Cincinnati, presented plaque from Cincinnati candy dealers naming her "Sweetest Lady" of Greater Cincinnati.

Arlene Francis, hostess, ABC-TV's *Soldier Parade*, was given citation on Oct. 20 telecast making her honorary Women's Army Corps recruiting sergeant in recognition of her work on behalf of WAC recruiting drive.

KOB-TV Albuquerque presented United Cerebral Palsy Distinguished Service Award for telethon and public service campaign on behalf of UCP.

The "Miracle" at WBZ-TV—back on the air less than 9 hours after Hurricane Carol toppled our tower . . . at full power in less than 28 days

DATE	TIME	
TUESDAY, AUGUST 31	12:13 p. m.	. . . . Hurricane Carol crashes 659 foot tower of WBZ-TV athwart studio building and Soldiers Field Road. (Four additional TV towers and six radio towers in New England also damaged or destroyed.)
	12:30 p. m.	. . . . Harvard University announces its Blue Hills Observatory, 10 miles from WBZ-TV, has recorded the blast of wind that destroyed tower at 125 miles per hour.
	12:35 p. m.	. . . . Robert Thompson, Maintenance Supervisor for Boston Westinghouse Stations, starts rehabilitation operation.
	1:15 p. m.	. . . . 100 men, operating three heavy cranes and eight steel cutters, begin to remove debris.
	3:00 p. m.	. . . . Tower removed from Soldiers Field Road by snowplows.
	3:30 p. m.	. . . . Debris removed from diesel engine and generator to permit station to operate on emergency power.
	6:00 p. m.	. . . . First of engineers from other Westinghouse stations and plants of Westinghouse Electric Company arrive.
	9:05 p. m.	. . . . Repairs completed on transmitter line to 216 foot auxiliary tower.
	9:10 p. m.	→ *8 hours and 57 minutes after Carol's mightiest blow, WBZ-TV returns to air and presents news programs of Carol's damage throughout New England, in addition to normal schedule of programs.*
WEDNESDAY, SEPTEMBER 1	7:00 a. m.	. . . . Last remnant of tower removed from studio building.
	10:30 a. m.	. . . . Negotiations initiated for use of an FM tower at Medford, Mass., three miles northwest of Boston. Authorization granted following day.
THURSDAY, SEPTEMBER 2	4:30 p. m.	. . . . New 46-foot antenna ordered. Manufacturer works around-the-clock shifts and breaks all records to deliver in 15 days an antenna which ordinarily would take 45 normal working days to build.
	4:35 p. m.	. . . . Westinghouse engineers end nationwide search for new transmitter. Purchase one already "on test" on the floor of a manufacturer's plant.
WEDNESDAY, SEPTEMBER 8	6:00 a. m.	. . . . Hurricane Edna reported 125 miles west of Bahamas. Starts northward trek up east coast of United States.
FRIDAY, SEPTEMBER 10	9:00 a. m.	. . . . New transmitter arrives at WBZ-TV. Edna rages toward Boston. WBZ-TV alerted, schedules 24-hour weather advisories and hurricane warnings.
	11:30 p. m.	. . . . Supports installed for standby tower and antenna to help withstand oncoming hurricane.
SATURDAY, SEPTEMBER 11	9:17 a. m.	. . . . Edna's arrival imminent. First of seven network feeds to National Broadcasting Company made by WBZ-TV newsmen, Jack Chase and Arch MacDonald.
	3:30 p. m.	. . . . Edna strikes with winds up to 101 miles per hour. WBZ-TV maintenance men work feverishly with tar and sawdust to prevent heavy rains from leaking through temporary roofing on studio, thereby saving electrical equipment.
FRIDAY, SEPTEMBER 17	7:00 a. m.	. . . . Preparations to erect new antenna on FM tower begin.
WEDNESDAY, SEPTEMBER 22	4:00 p. m.	. . . . Task of raising antenna about to begin. Weather Bureau warns, "winds up to 45 miles approaching. A brief period of comparative calm may be expected tomorrow morning." Work delayed.
THURSDAY, SEPTEMBER 23	5:30 a. m.	. . . . Antenna erected during weather lull. New tower and antenna extends 577 feet above sea level.
TUESDAY, SEPTEMBER 28	11:07 a. m.	→ **WBZ-TV transmits with full power 27 days, 22 hours and 54 minutes after Hurricane Carol's devastating blow.**

We couldn't have done it, of course, without great help from many people—others in the radio and television industry . . . our suppliers . . . local officials . . . our parent company. Our own people often worked to the limits of exhaustion. We thank them all.

And we think that somewhere in this record comeback there's a tribute to the foresight and engineering resourcefulness of Westinghouse, WBZ-TV and WBC.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-TV • WBZA, *Boston;* **KYW • WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

KPIX represented by: THE KATZ AGENCY, INC.

WBC National Representatives, FREE & PETERS, INC.

W B C

X-7494

VITAPIX AND GUILD FILMS ESTABLISH JOINT PRODUCTION-DISTRIBUTION PLAN

Both firms also announce expansion plans: Vitapix to enlarge its list of member stations; Guild to increase production and distribution operations and enlarge New York staff.

VITAPIX Corp. and Guild Films Co. announced Friday they have agreed on a co-operative plan to produce and distribute tv film programs.

Guild will perform all film production, sales and distribution, traffic and service functions of the two companies. Vitapix will handle station relations, time and program research for national spot selling, and time clearance for national spot programs.

Formed in October 1951 by tv stations as a cooperative means of selecting film programs, Vitapix will expand in the near future from two-score station members to about 60 stations.

John E. Fetzer, head of the Fetzer Stations and Vitapix board chairman, said the Guild arrangement "will furnish the logistics for putting into effect all of the original purposes for which Vitapix was organized." Vitapix will be represented on the Guild board and Reub Kaufman, Guild president, becomes a member of the Vitapix board with Vitapix stations members having a voice in the planning of programs produced by Guild.

Guild a few days before had announced plans to expand production and distribution operations. It now will start further expansion of facilities and increase its New York headquarters staff to over five times the present size. Move to enlarge space is scheduled in early December. Guild plans to triple Hollywood production facilities by the first of the year and within six months is to start construction of its own production studio. New York production facilities are to get under way by mid-November.

Shows Being Made

Currently in production at Guild are these half-hour shows—*Liberace, Life With Elizabeth, Florian ZaBach, Frankie Laine* and *Joe Palooka.* Five new half-hour weekly series for night telecast and four quarter-hour daily series are to go into production by the first of the year.

New Guild productions include—*Confidential File,* weekly half-hour documentary, now live in Los Angeles; *The Goldbergs,* weekly half-hour, New York; *Dr. Norman Vincent Peale,* inspirational weekly quarter-hour daytime series, New York; *Connie Haines Show,* now in production at Hollywood, thrice-weekly quarter-hour; *Bride & Groom,* five-weekly quarter-hour, New York; *It's Fun to Reduce,* five-weekly quarter-hour, now live in Pittsburgh.

The Guild shows will bring the company into daytime programming for the first time and Guild expects "to be one of the world's largest producers of tv programs." About $12 million will be spent on production in the first full production year, it was stated.

Transcribed radio versions of programs suited to the aural medium will be made available by Guild and Vitapix. *Liberace* already has entered the radio field. Guild assumes distribution and servicing of all present Vitapix film properties including Princess Pictures, Johnny Mack Brown features and Vitapix sports films. Vitapix stations have first refusal on all Guild programs in areas where Guild contracts do not prevent such rights.

The cooperative plan was initiated by Dittmar & Co., San Antonio and Dallas investment house. Negotiations have been under way several weeks, with the Vitapix board approving the plan several days ago. Vitapix stockholders meet in Washington next Saturday to act on the plan.

Vitapix board members, besides Chairman Fetzer, are J. Leonard Reinsch, Cox Stations; Richard A. Borel, WBNS-TV Columbus; Joseph E. Baudino, Westinghouse Broadcasting Co.; Kenyon Brown, KWFT-TV Wichita Falls; Robert D. Swezey, WDSU-TV New Orleans; Stanley E. Hubbard, KSTP-TV St. Paul; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; C. Howard Lane, KOIN-TV Portland, Ore.; Frank E. Mullen, Vitapix president.

Guild was formed two years ago. Its programs are telecast in virtually all U. S. and Canadian tv markets, according to Guild, as well as many territories and foreign countries. It recently became a publicly-owned stock company.

From Beer to Steer

A MEAT PACKER has moved in on television where a beer firm feared to tread. That was the gist of the recent sale of the *Meet Corliss Archer* tv series to Oscar Mayer & Co. for sponsorship on WGN-TV Chicago. The series originally was slated to start Oct. 9 on another local station with Peter Hand Brewing Co. (Meister Brau) as sponsor, but was dropped by its agency, BBDO, after criticism by a Chicago radio-tv columnist, Ethel Daccardo of the *Chicago Daily News.* She questioned the propriety of a beer company sponsoring a program involving teenagers, though agency personnel pointed out the show is designed as a family situation comedy. Miss Daccardo criticised the tieup weeks before it originally was slated to go on the air. Wherry, Baker & Tilden bought the Ziv package for Oscar Mayer on three Midwest stations, with a new starting date of Oct. 26.

'GANGBUSTERS' FOR THEATRE SHOWING MAY GROSS OVER $1 MILLION FOR GT

Turnabout venture, whereby General Teleradio offers a full-length movie of radio-tv property, expected to be released next month.

GENERAL TELERADIO, which next month is releasing a full-length movie film, "Gangbusters," for showing in motion picture houses, expects to gross a minimum of $1 million if successful in the venture, it was learned last week.

GT's announcement of its new and unique activity was somewhat a shocker to the film industry. Ventures by Hollywood interests into tv film is now are common but GT's entry into motion picture releases for theatres marks a new development and a new field for the company which controls Mutual and owns the Don Lee and Yankee Networks and WOR-AM-TV New York.

GT has been selling a feature film group to stations, for which it already has grossed an estimated $1.5 million [B•T, Sept. 6]. This offering was an outgrowth of a GT and Bank of America agreement that made General Teleradio the licensing agent in the U. S. and Canada for the 30-film feature group. GT's other properties include a 39-episode, 15-minute documentary series, *Great Dramas.*

The "Gangbusters" rights were realized through the acquisition of the Phillips H. Lord properties, a transaction which marked one of the major steps by GT in the tv film field.

The GT timetable, should "Gangbusters" go over, would be to release two features a year, it was understood.

GT, B•T learned, hopes to duplicate a financial success with its "Gangbusters," named after the radio show, which Warner Bros. gained to the tune of $3 million with its movie release of "Dragnet," named after the radio-tv show.

The full-length "Gangbusters," written by Phillips H. Lord, stars Myron Healey, Don Harvey and Joyce Jameson. It portrays a "specific and factual story of FBI's public enemy No. 4," according to GT.

The picture is being presented by Visual Drama Inc. of Hollywood in association with Terry Turner of General Teleradio. Mr. Turner is described as head of the Theatre Motion Picture Division of GT. The movie was directed by Bill Karn and produced by William J. Faris and William B. Clothier.

GT said Mr. Turner and Don Thompson, identified as having been associated with "a great number of television and radio programs for pictures," plan a "mass saturation schedule of radio and television to introduce this picture."

Mr. Turner told B•T that the present plan for New England alone is to spend about $40-50,000 on tv, radio and newspapers with some $17,000 being spent in television and about $8,000 in radio. The Yankee Network, owned by GT, will be among the broadcast outlets used.

New England was chosen as the region to launch the movie—with upstate New York coming next—apparently because of the promotion value of the current news headlines created by the prison escape in Boston of "Trigger" Burke. As in the radio program, the picture presents a "clue" at its conclusion. The movie's "if you see this man" is Burke.

According to Mr. Turner, GT hopes to sign up more than 300 houses in New England. Target date for release is in late November. Some movie theatres have been signing "sight unseen" on the strength of the title, he said. Tv trailers of the picture will be shown to less anxious exhibitors.

There is nothing to prevent tv release of the picture. But GT's current plan is to follow trade practice and not release the movie for tv until it has been through all movie houses possible—both first-time showing and re-runs which cannot be done in less than two or more years. Mr. Turner estimates there are 15,000 movie houses in the U. S. and Canada.

If successful with "Gangbusters," GT hopes


KWK-TV
channel 4
CBS
ST. LOUIS, MISSOURI
100,000 WATTS • OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.
CBS
TELEVISION
NETWORK

"It Happene

THAT'S THE NAME of a movie a lot of people thought was pretty good. It was made by Columbia Pictures. They made a few other "pretty good" pictures, too. Oscar-winning ones like *"From Here to Eternity."* Or *"The Caine Mutiny"* and *"On the Waterfront."*

Now, "it" really happened one night a few years ago. On many occasions before, the management of Columbia Pictures Corporation had discussed Television, a more than passing problem for film producers. They were optimistic and intrigued by the challenge this new film medium presented.

They made a decision.

It was decided to tap Columbia's reservoir of thirty years of showmanship talent and entertainment experience to produce first-rate television programs on film. This decision and faith was backed by cash-on-the-line when they created their television subsidiary—SCREEN GEMS.

SCREEN GEMS knew from the start that it would be necessary to have extensive production facilities on both coasts. In Hollywood, Columbia Pictures already had outstanding studios. Immediate steps were taken and complete facilities were set up in New York, the world's advertising capital.

Then, SCREEN GEMS was ready to give to the television advertiser a truly unique and long-needed service —*a one-stop film source for:*

1. custom-made entertainment to attract the widest possible audience on a national basis and produced at our studios in Hollywood, or in New York.
2. quality syndicated entertainment made available through our own organization, for local or regional advertisers; and
3. commercials, to complete the services for all advertisers.

National Shows



Today in Hollywood, SCREEN GEMS produces *The Ford Theatre,* for the Ford Motor Co. through J. Walter Thompson Company; *Father Knows Best* for P. Lorillard and Co., through Young & Rubicam, Inc.; *Captain Midnight* for General Mills, Inc. and The Wander Co. through Tatham-Laird; and *The Adventures of Rin Tin Tin* for the National Biscuit Co. through Kenyon & Eckhardt. In New York, we produce *The Big Playback* for The Ethyl Corporation through Batten, Barton, Durstine & Osborn.

Commercials



Although some SCREEN GEMS commercials are produced in Hollywood, most are produced in New York where the advertisers are located, and where the agency

l One Night"

TV directors can participate in production all along the way. We have a complete and competent staff of producers, directors, writers and technicians. And we have our own animation artists and department.

Our clients for commercials are the Honor Roll of advertising agencies. During the past few months, in 1954, some of the advertisers for whom we have produced commercials, both live and animated, include: *Lucky Strike Cigarettes · U. S. Steel · Blatz · Borden's Pall Mall Cigarettes · RCA Victor · Cameo Stockings Helene Curtis · Ovaltine · Continental Can · Ipana Piel's Beer · Schaefer Beer · Gorham Silver · Jello Frostee · Helena Rubinstein · Ford Dealers · Richard Hudnut · Cities Service · and dozens of others.*

Syndication



SCREEN GEMS maintains its own nationwide syndication service for local and regional advertisers. We have sales offices in Atlanta, Chicago, Dallas, Detroit, San Francisco and Hollywood in addition to our Metropolitan and Eastern regional offices located in New York with our home offices.

The programs we are now syndicating are *Your All Star Theatre, Celebrity Playhouse, The Big Playback, Jet Jackson, Rin Tin Tin,* and in some markets, our other shows. We're also offering *Top Plays of 1955,* the syndicated version of the current *Fireside Theatre,* which we were invited to market for Procter & Gamble, through The Compton Co.

SCREEN GEMS programs have achieved highest audience ratings. Unexcelled showmanship may be expected of a company which has complete and interchangeably flexible production facilities on both coasts. Every day that passes proves that with SCREEN GEMS any advertiser, large or small, can make sales through television film at the lowest cost.



Why not call us in the next time you have *any kind* of a TV film problem. We think you'll enjoy working with us—and we'd welcome being of service to you. You can write directly to us, telephone or wire collect if you wish.

Screen Gems, Inc.

Television Subsidiary of Columbia Pictures Corporation
233 West 49th Street, New York 19, N. Y. • Circle 5-5044

The only company which provides advertisers with Hollywood and New York custom-produced national shows, commercials, and syndicated programming.



MAKING like a tourist, James P. Mitchell (2d from l), Secretary of Labor, visits on *Mayor of the Town* set. Unlike other tourists, he calls star Thomas Mitchell (l), uncle, and chats with producers John Rawlins and Marshall Grant.

to do the same thing with another property—and also a radio "name show"—*Counterspy*.

As Mr. Turner sees it, the film if accepted by theatres and moviegoers ought to gross $1 million whereas tv release could bring in only some $90,000 for the film. At the same time, it was learned that GT had been filming simultaneously a 13-episode, half-hour series for tv, also entitled *Gangbusters*. That production has been put on ice.

General Teleradio, in announcing the release, said *Gangbusters*—which presents stories based on actual police cases and which marked the first time "factual" crime tales were presented on the air—said the program "has been one of the most popular award-winning presentations on radio for many years." Comic books, story pocketbooks and other such licensing items based on the program have been in circulation for many years.

Supreme Court Turns Down Autry, Rogers Film Pleas

TV VIEWERS who enjoy old Gene Autry and Roy Rogers motion pictures can relax now. The Supreme Court last week refused to upset a lower court ruling that the two cowboy stars have no rights in their old, pre-tv movies.

Both stars had brought suit in federal court against Republic Pictures Corp. to stop the sale to tv of 138 features made many years ago. They said they had no control over the commercials inserted between reels and that the public might get the idea they endorsed the products advertised. They claimed that their contracts with Republic did not include the showing of their films on tv. Involved were 57 Autry films and 81 by Rogers.

A California District Court agreed with them, but this ruling was reversed by the Ninth Circuit Court of Appeals. The Supreme Court last week refused to consider the appeal, thus, in effect, sustaining the Circuit Court's decision.

10 More Tv Film Series To Be Syndicated by UTP

UNITED Television Programs Inc. will syndicate four new film series for local and regional sponsorship and six new programs for national sponsorship in 1955, according to Lee Savin, executive vice president, who last week revealed the expansion of UTP operations after the weekend series of sales meetings in Hollywood. Four new programs, to represent a total production investment of approximately $5 million, each will comprise 39 half-hour films. The six national series, with three or more half-hour films available for audition, include *Author's Playhouse*, produced by Brewster Morgan and Eugene Solow, and *O. Henry Tv Theater*, to be produced by A. Edward Sutherland for Gross-Krasne Inc.

Additionally, UTP will continue to syndicate first runs for *Lone Wolf, Mayor of the Town, Where Were You?, Waterfront* and *Rocky Jones, Space Ranger*, Mr. Savin said. To handle increased product, 10 new salesmen will be added to his staff within the next few months, according to Wynn Nathan, vice president in charge of sales.

Unity Sales to Pass $5 Million—Mayers

SALES this year for Unity Television Corp., New York, "may hit beyond $5 million, surpassing any high-water mark of previous years," according to Arche Mayers, general manager of the firm.

Mr. Mayers' prediction was made last week as he noted the "instantaneous success" which he said greeted Unity's "Len Firestone Drive," a combination promotion-sales-advertising campaign in recognition of the company's top salesman [B•T, Sept. 27].

He said that although the drive was to start Oct. 1, some Unity district managers "jumped the gun two weeks in advance," bringing in more than $300,000 in sales contracts. First two weeks in October already have exceeded $200,000, he said. First month of the three-month drive, he estimated, should push upward with more than $500,000 in sales. Last quarter of 1954 should show $1 million in sales, he said.

The campaign ends coincident with Unity's 10th anniversary, which starts the first of the year. The promotion offers the trade incentive payment terms. Unity district managers in each territory act as captains. More than $1,000 worth of cash prizes will go to the firm's field men for the largest dollar volume, largest number of contracts and the highest single dollar contract.

Justice Dept.'s Film Suit May Get Underway in Spring

HOPE that the trial date can be set for next spring was expressed by Los Angeles District Federal Judge Harry C. Westover, in the Justice Dept.'s anti-trust suit to force release of 16mm theatrical feature prints to tv and other uses [B•T, Oct. 11].

At the Los Angeles hearing last week, Judge Westover distributed a mimeographed order outlining pre-trial proceedings he wants attorneys of both the Los Angeles anti-trust division office and the 11 defendant firms to follow. He also set further hearing for Dec. 13, at which he will ask agreement among counsels on the issues at stake. Judge Westover indicated he might set the trial date at this meeting.

'Racket Squad' in Spanish Draws Favorable Response

AT a screening for Latin American station and agency representatives, the first *Racket Squad* film with a Spanish soundtrack met with favorable response, according to George Shupert, president of ABC Film Syndication Inc., which handles the series. Mr. Shupert said negotiations for several sales were initiated as a result of the screening.

The series, produced by Hal Roach Jr., has topped or equalled its network records in many markets since it became available for syndication a year ago, Mr. Shupert said. He attributed the screening success to authenticity of the Spanish dialects and dubbing and editing in Spain by experienced technicians along with the universal appeal of the show itself.

Gladden to Join Academy

GEORGE S. GLADDEN, head of the motion picture and film tv department of J. Walter Thompson Co., New York, has resigned after 14 years with the agency to join Academy Pictures Inc., New York, in an administrative capacity. His new affiliation will be effective Nov. 1.

Western Film Package

HYGO Television Films Inc., N. Y., is releasing a new package of 26 hour-long western films, starring "Wild Bill" Elliott with Tex Ritter as co-star in eight of them. The package will be offered to tv stations for local sponsorship and will be supported by an extensive promotional campaign.

FILM SALES

Louis Weiss & Co., L. A., has sold 15 animated cartoons on two-run basis for one year to KVOS-TV Bellingham, Wash.

Guild Films Co., N. Y., announces sale of *Florian ZaBach Show*, half-hour musical series, in seven additional markets, bringing total to 54.

M & A Alexander Productions, Hollywood, has sold 116 feature films, 46 westerns and 13 "Renfrew of the Royal Mounted" features to WTVW (TV) Milwaukee. Firm also has sold 13 "Chico and Pablo" features to WPTZ (TV) Philadelphia on three-run basis.

Film Syndication Inc., N. Y., has sold *Racket Squad* to KTTV (TV) Los Angeles.

Sportsvision Inc., S. F., reports shipments of 155 half-hour football films in five weekly programs to stations across country, with major series including *All-American Game of the Week*, shown in 67 markets, and *Big 10* and *Big 7 Game of the Week*, showing in 27 markets for Phillips Petroleum Corp., Bartlesville, Okla.

FILM PEOPLE

David A. Bader, formerly sales manager, Commonwealth Film & Television Inc., N. Y., to Atlantic Television Corp., same city, in similar capacity.



MR. BADER

Ted Biel, formerly with Lance Productions, N. Y., appointed eastern sales manager, Walter Schwimmer Productions, Chicago, covering Maine to Florida.

Phillip Rawlins, assistant production manager, *Mayor of the Town* film series, Rawlins-Grant Inc., Hollywood, promoted to production manager.

George F. Foley Jr., president, Gothic Films Inc., N. Y., addressed Florida Lawyers group in Jacksonville on "Television and the Law" Oct. 15.

GOING PLACES!

New time, sponsor, hilarity on new Stu Erwin Show

Starting tonight, L & M Filter cigarettes switch to Stu Erwin and Stu Erwin switches to Wednesday night. That's the next-to-last switch for ABC's fast-building Wednesday line-up. The last, of course, brings Walt Disney's *Disneyland* right in front of Stu and gives ABC the hottest Wednesday night on any network.

You're in smart company on ABC-TV *American Broadcasting Company*



ADVENTURE HOUND

National Biscuit Company premieres "Rin Tin Tin" with four-footed star

Here's an outdoor show with lots of action: cavalry charges, Indian ambuscades, bank robberies, forest fires. Kids will find it slightly terrific, and with dogs, it should out-pull any show on the air! Chalk up a new, important sponsor for ABC: the National Biscuit Company.

You're in smart company on ABC-TV *American Broadcasting Company*



WSAB PUSHES DRIVE ON LIQUOR MEASURE

Washington State broadcasters launch 'heavy' radio-tv spot schedule and state-wide talks, backed up by newspapers and other groups, to encourage voters to defeat Initiative 194, which would ban tv beer-wine advertising between 8 a.m. and 10 p.m.

WASHINGTON State broadcasters are going all out in a drive to defeat Initiative 194, a referendum measure to prohibit advertising of liquor on television between 8 a.m. and 10 p.m., which comes before voters in the Nov. 2 elections.

A "heavy" radio and tv spot schedule on state outlets up to Nov. 1 against the proposal is being reinforced with talks by broadcasters themselves, who are heading speakers' bureaus in towns all over the state in appearances before service clubs, political groups and others, according to Carl Downing, manager of Washington State Assn. of Broadcasters.

The broadcasters are receiving "strong editorial support" from the main daily newspapers in the state, Mr. Downing said, adding that AFL and CIO union groups are "strongly oursided" and are getting materials, information and personal contacts "right down to the grass roots level state-wide."

On beer-sponsored, high-rating network shows like *Pabst Blue Ribbon Bouts* and *Schlitz Playhouse,* Mr. Downing said, state tv outlets are airing such announcements as: "If Initiative 194 were passed Nov. 2, this program would not reach you at this earlier, more convenient hour." Mailers and folders are being distributed, he said.

A steering committee, organized by resolution at WSAB's Sept. 16 Lake Wilderness meeting to fight the proposed legislation, includes:

Co-chairmen — George Russell (Tacoma *News Tribune,* KTNT-TV there); W. W. Warren, KOMO-TV Seattle; Henry Owen, KING-TV Seattle; Elroy McCaw, KTVW (TV) Tacoma, WSAB president. Others—James Wallace, KPQ Wenatchee; Hal Clark, KWIE Kennewick; Tom Bostic, KIMA-AM-TV Yakima; Joe Chytil, KELA Centralia-Chehalis; Tom Olsen, KGY Olympia; Richard Jones, KXLY-TV Spokane; James Murphy, KIT Yakima; Archie Taft Jr., KOL Seattle. Others helping with plans are John King, KIRO Seattle; Harry Spence, KXRO Aberdeen; Arch Morton, KMO Tacoma.

At the time WSAB members met at Lake Wilderness, they agreed on a 10-point program to fight Initiative 194.

NARTB Districts End 13 of 17 Meets

THIRTEEN of the 17 meetings on the 1954 NARTB district schedule have been completed, with two slated this week prior to a short hiatus. District 17 (Ore., Wash., Alaska) met last Monday and Tuesday at the Davenport Hotel, Spokane. District 15 (No. Calif., Nev., T. H., Guam) met Thursday-Friday at the Clift Hotel, San Francisco.

NARTB President Harold E. Fellows resumed the itinerary Thursday after appearing earlier in the week at the Hendrickson hearings on juvenile delinquency in Washington.

On this week's itinerary are District 16 (So. Calif., Nev., Ariz.), meeting at Camelback Inn, Phoenix, Ariz., today (Monday) and tomorrow, and District 14 (Mountain States) Thursday and Friday at the Brown Palace Hotel, Denver. The schedule will be interrupted until Nov. 4 when District 12 (Kan., Okla.) meets at Jens-Marie Hotel, Ponca City, Okla., with the final meeting of District 13 (Texas) scheduled Nov. 9-10 at the Rice Hotel, Houston.

Guest radio speaker at Phoenix will be E. K. Hartenbower, KCMO Kansas City, with Jack Harris, KPRC-TV Houston, as tv guest. Mr. Harris appeared last week at Spokane and San Francisco. Mr. Hartenbower will also be radio guest at Denver. Robert W. Ferguson, WTRF-TV Wheeling, W. Va., will be tv guest.

DISTRICT 17

STRONG local programming will pay important dividends for tv stations, Jack Harris, KPRC-TV Houston, told the NARTB District 17 meeting at Spokane, Wash., held last Monday-Tuesday. Appearing as television guest speaker, he said KPRC-TV's local daytime shows are outranking three-fourths of the daytime network shows in the area.

Mr. Harris said his station has developed local talent and personalities. "We have had to spend money on local shows, but they are paying off," he said. He doubted if a tv station can, in most instances, compete with nighttime network or syndicated shows.

Public service television costs money but "these costs pay off in better shows for our audience," he said, noting that KPRC-TV sets up budgets for public service organizations to insure high-quality programming rather than mere log statistics for FCC perusal.

Training facilities are needed for personnel development, Mr. Harris said, proposing that a staff be built around good people in key spots. He warned of the danger of over-staffing. Agency training courses are given at KPRC-TV, with encouraging results, he said.

As to rates, Mr. Harris said adequate charges should be made for all extras such as sets, slides, rear-screen projectors, live cameras and extra cameras, rehearsal time, studio rehearsal time, remotes, film handling and similar items.

Worth Kramer, WJR Detroit, District 17 radio guest, urged stations to stick to their published rate cards, with rates based on circulation and ability to penetrate that circulation. He chided broadcasters for letting competing media use ratings in selling against radio, calling ratings "deadly to the individual station and to the medium itself." Radio's big job as a medium, he said, is to obtain its "rightful share of the advertising dollar." Mr. Kramer had previously appeared as radio guest in the 1954 district meeting series.

Richard M. Brown, KPOJ Portland, presided at the meeting as district director. Named to the Resolutions Committee were Tom Olsen, KGY Olympia, Wash., chairman; Otto Brandt, KING Seattle; Lee Bishop, KORE Eugene, Ore.; Gordon L. Capps, KSRB Ontario, Ore., and Richard Gordon, KGA Spokane.

FCC Comr. John C. Doerfer, who had addressed the District 2 meeting at Lake Placid, N. Y. [B•T, Sept. 20], addressed the Monday luncheon. NARTB President Harold E. Fellows was unable to attend the meeting due to his appearance in Washington last week before the Hendrickson committee (story page 52).

District 17 adopted a resolution condemning a Washington State bill (State Initiative 194) designed to restrict beer advertising and eventually lead to the return of prohibition (see story this page). The district advocated adoption of daylight saving time in Oregon and Washington, and urged speedy development and marketing in large numbers of small personal radio sets.



FCC COMR. JOHN C. DOERFER (2d from l) is greeted at the NARTB District 17 meeting, Spokane, by (l to r) H Quenton Cox, KGW Portland; Otto Brandt, KING Seattle; Richard E. Jones, KXLY Spokane; Len Higgins, KTNT Tacoma, and Richard M. Brown, KPOJ Portland, district director.

DISTRICT 15

RADIO BROADCASTS serve 60 million people who do not have tv reception and 37 million who do not read magazines, John F. Meagher, NARTB radio vice president, said Thursday in addressing the NARTB District 15 meeting at San Francisco.

The two-day meeting opened Thursday at the Clift Hotel. NARTB staff executives reported on association affairs. Radio guest speaker was Worth Kramer, WJR Detroit. Tv guest was Jack Harris, KPRC-TV Houston.

Mr. Meagher said that unlike tv, radio does not depend on visual impact with tv proving a boon to radio in that the newer medium "has stimulated radio to do the things that radio does best—to create in the mind's eye of the listener that which the listener wished to interpret from the program."

Radio's rarin' in Baltimore!

—and the big bargain is still W-I-T-H



143,000 radio sets sold last year, only 48,000 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

More than 143,000 radio sets have been added in the Baltimore area. Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.

—in Baltimore WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY



BADGE-WEARERS at NARTB's District 11 meeting in Minneapolis included (l to r) John F. Meagher, NARTB radio vice president and formerly of KYSM Mankato, Minn.; Joe Merkle, WTCN-TV Minneapolis; Charles H. Tower, NARTB; Myles Johns, WBRD Ft. Lauderdale, Fla.; Ben Sanders, KICD Spencer, Iowa; Harry W. Linder, KWLM Willmar, Minn., and Ray Eppel, KORN Mitchell, S. D.

Radio-Tv to Share Agenda At Texas Broadcasters Meet

RADIO and television will divide programming at a convention of the Texas Assn. of Broadcasters, to be held Nov. 8 at the Rice Hotel, Houston. Willard Deason, KVET Austin, will preside as TAB president.

FCC Comr. Robert E. Lee will be keynote speaker. A panel covering radio programming in a tv market will include Alex Keese, WFAA Dallas, chairman; Tom Dillahunty, KOSY Texarkana; Bob A. Roth, KONO San Antonio, and Kenneth Bagwell, KXYZ Houston. Adrian Murphy, CBS Radio president, will be luncheon speaker.

George Cranston, WBAP-TV Fort Worth, will direct a tv panel discussion that will include Harry Stone, KCEN-TV Temple; James M. Gaines, WOAI-TV San Antonio; Barney Ogle, KRGV-TV Weslaco, and W. D. Rogers Jr., KDUB-TV Lubbock. John F. Meagher, NARTB radio vice president, will speak in the afternoon. A panel of agency officials will be led by Steve Wilhelm, of Foote, Cone & Belding, Houston.

The agenda includes a session of tv broadcasters to discuss legislation; AP radio broadcasters breakfast and meeting of Texas daytime stations. Oveta Culp Hobby, Secretary of Health, Education & Welfare as well as broadcast executive (KPRC-AM-FM-TV Houston), will be banquet speaker.

Walker Calls for Extension of Remote Control Operation

REMOTE operation of transmitters has involved lost air time totaling only 0.07% of total operating hours, with only one out of 10 staions having any equipment difficulty whatever, according to A. Prose Walker, manager, NARTB Engineering Dept. Limited remote control has been permitted since April 1953.

Addressing the Kentucky Broadcasters Assn. at Cumberland Falls Park last Wednesday Mr. Walker listed operating advantages of remote control and called for its extension to all types of transmitters.

Savings from remote control ranged from $150 to $3,000 a month, with an average of nearly $500, he said. In addition stations benefited from added efficiency and from time savings involved in staff assignments.

Since the remote permission was extended a year-and-a-half ago, its reliability even in this early stage justifies extension to all classes of stations regardless of power and type of antenna system, Mr. Walker told KBA.

As to directional antennas, he said that at a Sept. 21 conference in Washington it was unanimously agreed that "by remotely reading the common point current and base current of each tower an entirely adequate indication would be supplied at the remote control point for the correct operation of a directional antenna system." This would not mean elimination of the phase monitor or monitoring point readings, he said, but weekly or in some cases daily reading of the phase monitor at the transmitter would be adequate.

Mr. Walker said unfortunately some stations have dropped voluntary participation in the Conelrad alert program since installing remote equipment. He said NARTB is discussing the problem of remote equipment and Conelrad with stations and manufacturers.

Good Programming Simplifies Tv Selling, Pa. AWRT Hears

TELEVISION time-selling can be simplified by good programming, Charles Vanda, WCAU-TV Philadelphia vice president, told 75 delegates attending the Oct. 15-17 Pennsylvania conference of American Women in Radio & Television, meeting in Philadelphia.

Mr. Vanda said tv leadership "falls only in the category of ingenious programming such as community acceptance, good taste and planned programming."

Other speakers at the conference included Vincent Wasilewski, NARTB chief attorney; Dolly Banks, WHAT Philadelphia; Regina Owens, director, Bureau of Industrial Service, Young & Rubicam; Buff Cobb, CBS actor, and Gertrude Trobe, WBVP Beaver Falls, Pa.

Gov. John S. Fine of Pennsylvania discussed tv's role in partially replacing parenthood as a deciding influence in teenage behavior. Panelists at three forum sessions included Jean Corbett, WCAU-TV; Ruth Welles, KYW Philadelphia; Jessie Kane Gimbel, Ditman Kane Adv. Agency, Philadelphia; Jane Ellen Ball, WJAS Pittsburgh; Jean Noll Lindman, WVAM Altoona; Bess Ann Kalles, WKBI St. Mary's, and Gertrude Curley, WESB Bradford.

TvB Selection Group May Name Manager Soon

SELECTION of a managing head for the new Television Bureau of Advertising (TvB) may be made at a meeting of the selection committee in New York on Nov. 4.

This possibility emerged last week after a two-day meeting of three members of the committee in New York Wednesday and Thursday.

A number of prospects for the post were interviewed during the sessions but their names were not divulged. A committee spokesman, however, expressed the view that progress had been made and that the committee appeared close to a decision. He said the next meeting was scheduled for Nov. 4.

Committeemen attending were Clair R. McCollough of the Steinman Stations, Campbell Arnoux of WTAR-AM-FM-TV Norfolk, and Roger W. Clipp of WFIL-AM-FM-TV Philadelphia. Mr. McCollough is co-chairman of the committee with Richard A. Moore of KTTV (TV) Los Angeles. Mr. Moore was unable to attend the meeting.

Harris to Head NARTB Tv Information Committee

JACK HARRIS, KPRC-TV Houston, was named Thursday by NARTB President Harold E. Fellows to serve as 1954-55 chairman of the NARTB Television Information Committee. The committee collects and disseminates facts concerning the social, cultural, economic and technological contributions of the tv industry, issuing a monthly report and a tv fact-sheet.

Other members of the committee are Richard Borel, WBNS-TV Columbus, Ohio; Howard Chernoff, WTAP-TV Parkersburg, W. Va.; Wayne Coy, KOB-TV Albuquerque, N. M.; Charles Crutchfield, WBTV (TV) Charlotte, N. C.; Walter J. Damm, WTMJ-TV Milwaukee; Gordon Gray, WOR-TV New York; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Portland, Ore.; Henry W. Slavick, WMCT (TV) Memphis, and Charles Vanda, WCAU-TV Philadelphia. Advisory: Charles J. Oppenheim, CBS-TV; Gene Accas, ABC-TV; Sydney H. Eiges, NBC-TV, and Gerald Lyons, DuMont Tv Network.

GE's Morlock Predicts More Closed-Circuit Use

INCREASED USE of closed-circuit television by business and industry was predicted last week by William J. Morlock, general manager of the commercial department of the General Electric Co., in a talk before the combined engineering department of the Radio-Electronics-Television Mfrs. Assn. and the professional groups committee of the Institute of Radio Engineers.

Mr. Morlock said wide scale use of intercity closed circuit television will result from a belief on the part of marketing experts that "a more direct and effective method of merchandising can be accomplished by explaining to buyers and sales people, via closed-circuit tv, the advantages which have been built into the product." He added that the decentralization of large business organizations into smaller autonomous groups also will make closed-circuit tv "a useful operating tool."



MAGGIE and her FRIENDS

. . . know all the wondrous things in the Magic Forest. But if you eat your peas, mind your cues and repeat the magic words – you can come along. Meet Maggie's friends: Frog, Chipmunk and Rabbit. Take part in Maggie's marvelous stories and have a wonderful time in WFAA-TV's Magic Forest – where anything can happen . . . and often does!

Maggie's friends are nationally known Sue Hastings' marionettes. Maggie herself, a trouper of years' experience despite her tender age, is all smiles and pigtails – and an imagination big as all outdoors!

Maggie's words work magic with youngsters – with parents, too – where sponsors' products are concerned. If you've a sales story with child-appeal, have Maggie and Her Friends tell it to the larger DALLAS-Fort Worth children's market. Just whisper a magic word to any Petry man.

Channel 8

WFAA-TV

DALLAS

NBC • ABC • DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., Natl. Representative
Television Service of The Dallas Morning News

WIP's Brent Criticizes Handicaps to Radio Sales

RATE-CARD confusion and lack of discounts matching other media are handicapping radio stations in their selling, Ralf Brent, WIP Philadelphia vice president, said Friday in an address to the Columbus sales clinic of the Ohio Assn. of Radio & Tv Broadcasters.

Newspapers simply add the lines in a year to establish a discount, he said. Billing practices and rate cuts also are haunting radio, he explained in urging stations to remove practices that make the medium hard to sell.

Mr. Brent cited four reasons for radio's troubles:

"1. Too many radio station owners got tv stations and forgot about radio.

"2. Too many radio station owners who couldn't get tv stations went home at night and watched tv and forgot about radio.

"3. Too many radio station guys read the newspapers who were only too glad to ignore the pest which had been nibbling at their local accounts and boost the baby which the local account almost can't afford today. You all know what's happened to that sad excuse for a radio column which used to be in the newspapers. It's now a sad excuse for a tv column.

"4. Too many radio station owners-managers-announcers-salesmen believed everyone who told them the other guy was cutting rates—so they met the competiton."

Instead of trying to win listeners from each other, Mr. Brent said, radio stations should aim at the people "who aren't listening at all." He called for aggressive programming —discovering the community—and stronger promotion.

ARF Work In Past Year Praised at Conn. Meeting

THE ADVERTISING Research Foundation was credited last week with playing a role in the "tremendous growth in the motivation research field in the past year" by James M. Vicary, owner of a New York marketing research firm.

Mr. Vicary spoke Tuesday to the Connecticut chapter of the American Marketing Assn. in Hartford where he noted that ARF has published two directories of motivation researchers. A year ago, he noted, it was necessary to interest people in the subject and convince them of its validity as a research method, but today there is wide interest and less criticism of its techniques—the shift in interest leading to reappraisal of the objectives of motivation research.

Tv Film Council Holds Meet on Color Tv, Film

LARGEST attendance in the history of National Television Film Council meetings is expected Nov. 4 when the organization will present a special lecture on color tv and color film.

NTFC urged members last week to speed checks and orders for the luncheon at the Warwick Hotel in New York that will highlight a lecture by Ralph M. Evans, director of Eastman Kodak Co.'s color technology division, on "Seeing Light and Color."

According to NTFC President Melvin L. Gold, the meeting will be the most important of the year. He said NTFC anticipated "the greatest turnout of representatives of producers, distributors, television stations, advertising agencies and laboratories, ever accorded an NTFC meeting." The lecture, which will run at least an hour, will include the showing of 100 color slides.

TV WANTS NO CENSOR, FEELS CALIBRE OF SHOWS IMPROVING

Senate Subcommittee on Juvenile Delinquency hears industry spokesmen relate progress of voluntary efforts and stress that program control would be 'un-American.' FCC Comr. Rosel H. Hyde agrees there is danger in government censorship.

INDUSTRY feeling was that television acquitted itself well in a two-day Senate subcommittee hearing last week on the possibility that tv programing may be a factor in juvenile delinquency.

While agreeing that no comprehensive research has been done to establish the case for or against tv and that programming at times may not have been up to scratch, industry witnesses were unanimous on these points: (1) they have been and are doing their best to improve the calibre of tv programs; (2) they want no censoring of programming by the government or by a television "czar."

Broadcasters lined up with NARTB President Harold E. Fellows to present a united front before the Senate Juvenile Delinquency subcommittee, which held hearings Tuesday and Wednesday in Washington. The Senate group was told that any program regulation—by the FCC or by anybody other than broadcasters themselves—not only would be censorship, but also would be "un-American."

A total of 19 witnesses, most representing the tv broadcasting industry, gave sworn testimony to the Senate group headed by Sen. Robert C. Hendrickson (R-N. J.). The subcommittee has been holding hearings looking into all fields suspected of being factors in juvenile delinquency.

After hearings Sen. Hendrickson announced that the subcommitte plans a special report on its investigations of tv programs. He said the Senate group will not consolidate the tv report with its other findings because "it might get lost in the big report."

FCC Comr. Rosel H. Hyde, former chairman of that agency, backed broadcasters in a statement which saw "danger" and "undemocratic" principles in government censorship. Mr. Hyde cited the express prohibitions against FCC censorship contained in Sec. 326 of the Communications Act. He said all his FCC colleagues concurred in the statement with the sole exception of Comr. Frieda B. Hennock, who will file a separate report.

"We cannot agree," the FCC statement said, "with those critics of radio and television who believe, however sincerely, that the only way to secure the highest quality program service is to provide a group of government officials with a blue pencil. We believe that it would be dangerous, as well as contrary to our democratic concepts, for a few officials in Washington, be they the FCC or any other group, to have such power."

The NARTB president's declarations were made both in a prepared statement and under subsequent questioning by Sen. Hendrickson, Herbert Beaser, the subcommittee's chief counsel, and Richard Clendenen, its executive director.

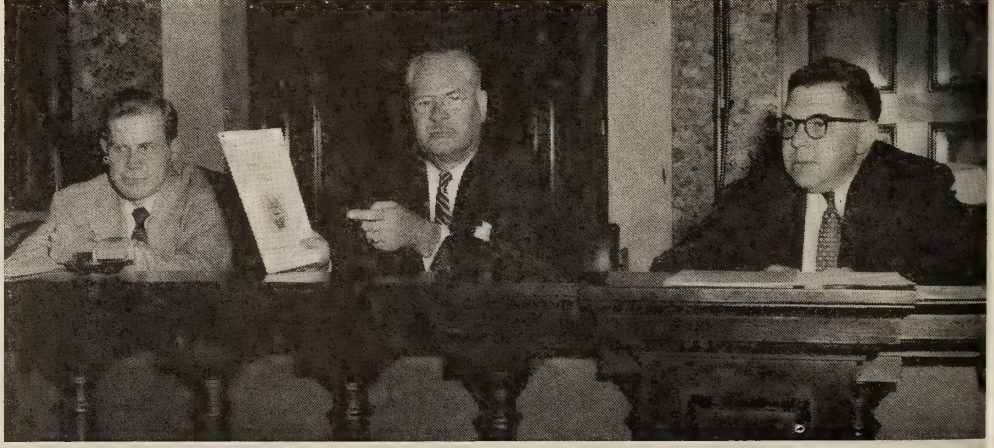
In a vigorous vindication of NARTB's Tv Code and its Code Review Board, Mr. Fellows challenged suggestions that the document's provisions are unenforceable, outlining what he described as NARTB's "postive effort" to create better programming and citing a four-point goal contemplated by the organization for this improvement.

This goal, he said, includes: (1) stepping up NARTB's "juvenile responsibility" program (a platform for stations of ten basic objectives most frequently cited by experts in juvenile training and guidance); (2) broadening program monitoring operations (NARTB has contracted with an "experienced" national organization to conduct "continuing and expanding" monitoring to detect violations of the Tv Code and ad copy); (3) undertaking a pilot study of the impact of tv programming on both children and adults (by a national research organization); (4) enlarging the Tv Code staff (from two to perhaps six persons).

Flanking the NARTB president and also answering questions were Thad Brown, tv vice president and Edward H. Bronson, director of Tv Code Affairs.

Mr. Fellows and other witnesses told the Senate group that a television "czar"—similar to the motion picture industry's Breen Office in Hollywood—is not the answer to any undesirable programming on tv.

Not only would this improperly and unduly restrict the basic liberty of a mass medium, but it is impractical, Mr. Fellows said. While the Breen Office deals with about 90 to 100 producers, he added, tv draws its material from



HOLDING NARTB Tv Code at hearing is Sen. Robert C. Hendrickson (R-N. J.), chairman of juvenile delinquency group, flanked by Richard Clendenen (l), unit's executive director, and Herbert Beaser, its chief counsel.

Can you tell the DIFFERENCE *between* Radio and Radio?

Radio's immense strength . . . the opportunity to talk with masses of people *frequently* and *economically* . . . is employed fully only by advertisers who distinguish between run-of-the-mill radio stations and *great* radio stations.

There can be a tremendous difference between two stations in the same market. A station's programming, management, public service and facilities make it mediocre or good or *great.*

A great station amasses huge and responsive audiences, because the character of its operation earns the confidence of its community.

The radio stations we represent are great stations in important markets—stations whose character has earned them significant leadership. Their time is not cheap, but the solid values they deliver bring you the *full* economy of radio.

One of our experienced staff is always ready to discuss with you the application of great radio to your problem.

THE HENRY I. CHRISTAL CO., INC.

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Representing Radio Stations Only

WBAL Baltimore (NBC)
The Hearst Corp.

WBEN Buffalo (CBS)
Buffalo Evening News

WGAR Cleveland (CBS)
Peoples Broadcasting Corp.

WJR Detroit (CBS)
The Goodwill Station, Inc.

WTIC Hartford (NBC)
Travelers Broadcasting Service Corp.

WDAF Kansas City (NBC)
Kansas City Star



Measure of a Great Radio Station

KFI Los Angeles (NBC)
Earle C. Anthony Inc.

WHAS Louisville (CBS)
Louisville Courier-Journal & Times

WTMJ Milwaukee (NBC)
Milwaukee Journal

WGY Schenectady (NBC)
General Electric Company

WSYR Syracuse (NBC)
Herald-Journal & Post-Standard

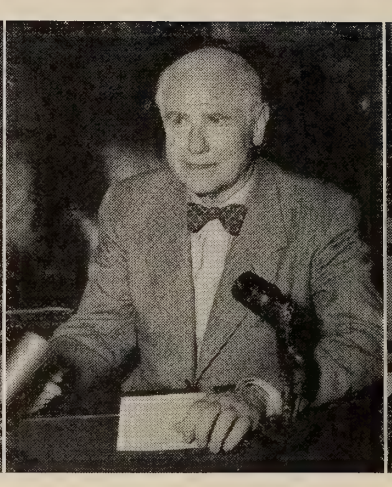
WTAG Worcester (CBS)
Worcester Telegram-Gazette



WMAL-TV's Houwink



NARTB's Fellows



ABC's Hinckley



WTOP-TV's Hayes

thousands of program categories, not only in entertainment, but in news and comment.

Maintaining with other witnesses that the obligation for "good" programming belongs to station management, he added that the NARTB Tv Code and Code Review Board are not dedicated to altering the programming structure pattern, but to establishing "guideposts" for "good taste and judgment, while not limiting the area for creative thought."

Answering a question on whether the Code Review Board has ever exercisd its power to withdraw its Seal from an offending station, Mr. Fellows said no such action has ever been required since intermediate steps (usually a letter from NARTB to the station against which a complaint has been made suggesting that the Code is being violated) always have sufficed to correct disputed programming practices. Mr. Fellows said 231 tv outlets and all four tv networks subscribe to the Code.

Comr. Hyde, the last witness to appear, told the subcommittee that the FCC may refuse licenses to stations who persist in broadcasting programs involving activities expressly prohibited by law—such as obscenity, indecency and profanity, lotteries or fraudulent advertising.

He said, however, that the courts have recognized that the FCC may consider the program policies and records of applicants for licenses or renewals, based on whether a station demonstrates that it is continuing to serve the public interest, rather than its correct or incorrect handling of programs. Thus, he said, the FCC may be effective in assuring that stations are serving the public interest by presenting a reasonable amount of such programs as those of local origin, education, religion and vital public issues. He said FCC personnel limitations prohibit any comprehensive monitoring to evaluate programs, except in very serious cases.

Others Testifying

Other industry witnesses during the two-day hearing included:

Tuesday—Merle S. Jones, CBS-TV vice president; Joseph V. Heffernan, NBC vice president; James L. Caddigan, DuMont Tv director of programming and production; Leslie G. Arries Jr., manager of DuMont-owned WTTG (TV) Washington; John S. Hayes, president of WTOP-AM-TV Washington; Al Hodge, star of DuMont's *Captain Video;* Pat Michael, m.c. of DuMont-owned WABD (TV) New York's *Magic Cottage* children's show; Earl Collins, president of Hollywood Tv Service, distributor subsidiary of Republic Pictures Corp.

Wednesday—Frederic Houwink, manager of WMAL-AM-TV Washington; Robert H. Hinckley, ABC vice president; Grace Johnsen, ABC director of continuity acceptance.

Other witnesses were: Tuesday—Richard Clendenen, executive director of the Senate subcommittee; James V. Bennett, director of the U. S. Bureau of Prisons. Wednesday—Clara S. Logan, president of National Assn. for Better Radio and Television (NAFBRAT) and Enid Love, assistant head of school broadcasting, British Broadcasting Corp.

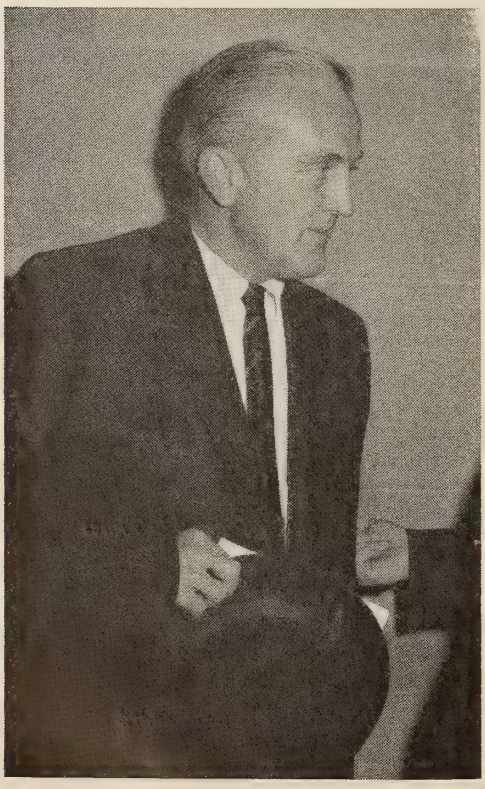
The Senate group followed a crowded schedule during the hearings in the Old Supreme Court Room of the Capitol Building, with testimony running from 9:30 a.m. to 6:30 p.m. both days and recessing only for lunch. The hearings, open to all media, came during a lull in other Capitol Hill affairs and received full press and tv news film coverage.

After initial testimony by Mr. Clendenen Tuesday morning the subcommittee exhibited filmed scenes from what it described as "crime" and "horror" programs on the four Washington stations during the week of Sept. 12-18. These programs, including westerns, were monitored by the subcommittee staff between 4 and 10 p.m., Mr. Clendenen said.

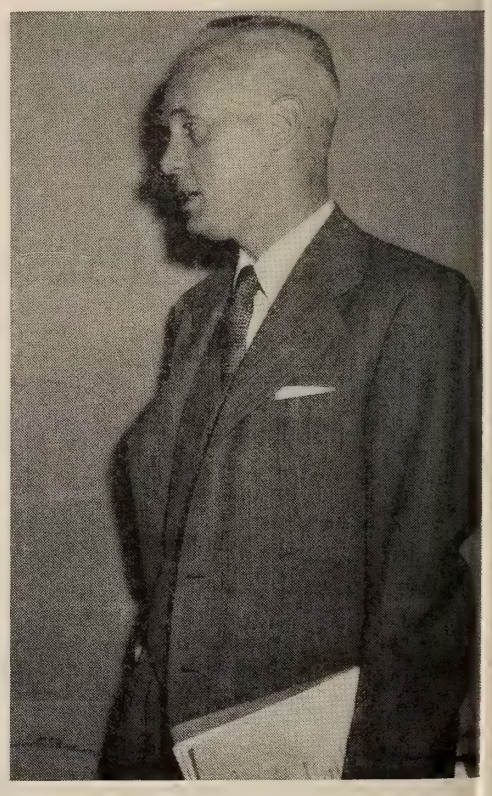
These showed Hopalong Cassidy bleeding from a bullet wound in the leg, a man being strangled with a nylon stocking, another shrieking as he is being stabbed, a villain tramping on a film hero's hand, a saloon brawl, a western law officer shooting four men, a remote "electrocution" of a hero's enemy by the former's pressure on a magic collar button, a heroine's hand being crushed in a bureau drawer by a villain, several shootings and fights and a scene of workmen being buried alive by a dynamite blast.

The hearings opened Tuesday morning with a reminder by Sen. Hendrickson that "we are not out to persecute any individual or any industry. We are not a subcommittee determined to censor television or any other of our great mass media."

Broadcasters testified of the painstaking efforts of their respective firms in presenting programming along entertainment, cultural and



CBS-TV Vice President Merle S. Jones arrives to give testimony at two-day Senate Juvenile Delinquency subcommittee hearing.



NBC Vice President Joseph V. Heffernan, an industry witness at the Washington hearings, pauses in the corridor outside hearing room.



He reaches customers in kitchen and car

Want to talk to the lady of the house while she's preparing the evening meal? Want to get the ear of her husband while he's driving his car?

Then let Hal Morgan tell your food, beverage, drug or automotive story on "Morgan's Matinee" —the two-hour show with double-barreled appeal for homemakers and motorists alike.

From 4:00 to 6:00 each weekday afternoon, Hal Morgan serves up a blend of *good music, news, weather, time and road conditions* . . . preferred fare for the man driving home from work, *and* for the homemaker in the kitchen.

While Morgan is on the air, Greater Cleveland traffic is at its peak. Over a *quarter-million* motorists are on the move—90% with car radios! During this same period, radios are tuned to Hal Morgan by busy homemakers.

Reach customers in a mood to buy—on "Morgan's Matinee"! Participations and quarter-hour segments available. Check your nearest Christal office today.

WGAR

THE STATION WITH

4½ MILLION FRIENDS IN NORTHERN OHIO

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christal Co., New York
In Canada by Radio Time Sales, Ltd., Toronto

public service lines. All challenged Mr. Clendenen's definition of westerns as crime programs, saying these shows presented the time-honored traditions of American frontier days.

Sen. Hendrickson was the only member of the subcommittee present at the hearings, although Sen. William Langer (R-N. D.) made a brief appearance after Wednesday morning's testimony. Absent members were Sens. Estes Kefauver and Thomas C. Hennings Jr. (D-Mo.).

Mr. Clendenen opened testimony Tuesday morning, saying the inquiry into television "had its origin in the very large number of letters . . . from parents complaining about . . . blood and thunder on tv." These, he said, were concerned with: (1) the total volume of crime and violence and (2) the lack of choice in tv viewing for children other than westerns and crime.

Effects of these programs as cited by authorities, he said, were that they (l) produce anxiety and tension among emotionally crippled youngsters; (2) teach crime techniques; (3) suggest and support crime and violence to the hostile child; (4) may blunt and callous sensitivity and sympathy for human suffering and distress through repeated exposure.

Mr. Clendenen exhibited shaded charts showing what he claimed was a heavy tendency to crime (westerns and modern) programming on the four Washington tv stations from 4-10 p.m., as monitored by the subcommittee during the week of Sept. 12-18. Charts also showed similar programming in other American cities.

Asserting that there is no provision for enforcing NARTB's Tv Code, he said compliance is voluntary, prompting Sen. Hendrickson to describe the Code as merely "a prayerful hope."

He said the subcommittee had not made a study of scenes of "sexual stimulation," but that the group had received complaints of that nature about the "Betty Hutton Show" on NBC *Max Liebman Presents*. Mr. Clendenen said he knew of no research by the networks, or others on impact of tv "crime" on juveniles.

FCC Policing

In an exchange on the possibility of censorship of programs by the FCC, Sen. Hendrickson said:

"Why could not this whole industry be policed through the Federal Communications Commission? Isn't that the appropriate agency of government to remove any of these doubts that are giving us concern this morning?"

Mr. Clendenen replied: "Certainly we could feel that inasmuch as the stations are using what we assume represents a public utility, something in which the public has a legitimate interest concerning responsibility, that the FCC might well be able to do something concretely relative to the content of tv programming."

Mr. Clendenen said he didn't know enough about the FCC's manpower and authorization to take a position on that score. He said he knew of no instance where the FCC had held a hearing on the "tone and content of such shows."

ABC's Vice President Hinckley, who testified jointly with Miss Johnsen, the network's director of continuity acceptance, declared that in his belief television "is not even remotely a factor" in juvenile delinquency.

He said juvenile delinquency in Russia—which has only three tv stations and 100,000 tv sets—has reached such proportions as to become a matter of great concern to the U.S.S.R. government: "Where, I ask, is the influence of television there?" He also cited a recent outbreak of juvenile delinquency in vido-less New Zealand.

Mr. Hinckley suggested the primary cause of juvenile delinquency comes from the breakdown of the family unit as a moral, religious and social force in the community. He cited the parallel increase in the number of working mothers, the growing shortage of educational facilities and the lack of adequate housing over the nation. "All these paths," he said, "lead us back to the home and the responsibility of parents."

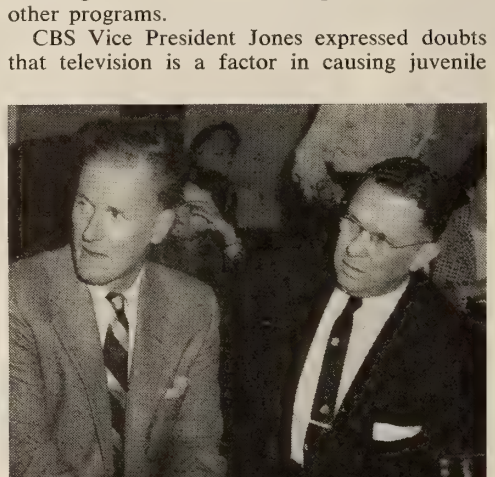
He said a list of the tv shows rated by NAFBRAT indicated that the organization approved of no program with "a plot"; i.e., the physical struggle between the forces of "good" and "evil."

Asserting that "you can't legislate morals," Mr. Hinckley said the power of tv program censorship by the FCC would be too great a burden for that body.

Mr. Hinckley cited adventure and crime stories in books and magazines dating from Civil War days, through the early movies and comic strips down to the days of radio and television, and said he did not believe any of them have contributed to juvenile delinquency.

Miss Johnsen described ABC's efforts in evolving standards for clearing children's and other programs.

CBS Vice President Jones expressed doubts that television is a factor in causing juvenile delinquency, citing several authorities on child behavior and a study, the findings of which blamed delinquent behavior on faulty child-parent relationships during the child's early development.



ACTOR Al Hodge (l) (Captain Video) and James L. Caddigan, programming and production director, both DuMont, await turns to testify.

Referring to the "violence" in the works of Shakespeare, he said: "It has been said that if William Shakespeare were writing today, he could not get some of his plays past the CBS Television editing department." Mr. Jones described the "violence" in Mother Goose and other children's classics.

He defended the showing of western films by CBS o&o stations: "Since fighting and gunplay were a part of the conflict which existed in early Western America, we believe that it would be unrealistic to delete such scenes. Westerns invariably feature the triumph of good over evil. . . ."

Mr. Jones cited CBS regulations in addition to its subscription to Tv Code standards: (1) horror for its own sake is not approved; (2) mystery drama undermining confidence in established law enforcement agencies is not approved; (3) excessive preoccupation with criminals and their procedures is not approved; (4) undue or unusual details on techniques of crimes may not be presented; (5) criminals and crime may not be treated in a frivolous, cynical or callous manner; (6) the criminal must always be brought to justice and some constructive element implied.

Questioned on the films shown by the subcommittee, Mr. Jones said the scenes occupied less than 60 minutes, compared with 10,060 minutes of total programming for a week by the four stations. He conceded that he believed he saw "some" violations of the Tv Code.

"We make mistakes, but I think we have a pretty good average," he said, referring to CBS-TV's programming activities.

Mr. Jones, as did other network officials following him, said under questioning that CBS-TV has inaugurated no research into the relationship between tv programming and juvenile delinquency.

Asked by Mr. Beaser if he thought some sort of board should be set up to review tv films, Mr. Jones replied that it might be helpful, "but the real responsibility lies with the licensee." He conceded that CBS-TV film editors have no background in child education.

Replying to a question by Sen. Hendrickson, Mr. Jones said he did not think a television "czar" would be helpful. "I do not think it would be good because in order for a person to function effectively in such an office he has to be able to excercise some power and authority over those in the group affected by his supervision. I just do not think that is workable in our industry."

"But it worked in the movies," interjected Sen. Hendrickson.

"Yes, but the movies and tv are different." When the FCC grants a license, the licensee is going to exercise his judgment and responsibility, Mr. Jones said.

No Czar Wanted

"It is not within the pattern of this industry that could extend beyond to a czar-type of code director," Mr. Jones said. "I think we should retain self-regulation and self-discipline through NARTB," he added.

NBC Vice President Heffernan said NBC is "opposed to government censorship and to any device by which government is empowered to check the expression of opinion. We believe that in the long run any attempt to regulate program content by government decree will prove both unwise and unworkable."

"In taking this position," Mr. Heffernan said, "we feel it puts more, and not less, responsibility on the broadcaster himself. It puts the control over program content squarely up to him."

Mr. Heffernan cited a recent report by a New York State Joint Legislative Committee which said in part: "That the radio and television industry is making a sincere, honest and effective effort to assure the presentation of wholesome entertainment and that legislation in this field is not necessary at this time."

The NBC vice president said his firm would be glad to cooperate with any university or foundation that will undertake a long-range research project on the causes of juvenile crime.

Citing the subcommittee's interim report stating that nation-wide juvenile delinquency increased 29% from 1948-52 while increasing 41% in communities of less than 100,000 population, Mr. Heffernan pointed out that because of the four-year tv freeze (also 1948-52) television grew only in larger cities, suggesting that tv may have been a factor in arresting growth of juvenile delinquency in larger cities.

The NBC official said his organization wanted to "make it clear that in our opinion programs which include crime and mystery are a proper and legitimate part of the broadcast schedule," although, he said, NBC rec-

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DAYTIME, WSYR's weekly circulation, or penetration of radio homes, is from 22% to 220% better than that of any other Syracuse station. NIGHTTIME, WSYR's circulation is from 31% to 212% better. That is **significant** leadership, in an important market.

SOURCES: Coverage and Penetration — Broadcast Measurement Bureau.
Population and Buying Power — Sales Management, 1954.

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ognizes that "care must be taken." He said crime and mystery shows (including westerns) account for only 3.7% of the total programming on the NBC fall schedule.

Under close questioning by Mr. Clendenen on the subject of violence and crime in western shows, Mr. Heffernan said that such NBC presentations as *Victory at Sea* (filmed Navy battles of World War II) and other war scenes also show violence. Also involving crime, he said, are NBC's *Justice* and *Dragnet,* both of which have been widely praised by law enforcement officials. "So does the American novel and so does the American newspaper. They have crimes. (William) Faulkner is full of crime. He just got the Nobel Prize for literature."

Mr. Clendenen said, "You have led me astray from the western."

Mr. Heffernan replied: "I am only trying to show that you cannot be too literal."

Mr. Clendenen drew an analogy between possible regulation of tv programming and laws such as the Pure Food & Drug Act. If the government can pass laws against harmful medicine, he said, might it not be that the government can prohibit or restrict a program if it is actually harmful?

Mr. Heffernan said he did not care to answer such a hypothetical assumption, but suggested that tv programs be compared not to medicine, but to "the closer analogy to our industry . . . the press. Many people have complained of the press, but hearings are not held for government regulation of the press."

Mr. Heffernan admitted, as did other network witnesses and station managers questioned on the subject, that NBC has no research department which contains experts in child psychology and education and which might screen children's programs. He said, however, that the network's continuity acceptance department includes an "experienced" staff of 32 and is budgeted at a quarter of a million dollars. These, and NBC radio and tv producers, follow NBC's 20-year-old program code, the NARTB Tv Code and frequent directives on possibly offensive presentations, he said.



FCC Comr. Rosel H. Hyde (l) awaits turn on stand before the subcommittee, with Warren E. Baker, FCC general counsel.

He cited NBC's accomplishments in cultural, public service and other programming, and said the network has made numerous broadcasts relating to juvenile delinquency problems.

Mr. Heffernan suggested that schools and colleges encourage higher standards of listener demand for tv programs. He added:

"Are not the literate people we have developed capable of a large measure of direct program control by the simple device of tuning some stations in and tuning others out? Our government does not tell them what to read. I don't believe it need tell them what to see or what to hear."

James L. Caddigan, DuMont Tv Network programming and production director, and Leslie G. Arries Jr., manager of DuMont-owned WTTG (TV) Washington, testified jointly before the Senate group.

Mr. Caddigan said DuMont has long recognized the industry's responsibility to provide young viewers with programs of an educational and helpful nature and to protect viewers of impressionable age from programs and material which could be deleterious, emotionally or morally.

Mr. Caddigan said a foundation has developed a fund for the study of tv's impact on children. The study, in which DuMont will participate, will be made at Boston U., he said.

Al Hodge, star of DuMont's *Captain Video,* said the producers of his show use violence, "because the hero has to go after somebody." He said that the "good" characters, however, never use a "lethal" weapon, but a "stungun" or "blaster," neither of which kills, but merely renders outlaws powerless, after which they are banished to another planet for "rehabilitation." He said few fist fights appear on the show and the work "kill' is never used.

Pat Michael, m.c. of WABD (TV) New York's *The Magic Cottage,* a children's fantasy show, described how the show is produced to depict no violence.

Earl Collins, president of Hollywood Tv Service, a subsidiary distribution firm for Republic Pictures Corp., testified on his experience in selling films to stations. Some of the films distributed by Mr. Collins, among those viewed Tuesday morning, came in for severe criticism by the subcommittee.

Mr. Collins said a great part of the films are old Hollywood motion pictures and thus have been passed on by the Breen Office.

WTOP-AM-TV President Hayes took the witness stand to begin Tuesday afternoon's session. Mr. Hayes said, as other station managers did, that the station reserves the right to turn down tv film programs it considers undesirable for diverse reasons.

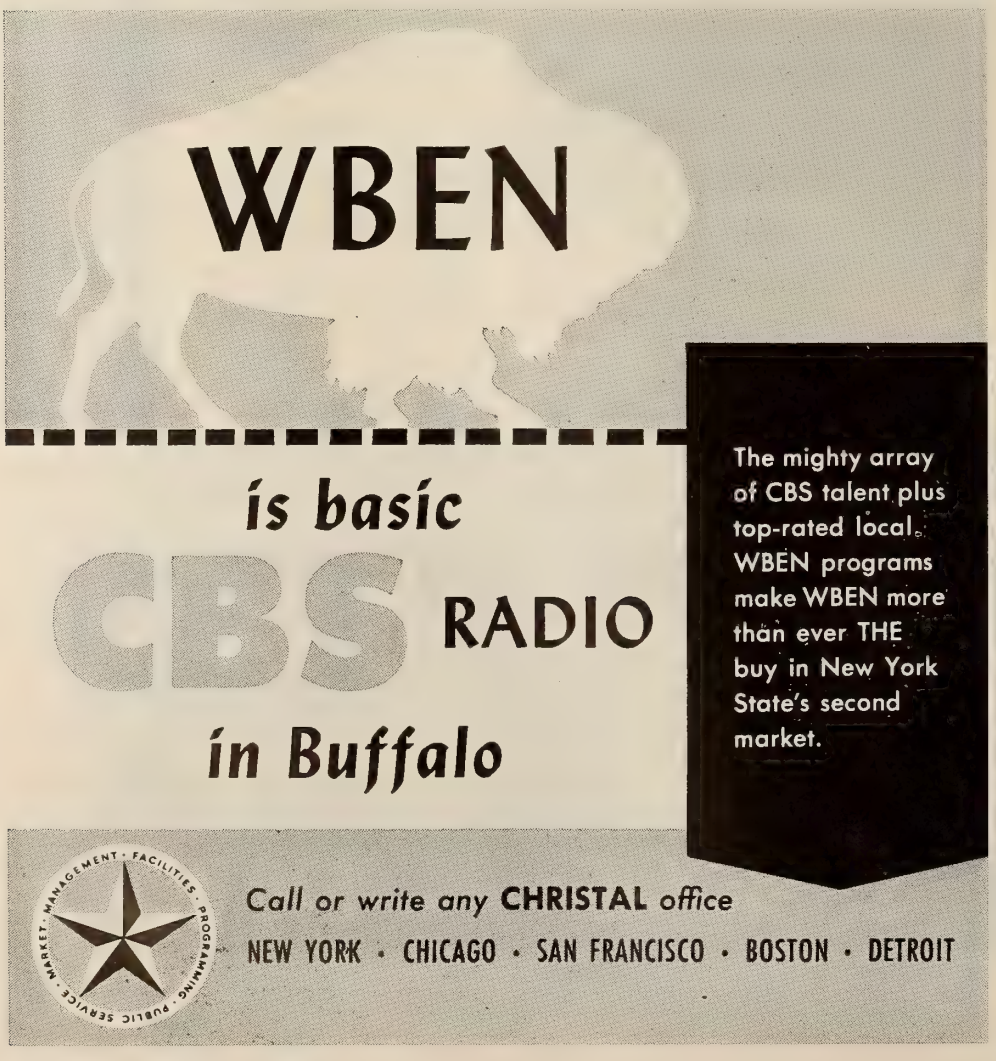
He made these points: WTOP-TV is making

Judge Rules Private Detective Falsely Represented Self

SAN ANTONIO Federal District Judge Ben H. Rice Jr. ruled Tuesday that private detective James R. Duncan had falsely represented himself to be "affiliated" with FCC in seeking credit data in the tv ch. 12 contest there, it was reported by the San Antonio *News.* He was indicted earlier by the grand jury [B•T, Oct. 11].

Judge Rice, however, reserved a verdict as to whether Mr. Duncan is thereby guilty under the indictment against him. The judge called for briefs from the government and defense counsel on the question of law as to whether by representing himself to be "affiliated," Mr. Duncan represented himself to be "employed" by FCC, as alleged in the indictment.

Mr. Duncan denied in the Federal District Court Tuesday morning that he had represented himself as an FCC employe last June while soliciting credit information about financial backers of KMAC at the request of KONO there. KMAC and KONO are competing for ch. 12.




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Rich, Growing
"GOLDEN
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WINSTON-SALEM
GREENSBORO
HIGH POINT
with
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TELEVISION
CHANNEL 12

a 24-county market
with 339,600
Families

(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

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a positive contribution to social and cultural development of both children and adolescents; (2) a program of crime or violence does not necessarily contribute to juvenile delinquency; (3) WTOP-TV is licensed to operate "in the public interest," and there are many people and many interests; (4) there are no universal viewing hours for children or adults; (5) basically, programming standards are good judgment, taste and common sense.

Mr. Hayes said his station does not belong to the NARTB nor subscribe to the Tv Code, although it adheres generally to the latter's standards. He added: "No matter how you write things down . . . it seems to me in the last analysis what is important is the people who set the standards."

Frederick S. Houwink, general manager of WMAL-TV, said of FCC regulation or appointment of a "czar" that either plan "could very well lead to leaving it all to someone else." Mr. Houwink said the "mountain of material" that would have to be reviewed would take too big an organization. The industry should police itself, he said.

Mrs. Clara Logan, NAFBRAT president, suggested that parents boycott the products of sponsors of programs showing crime and violence. She told the subcommittee that 40% of all children's tv programs today are dominated by crime and violence.

The NAFBRAT president questioned the effectiveness of the NARTB Tv Code and said she saw "no indication" that broadcasters or sponsors intend to "diminish" crime shows.

She claimed NARTB and the Tv Code Review Board "do not even recognize facts and figures regarding crime in children's shows which are proven beyond doubt by our own and other responsible surveys."

NAFBRAT Reasons

Mrs. Logan said, "These facts cannot be challenged: (1) there is a great and increasing volume of crime and violence in tv programs for children; (2) in one way or another, these programs *must* have an effect upon the mental development of the children who watch them"; and (3) that "a careful compilation" of statements by experts indicates most of them are alarmed over the "present state of tv programs for children." She cited as crime programs such westerns as *Wild Bill Hickok, Roy Rogers Show, Range Rider* and *The Lone Ranger.*

U. S. Bureau of Prisons Director Bennett proposed an advisory committee of 10 or 12 people chosen by the President to report to Congress and the President on the scope of tv programs, substitutes for undesirable ones and other suggestions.

Mr. Bennett, asked by Sen. Hendrickson if the FCC could take part in such a committee, said the agency could but only if it had no authority. "I'd want somebody detached from administrative responsibilities."

Miss Enid Love, BBC specialist for children's and school programs, described television fare for children in Great Britain. She said she didn't think any of the films from which scenes were viewed Tuesday morning "would have found its way into any of our programs." She said BBC televises the U. S. film, *Cisco Kid,* one of those condemned by NAFBRAT.

Several television stations forwarded to the subcommittee reports on their programming and policies regarding juvenile delinquency. These include Meredith's WHEN-TV Syracuse, KPHO-TV Phoenix, KCMO-TV Kansas City and WOW-TV Omaha; WSEE (TV) Erie, Pa.; WTHI-TV Terre Haute, Ind.; WNAO-TV Raleigh, N. C.; KING-TV Seattle; KOTV (TV) Tulsa.

FTC LEVELS CHARGES AT INSURANCE FIRMS

'Misleading advertising' charged to 17 companies handling hospitalization, accident and health policies.

CHARGES of "false and misleading" advertising were hurled last week by the Federal Trade Commission at 17 insurance companies dealing in hospitalization, accident and health insurance. The advertisements were placed in all media—radio, tv, newspapers, magazines and direct mail—according to FTC Chairman Edward F. Howrey.

Some surprise and amazement were registered among the companies charged. A spokesman for Mutual Benefit Health & Accident Assn. (Mutual of Omaha) of Omaha, Neb., a substantial user of radio-tv time, said the FTC was "ill advised" in citing that company. He said Mutual is licensed in 48 states and the District of Columbia and is "examined, supervised and approved" by the respective states.

Bankers Life & Casualty Co. (White Cross Plan), Chicago, said it has always been difficult to get the public to understand the nature of the benefits and limitations for any form of insurance. The firm's spokesman said "we do not know whether this FTC matter is a clarifying move or a jurisdictional question between state and federal regulatory bodies." Bankers Life allocated about $75,000 in radio and $10,000 in tv for the current fiscal year out of an estimated $350,000 in overall advertising expenditures. The firm owns KGA Spokane and KCSJ-AM-TV Pueblo, Colo.

Richard Holson, president of Guarantee Trust Life Insurance Co., Chicago, said he was "amazed" at the government's action.

A statement was issued by the Joint Committee on Heath Insurance, composed of representatives of seven insurance associations. It said, "The business is making every effort to have advertising conform to the highest standards. It desires to cooperate with state insurance commissioners and the FTC to this end."

The FTC complaint, which was directed at 17 of the 900 companies in the field, followed a 10-month investigation by the commission. The charges cited misrepresentation in the following:

Policy termination provisions, extent of coverage, maximum dollar limits, beginning time of coverage, concerning health status of applicant, relating to sale of a plan, benefits as payable for life, concerning additional benefits.

The companies have 20 days to answer the complaint.

Included in the firms charged are four of the largest in the field: Mutual Benefit Health & Accident Assn. of Omaha; Bankers Life & Casualty Co. of Chicago; Reserve Life Insurance Co. of Dallas, and United Insurance Co., Chicago.

CIO-PAC Campaign Films

OVER the weekend, the CIO-Political Action Committee was to get a package of 18 films for tv, each 45 seconds open end for political candidates to insert messages and names. Films are said to be a unique venture in usage of political tv. Each film, employing puppets, pokes fun at an issue allegedly fumbled by Republicans. The agency is Whitebrook Co., New York, which is handling radio-tv for Democrats in New York, Pennsylvania and New Jersey. Filming was done by Dynamic Films, New York.

YOU ASKED FOR IT... HERE IT IS!

the most fabulous, the richest, the greatest assortment of prizes ever offered in broadcasting history!

supported by over 100 million PROMOTIONAL PIECES in the biggest, most diversified, most comprehensive merchandising package ever offered . . . anywhere, anytime!

COST? ZERO!

HIS IS NOT A *Program...*

S IS A NTA *Plus* SERVICE..

AVAILABLE TO ONLY

100 STATIONS

IN THE UNITED STATES

NTA

© Copyright 1954 Joseph H. Moss Inc.

IT'S "TV TIC-TAC-TOE"®

WITH

1 MILLION DOLLARS

$1,000,000.00

IN PRIZES

Free!

Over 3,000 Weekly Prizes— 40,000 Winners In All!

THIS PROMOTION HAS EVERYTHING!

EXCITEMENT . . . prolonged for a 21-week period, leading up to a grand contest climax.

ACTION . . . . . every week a new contest, with everyone in your market eligible.

SIMPLICITY . . . . no captions to read! no box tops to handle! no slogans to judge . . . Our master plan makes it as easy as ABC.

REWARD . . . . . the greatest audience ever "Pied-Piper'd" into a station. Brings you . . . keeps for you . . . more national, regional and local sponsors than you've ever had before.

PRESTIGE . . . . . solidifies present billings with powerhouse merchandising plan...puts you in direct contact with huge national advertisers.

CALL-WRITE-WIRE COLLECT!

GET YOUR SHARE OF THE 10 MILLION CONSUMERS WHO WILL BE RUSHING INTO RETAIL STORES ALL OVER THE COUNTRY EVERY WEEK!

CALL YOUR NTA MAN TODAY! He's Only Minutes Away!

National Telefilm Associates, Inc.

625 MADISON AVENUE, NEW YORK, N. Y., Plaza 5-8200

BRICKER QUESTIONNAIRE AT NETWORKS

Data sought by Ohio Republican is preliminary step to the investigation of the networks and the uhf-vhf problem.

TELEVISION networks last week were poring over a four-page questionnaire seeking detailed information about their present and past affiliations with uhf and vhf stations (see adjacent text).

The quiz-sheet, forwarded earlier in the week, was a preliminary move in Sen. John W. Bricker's investigation of the networks and uhf-vhf problems through the Senate Commerce Committee, of which the Ohio Republican is chairman.

A covering letter signed by Sen. Bricker requested a reply in triplicate "as soon as possible." It was the second query sent out by Sen. Bricker's Commerce Committee investigation staff, headed by Robert F. Jones, former Ohio congressman and FCC commissioner. The first questionnaire, much longer and in more detail, went to the FCC.

Last week's network questionnaire asked:

(1) Data on each affiliate on Oct. 1 as to location and channel number, type of affiliation, network hours carried by it for the week of Oct. 4-10, length of affiliation and of the current contract, changes and cancellation clauses in contracts, with reasons therefor.

(2) Data and contract terms of past affiliations.

(3) Affiliation policies of the network in regard to size of community and of service area, number of sets, proximity to other affiliates, card rates, multiple-ownership, upper and lower vhf frequencies, uhf and vhf and any other criteria used in awarding affiliations.

Although other questionnaires were being considered by Mr. Jones and the other staff members, Harry M. Plotkin, minority counsel and former FCC assistant general counsel, and Nicholas Zapple, the committee's communications counsel and coordinator of the investigation, none had been prepared last week. Under study by the staff was the possibility of sending a questionnaire to all tv outlets [B•T, Oct. 18]. Some "letters requesting information" also were being considered, it was understood.

Meanwhile, the investigation staff met last week with new FCC Chairman George C. McConnaughey in a "get-acquainted" session.

Sen. Bricker has stated that he initiated the network-uhf-vhf investigation to determine whether networks should be regulated by the FCC, as proposed in a bill (S 3456) submitted by him during the last session of the 83d Congress, and to throw light on "the whole uhf-vhf situation." Hearings were held last spring by a Senate Commerce Communications subcommittee headed by Sen. Charles E. Potter (R-Mich.) after complaints by uhf tv broadcasters of losses which they blamed largely on inability to compete with vhf outlets in obtaining network affiliations.

The Ohio Republican said results of the investigation staff's study will be reported to the full Senate Commerce Committee during the first session of the 84th Congress, with a hearing to follow.

LETTER & QUESTIONNAIRE SUBMITTED TO NETWORKS

Dear sir:

As you know, pursuant to the direction of this committee, its staff is currently conducting a study and inquiry of the whole uhf-vhf problem and into the feasibility and practicability of pending legislation to place radio and television networks under the jurisdiction of the Federal Communications Commission.

In connection with the study, certain detailed information concerning the operations and structure of networks will be required. I am, therefore, enclosing a questionnaire designed to obtain such data. An identical questionnaire is being sent to each of the other television networks. I would appreciate a reply as soon as possible.

In order to eliminate any delay, the committee staff is available to explain or clear up any doubt that may arise with regard to any of the questions. In preparing the data, it would be appreciated if answers are supplied for each question even if part of the information may have been included in a previous answer.

Please furnish three (3) copies of all material requested.

Sincerely yours,
Chairman

I

QUESTIONNAIRE FOR TV NETWORKS

Please furnish the information requested below as of Oct. 1, 1954—unless a different date is indicated in a specific question—for each television station having a television affiliation contract with your television network.

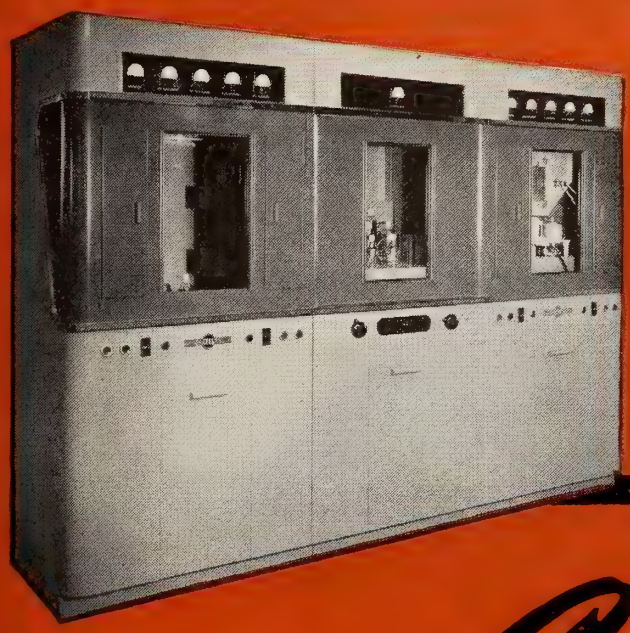
1. Call letters
2. Location of station
3. Channel number
4. Type of affiliation (e.g., basic, supplementary, bonus, etc. Please define terms used. If station is owned in whole or in part by your network, please indicate)
5. Submit a table showing for the week of Oct. 4-10, 1954, the network hours carried by each television affiliate. Show each hour of each day separately. Please indicate in each case whether a simultaneous or delayed broadcast is involved.
6. How long has television station been affiliated with your network?
7. Duration of term of television contract (e.g., 2 years, 1 year, 90 days, etc.)
8. If the term of the television affiliation contract is less than two years, indicate whether previous television affiliation contracts with that station were for two years.
9. If the answer to questions 8 is "yes," please indicate the reason for changing the term of contract.
10. Does the television affiliation contract provide for cancellation prior to the expiration of the term?
11. If the answer to 10 is "yes," please indicate whether previous television affiliation contracts with that station omitted the cancellation provision.
12. If the answer to question 11 is "yes," please indicate the reason for the change.

II

Please indicate whether there are any television stations not affiliated with your network as of Oct. 1, 1954, but which were affiliated with your network at sometime during the period July 1, 1952, to September 30, 1954. As to each such station, please supply the information requested below:

1. Call letters
2. Location of station
3. Channel number
4. Type of affiliation (e.g., basic, supplementary, bonus, etc.)
5. How long was the television station affiliated with your network?
6. Duration of the term of the television affiliation contract (e.g., 2 years, 1 year, 90 days, etc.)
7. Did the television affiliation contract pro-





Collins 21E/M

Collins

5000/10,000 watt TRANSMITTER



Collins 5000-watt 21E and 10,000-watt 21M are premium quality AM Broadcast Transmitters designed for dependability and exceptional performance in the frequency range of 540 kc to 18 megacycles.

The 21E is readily adaptable for conversion to 10,000 watts power output, becoming a 21M *and occupying 1/3 to 1/2 less floor space* than the conventional 10,000-watt transmitter and *with correspondingly decreased weight.*

Design features include dry-type transformers and reactors, eliminating the concrete vault required by transmitters using oil-filled components. Protective circuits include automatic power application in proper sequence, a thermal time delay, and overload relays.

Frequency control well within FCC specifications is established by the extremely stable oscillator which incorporates design features for elimination of an oven, associated thermostats, and other complexities often identified as causes for frequency failures.

For complete descriptive details on these high fidelity transmitters, write for your 21E/M booklet.

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

261 Madison Ave., NEW YORK 16
1930 Hi-Line Dr., DALLAS 2
2700 W. Olive Ave., BURBANK
Dogwood Road, Fountain City, KNOXVILLE
Petroleum Bldg., TALLAHASSEE
Collins Radio Company of Canada, Ltd., 74 Sparks St., OTTAWA, ONTARIO

COLLINS

Why the girl in Barlow's



ffice packs a .25

This is a rather strange little tale. It's an incident from the life of Ellen Friendly*. Now, don't get us wrong. Ellen is the devoted secretary and jane-of-all-trades for Harvey Barlow, senior partner in the Madison Avenue office of Barlow & Benninger.

But Ellen packs a .25 . . .

It gleams dimly in the corner of her secretarial handbag. Ellen's never used the darn thing, but you know how stories go.

The story —

Barlow's a fiend at radio and television though he's good at tossing a fast curve when it comes to a newspaper, magazine or outdoor campaign.

But radio's his meat. You'll find his and his co-workers' commercials walloping a client's story into homes in Ponce, Puerto Rico, or Sitka, Alaska; or maybe in Chicago, Syracuse or Seattle.

Barlow knows at the flip of a finger what the rates are wherever radio is sold, or bought. He knows *exactly* who's who in the top personnel brackets—not to mention their accounts. He knows up-to-the-minute gross radio revenue and what he doesn't know about Hooper, Nielsen and other crack radio analysts you could fit in a midget's thimble . . . thanks to his BROADCASTING YEARBOOK and MARKETBOOK.

You want to spray Lander, Wyoming, with profit-making sound? (Yes, there *is* a Lander and it's in Wyoming.) Harvey can tell you with a flip of his finger why Lander's a sizzler for some things and a dud for others—products and services we mean.

Barlow's got maps in the BROADCASTING YEARBOOK that would make The National Geographic (adv't) grow green with envy. He's got such precise marketing data that it would make a Pawtucket potato blush a tomato red.

He, Barlow, marks all this precious and not-to-be-had-anywhere-else information with the precise care of a Congressional librarian.

No wonder his associates—and that goes for you, too, Benninger!—head for his YEARBOOK when they're holed for an *immediate* answer.

It's just a lazy habit and Miss Friendly knows it. "Why not use their own YEARBOOKS?" she asks. And she's right. The place is packed with 'em. Well, Miss Friendly's fed up with the thing and somebody's going to get a you-know-what from that .25 if the habit isn't broken fast.

Is it any wonder that advertising in BROADCASTING YEARBOOK w-o-r-k-s? Is it any wonder that it snaps the people-who-count in radio to attention faster than a new account?

What we don't know, our customers will tell you. They are up to their hips in the largest, most-attention-attracting, most fruitful, most compact guide to everything that's everything in American radio today—more than 17,000 of them!

Write, wire or phone now and reserve your space in the 1955 BROADCASTING YEARBOOK and MARKETBOOK. If you are a regular advertiser, your YEARBOOK ad may count as one insertion against your contract and earn frequency discounts accordingly. (Minimum space in state directories is one-third page.) Otherwise, one-time rates apply. (⅓ costs $160; ½ runs $230; page is $395.) Our creative staff will submit suggested layouts if you wish. Deadline November 20 for proofs.

BROADCASTING YEARBOOK and MARKETBOOK

1735 DeSales St., N. W., Washington 6, D. C. ME 8-1022.

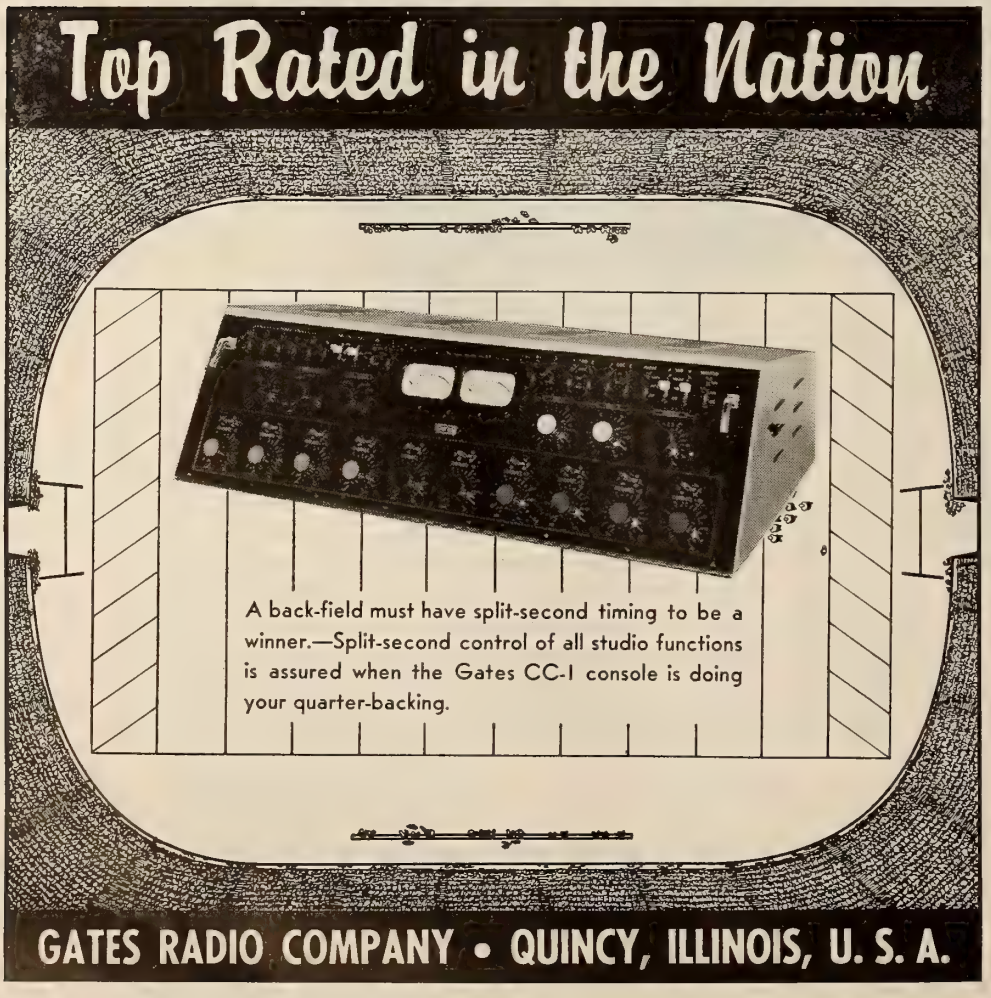
*No relation to Maggie Friendly, Bolivian carousel queen.

vide for cancellation prior to the expiration of the term?

III

Please indicate the basis upon which television affiliations are awarded by your network. A full statement setting forth specific criteria is desired. The committee, in particular, desires to know what effect, if any, is given to each of the following criteria:

1. Size of community
   A. Please indicate whether size of the community in which a prospective television affiliate is located is a factor in awarding television affiliations.
   B. If the answer to (A) is "yes," please indicate the smallest community in which a television affiliate of your network is located.
2. Size of service area
   A. Please indicate whether size of service area, in terms of population, of a prospective television affiliate is a factor in awarding television affiliations.
   B. Please indicate what criteria are utilized in ascertaining the boundaries of service areas. Are the Grade A or Grade B countours of the FCC utilized? If not, please indicate in some detail the methods utilized.
   C. What is the smallest service area of any television affiliate of your network?
3. Number of television sets
   A. Please indicate whether the number of television sets in the service area of the prospective television affiliate is a factor in awarding television affiliations.
   B. If the answer to (A) is "yes," please indicate the television affiliate of your network with the fewest television sets, giving the number of such sets.
4. Proximity to other television affiliates
   A. Please indicate whether proximity to another television affiliate of your network is a factor in awarding television affiliations.
   B. If the answer to (A) is "yes," please indicate
      (I) The minimum distance permitted
      (II) The maximum overlap permitted
5. If the criteria referred to in III 1 - III 4, are in any way interdependent, please explain in detail the nature of the interdependence.
6. Card rate
   A. Please indicate whether the card rate of the prospective television affiliate is a factor in awarding television affiliations.
   B. If the answer to (A) is "yes," please indicate the lowest card rate of any television affiliate of your network.
7. Please indicate what effect, if any, is given to the fact that the prospective television affiliate also owns one or more television stations in other communities which are television affiliates of your network.
8. Please indicate what effect, if any, is given to the fact that the prospective television affiliate operates on channels 7-13 rather than on channels 2-6.
9. Please indicate what effect, if any, is given to the fact that the prospective television affiliate operates on a uhf rather than a vhf channel:
   A. If no vhf television station is allocated to the community in which the uhf station is located.
   B. If one or more vhf television stations are allocated to that community, but no vhf station is yet in operation in that community.
   C. If one vhf station is in operation in that community.
   D. If two vhf stations are in operation in that community.
   E. If three vhf stations are in operation in that community.
   F. If four or more vhf stations are in operation in that community.
   G. In answering (A) through (F), please indicate what effect, if any, is given to the fact that a vhf station may not be allocated to or located in the same community as that in which the uhf station in question is located, but is allocated to or located in a nearby community. If any effect is given to that factor, please show with as much specificity as possible the criteria followed—e.g., distance, power, antenna height, etc.—in determining whether a television affiliation should be granted to the uhf station.
10. Please describe any other criteria which are utilized in the awarding of television affiliations by your network.



TWO NEW UHF TVS GET FCC APPROVAL

In other actions, protest by KLAS-TV Las Vegas against studio move by KLRJ-TV Henderson is denied.

TWO NEW uhf tv stations were approved by FCC last week, one a final decision to grant ch. 20 to WGMS Washington, D. C., and the other a non-hearing grant of ch. 79 at Toledo to Woodward Broadcasting Co., permittee of ch. 62 WCIO-TV Detroit.

The final ruling in the ch. 20 Washington case followed dismissal of a competitive bid by WEAM Arlington, Va. WGMS-TV is the second uhf permit in the National Capital, ch. 50 being granted earlier to WOOK there. Four vhf stations are operating there.

In other tv actions last week, FCC denied a protest by ch. 8 KLAS-TV Las Vegas, Nev., directed against a grant to ch. 2 KLRJ-TV Henderson, Nev., to move its main studio outside the city limits of Henderson and near Las Vegas [B•T, Sept. 27]. The two cities are about eight miles apart.

In a notice of proposed rule making to make uhf channel reallocations in the Miami area, FCC invited comments by Nov. 1 on a plan which would allow use of a common antenna "farm" in the Miami area and at the same time prevent intermodulation interference.

Channel Substitutions

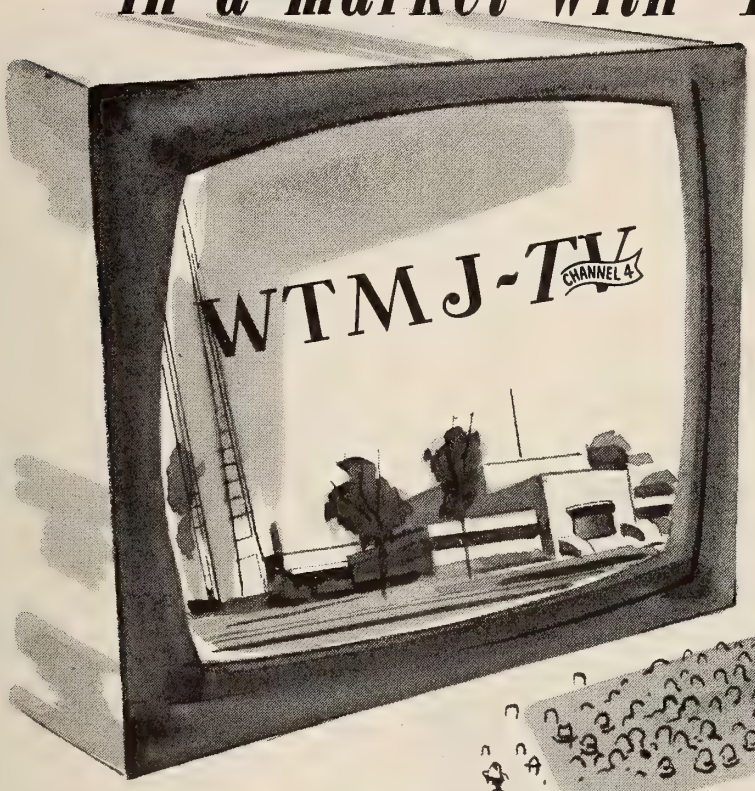
Based on a proposal by ch. 23 WFTL-TV Ft. Lauderdale, the substitute plan suggested by the Commission involves the substitution of ch. 39 for ch. 27 at Miami and exchange of ch. 27 for ch. 25 at BelleGlade. WMIE-TV would be ordered to show cause why it should not shift to ch. 39, according to the FCC proposal.

At the same time, FCC granted WFTL-TV a special temporary authority to move to the antenna farm north of Miami with increased power and antenna height. The farm was worked out with Civil Aeronautics Authority to keep high towers in one location in that area.

WFTL-TV, authorized on ch. 23 with 100 kw effective radiated visual power and antenna 270 ft. above average terrain at the site of WFTL-AM, under the STA is allowed to construct a new tower at the antenna farm with height of 856 ft. above average terrain and to use 195 kw ERP. Cost is estimated at $400,000.

WFTL-TV said NBC has recently agreed to sign a primary affiliation agreement provided the station can promptly improve its coverage there. Construction of the new tower is ex-

Fast way to win a foothold in a market with $4 Billion **EBI***

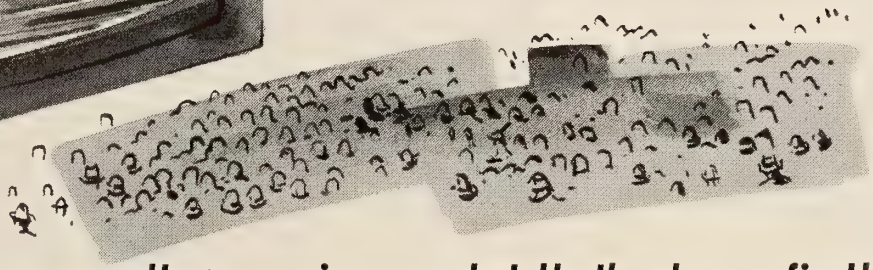


Put your message on

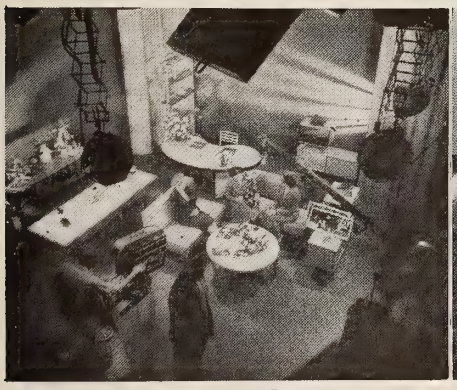
WTMJ-TV CHANNEL 4

. . . the only station that blankets this area containing 3,416,085 people, without counting Chicago!

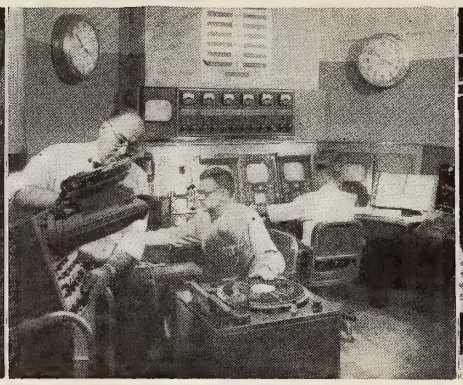
*Effective buying income.



FIRST in coverage, programs, results . . . in a market that's always first!



Seven complete studios, a mobile unit, and three microwave relay transmitters are ready to serve WTMJ-TV advertisers. In Wisconsin, only WTMJ-TV offers so much programming flexibility.



Finest facilities, and master technicians, mean outstanding quality in WTMJ-TV telecasts. 100,000 watts of power, transmitted from a 1,035-foot tower, assures good image within a 90-mile radius.



Fast results from WTMJ-TV programs give advertisers a real check on the station's performance. Today, WTMJ-TV is first in scheduled advertising, local and national, in Wisconsin.

There's no substitute for

WTMJ-TV EXPERIENCE

1st
- with seven years on-the-air experience in television.
- to transmit network color programs in Wisconsin.
- to originate local color broadcasts in Wisconsin.
- in the homes and hearts of the people of Wisconsin.

WTMJ-TV is the only television station in Wisconsin on the air for 115 hours per week . . . presenting local and basic NBC-TV network programs. Due to audience and advertiser demand, WTMJ-TV presents more programs than any other Wisconsin television station. Make it **your** station when you want results.

WTMJ-TV CHANNEL 4

The Milwaukee Journal Television Station

Represented Nationally by Harrington, Righter and Parsons, Inc. New York • Chicago • San Francisco



TELEPHONE and INTERVIEW SURVEYS GIVE SAME ANSWER

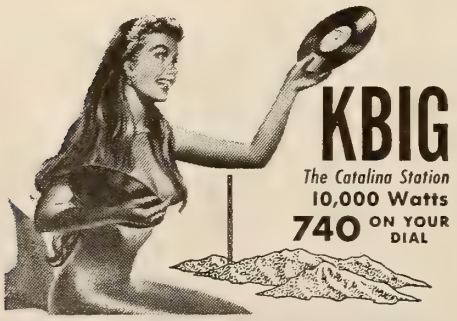
KBIG

delivers ALL Southern California at LOWEST COST PER THOUSAND

Two Radio Listener Surveys regularly measure Los Angeles and San Diego. Only FOUR stations register audiences in BOTH markets. KBIG is the only independent.

Whether you use the telephone or personal interview survey method, you'll find that average ratings divided by rates prove KBIG is your best cost per thousand buy.

Any KBIG account executive or Robert Meeker man will be glad to give you complete new market and survey data.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

pected to be completed in about 12 weeks.

FCC made final its proposal to substitute ch. 19 for ch. 74 at North Adams, Mass., and modified the authorization of WMGT (TV) there accordingly. The lower uhf channel was requested by WMGT. The North Adams change also involves substitution of ch. 54 for ch. 19 at Utica-Rome, N. Y.; substitution of ch. 15 for ch. 19 at Portsmouth, N. H., and ch. 74 for ch. 33 at Bennington, Vt.

The Commission made final its proposal to change the offset carrier designations for ch. 11 at Fargo, N. D., to plus and at International Falls, Minn., to ch. 11 even, effective Dec. 1. Change was requested by ch. 11 KELO-TV Sioux Falls, S. D.

Petition of ch. 28 WNAO-TV Raleigh, N. C., to eliminate "commercial intermixture" of uhf and vhf channels in the Raleigh-Durham area was turned down by FCC. WNAO-TV had sought switch of the educational reservation in Durham from ch. 40 to ch. 11 and in Raleigh from ch. 22 to ch. 5. WTVD (TV) Durham is operating on ch. 11 and in Raleigh ch. 5 is in contest between WPTF and WRAL.

Ch. 34 KANG-TV Waco, Tex., was turned down in its petition requesting limited de-intermixture of vhf and uhf channels through substitution of ch. 66 for ch. 10 there. FCC also turned down KANG-TV's request for a stay of the initial grant of ch. 10 to KWTX.

More Natvig Questioning Today in Lamb Renewal Case

FURTHER cross examination of Mrs. Marie Natvig by counsel for broadcaster-publisher Edward Lamb is scheduled today (Monday) before FCC Examiner Herbert Sharfman in the license renewal hearing on Mr. Lamb's WICU (TV) Erie, Pa. [B•T, Oct. 18].

Meanwhile, FCC last week advised Mr. Lamb that it will take no action on pending applications for renewal of license and sale of WHOO-AM-FM Orlando, Fla., "pending the outcome of the renewal hearing involving WICU."

Mr. Lamb has sold the WHOO properties for $295,000 to Mowry Lowe, former manager of WEAN Providence, subject to Commission consent [B•T, Sept. 6]. Mr. Lamb also is owner of WIKK Erie and WTOD Toledo. He holds permit for ch. 23 WMAC-TV Massillon, Ohio, and has contracted to buy ch. 47 WTVQ (TV) Pittsburgh. FCC also has withheld action on the applications to modify the WMAC-TV permit and to transfer WTVQ.

Gazette Seeks to Exercise WGR-TV Option, Sell WHLD

FCC last week granted a request by Niagara Falls Gazette Pub. Co. (WHLD) for temporary waiver of Sec. 3.35 (duopoly) of the Commission's rules to permit it to exercise its option to buy 25% of the stock of ch. 2 WGR-TV Buffalo, subject to the condition Gazette dispose of WHLD within 90 days.

FCC refused to expedite action on a pending WHLD transfer application, which seeks approval for sale of the Niagara Falls station to Earl C. Hull for $5,000 [B•T, Oct. 18]. Mr. Hull is vice president of Gazette Pub. Co. in charge of radio.

Gazette acquires 25% of WGR-TV under the option agreement which was worked out in the merger of certain of the competing applicants for ch 2. at Buffalo. The agreement provides that in the event Gazette is sold by the Deuel family (see Alanson Deuel obituary, page 75), the Gazette's 25% interest in WGR-TV would be re-purchased by WGR Broadcasting Corp. or taken over pro-rata by the other parties to the original merger [B•T, April 19].

There are unconfirmed reports of negotiations by the Gannett broadcasting-newspaper interests for purchase of Gazette Pub. Co. Price has been estimated at $2.5 million.

WJW SALE FILED FOR FCC APPROVAL

APPLICATION for the purchase of WJW-AM-FM Cleveland, Ohio, by Storer Broadcasting Co. from William O'Neil for $330,000 less "net quick assets" [B•T, Oct. 11] was filed with the FCC last week.

Purpose of the sale is to round out Storer's proposed Cleveland broadcast operation. Pending before the Commission is Storer's purchase of Empire Coil Co. with its ch. 8 WXEL (TV) Cleveland and ch. 27 KPTV (TV) Portland, Ore., for $8.5 million [B•T, Jan. 11]. Also pending before the FCC is Storer's sale of KGBS-AM-TV San Antonio, Tex., to the *San Antonio Express* for $3.5 million [B•T, April 12]. The WJW purchase is subject to the condition that the FCC approve the sale of the KGBS stations.

Sale of the KGBS stations is required in order to allow Storer to remain within the Commission's multiple ownership rule which limits a single owner to five vhf tv stations and two uhf tv stations. Other Storer-owned stations are WJBK-AM-FM-TV Detroit, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WSPD-AM-FM-TV Toledo, WGBS-AM-FM Miami and WWVA-AM-FM Wheeling, W. Va. All the tv facilities are vhf. Upon FCC approval of the KGBS and Empire Coil sales, Storer Broadcasting will then own one uhf and five vhf tv stations.

WJW is being sold by William O'Neil, brother of Thomas O'Neil, president and chairman of General Teleradio Inc. The agreement calls for payment to Storer by Mr. O'Neil of $47,184, representing advances of funds to him by WJW. Storer agrees to pay Mr. O'Neil $126,587, representing advances by Mr. O'Neil, his family and "affiliated company" to WJW.

Four Tv Applications Filed in Active Week

FOUR applications for new tv stations—the largest number in any one week in recent months—were filed with the FCC last week.

• At Mayaguez, P. R., application for ch. 3 was submitted by Supreme Broadcasting Co., operator of WJMR-AM-TV and WRCM (FM) New Orleans. This is the third bid for the same facility and the second in as many weeks. The other two applicants are the only existing tv stations in Puerto Rico, ch. 4 WAPA-TV and ch. 2 WKAQ-TV.

• Ch. 13 at New Bern, N. C., is sought by Nathan Frank, president and owner of WHNC-AM-FM Henderson, N. C.

FCC, however, has proposed to shift the ch. 13 facility from New Bern to Princess Anne, Va., a county seat southeast of Norfolk [B•T, Sept. 27]. The Commission action was based upon the petition of ch. 27 WTOV-TV Norfolk [B•T, Aug. 30, April 5].

• At Rapid City, S. D., bid for the station on ch. 3 was filed by Black Hills Broadcasting Co. of Rapid City. Sole owner of Black Hills Broadcasting is Helen Duhamel, stockholder of KOTA Rapid City.

• At Fairbanks, Alaska, bid for ch. 11 there was filed by Northern Television Inc., operator of ch. 11 KTVA (TV) Anchorage.

Services Vote 'No' To WSLA (TV) Tower

WAR between broadcasters and the military services hove into view last week when all three service members of the Washington Airspace subcommittee voted "no" to a request by WSLA (TV) Selma, Ala., to erect a 1,993-ft. tower near Sellers, Ala.

Vote came after an acrimonious exchange between military delegates of the subcommittee and Abiah A. (Bob) Church, NARTB attorney. Mr. Church insisted that reasons must be given for a denial of an application, but Army, Navy and Air Force representatives refused to specify their objections.

WSLA's request for Washington Airspace subcommittee approval came after the station had checked with aviation and military officials on two other sites. At the request of local aeronautical representatives, WSLA picked the Sellers site—four miles from the site of the 1,483-ft. tower of WSFA-TV Montgomery, Ala., now being built. The regional airspace subcommittee "reluctantly" approved this site and height.

Military members of the Washington subcommittee took the position that towers almost 2,000 ft. high were hazards to air navigation, no matter what the local airways and airports situation was.

WSLA attorney Eugene F. Mullin Jr. told B•T that the station intended to proceed with the filing of an application for the 1,993-ft. tower. This will put the question before the FCC, he pointed out, which has the right to determine on its own whether the proposed tower will be a hazard to airplanes. A hearing may be necessary, he surmised.

FCBA Speakers Debate Repeal of Sec. 309 (c)

REPEAL of Sec. 309(c) of the Communications Act, the provision allowing economic protest of FCC television grants and other authorizations, was called for Thursday during debate at a luncheon meeting of the Federal Communications Bar Assn. at Washington's Willard Hotel.

Attorney Leonard H. Marks voiced the desirability of repealing the economic protest law, pointing out that other provisions of the Act allow the public and other interested parties to disclose to the Commission facts which might require reconsideration of a grant. He cited abuses not intended under Sec. 309(c), such as new stations delayed through protests based on insufficient grounds, and pointed out the delays have been costly to both the public and the permittee.

Benedict P. Cottone, former FCC general counsel and now in private practice, pointed out that under Sec. 309(c) emphasis has been misplaced upon the legal technicality of who is properly a "party in interest" with standing to protest. The real question, he said, is whether there are "substantial grounds" alleged in the protest so as to enable the Commission to decide to affirm or reconsider a grant.

WCOV, KWTV (TV) Contest WSFA Sale to WKY Interests

APPLICATION for the sale of WFSA-AM-TV Montgomery, Ala., to the WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $562,600 and the assumption of more than $500,000 in obligations [B•T, Oct. 4] should be set for hearing, WCOV-AM-TV Montgomery, Ala., and KWTV (TV) Oklahoma City told the FCC last week.

Petition that the transfer be set for hearing was based on charges that the Oklahoma Publishing Co. *(Oklahoma City Daily Oklahoman* and *City Times)*, parent company of WKY, was a monopoly in Oklahoma City and practiced advertising and news discrimination against KWTV and other tv stations in that city. It also alleged that the two newspapers acted to restrain program sources from appearing on stations other than WKY-TV.

Among the instances given as examples of the alleged discriminatory practices, the document claims that the Oklahoma City newspapers never carried any news of KWTV's grant, construction or opening ceremonies, of its 1,571-ft. tower, of its color activities, or that it was carrying the Orange Bowl football games last fall. It also claimed that although all WKY advertising was carried on what it called the radio-tv page of the newspapers, KWTV and other station advertising was carried in other pages of the newspaper editions, and never on the so-called radio-tv page. It also charged that a local garden club and a college professor were warned by WKY that if they appeared on KWTV they would be barred from the WKY program schedule.

The document pointed out that R. F. Hudson Sr., vice president and 25% owner of WFSA properties, was also president and 60% owner of the *Montgomery Advertiser* and *Journal*.

Both the Oklahoma City newspapers discontinued free radio and tv logs in 1953.

The Money Machine



A "stick" of fine cigarette-type tobacco

Between August 16th and year's end, "Money Machines" will have made Eastern Carolina farm families richer by more than a **quarter billion dollars.**

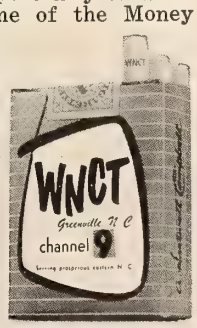
The product of this fabulous machine is fine cigarette-type tobacco, of which Eastern North Carolina is the world's largest producer. By October 14th, a part of its golden harvest had already enriched our area by **$214,480,813.03.**

To reach the approximately 1,000,000 people in this prosperous region, **rely on WNCT**—the only television station covering the entire market. A vigorous merchandising-minded operation, WNCT will appreciate the opportunity to work with you in **building your sales in "Tobaccoland"** . . . home of the Money Machines.

Set count now nearly 90,000

PRIMARY CBS AFFILIATE

WNCT Greenville ★ N. C. channel 9



Operating on 100,000 watts full time

A. Hartwell Campbell, General Manager

JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA

'FOOTNOTE 10' DIES, TV BACKLOG ENDS

"FOOTNOTE 10," the well-known appendage to Sec. 1.371 of FCC's rules governing the temporary processing of post-freeze television applications, was kicked out of existence last week as the Commission announced it will begin processing of new tv applications in the order in which they are filed.

FCC also announced it now will consider applications by existing tv stations to change their channel assignment, provided the requested channel is allocated there.

The Commission action signals the official end of the backlog of new tv bids after lifting of the four year freeze in April 1952. FCC has been current in processing new applications, however, for some months. The Commission also is up to date in designating for hearing all pending mutually exclusive bids for the same channel, it was indicated.

In deleting Footnote 10 to Sec. 1.371 of its rules, FCC added the following:

Sec. 1.378. *Procedure for processing applications for Television Broadcast Stations.* The following procedures shall apply with respect to the processing of applications for television broadcast stations and for the designation for hearing of such mutually exclusive applications.

(a) Applications for television stations will be processed in the order in which they are accepted for filing.

(b) Regardless of the number of applications filed for channels in a city or the number of assignments available in that city, those applications which are mutually exclusive, i.e., which request the same channel, will be designated for hearing. All other applications for channels will, if the applicants are duly qualified, receive grants. For example, if Channels 6, 13, 47 and 53 have been assigned to City X and there are pending two applications for Channel 6 and one application for each of the remaining channels, the latter three applications will be considered for grants without hearing and the two mutually exclusive applications requesting Channel 6 will be designated for hearing. If there are two pending applications for Channel 6 and two applications for Channel 13, separate hearings will be held.

(c) Where applications are mutually exclusive because the distance between their respective proposed transmitter sites is contrary to the station separation requirements set forth in Sec. 3.610 of the Commission's rules, said applications will be processed and designated for hearing at the time the application with the lower file number is processed. If the question concerning transmitter sites is resolved before a decision is rendered in the matter, the application with the higher file number will be returned to its appropriate place on the processing line. In order to be considered mutually exclusive with a lower file number application, the higher file number must have been accepted for filing at least one day before the lower file number application has been acted upon by the Commission. If the lower file number application is in hearing status at the time the higher file number application is accepted for filing, the 60-day cut-off date specified in Sec. 1.387(b)(3) will be applicable.

(d) Where a mutually exclusive application on file becomes unopposed, or where an amended application or a new application is filed in place of the several competing applications and the applicant formed by such a merger is completely or substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

Sec. 1.304 of the rules was amended by the addition of the following sentence:

An application for a television broadcast station must request a specific channel provided for in Table of Assignments (Sec. 3.606) for the city in which the applicant proposes to construct a station.

Uhf KETX (TV) Tyler Quits

UHF ch. 19 KETX (TV) Tyler, Tex., last week informed the Commission that it would suspend operation yesterday (Sunday). This is the 19th post-thaw tv station to suspend operation and retain its permit. KETX suspended earlier this year following a labor dispute and several creditor suits. The station resumed operation under the personal management of its owner, Jacob A. Newborn Jr., and was reportedly operating "in the black" at that time [B•T, May 3].

Mr. Newborn has pending before the Commission a petition to shift vhf ch. 9 from Lufkin, Tex., to Tyler. Mr. Newborn's petition said that continued operation on uhf ch. 19 KETX is "hopeless" and that he faces bankruptcy unless he obtains a vhf outlet.

'Few Controls as Possible' Urged by New FCC Chairman

"MY FIRM conviction is that government should exert a minimum of interference with the lives and fortunes of its citizens," FCC's new chairman, George C. McConnaughey, stated Thursday night in an address on Thomas Edison's invention of the electric light.

Speaking of the progress in the electrical world since Mr. Edison's discovery, Chairman McConnaughey noted the newer field of electronics and radio-tv communication with its problems of government regulation. He addressed the Light's Diamond Jubilee Civic Banquet, Nela Park, Cleveland.

Mr. McConnaughey explained that if he didn't believe "some" government controls are necessary, "I can assure you in all honesty that I would not have accepted my present job [FCC], the one that preceded it in Washington [chairman, Renegotiation Board], or my former position as chairman of the Ohio Public Utilities Commission. Yet I can in equal honesty say that I believe in having as few government controls as possible."

Chairman McConnaughey indicated it is his belief, "based on experience and observation in Ohio and in Washington, that government should exert the least possible interference with the great *productive energies* of business in all its phases. What 'the least possible interference' involves is a tough problem for both legislators and regulators to decide. It is perhaps especially difficult in public utility control."

Turning to FCC problems, Mr. McConnaughey cited the growth of national defense communication needs, not expected when the Commission was established 20 years ago.

"We now know," he said, "that the greater the advance in electronics, the more controls will be needed in this field of national defense. The bigger the role that defense considerations play, the more wisely the Commission must function."

"We must serve the public interest in many different ways, not only by regulating, but by cooperating with those whose activities in electrical communications place them under our jurisdiction."

WHIS Favored for Ch. 6, Seeks Early Final Grant

INITIAL decision proposing to grant ch. 6 at Bluefield, W. Va., to WHIS there was issued last week by FCC Examiner Hugh B. Hutchison. Action followed withdrawal by Southern West Virginia Television Inc. of a competitive application for the same channel.

WHIS has announced it will petition FCC to make the initial ruling effective immediately. The initial decision normally becomes effective in 40 days unless there is a protest.

WHIS is licensed to Daily Telegraph Printing Co., owned by H. I. Shott and family. Southern West Virginia Television includes part owner N. Joe Rahall, president of WKAP Allentown, Pa.

Our favorite haunts. . .

are stations where the

SESAC *Transcribed Library*

is "sweeping up"

profits for

broadcasters

every day.



The SESAC Library is **lowest in cost** for a **complete** Program Service.

SESAC Inc., 475 Fifth Avenue, New York 17, N. Y.

"The Best Music in America"



Suppose Gasoline Refiners and Retailers Couldn't Adjust Prices to Meet Market Conditions

Because of intense competition at all levels in the oil industry—from refining through retailing—American motorists get better service from their local gas stations and derive more efficiency from the gasoline they use than any other motorists in the world.

Individual petroleum companies and individual gasoline retailers are free to adjust prices to meet seasonal fluctuations in demand for their product—or to counter local or regional competitive situations.

But the railroads—with petroleum purchases totaling about $400 million a year, making them one of the oil industry's biggest customers—do not have the same freedom. Archaic regulations, most of them established when the railroads were practically a monopoly, are ill-adapted to today's highly competitive situation in the transportation industry.

These regulations deprive the railroads of the price flexibility essential to meet today's market conditions and competitive situations.

For example, last year one group of railroads was refused the right to *lower* rates on canned goods to meet the competitive highway situation—on grounds that reduced rates would not add to revenues. At about the same time, another group of railroads was forbidden to *raise* rates on fresh vegetables on the grounds that, even though they were losing money hauling them, they were making a net profit from their overall business.

The confusion and losses resulting from such regulation have proved harmful to the railroads operating in the highly populated, industrialized East.

These roads believe they could operate more soundly—and serve industry and the public better—if the regulations affecting them were modernized and brought into line with conditions as they exist *today* in the transportation industry... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

WHLI

THE LONG ISLAND STORY

DOMINATES

Long Island's Big, Rich

NASSAU COUNTY

* * *

$176,988,000

AUTO STORE SALES

(Sales Mgt.)

* * *

WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND"

AM 1100 WHLI FM 98.3

HEMPSTEAD, LONG ISLAND, N. Y.

GUARANTEED CIRCULATION WITH REBATES OFFERED IN WATV (TV)'S NEW RATE CARD

Station offers pro-rated rebate or time equivalent refund where guaranteed audience isn't delivered.

WATV (TV) Newark, releasing its first new rate card since 1952, announced Thursday that its rates would guarantee its advertisers a maximum cost of $1.25 per commercial minute per thousand homes delivered.

The station said this was "an entirely new concept in media marketing," and part of WATV's drive to become the "dominant" independent tv station in the New York market.

Basic rate of the new card (No. 5) is $2,000 for an hour of class A time compared to the current $1,000 rate for that period. The new card is effective Nov. 15.

Other guarantees, on the same basis, are 75 cents for 20-second announcements and 45 cents per 10-second announcements. All program time, according to the station, will be computed on the basis of the number of commercial minutes permitted in each time segment.

WATV said that "actually, these new rates require the station to deliver a 6. rating in A time, a 4.5 rating in B time, a 3. rating in C time and a 2.2 rating in D time.

The station said that in case of "deficiencies" in these ratings, the advertiser may elect to receive a cash or time credit. At a news conference, Bertram Lebhar Jr., vice president and sales director, said if a program fails to deliver the guaranteed rating, the client would be rebated money or the equivalent in time, whichever the sponsor prefers.

For example, if a program in B time, sold on the basis of delivering a 4.5 rating, over a period of a month's time came up with a 4.0 rating, WATV would refund $166.66 or its equivalent in B time. This is figured on the basis of $1,500 per hour for class B time under the new rate card. Other hourly rates in time periods are: $1,000 for class C, $750 for class D, $400 for one-minute of class A time.

WATV at present is serviced by Telepulse and the station apparently plans to use its ratings for the "guarantee" system.

The new rate card is effective at the same time the station will increase its maximum ERP to 316 kw which, according to WATV, will send its ch. 13 signal into more than 4,250,000 tv homes in the New York metropolitan area. (The station has been transmitting from atop the Empire State Bldg. since last November.)

Mr. Lebhar said although audience guarantees will be predicated upon each ensuing monthly rating, "advertisers are invited to 'outguess the experts.' They may buy availabilities on WATV on the basis of the last previous ratings and may pay prices in accordance with these ratings for a maximum period of 13 weeks."

Mr. Lebhar asserted the new rate card would take the "guess and gamble" out of tv time-buying and replace it with "the guarantees of newspaper and magazine circulation."

Mr. Lebhar said, "where periodicals guarantee only the circulation, we guarantee the equivalent of the actual readership of the advertisement."

Barker Named to WWKO Post

JOSEPH H. BARKER, formerly sales manager for WETZ New Martinsville, W. Va., has been named West Virginia sales manager for WWKO Ashland, Ky., according to an announcement by Charles F. Trivette, president of the station. Prior to his association with WETZ Mr. Barker had served with Storer-owned WWVA Wheeling, W. Va.



MR. BARKER

EASTERN STATIONS HINDERED BY HAZEL

HURRICANE HAZEL's fury disrupted radio and tv transmission along the eastern coast, forced stations to extend their schedules beyond sign-off to broadcast late forecasts and damage reports and prompted a public service campaign by Canadian stations to aid storm victims.

Network staffs were alerted "just in case," but coverage was not extensive.

WPTF Raleigh, N. C., fed comprehensive reports to stations in a dozen states and Canada until the 90-mile-an-hour winds cancelled operation for nearly four hours. WHNC Henderson, N. C., reported loss of its tower.

WEVÇ (TV) Norfolk-Hampton, Va., was not able to transmit from Friday afternoon until Sunday evening because of the damage inflicted.

Seven radio stations in Washington, D. C., suffered loss of electric power and three others were plagued by spasmodic interruptions to service. Some stations operated from emergency power supplies. Two tv stations were knocked off the air and personnel on the top floor of WTOP-TV were evacuated when it was feared that the tower might fall victim to the high winds.

WBAL Baltimore went on standby power to continue operations and aired reports from WMFD Wilmington and WMBL Moorehead City, both N. C.

In New York City WOV and WINS suspended temporarily when their permanent transmitters were damaged at the winds highpoint.

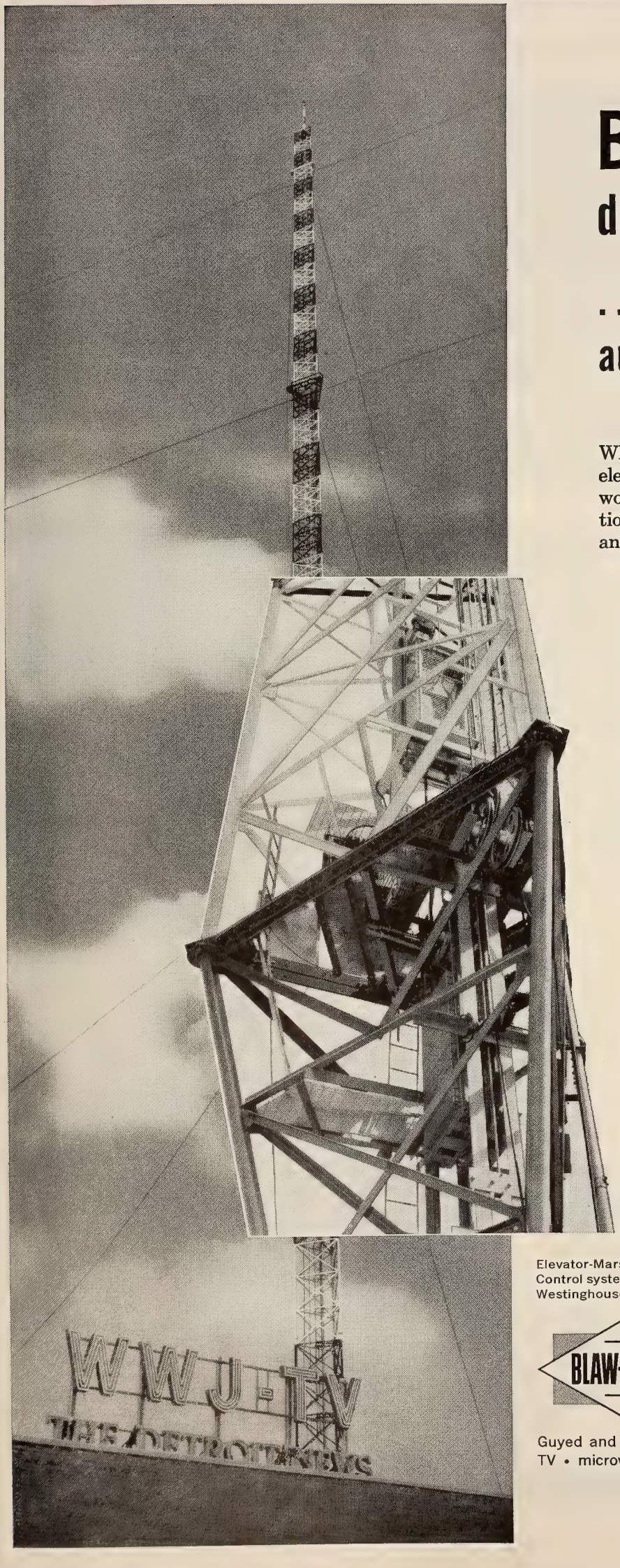
In upstate New York the 491-foot tower of WTVE (TV) Elmira was blown down, threatening to keep the station off the air for a month. WDLA Walton lost its 200-foot tower, but quickly substituted a horizontal, inverted "L" copper antenna and missed only one day of broadcasting. WELM Elmira had to resort to auxiliary power from its transmitter to continue operating.

Increase in power at WICH Norwich, Conn., has been delayed because Hazel demolished a partially completed tower at the station. Although the falling tower did not hit the other towers or the studios, damage was estimated at $7,000.

CKLB Oshawa, Ont., Canada, left the air because of power failure.

WMYB Myrtle Beach, WBTW (TV) Florence and WCSC Charleston, all S. C., WBTV (TV) Charlotte, WFMY (TV) Greensboro, WRRF Washington, all N. C., WSVA Harrisonburg, Va., WVCH and WPWA both Chester, Pa., WQAN and WEJL (FM) both Scranton, Pa., WPTZ (TV) and KYW, both Philadelphia,

(Continued on page 75)



BLAW-KNOX tower designed and fabricated

....to accommodate special automatic two-man elevator

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower . . . in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower . . . 14 feet on each side, 1063 feet high and weighing 265 tons . . . with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you . . . to meet *your* specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

Elevator-Marshall Elevator Company, Pittsburgh, Pa.
Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

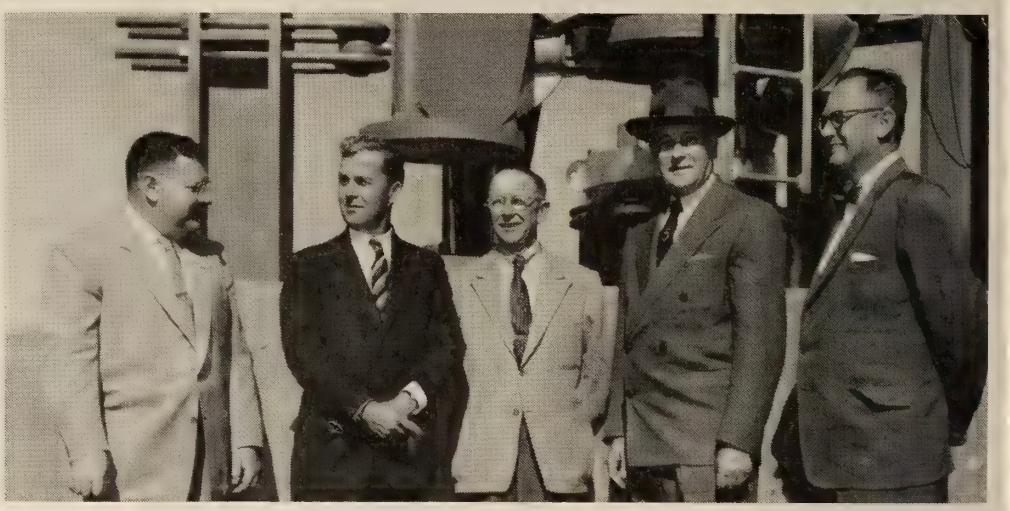
BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting — for AM • FM
TV • microwave • communications • radar



AGENCY executives who place millions in tv time were among those who attended formal dedication of KWTV (TV) Oklahoma City Oct. 16. The CBS ch. 9 outlet, featuring the "World's Tallest Tower" (1,572 ft.), represents an investment of $2,500,000. It began interim operation last Dec. 20.

Photographed at the tower base are (kneeling) Penelope Simmons, Foote Cone & Belding, New York, and Edgar T. Bell, KWTV-KOMA general manager. Standing (l to r): Eddie Coontz, KWTV m.c.; W. J. Knodel, Avery-Knodel, Chicago; Ed Fitzgerald, J. Walter Thompson, Chicago; Clyde Melville, Avery-Knodel, Dallas; Bill Thomas, J. Walter Thompson, New York; Art Sherin, Avery-Knodel, New York; B. P. Timothy, Avery-Knodel, Chicago; Wendall Moore, Grant, Detroit; Edward P. Shurick, CBS-TV New York; Newman McEvoy, Cunningham & Walsh, New York; Ruth Jones, Compton, New York; Chet Slaybaugh, Ted Bates, New York; Frank Silvernail, BBDO, New York; Dan Byrd, Ideco, Columbus, designers of the tower; Mrs. Edgar T. Bell; Lew Avery, Avery-Knodel, New York; Bert Lown, CBS-TV, New York; Fred Vance, KWTV sales manager; Lewis J. Nelson, Geoffrey Wade, Chicago; John J. Flannigan (almost hidden), McCann-Erickson, New York; Johnny Carson, CBS-TV, Hollywood; Ken Carson, CBS-TV New York *(Garry Moore Show)*, and Gene Riesen, sales manager, KOMA.



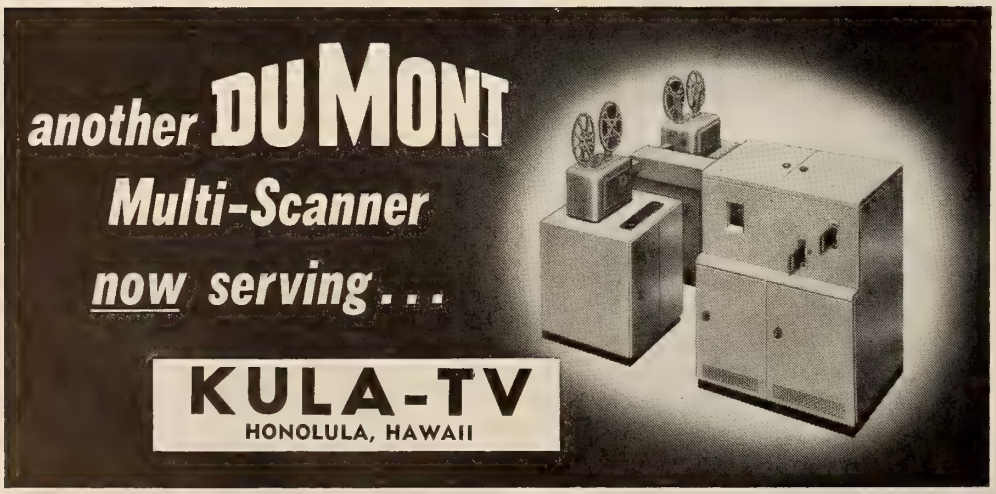
BRASS at KWTV (TV) dedication (l to r): John Griffin, Muskogee, chairman of the board and president of KOMA Inc.; FCC Comr. John C. Doerfer; Edgar T. Bell, general manager of KWTV (TV) and KOMA; Roy J. Turner, president and former governor of Oklahoma; James C. Leake, Muskogee, board member, both stations.

J. C. Hetherington Retires After 15 Years With Blair

RETIREMENT of J. Chris Hetherington, manager of the St. Louis office of John Blair & Co., effective Jan. 1, is being announced today (Monday) by John Blair, president of the radio representative firm.

Mr. Blair said Mr. Hetherington, who managed the St. Louis office the past 15 years, is the first Blair executive to retire under the company's retirement pension plan. Appointment of a new manager is expected in 10 days to two weeks.

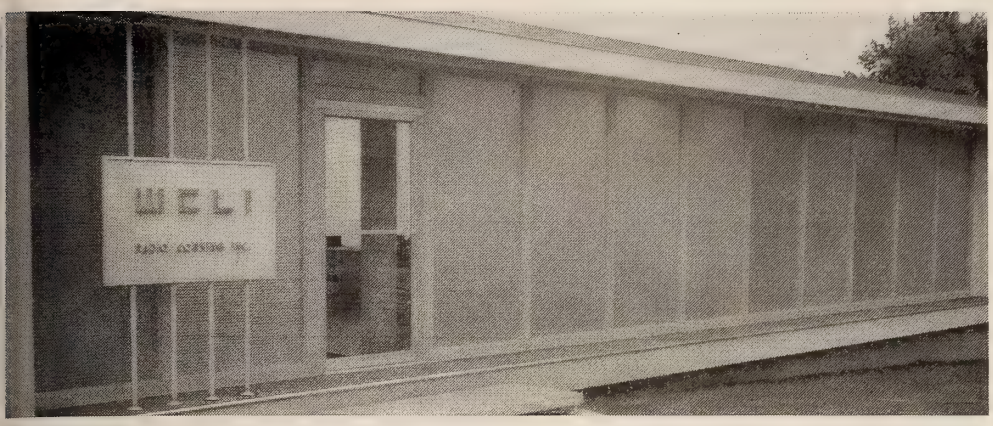
Mr. Hetherington opened the St. Louis office in September 1939, after being associated with CBS as salesman for the network's Chicago station WBBM and sales manager of KMOX St. Louis. During that interval he was also account executive for International Radio Sales. He entered the advertising business in 1919 with the *Chicago Tribune* and was general advertising agent for the Wabash Railroad.



WTOP-TV Goes to 316 Kw After $250,000 Expansion

WTOP-TV Washington, D. C., recently increased its effective radiated power from 54.9 kw to maximum 316 kw, George Hartford, vice president for television of WTOP Inc., has announced. The changeover, which cost an estimated $250,000 and will add $50,000 to the station's yearly maintenance costs, is expected to make the station's signal available in an area of 14,900 square miles in Virginia, West Virginia, Maryland and Pennsylvania.

The station estimates that 646,900 sets are now able to pick up its signal.



NEW HOME of WCLI Corning, N. Y., the "House of Glass," was opened Oct. 17.

(Continued from page 72)

WRCA-AM-TV and WPIX (TV) both New York city, and WDRC Hartford, Conn., reported program changes to accommodate bulletins on road conditions, storm warnings, school closings, and reports from other official agencies. Some stations reported mobile units in action during the height of the blow.

Other special storm-progress reports were fed to distant stations by WFMC Goldsboro, N. C., WKLV Blackstone, WJMA Orange, WFVA Fredricksburg, all Va., WFMD Frederick and WJEJ Hagerstown, both Maryland.

Soon after Hazel subsided, Ontario stations CHCH-TV, CKCO, and CHML, all Hamilton, CHNO Sudbury, CBLT (TV), CBL, and CJBC, all Toronto, combined to put on marathon programs in an effort to raise $10 million for flood relief work. Three days later $250,000 had been donated.

Alanson Deuel Dies At 80; WHLD Founder

ALANSON C. DEUEL, 80, sole owner of the *Niagara Falls Gazette* and founder of WHLD Niagara Falls, N. Y., died at his home Tuesday. A civic and business leader, his passing was noted by Gov. Thomas E. Dewey who said he was a man "beloved and respected as the venerable and vigorous publisher of a fine newspaper whose 100 years of conscientious service to the people he had come to symbolize."

Mr. Deuel started his career with the *Gazette* in 1895 when he was put in charge of its printing department. After service in the Spanish-American War, he became business manager of the paper and in 1906 was elected president and treasurer. In 1911 Mr. Deuel acquired control of the paper and became its publisher.

Mr. Deuel is survived by his wife, Helen.

Henry to Join Boston Applicant

MICHAEL HENRY, general manager of WKOW-AM-TV Madison, Wis., has resigned effective Dec. 31 to accept a similar post with Greater Boston Television Corp., applicant for ch. 5 in Boston, in which he is an officer and stockholder. He tendered his resignation months in advance of the effective date to enable Monona Broadcasting Co. to select a successor, according to Stewart Watson, Monona president. Ben Hovel, who joined WKOW-AM-TV as commercial manager Aug. 15, will assume the duties of general manager, Mr. Watson added. Mr. Henry and his wife will leave in late January for a five-month cruise around the world.

WCLI-AM-FM Dedicate New 'House of Glass' Quarters

WCLI-AM-FM Corning, N. Y., held open house Oct. 17 to dedicate its new studio-office building, the "House of Glass." Built at a cost of about $34,000, the two level structure has a total of 2,500 sq. ft., Gordon M. Jenkins, president and general manager, has reported.

The Corning Glass Works presented the ABC-affiliated station with a photosensitive glass plaque listing all the uses of glass in the new building. A mailing piece, the *WCLI Transmitter,* is being sent to 5,000 advertising and agency people, Mr. Jenkins said.

KAKE-TV Goes on Air, Brings Tv Total to 412

KAKE-TV Wichita, Kan., first vhf but second tv there, began regular programming last Tuesday affiliated with ABC, according to an announcement by Martin Umansky, general manager. The ch. 10 station is operating at full 316 kw from a 1,079-ft. tower, Mr. Umansky said. George P. Hollingbery Co. is representative.

The number of operating tv stations now stands at 412.

Reports from other stations:

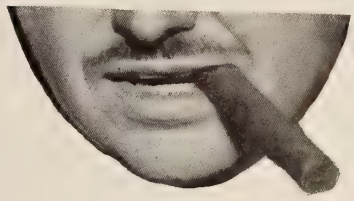
KTLJ-TV Houston, Tex., has switched call letters to KTRK-TV and is scheduled to begin commercial operations in December. The ch. 13 outlet has appointed William Bennett commercial manager. Blair Tv is national representative. John T. Jones Jr. is president of Houston Consolidated Tv Co., KTRK-TV licensee.



MR. BENNETT

WQXI-TV Atlanta, owned by Robert W. Rounsaville, plans to begin programming Nov. 21, Pat Kelly, production and promotion, has reported. Test patterns began Oct. 13. The ch. 36 outlet is entering a market with three established vhf stations.

Daily Telegraph Printing Co. (WHIS), Bluefield, W. Va., which last week was favored in an initial decision for ch. 6 there, is looking forward to a prompt final grant and hopes to be on the air by Christmas. Call letters will be WHIS-TV and representative, The Katz Agency. Hugh Shott is president and P. T. Flanagan general manager.



Sorry, Joe Floyd...

but we're crowding you out of the ad to make room for the big news about your

NEW POWER

Yes, Floyd's KELO-TV is

***now* 216,000 WATTS**

. . . and lighting up new sets like mad in a wide-radius virgin territory . . . to make even more spectacular KELO-TV's thorough coverage of the prosperous Greater Sioux Empire.*

* South Dakota, Minn., Iowa

KELO's presently operating sports "off the air" pickup turns to inter-connecting cable as of Nov. 15th.

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.

JOE FLOYD, *President*

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

BITNER RAISES TOP OFFICIALS

Harry Bitner Sr. elected board chairman of three stations with Harry Bitner Jr. becoming president of the outlets.

ELEVATION of Harry M. Bitner Sr. to be chairman of the board and Harry M. Bitner Jr. to be president of the Bitner-owned radio and tv properties in Indianapolis, Grand Rapids, and Flint, Mich., was announced last week. The senior Mr. Bitner had been chairman of the Indianapolis stations, and president of the Grand Rapids and Flint stations. Mr. Bitner Jr. had been president and general manager of the Indianapolis stations and vice president of the Grand Rapids and Flint stations.

Other promotions:

In Indianapolis, William F. Kiley, commercial manager of WFBM-AM-TV, was named vice president and general manager. Mr. Kiley is a 25-year veteran with the Indianapolis stations.

In Grand Rapids, Mich., Willard Schroeder, general manager of WOOD-AM-TV, becomes vice president and general manager of the stations. Mr. Schroeder has been with the Bitners for five years.

In Flint, Mich., Lester W. Lindow, general manager of WFDF, becomes vice president and general manager. Mr. Lindow has been with the station for six years.

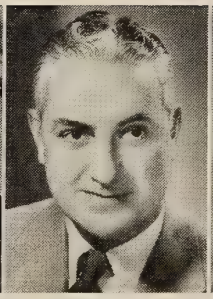
The Bitners also own WEOA Evansville, Ind., with Don Menke as general and commercial manager.



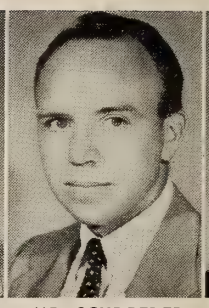
MR. BITNER SR.



MR. BITNER JR.



MR. KILEY



MR. SCHROEDER



MR. LINDOW

Meredith Revenue Hits $5.2 Million

RADIO AND TV broadcasting revenues of the Meredith Publishing Co. stations totaled $5,236,736 for the year ended June 30 compared to $3,774,386 the previous year, according to the company's fiscal year statement. Addition of new broadcasting properties during the year contributed to the increase. The radio-tv revenue was 12.7% of the company's $41,298,782 total.

Additions during the year included $2,008,000 of broadcasting plant and equipment acquired through purchase of KCMO-AM-FM-TV Kansas City and WHEN Syracuse (radio). An increase in depreciation and amortization was said to reflect the higher obsolescence rate on investments in broadcast equipment and the high amortization of contracts and tower leases acquired in purchase of stations. There is need for ample liquid resources in anticipation of the high obsolescence rate of certain high-cost electronic equipment, according to the report.

Meredith broadcast properties in addition to those mentioned above include WHEN-TV Syracuse; WOW-AM-TV Omaha, and KPHO-AM-TV Phoenix.

WTVP (TV) Boosts Power

WTVP (TV) Decatur, Ill., announces an increase in power from 17.1 kw to 213 kw, effective last Tuesday. The station claims the power boost will increase its coverage to a 55 mile radius of Decatur and will up its set count from 92,000 to 140,000 sets. At the same time, WTVP announced a rate increase to $300 for one hour Class A, effective Oct. 15.

STATION PEOPLE

Robert Moran appointed general manager, WBEL Beloit, Wis.

Jack McLean, sales manager, WJPS Evansville, Ind., appointed general manager.



MR. McLEAN

Jean Paul King, formerly general manager, KLAS-TV Las Vegas, to KORK there as station manager.

J. W. Denniston, Iowa sales manager, Wembley Inc., New Orleans, appointed to newly - created post, local sales manager, KSO Des Moines, Iowa.

Harry H. Foster, formerly sales account representative, WCAE Pittsburgh, to WFPG-AM-TV Atlantic City, N. J., as assistant to general manager.

Mervin B. France, of Cleveland, and director of various corporations, elected director, Storer Broadcasting Co.

Lloyd Webb, salesman, WAIT Chicago, promoted to sales manager.

Benton Paschall, station representative, Hollywood, appointed L. A. sales manager, KCBQ San Diego.

Charles A. Brailer, asst. program director, WOL Washington, D. C., to Voice of America, same city, as program director and night supervisor, Far Eastern division.

William P. Davey, formerly merchandising manager, *Des Moines Register* and *Tribune,* Des Moines, Iowa, to KSTP-AM-TV Minneapolis-St. Paul, as promotion manager.

Paul Beigel, WMGM New York, appointed traffic manager.

John P. Culver Jr., WFLN (FM) Philadelphia, promoted to operations manager.

R. W. Kirkpatrick, program director, WPAG-TV Ann Arbor, Mich., to WEAT-TV West Palm Beach, Fla., as operations manager.

Larry Rasco, news announcer, KRLD-AM-FM-TV Dallas, Tex., appointed news and special events director.

Lyle R. Richardson, sales manager and sports director, KGFW Kearney, Neb., to KBON Omaha, as sports director and account executive.

Chuck Muller, formerly farm program director, WJPS Evansville, Ind., to KOA Denver as farm service director.

Burke Waters, formerly with KQV Pittsburgh, to WSTV-TV Steubenville, Ohio, as sales service representative in Pittsburgh.

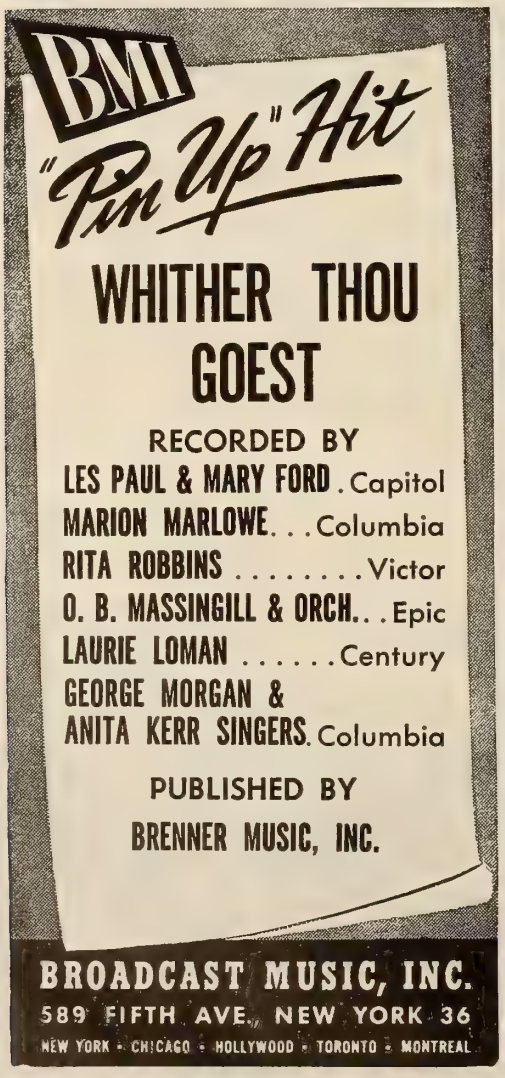
Dorothy Kimbell, formerly with Leo P. Botts Adv., Chicago, to WLBK De Kalb, Ill., as assistant copy editor.

Thomas Earley Jr., program director, WAEB Allentown, Pa., to WIP Philadelphia as assistant program director; **Perc Bowker** to sales staff, WIP.

Carl Erskine, pitcher, Brooklyn Dodgers, to WCBC Anderson, Ind., as conductor, *The Anderson Sports Special.*

Dave Manning, free-lance radio-tv announcer, Hollywood, to KGFJ there as disc m.c., *4 O'Clock Beat.*

Richard Lewellen, salesman, Charles Antell Formula No. 9 radio-tv commercials, to KCOP (TV) Hollywood as host-m.c., five-weekly *4 O'Clock Matinee.*



CHANGED PATTERN HAS BEEN DICTATED FOR RADIO NETWORKING—MBS' O'NEIL

At RTES testimonial luncheon, marking Mutual's 20th birthday, MBS' president recalls that past procedures were successful for networks but that new factors call for reappraisal of operations.

PERHAPS not even a single network, operating as a monopoly in the U. S., could economically do so if it operated as radio networks have been operating in the past, MBS President Thomas F. O'Neil indicated last week.

Mr. O'Neil spoke at last Tuesday's testimonial luncheon given MBS on its 20th birthday by the Radio & Television Executives Society at the Hotel Roosevelt in New York. Fulton Lewis jr., MBS news commentator, spoke in place of the originally - scheduled Gabriel Heatter.



MR. O'NEIL

Mr. O'Neil discarded an earlier prepared speech which he said had been "somewhat nostalgic, about the achievements of MBS over the past 20 years" and launched his talk on radio's survival because "recent developments in our trade" might provoke the cynical to refer to Mutual's 20th birthday while asking the question: "How long do you think they or any other radio network can escape obsolescence and the oblivion that attend it?"

Tv Primary Problem

Admitting "the hue and cry indicates that the radio network business as such is being subjected to a shakedown that will shiver its timbers," Mr. O'Neil said:

"How does this reappraisal come about? Television seems to be the primary problem in radio as in other media. Various prognosticators, whether expert or laymen, have sounded the death knell of radio itself while the more conservative have confined their direful predictions to embrace that of network operations alone. You can count myself among these if you will qualify this statement.

"As early as 1952, I made the statement that four radio networks operating as they have in the past are economically unfeasible, and I would like to repeat that statement today. And I might even revise it so that it would now state that two, or maybe even one radio network, operating as they have in the past, are economically unfeasible. The qualifying statement of 'in the past' changes the whole complexion of this statement, and I believe sounds the keynote of radio networks' future objectives.

"We have to bury the past. This means a reappraisal on the basis of where our listeners are, what type of people are included in these listeners and what have been their changing listening patterns because of the inroads of television."

Along this line, Mr. O'Neil cited the Ward survey for MBS [B•T, Oct. 4], asserting the appraisal should not be confined to networks but also encompass advertisers, agencies and stations.

A month ago, Mr. O'Neil had asserted in an interview, broadcast by Mutual, that radio network programming will continue to change as listening patterns change and that MBS expects to guide its future programming course by the results of the Ward survey [B•T, Sept. 20].

He told the radio-tv executives that MBS, which "will prevail for many more 20 year spans" will have "little resemblance [in the future] to the operation that has existed and done so well in the past."

Mr. O'Neil said, "I do not mean to disparage the philosophy of operations of the past. Horses and buggies, and cars without hydramatic drive, were fine in their day. In fact, I would say that if we had anything to do with drawing the blueprint of operation in the twenties and thirties, it would have been done the same way because the conditions at that time indicated this type of an operation.

"Conditions have changed, and I believe that the networks will change with them. And if all parties necessary to a successful change will cooperate fully, no one has to wonder about the future of radio networks."

Mr. Lewis, in his talk, reviewed the progress of radio-tv newsmen in Washington in establishing broadcast coverage and prestige as it is known in the Nation's Capital today. He also predicted that tv will never supplant radio "in the dissemination of straight news." He estimated a 5-minute radio newscast could pack as much information and punch as a 15-minute tv newscast, without, of course, the added cost factor.

Mr. Lewis was critical of printed news handling of the McCarthy-Army hearings, asserting that radio-tv coverage helped "police" what he called the "slanting" of newspaper and wire service reports of the hearing. He also warned Conelrad—the emergency radio warning system —may prove to be worthless unless used in conjunction with battery-operated radio, a lesson, he said, taught by Hurricane Hazel.

MBS 'Pruning' Planned To Bolster Operations

REPORTS of an impending "economy wave" at Mutual were discounted last week by MBS President Thomas F. O'Neil who termed planned cutbacks as "just a matter of pruning" along lines of the network's future plans.

In an earlier talk Mr. O'Neil had cited need for changes in networks' operations (see story above).

MBS officials discounted reports which held that up to a two-thirds reduction in overhead would soon be invoked for all radio operations in the General Teleradio organization, which encompasses Mutual, the Yankee and Don Lee regional networks, and WOR-AM-TV New York. They thought it more likely that any belt-tightening would apply only or primarily to Mutual, and that the two-thirds figure would prove to be greatly excessive.

Mutual department heads, it was conceded, have been asked to suggest ways in which MBS operations may be changed to conform to the needs for the "new look" which President O'Neil for some time has said is dictated by changing times. But they contended this request was meant to apply to methods of operation, not to "dollars alone," although they conceded that some economies conceivably may be effected through, say, the consolidation of some units which have had separate assignments in

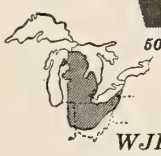
All you need to shell out



When you buy radio to *move goods right now* (and not just make friends for the future), do what some of today's smartest advertisers do: Get the most for the least—buy *spot radio, on key stations.* The cost, in comparison with *any other* advertising, is peanuts. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR Detroit
50,000 Watts CBS Radio Network



WJR's primary coverage area: 15,000,000 customers

CBS WTRI
ALBANY SCHENECTADY TROY
delivers
* 114,000
UHF Families
in the
Nation's
29th
Retail Market
SEE YOUR
HEADLEY-REED Man
* SOURCE ON REQUEST

the past. Mr. O'Neil, himself, discounted as unfounded the report that persisted to the effect that two vice presidents were leaving at the end of the month.

It also was noted that the reports—which in some, expanded versions predicted drastic personnel cutbacks at NBC as well as Mutual but which were denied by NBC insofar as its own operations were concerned—may have stemmed or been considerably exaggerated because of the fact that another network, ABC, has just gone through an extensive reduction in force [B•T, Sept. 27; also see page 79 this issue].

Mr. O'Neil in his speech made no reference to any personnel retrenchment or other cutback. The speech was made at last Tuesday's luncheon testimonial given MBS on its 20th birthday by the Radio & Television Executives Society at the Hotel Roosevelt in New York.

AB-PT 3RD QUARTER NETS 45% OVER '53

ABC Div. operated at a loss, attributed in part to the NCAA telecasts, which AB-PT President Goldenson says have brought network "prestige."

ABC Division operated at a loss during the third quarter of 1954, although estimated net operating profit after taxes for AB-PT, the parent company, was 45% ahead of the third quarter of 1953.

These highlights of AB-PT's third-quarter activities were included in the stockholder's report issued last week by Leonard H. Goldenson, president of AB-PT. He estimated net operating profit for the period at $1,373,000, as compared with $946,000 in 1953, and net operating profit after taxes for the nine months of 1954 at $3,127,000 as against $3,182,000 in 1953.

The improvement in third-quarter earnings, Mr. Goldenson noted, was achieved despite increased depreciation charges due to the installation of new theatre wide-screen and sound equipment and a loss sustained by the ABC Div., which included certain additional nonrecurring costs stemming from the recent realignment of operational functions [B•T, Sept. 27]. He added that these operational changes should result in "greater efficiency and substantial economies in subsequent quarters."

Another factor cited by Mr. Goldenson as contributing to the ABC Div.'s loss during the third quarter was the programming of the NCAA football series on Saturday afternoons. He reported that approximately 25% of this loss was sustained during the third quarter, and the remainder of the loss will be taken in the fourth quarter.

"Barring any unforeseen changes," Mr. Goldenson continued, "the increase in the number of sponsored programs over last year, together with the economies referred to above, will substantially offset the NCAA loss in the fourth quarter."

Mr. Goldenson explained that in order to build a "strong" television network, certain risks must be taken, as in the case of the NCAA games. These games, he said, are considered "the oustanding fall sports series on television and have brought added prestige to the ABC network." He said the program is carried by more than 150 stations, and is attracting "one of the largest television audiences to watch a sports series."

ABC-TV programs which started this fall, Mr. Goldenson asserted, reflect "improvement and progress" over last year, adding there are more sponsored and less sustaining shows on the television network. He made special reference to the new *Disneyland* program, which premieres on ABC-TV on Wednesday.

Earnings per share of common stocks, Mr. Goldenson reported, amounted to $.31 in the third quarter as against $.20 last year and to $.68 for the nine months of 1954 as compared with $.71 in 1953. Capital gains (net) for the third quarter and for the nine months were said to be $10,000 (loss) and $86,000 respectively, as against $63,000 and $4,377,000 in 1953. The latter figure was attributed principally to the sale of WBKB (TV) Chicago, following the merger of Paramount Theatres with ABC.

ABC-TV Adds Three Stations, Uhf-Vhf W. Va. Combination

COMBINATION vhf-uhf buy for ABC advertisers in the Oak Hill-Charleston, W. Va. market and the affiliation of three more tv outlets with the ABC-TV network were announced last week by Alfred R. Beckman, the network's national director of station relations.

Effective Oct. 30, ch. 4 WOAY-TV Oak Hill and ch. 49 WKNA-TV Charleston will be available to sponsors on a combination basis only. The Oak Hill outlet is owned and operated by Robert R. Thomas Jr., who also is general manager. Licensee of WKNA is Joe Smith Jr. Inc.

The three new affiliates joining ABC, which bring the total to 212 member stations, are: ch. 8 WSIX-TV Nashville, Tenn., licensed to WSIX Inc.; ch. 8 WBTW (TV) Florence, S. C., owned by Jefferson Standard Broadcasting Co., and ch. 12 WEAT-TV West Palm Beach, Fla., licensed to WEAT-TV Inc. On Jan. 1, 1955, WEAT-TV will replace WIRK-TV as the ABC affiliate in West Palm Beach.

RADIO-TV NETWORKS SET ELECTION PLANS

ABC, CBS and NBC schedules call for 2,250 staffers to help in election roundups.

COMPREHENSIVE election night coverage of congressional and gubernatorial contests is planned by radio and television networks. Starting schedules vary, but the networks plan to continue through the night until a trend toward Democratic or Republican control of Congress is established.

ABC, CBS and NBC reported plans for utilizing about 750 staffers each for their coverage with about 250 people from each operating out of New York and the remainder from strategic cities throughout the country. MBS' plans are not as extensive. DuMont plans no network coverage.

In order to give television viewers a clear picture of developments during the evening the networks have prepared visual aids including over-all and regional maps, charts to plot the returns, and huge "scoreboards." CBS again has arranged to use Univac, Remington-Rand's electronic high-speed computer, to assimilate past and current election data and to analyze voting trends.

Heralding the first major operation of its newly combined radio and television facilities, CBS-news reported that CBS Radio and CBS-TV operations will begin at 9 p.m. EST. CBS-TV has sold one-quarter of its coverage between 11 p.m. and conclusion to Roto-Broil Corp., Long Island City, N. Y., and an additional one-quarter to National Carbon Co. (Prestone Anti-Freeze). Supervision of both radio and television will be under Sig Mickelson, CBS vice president in charge of news and public affairs.

NBC will begin coverage on television at 9:30 p.m. EST and on radio at 10 p.m. EST. Roto-Broil will sponsor one-half the period between 9:30 p.m. and 1 a.m. EST on NBC-TV. William R. McAndrew, NBC director of news, will be in charge of election night activities.

ABC's coverage of the election will begin on radio and television at 9 p.m. EST. Sponsorship on both radio and television will be by the Chevrolet Motors Division of the General Motors Corp. John Daly, vice president in charge of news, special events and public affairs, and Thomas Velotta, vice president and administrative officer for news, special events and public affairs, will supervise.

Milton Burgh, director of news, will coordinate reports from 15 major cities for Mutual whose election programming is to start at 9 p.m. EST.

THE LATEST WCKY STORY

WHAT'S THE WEATHER?

In the WCKY listening area, folks KNOW —because WCKY is their weather station.

Temperature and weather
Every hour on the hour

3 Complete Forecasts Daily
Direct from U. S. Weather Bureau

Get Next To The Weather on WCKY
ask us about weather adjacencies.

WCKY CINCINNATI

ABC NAMES MITCHELL HEAD OF ABC-TV

Oberfelder to succeed him as vice president-general manager of WABC-TV New York.

PROMOTIONS of John H. Mitchell to vice president in charge of the ABC television network, and of Ted Oberfelder to succeed him as vice president and general manager of ABC-owned WABC-TV New York [B•T, Oct. 18], were announced last week by ABC President Robert E. Kintner.

These appointments and one to be made "shortly" to designate a successor to Mr. Oberfelder as head of WABC New York operations, the announcement said, complete the realignment which led to the dismissal of scores of ABC personnel a few weeks ago, described officially as a "series of executive promotions and departmental consolidations" [B•T, Sept. 27].

The promotions for Messrs. Mitchell and Oberfelder are effective Nov. 1. Mr. Oberfelder currently is vice president and general manager of WABC. The announcement did not indicate whether his successor would get a vice presidency in addition to the general managership.

In his new post Mr. Mitchell succeeds Alexander Stronach Jr., who "resigned" in the economy-dictated cutback of personnel in September. He was with Balaban & Katz Corp. from 1931 until its parent company, United Paramount Theatres, merged with ABC in February 1953, at which time he joined the ABC Div. In the theatre end of the B&K operations for many years, he managed the company's WBKB (TV) Chicago from 1948 until the ABC-UPT merger and then became vice president and general manager of the station. He was transferred to New York as vice president and general manager of WABC-TV on July 1, 1953.

Mr. Oberfelder joined ABC's advertising and promotion department in February 1945, became assistant director of the department in June 1946 and director in June 1947. Three years later he was made manager of WABC. He was named director of owned radio stations for ABC in March 1952 and elevated to a vice presidency the following December. He became vice president and general manager of WABC in July 1953 when the owned stations department was abolished in a move to give the network's key stations greater autonomy.



MR. OBERFELDER

In broadcasting since June 1934, he first served as director of promotion, merchandising and research for Hearst Radio. In 1937 he became promotion manager of the *Philadelphia Inquirer* and in October 1941 moved to WCAU Philadelphia in the same capacity. He was director of promotion, publicity, merchandising and research for WFIL Philadelphia from September 1943 until he joined ABC.

CBS-TV, Affiliate Board Hold Semi-Annual Meeting

KEY CBS-TV executives met with the CBS Television Affiliates Advisory Board at a semi-annual meeting Monday and Tuesday at network headquarters in New York.

In closed sessions, CBS-TV officials reported on major network developments and previewed future plans.

The board, chairmanned by Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., comprises E. K. Jett, WMAR-TV Baltimore; James C. Hanrahan, WEWS-TV Cleveland; Clyde W. Rembert, KRLD-TV Dallas; Philip C. Lasky, KPIX (TV) San Francisco, and Owen L. Saddler, KMTV (TV) Omaha.

Lethen Appointed CBS-TV Sales Development Manager

EDWARD F. LETHEN Jr., deputy director of the Voice of America, has been appointed manager of network sales development for CBS-TV, effective Nov. 1, it was announced last week by William H. Hylan, vice president in charge of network sales. Mr. Lethen will succeed Edward P. Shurick, now national director of station relations for CBS-TV.

Before joining VOA, Mr. Lethen was with CBS Radio for three years as director of sales extension. In his VOA position, he planned the transfer of that agency's personnel and 14 studios from New York to Washington. For a time he also served as acting director of VOA.

Prior to his first association with CBS, Mr. Lethen was with Macfadden Publications for 16 years and left that organization as advertising manager.

Spectaculars Enliven Programming—Weaver

SPECTACULARS represent a "break" from the same, expected formats of "known schedule" shows, Sylvester L. Weaver Jr., NBC president, told a news conference before showing of NBC-TV *Tonight at 8:30* at the network's Burbank studios last week.

"You can play it safe," he said, "and give the public nothing but quiz shows, situation comedies and panels, and you'll probably do all right. Or you can spend a little extra money and bring a number of creative people into the act—producers like Otto Preminger—and have them try their hands at this medium.

"Although there have been some changes in the original plans for color spectaculars," he said, *Tonight at 8:30* is typical of what we are trying to do.

"We're trying to create a form which makes sense commercially," he continued, but admitted that at present, spectaculars are of a calibre and type not available on a "commercial" budget.

As to success of spectacular form, network's *Lady in the Dark*, which was "anything but playing down to the audience," reached 10 million viewers, or a third of the available audience. "This is a creditable showing," Mr. Weaver stated.

Considerable controversy has arisen around the form, he admitted, but as the public becomes more conscious of the varied entertainment offered in the "lavish productions," they will go still higher in the public's esteem, he observed.

KAKE-TV Connected by Bell

CONNECTION of KAKE-TV Wichita, Kan., with Bell Telephone's nationwide network facilities has been announced. Programs will reach KAKE-TV from the Kansas City-Dallas radio relay route. Addition of the station to the system brings the total number of stations on the network to 341 and the number of cities served to 222.

NETWORK PEOPLE

Eric C. Lambart, sales staff, NBC Chicago, appointed account executive, CBS-TV there.

Philip Feldman appointed business affairs director, CBS-TV Hollywood, succeeding **Maurice Morton,** who moves to McCadden Corp. (film production), same city.

Reginald Gordon Jessup, news editor, CBU-CBUT (TV) Vancouver, to Canadian Broadcasting Corp., same city, as press and information representative.

George Reeves, formerly with KWK St. Louis, to Thoroughbred Broadcasting System, Louisville, Ky.

Dave Showalter, public affairs director, Columbia Pacific Radio Network, Hollywood, appointed to L. A. City Civil and Air Defense public relations advisory committee.

Donn B. Tatum, director, ABC-TV Western Division, Hollywood, appointed to California Governor's committee for employment of handicapped.

Roy Rogers and **Dale Evans,** personalities, NBC Radio and NBC-TV, to serve as co-chairmen, National Retarded Children's Week, Nov. 14-23.

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ZENITH, TOA BATTLE OVER PAY-SEE TV

Zenith President McDonald challenges organized move by theatre owners to bury subscription television.

AN ALL-OUT scrap developed last week between Zenith Radio Corp. and Theatre Owners of America over subscription tv.

What heretofore had been largely a skirmish gave promise of developing into a Donneybrook, as battle forces organized along the lines of the Theatre Owners of America and Zenith, advocate of Phonevision, one pay-as-you-see method of subscription tv.

Comdr. E. F. McDonald Jr., Zenith president, promptly picked up the challenge implied in the organizational move of theatre owners to fight fee tv and preserve "free home television for the American people."

The Zenith president asserted that the campaign to block subscription tv "will prove as futile as other attempts by other industries to kill off competition that might cut into profits." He expressed confidence that "congressmen from rural areas will not take kindly to any attempt to stop the one development that can give their constituents good tv."

Comdr. McDonald issued his statement in response to the report that representatives of various groups representing about 95% of the nation's organized movie theatres had appointed a joint committee to combat subscription video.

Representatives met in Chicago Oct. 15 and set up the unit, with Alfred Starr, president emeritus of TOA, and Truman Rembush, former president of Allied States Assn., as co-chairmen. The group called on all other interested parties to join the campaign for "preserving free home television for the American people" by fighting pay-as-you-see tv. Other committee members included Philip Harling, Metropolitan Motion Picture Theatres Assn., treasurer; James Arthur, Southern California Theatre Owners, secretary; Abram F. Myers, Allied States Assn., and Herman Levy, TOA. Legal counsel will be handled by Messrs. Harling and Arthur.

Comdr. McDonald noted a certain "irony" in the new committee's call for support from "all groups" and declared:

"Movie exhibitors have fought tv every inch of the way. They have openly threatened motion picture producers with reprisals if they released films to television. Theatre Owners of America has openly proposed that theatres band together to secure exclusive rights to great entertainment so that they might embalm television in the movie houses, and keep great entertainment from home tv."

Skiatron Electronics & Television Corp., which developed Subscriber-Vision, countered that TOA had "declared an open war on subscription tv" and that its "initial statement makes it very clear that this is to be a war of misrepresentation."

Skiatron President Arthur Levey maintained that toll television is not opposed to broadcast television nor intended to supplant it. "Our intention," he said, "is merely to supplement the present limited variety of programs available over free tv."

Theatre owners are apprehensive "presumably . . . because they feel vulnerable," he said, accusing them of "fighting a rearguard action against progress in the entertainment world" and of inconsistency in "posing as the great protectors of television" while at the same time promoting the use of closed-circuit theatre television.

Let the public decide, he said.

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Canada: All-Canada Radio Facilities, Limited

TNT Purchases 50 GPL Units For Hotel Closed-Circuits

PURCHASE by Theatre Network Television of 50 projection units from General Precision Labs, Pleasantville, N. Y., for use in hotel closed-circuit television was announced jointly last week by Nathan L. Halpern, president of TNT, and Hermann G. Place, president of General Precision Equipment Corp., GPL parent company.

The transaction was said to include "the first big-screen tv equipment designed and manufactured for hotel closed-circuit tv." The announcement stated that the new equipment will make possible simultaneous closed circuit business meetings "in as many as 50 hotels located in 50 different cities from coast to coast and will augment TNT's regular network of more than 100 theatres."

"This will provide national coverage in hotels for the first time," Mr. Halpern said. "Closed-circuit tv has, up to now, been handicapped by the absence of good equipment in sufficient quantity for use in hotels which accommodate medium size audiences and are available at hours not practical for large film theatres. TNT's new pool of top quality projection equipment opens up these outlets for our network."

Stone, Bluestone Appointed To Fill SRTS Sales Posts

APPOINTMENT of Wallace Stone as eastern sales representative and of Harry Bluestone as western sales representative of Standard Radio Transcription Services Inc., Chicago, was announced Thursday by Milton Blink, president of the firm. He said no plans have been made at this time for filling the vacancy created by the resignation of Gus Hagenah from the Chicago office and that for the present he would supervise all sales activity personally. Messrs. Stone and Bluestone are from Miami, Fla., and Hollywood, Calif., respectively.

WBS Plans Seven New Series For Local Accounts by Jan. 1

ADDITIONAL series of seven radio programs, to be available for sponsorship Jan. 1, will be produced this year by World Broadcasting System, Pierre Weis, general manager of the package firm, announced last week. Titles of shows will be announced later.

"The new shows that World is planning will make available to local advertisers high quality programs starring some of the top names in show business and will be sold at a minimum price," Mr. Weis said. Programs are in a half-hour format to be broadcast five days a week, 52 weeks a year.

In addition, Mr. Weis said that World will continue to supply subscribers with merchandising programs and sales tools designed to attract new revenue for the station. Among such aids are service-type jingles for gift occasions and weather jingles.

Emerson, Shakespeare Series Planned by New Rust Company

JOHN RUST of the radio-tv staff of U. S. Steel Corp.'s public relations department, is resigning to open John Rust Productions Inc., tv production firm, at 71 Broadway, New York. Top show which will be handled by the Rust organization is a new series *Crossroads,* starring Faye Emerson. The half-hour dramatic series will be based on travelers aid cases.

Irving Gaynor Neiman will be executive editor for *Crossroads* and also will write a number of scripts. Another project of the firm is *Love Scenes from Shakespeare,* to be done with four actors as a concert reading with a small live orchestra.

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HALIFAX NOVA SCOTIA

Ziv Sales at New High

NOTING that Frederic W. Ziv Co. in the past year has produced more radio shows than ever before, Alvin E. Unger, vice president in charge of sales, reported last week that the sale of Ziv's transcribed radio shows have reached a new high this fall.

This activity, he said, reflects advertiser demand for "quality radio properties."

Among recent sales reported by Mr. Unger are *I Was a Communist for the FBI* for 52 weeks to Gettleman Brewing Co. in the Chicago market, adding to Gettleman's purchase of *Mr. District Attorney* for multiple markets in the Midwest; purchase of *I Was a Communist for the FBI*, also 52 weeks. by Land O'Lakes Bakery, for six markets in Wisconsin; *The Cisco Kid* buy of Snyder's Bakery for four Washington markets, programming three shows a week for 52 weeks; *It's Showtime in Hollywood* by Gallo Wines for multiple markets including Seattle, Tacoma, Yakima, Spokane and Olympia, Wash., and *The Red Skelton Show* for Strietman Biscuit Co. in four Georgia markets, and *Hour of Stars* for the same company in Fitzgerald, Ga.

Big 10 Plans Tv Offer

A PLAN to offer for television in the Midwest the athletic events of the Big Ten for a period of 26 weeks immediately following the college football season was under preliminary study last week. A special four-man group of the Western Conference met in Chicago's LaSalle Hotel to discuss the proposal. It was expected that if the plan materializes, track, basketball, swimming and other sports events would be offered to Chicago tv stations. Among those attending the session was Kenneth (Tug) Wilson, Big 10 commissioner. The conference has been on record for a regional or localized plan of college football telecasts.

PROGRAM SERVICES PEOPLE

Henry E. Hobbs, sales staff, WATV (TV) Newark, N. J., to Air Features Inc. (program productions), N. Y., as sales manager.

Gerald Popper, formerly promotion executive, MBS, appointed public relations and publicity director, Muzak Corp., N. Y.; **Marianne Brown,** formerly with Masterworks Div., Columbia Records, N. Y., to Muzak as executive assistant to merchandising director.

William A. Drake, manager, United Press, Omaha bureau, appointed UP business representative for Nebraska and Iowa, headquartered in Omaha; **James R. Quinn,** UP, Omaha, succeeds Mr. Drake.

Ashbel Green to literary dept., MCA Management Ltd., N. Y.

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— PROFESSIONAL SERVICES —

Frederick McKittrick Dies; Advertisers Directory Head

FUNERAL SERVICES were held Monday morning at the Fairchild Funeral Chapel in Brooklyn, N. Y., for Frederick C. McKittrick, 76, president of George McKittrick & Co., publishers of directories of advertisers, who died Oct. 15 at his home in New Rochelle, N. Y.

Mr. McKittrick had been associated for more than 50 years with the company founded by his late father. He became president of the firm in 1920.

He is survived by a brother, James McKittrick, of New York and Chicago.

PROFESSIONAL SERVICES SHORTS

Robert S. Taplinger & Assoc. (public relations), N. Y., will open branch office in Miami Beach, Fla., at 305 Lincoln Rd., with Helen Baum in charge.

Leonard B. Elliott Adv. has been established at 15 W. 44th St., N. Y., as radio-tv creative, consultation and business service for advertising agencies, radio and tv stations, individual advertisers and related fields.

Robert Davis Assoc. (film production), N. Y., appoints Melrick Landen Assoc., same city, for public relations.

Television Corp. of Japan, Tokyo, appoints Phil Dean Assoc. (public relations), N. Y., for United States.

National Assn. of Retail Clothiers & Furnishers, Washington, appoints Abbott Kimball Co. of Calif., L. A., to handle publicity for 1955 convention in that city.

African Radio Productions Ltd., Johannesburg, South Africa, has appointed Dine & Kalmus (public relations), N. Y., as American representative.

Cavanaugh & Shore Adv., N. Y., appoints Phil Dean Assoc., same city, to handle public relations.

Ursula Halloran & Assoc., N. Y., appointed by Dancer-Fitzgerald-Sample, same city, for public relations, publicity and promotion of *The Vise,* sponsored by Sterling Drug Inc., N. Y., on ABC-TV.

Theatre Network Television Inc. (closed circuit tv), N. Y., moves to 575 Madison Ave.

Samuel Miller (radio-tv attorney), Washington, moves to 650 Washington Bldg., 15th St. & New York Ave.; phone: National 8-7377.

PROFESSIONAL SERVICES PEOPLE

Paul Richards, formerly production manager, Commercial Illustrators (art studio), Chicago, to Belnap & Thompson Inc. (sales incentive organization), same city, as creative services manager; **K. C. Millar,** formerly retail copy chief, Montgomery, Ward & Co., Chicago, to Belnap & Thompson as copy chief; **Clare Olson,** formerly with William Hart Adler Inc. (adv.), Chicago, to company as art director.

Louis Ford, formerly program director, WBUR Boston, to promotion dept., Fred Pittera Assoc. (promotion and production), N. Y.

— MANUFACTURING —

Gen. Sarnoff Foresees Tubeless, Portable Tv

St. Louis Chamber of Commerce hears RCA board chairman predict small box picture control and all-purpose knob for tv set of future.

BRIG. GEN. DAVID SARNOFF last week forecast the day when a tv set would not have a tube or a cabinet and when the picture would be controlled from a unit no bigger than a cigar box.

The RCA board chairman addressed a St. Louis Chamber of Commerce luncheon last Tuesday in observance of "Light's Diamond Jubilee." He said that a new form of light—electronic light—is now in development to carry forward "the great work sparked by Edison."

At the Sept. 27, 1951, celebration marking the 45th anniversary of his association with radio [B•T, Oct. 1, 1951], Gen. Sarnoff asked the research men gathered at the Princeton Labs for three "presents" they might invent by his 50th anniversary in 1956: a magnetic tape recorder for tv programs, an electronic air-conditioner and a true amplifier of light. He told his St. Louis audience "there is reason to believe I shall receive all three."

The magnetic tape recorder already has been produced and functions in color as well as in black-and-white, Gen. Sarnoff said. Encouraging progress is being made on the electronic air-conditioner, he explained, with a laboratory model now being developed.

"But in the context of this Diamond Jubilee

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET

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FIFTY
PARLAYS CBS
ADJACENCIES
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WEHT Channel 50

of Light," Gen. Sarnoff declared, "what interests us most directly is the evidence that the light amplifier is not too far out of reach." He said, "I have seen this light amplification experimentally."

As to the future of television, Gen. Sarnoff said:

"I believe that the tv tube of today will eventually be eliminated. It will be displaced by a thin, flat screen like a picture on a wall. Or, it may be an easel-like frame that will set on your living room table and, being portable, can be moved to any other part of the room or house.

"The pictures could be controlled from a little television box no bigger than a jewel case or a cigar box. No cabinet will be required." Gen. Sarnoff predicted "a knob will enable you to make the image larger or smaller, and in black-and-white or in color to suit your eye and your mood."

On the subject of atomic energy, Gen. Sarnoff said that no crystal ball is required to foresee that in the near future, power will mean nuclear energy.

WMAR-TV GETS RCA COLOR FILM CAMERA

Manufacturer's first 3-Vidicon unit will handle 16mm, 35mm and 2x2 color slides.

RCA has delivered to WMAR-TV Baltimore, Md., the firm's first commercial 3-Vidicon color tv film camera, it was announced last week.

The new camera can be used with either 16mm or 35mm film projectors and provides simple and economical color telecasting of color motion picture films or slides, according to A. R. Hopkins, manager, broadcast equipment marketing, RCA Engineering Products Division.

Mr. Hopkins said the 3-V film camera "will enable broadcasters to supplement appreciably their 'live' programming with a wealth of available color motion picture film and slides. It will prove particularly beneficial for smaller television stations which, for economic reasons, are now required to limit their color programming to network offerings."

The new equipment employs three Vidicon pickup tubes and a light-splitting optical system of dichoic mirrors. Another feature is a 3-V optical multiplexer, into which may be fed the output of two motion picture projectors, either 16mm or 35mm, and a dual-disc, single-lens, 2 by 2 slide projector.

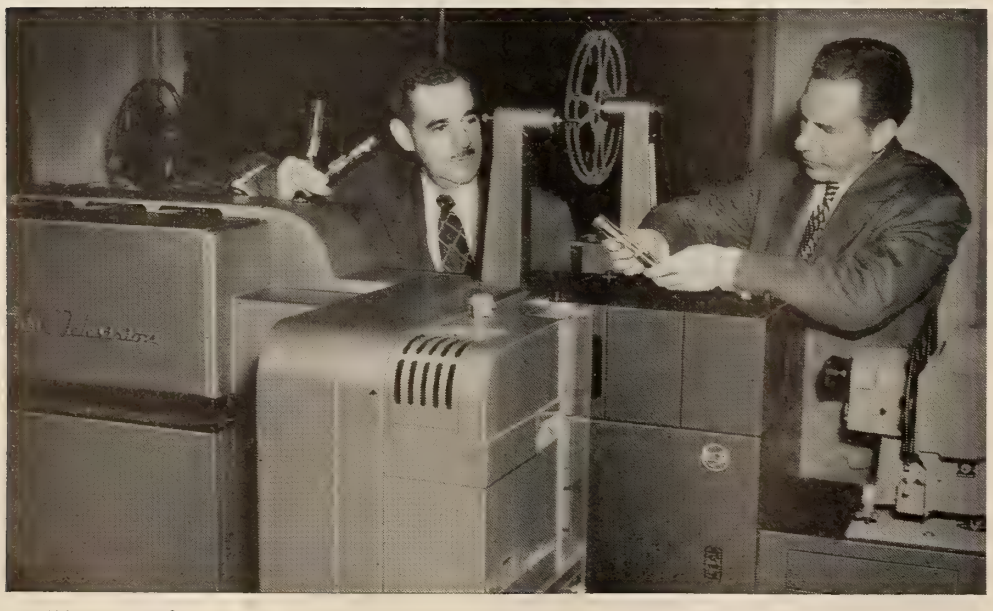
Forty more tv stations are scheduled to receive the new RCA camera in one to three months. They are:

KFMB-TV San Diego; KHJ-TV Los Angeles; KHQ-TV Spokane; KPHO-TV Phoenix; KRCA (TV) Los Angeles; KRON-TV San Francisco; KSD-TV St. Louis; KSTP-TV St. Paul; WBAL-TV Baltimore; WBAP-TV Fort Worth; WBEN-TV Buffalo; WBTV (TV) Charlotte, N. C.; WBZ-TV Boston; WCBS-TV New York; WCCO-TV Minneapolis; WCHS-TV Charlestown, W. Va.; WDAF-TV Kansas City; WDEL-TV Wilmington, Del.; WDSU-TV New Orleans; WFIL-TV Philadelphia; WFLA-TV Tampa; WGAL-TV Lancaster, Pa.; WHAM-TV Rochester, N. Y.; WJAC-TV Johnstown, Pa.; WJAR-TV Providence, R. I.; WKY-TV Oklahoma City; WNBK (TV) Cleveland; WNBQ (TV) Chicago; WPTZ (TV) Philadelphia; WRC-TV Washington, D. C.; WRCA-TV New York; WSAZ-TV Huntington, W. Va.; WSB-TV Atlanta; WSM-TV Nashville; WSYR-TV Syracuse, N. Y.; WTMJ-TV Milwaukee; WTPA (TV) Harrisburg; WTVR (TV) Richmond; WTVT (TV) Tampa, and WTVW (TV) Milwaukee.

RCA Cuts Price on Camera Pickup Tube for Color Tv

DECREASE in the suggested user price from $1,900 to $1,700 of the RCA camera pickup tube for color tv broadcast service was announced last week by the tube division of RCA. The revision in price will provide broadcasters with color cameras employing a simultaneous pickup system, with an overall saving of $600 per camera since three RCA pickup tubes are required in each camera.

Described as the first commercial camera tube with the sensitivity required for color tv, it was placed on the market last May. Increased tube production, because of mounting demands from broadcasters and equipment manufacturers, resulted in a cost saving which is now being passed on to tube users, it was pointed out.



FEATURES of RCA's new 3-Vidicon color tv film camera are discussed by A. R. Hopkins (l), manager of RCA broadcast equipment marketing, Engineering Products Div., and Carlton G. Nopper, chief engineer, WMAR-TV Baltimore. The ch. 2 station will celebrate its seventh anniversary Wednesday.

MANUFACTURING SHORTS

Deltron Inc., Phila., has developed self-contained, portable resistance-capacitance bridge that increases speed and accuracy of making measurements on capacitors from 10 mmf to 50 mfd and resistors from 10 ohms to 50 megohms and can be used for making continuity measurements on circuits, coils and transformers, according to company.

Califone Corp., Hollywood, announces four-speed transcription player with 10 w undistorted amplifier having frequency response within 2 db 30 to 20,000 cycles.

General Electric Co., Syracuse, N. Y., announces establishment of communication equipment center at Redwood City, Calif., to serve demand for GE two-way radio equipment in western states.

Prodelin Inc., Kearney, N. J., announces 50 kw Tri-Loop vhf tv antenna with power gains from 2 to 17 ". . . possible to deliver 316 kw ERP . . ."

ORRadio Industries Inc., Opelika, Ala., appoints J. E. Joyner Jr., Atlanta, as representative for southeast.

JFD Mfg. Co., Brooklyn, has out eight-page, two-color brochure, complete with photographs, diagrams and charts, evaluating engineering efficiency, construction and design of Roto King rotator.

Emerson Radio & Phonograph Corp., N. Y., and **Stromberg-Carlson Co.,** Rochester, N. Y., have announced $10 increase on tv model list prices and $10-$20 increase on various lines, respectively.

MANUFACTURING PEOPLE

H. Joseph Sarlin appointed vice president and general manager, DuMont Illinois Inc., Chicago, newly-created distributor subsidiary, Allen B. DuMont Labs, Clifton, N. J.

M. C. Thomsen, management engineering consultant, elected executive vice president, Wilcox-Gay Corp., Charlotte, Mich.

Walter S. Bopp and **Edward V. Stirbis** appointed Latin American and Eastern Hemisphere sales manager, respectively, Avco Mfg. Corp., N. Y.; **Charles Todd Lee** appointed division marketing and advertising manager.

Fred Okon, advertising and sales promotion manager, CBS-Columbia Distributors Inc., N. Y., appointed advertising manager, CBS-Columbia, Long Island City, N. Y.

F. Gene Abrams appointed sales promotion manager, Motorola Inc., Chicago.

Frank P. Fern, manager, Hoffman Sales Corp., Seattle, to Hoffman Radio Corp., L. A., as products manager.

Henry W. Jones, eastern regional sales manager, photolamp dept., Sylvania Electric Products Inc., Syracuse, N. Y., appointed merchandising manager of department.

Lee Schoenfeldt, distribution analyst, major appliances div., General Electric Co., Louisville, Ky., to GE radio-tv dept., Syracuse, N. Y., as marketing research manager.

Stanley Kramer, sales engineer, semi-conductor div., Radio Receptor Co., N. Y., appointed assistant sales manager of division.


features
ASCAP
ITS FORTY YEARS

A NEW HARMONY FOR AN OLD DISCORD

ASCAP-BROADCASTER RELATIONS ARE MELLOWING WITH MATURITY

By Bruce Robertson

OF ALL the programming sources with which broadcasters have to deal, none has been more important, provided more material, or given more trouble than the American Society of Composers, Authors and Publishers.

As the oldest U. S. society of popular song writers and publishers, ASCAP can look back on 40 years of tumultuous struggle to obtain what it considers fair payment from the users of the music its members produce. For half of those 40 years broadcasters have been the biggest users of ASCAP music, and, not inexplicably, the struggle has been directed principally against them.

Radio, television and ASCAP have grown up together. In the late 30s ASCAP's total revenue averaged about $6 million a year, two-thirds of it derived from radio broadcasters. This year the society expects to take in about $20 million—$17 million of it from radio and tv.

Like growing youngsters anywhere, broadcasting and ASCAP have had their violent quarrels. There is evidence, however, that the two have now reached a state of maturity where understanding and amicable settlement of differences are no longer the exception but the rule. Knowing they cannot easily live apart, they are learning to live together.

The association between broadcasting and ASCAP began on Feb. 1, 1923, when the society issued its first license to a broadcasting station, authorizing it to broadcast performances of musical compositions copyrighted by ASCAP members. The station was KFI Los Angeles. The price for the license was $200 a year.

Radio broadcasting was then less than three years old and definitely still in the novelty stage. The course of the industry was as yet uncharted. Only at WEAF (now WRCA) New York, which in a few months —August 1923—would put the world's first radio commercial on the air, was the future of broadcasting as a major advertising medium as much as a dream.

Even that early, however, one thing was evident. Music was going to be an important part of radio programming. So ASCAP, which, while only nine years old in 1923, had already fought and won a number of major legal battles to demonstrate the right of copyright owners to prohibit the use of their music in ballrooms, restaurants and elsewhere without their permission, determined to avoid future trouble by establishing its right to license broadcast stations from the outset.

ASCAP's organization in 1914 stemmed from a determination of Victor Herbert and some other popular songsmiths and music publishers of that day to get the benefits of their work that are guaranteed by the U. S. Copyright Act, which gives the copyright holder control over the "public performances for profit" of his copyrighted compositions.

The year before, Mr. Herbert had sued a restaurant whose orchestra performed his tunes and had lost the case when the court agreed with the proprietor's defense that he did not charge admission to the restaurant, that therefore the performance was not "for profit" and hence there was no requirement for him to pay a performance fee.

With an organization to finance the fight and the legal genius of ASCAP's founder-attorney, Nathan Burken, to guide it, the Herbert suit was pushed all the way to the U. S. Supreme Court. There, the question of what constitutes "performance for profit" was settled in an opinion by the late Justice Oliver Wendell Holmes, who said:

"If the rights under the copyright are infringed only by a performance where money is taken at the door they are very imperfectly protected . . . The defendants' performances are not eleemosynary. They are part of a total for which the public pays, and the fact that the price of the whole is attributed to a particular item which those present are expected to order is not important . . .

"If music did not pay it would be given up. If it pays, it pays out of the public's pocket. Whether it pays or not, the purpose of employing it is profit and that is enough."

Many subsequent court cases have been decided in accordance with the Holmes dictum that any use of copyrighted material by a commercial user is a use for profit—a

THIRTEEN OF THE MANY WHOSE WORK IS ASCAP PROPERTY



WILLIAM HANDY | RICHARD RODGERS | OSCAR HAMMERSTEIN | HARRY WARREN | COLE PORTER | ALEX KRAMER

sustaining broadcast is a good example. A broadcast also has been defined by the courts as a public performance, despite an absence of spectators in the studio at the time.

ASCAP's only function is to serve as a clearing house for the bulk licensing of public performance rights; these rights are its sole concern. Writers—both composers and lyricists—deal directly with publishers regarding royalty payments for sheet music and phonograph record sales (record royalties being limited by statute to two cents per composition per record). The publisher handles all arrangements for marketing the publication and recording rights.

In its early years, ASCAP's chief sources of revenue were restaurants, dance halls, hotels, movie and vaudeville theatres. The advent of commercial broadcasting soon changed that picture. By 1932, Gene Buck, long-time ASCAP president, told a Congressional committee that of the Society's income of approximately $2 million a year, radio contributed some $900,000, the movies (now with sound) about $700,000, with $400,000 coming from dance halls, cabarets and other public places of amusement.

At that time, ASCAP's licenses to broadcasters were individually negotiated on a somewhat elastic basis of power, popularity and card rates which was not particularly satisfactory to either side. Times were tough for all types of commercial entertainment in those depression days; sales of sheet music and records had plummeted to small fractions of their previous heights and the song writers and publishers were not slow to place the blame on broadcasting, which gave the public its musical entertainment at home and at no cost. They felt that it was up to radio, through its ASCAP fees, to replace sheet music and records as their major source of income.

The broadcasters wanted popular music for their stations, which meant that they needed ASCAP licenses, but they placed a somewhat different value on them than did the song writers and publishers. They resented the virtual monopoly that ASCAP held on the tunes the public wanted to hear and wondered if this did not constitute a violation of the anti-trust laws. They were sure it gave ASCAP a bargaining power that outweighed any that they could muster.

All through the 30's the broadcasters chafed under what they considered ASCAP's exorbitant prices for the use of its music on the air. They made a number of unsuccessful attempts to build up a competitive source of music, to get Congress to amend the copyright act to reduce infringement penalties, and to have the courts dissolve ASCAP as an illegal monopoly. But they went on buying ASCAP music, at rates raised to 3% of the stations' gross income in 1933, 4% the next year and 5% from 1945 through 1940.

In 1932, E. C. Mills, who had been head of NBC's Radio Music Co., joined ASCAP as general manager, succeeding Julius C. Rosenthal, who had died the previous December. Five years later, Mr. Mills was given the newly created post of chairman of ASCAP's administrative committee, with John G. Paine resigning as chairman of Music Publishers Protective Assn. to become general manager of ASCAP. It was Messrs. Mills and Paine who represented the Society in its dealings with broadcasters through the troublesome late 30's.

The crisis in ASCAP-radio relations occurred in the summer of 1939. Determined not to be caught unprepared when their current licenses expired on Dec. 31, 1940, the broadcasters at the NAB convention in July 1939 appointed a committee to find out what terms ASCAP had in mind for its new licenses. When Mr. Paine told the committee that it was too early and ASCAP had no proposal to make, NAB called a special convention in September at which Broadcast Music Inc. was organized as an industry-owned source of music designed to furnish ASCAP with some real competition.

Mr. Buck Goes to Jail

From then on the break was inevitable and when ASCAP did offer its new ten-year licenses, with increased network fees offset by reductions for smaller stations, it found few takers. Emotion ran high on both sides. When A. J. Mosby, KGVO Missoula, Mont., filed charges of conspiracy and extortion against the radio networks and ASCAP, the networks filed written answers refusing to waive extradition for their executives, but ASCAP did not and its president, Gene Buck, spent Feb. 22nd in jail in Phoenix, bail being unobtainable with banks closed for the holiday.

ASCAP charged the broadcasters with persecution; radio retorted that Mr. Buck was a deliberate martyr.

ASCAP spokesmen were denied a place on NAB's 1940 convention agenda. Radio was girding itself for war, largely through BMI's acquisition of musical catalogs, which gave radio the rights to some 250,000 compositions of all types, plus provisions for the radio use of thousands of numbers in the public domain.

Came 12:01 a.m., Jan. 1, 1941. Came *Jeannie With the Light Brown Hair* and thousands of too-familiar oldies and unfamiliar newies. But the public did not revolt and the broadcasters did not break ranks. Then a third party got into the act—the Dept. of Justice—with anti-trust actions that soon wrested consent decrees from both ASCAP and BMI. The war was over and although peace negotiations were lengthy, before the end of the fall season the tunes of Irving Berlin, Cole Porter and other ASCAP writers again came from every radio.

In addition to the familiar blanket license for unlimited use of the ASCAP repertoire, now offered at the reduced rate of 2.25% of net income for stations (2.75% for networks), stations also were given for the first time the opportunity to buy the use of ASCAP music on a per program basis, paying only for music actually used. The per program scale was 8% of the time charges for the program containing ASCAP music, or 2% if the music was used only for themes or background.

The new ASCAP license contracts were immediately accepted by the four nationwide radio networks and by most stations, all the networks and better than 95% of the stations taking blanket licenses. The contracts ran through Dec. 31, 1939, with clauses for nine-year extensions on the same terms, and it is indicative of the changed radio relationship to the Society that the renewals went through automatically and without any expressions of concern, let alone cries of anguish, from either the creators or the users of music.

Meanwhile, television had been added to the broadcasting scene. At first, ASCAP issued gratis licenses to the tv stations and networks for the use of its music, but in 1949 the Society decided that tv was now well enough established to begin paying for its music as radio did. After months of negotiations, five-year blanket licenses, retroactive to Jan. 1, 1949, and running through Dec. 31, 1953, were drafted and signed by the tv networks and some stations at terms roughly those of radio plus 10%. The majority of tv station operators, however, held off, waiting to see what sort of per program licenses they would be offered.

A tv per program committee headed by Dwight W. Martin, WLWT (TV) Cincinnati, was formed and meetings with ASCAP management began, with expectations that the task would be concluded by the end of the year. But December 1949—and December 1950—came and went without an agreement. In March of 1951 ASCAP mailed tv stations per program licenses of its own devising at fees of 8.5% of card rate for tv stations with annual grosses of less than $150,000 a year, 9% for those with gross incomes between $150,000 and $300,000 and 9.5% for those with grosses of over $300,000.

Because these tv license fees were based



IRVING CAESAR L. WOLFE GILBERT IRVING BERLIN PAUL CUNNINGHAM JOAN WHITNEY JEROME KERN JOHN T. HOWARD

PARTNERS IN THE FUTURE

By Stanley Adams, President

American Society of Composers, Authors and Publishers

BROADCASTING • TELECASTING is devoting a portion of this issue to an explanation of ASCAP — what the Society is, how it functions and its value to the radio-tv industry.

This year marks the 40th anniversary of the founding of the Society. In spite of the fact that ASCAP has existed for more than a generation, incorrect and faulty misconceptions concerning the Society continue to be current. We are confident that in these pages most or all of these misconceptions will be corrected.

ASCAP is proud of its service to the broadcasting industry since the infancy of radio. We are happy to provide the bulk of music which has made the broadcasting and later the television industry the great mediums of entertainment they are today.

Some members of the industry may have forgotten this significant fact—during the infancy of radio ASCAP allowed the first stations to perform its music free or for nominal compensation. Again when television appeared in the 1940's, ASCAP freely allowed the telecasters to use its repertory during the experimental period without compensation of any kind. In both cases it was only when advertisers began sponsoring programs on a large scale that ASCAP asked the industry for a just share in the income resulting from the use of its members' property. This example, I am sure, is only one case of many where ASCAP has demonstrated a flexibility of practice and an ability to see the other fellow's point of view.

It is the Society's intention to continue to devote considerable effort to help its customers make more profitable use of the ASCAP repertory. To this end, we have recently organized a Station Relations Division headed by the Assistant Sales Manager, with representatives in key cities. These ambassadors of goodwill have already been well received and have demonstrated their usefulness. Now in preparation is a series of program aids, designed to inform program managers of recorded ASCAP compositions available, broken down by frequently used categories.

I have made a number of personal visits to broadcasters and telecasters in major cities, and look forward to making more such visits in the near future. Everywhere I have been most cordially received.

It is a favorite indoor sport of people in the entertainment industry—especially on anniversaries—to attempt to gaze into the future. Owning no crystal ball, I am unable to say what our next forty years will bring. Of one thing, however, I am certain—that in the future, as in the past, composers, authors and publishers of America and the users of their music will learn more about each other, and will gain increased understanding of their role as partners in the great American entertainment enterprise.

on one-time card rates, rather than on actual station income from business largely subject to volume and frequency discounts, the tv per program fees worked out to appreciably more than the radio per program fees of 8% on net income and the tv stations rejected them. Instead, a group of 56 tv broadcasters banded together in July and went into the U. S. District Court in New York, asking the court to set fair music fees, as provided for by the consent decree.

With its answer the following month, ASCAP asked the court to relieve it of the necessity of offering per program as well as blanket licenses to any station licensed by BMI and also to have the definition of program extended to include adjacent announcements.

While both the broadcasters' and ASCAP's petitions were awaiting hearing, attorneys for both groups began holding informal discussions of the points of issue and eventually made sufficient progress to warrant the resumption of negotiations. With the end of the original tv blanket licenses imminent, the scope of the tv station committee was broadened to include these as well as per program contracts.

The road of the negotiators was anything but smooth. On the one side, ASCAP members pressed for an increased share of the income of this expanding new medium of television; on the other, the tv broadcasters pushed just as energetically for a reduction in the percentage-of-gross scale, arguing that in tv the grosses are much larger than in radio, but the net income is not. The negotiators were fully aware of the hazard of leaving a final determination to a court which, however wise and impartial, would still be ignorant of the many considerations involved, and they determined to work out a deal that both sides could live with.

In December 1953, a tentative agreement was reached and in March new licenses were distributed, giving stations the choice of a blanket license figured roughly on a scale of radio-minus-10% or a per program license at 9% of net revenue for the period (4% if the music is on films and for background only). Network license fees were similarly reduced, but with a proviso that the combined ASCAP revenue from the tv networks for any year of the new contract should not fall below the 1953 total. Retroactive to Jan. 1, 1954, the current tv licenses run for four years, rather than five, so that they will terminate a year before the end of ASCAP's radio licenses.

Most of the nation's tv stations and all the tv networks have by now taken one or the other ASCAP license, all networks and the vast majority of stations again choosing blanket licenses. While the court action is still pending, it presumably will be withdrawn as soon as all its parties (nearly double the original 56) have signed with ASCAP.

THE CONSENT DECREE

In a paper delivered in May 1952, at a U. of Chicago Law School conference on "The Arts, Publishing and the Law," Herman Finkelstein, ASCAP general attorney, described the consent decree entered into in 1941 and modified in 1950 as representing "a realistic approach to the special problems of marketing a right which can only be marketed when a great number of works can be offered in bulk. The only alternative," he said, "would be either habitual copyright infringement and hit-or-miss redress, or the complete avoidance of the use of contemporary works. Either alternative would spell chaos or complete stagnation.

"To facilitate the free flow of commerce in musical compositions rather than to restrain it," Mr. Finkelstein said, the consent decree provides:

"(a) the Society must not license any rights other than non-dramatic performing rights in musical compositions;

"(b) the member must be free to license users directly without the Society's intervention;

"(c) membership in the Society is available to any composer or author of a copyrighted musical composition who has had at least one of his works regularly published, and to anyone actively engaged in the music publishing business whose musical publications have been used or distributed on a commercial scale for at least one year and who assumes the financial risk involved in the normal publication of musical works;

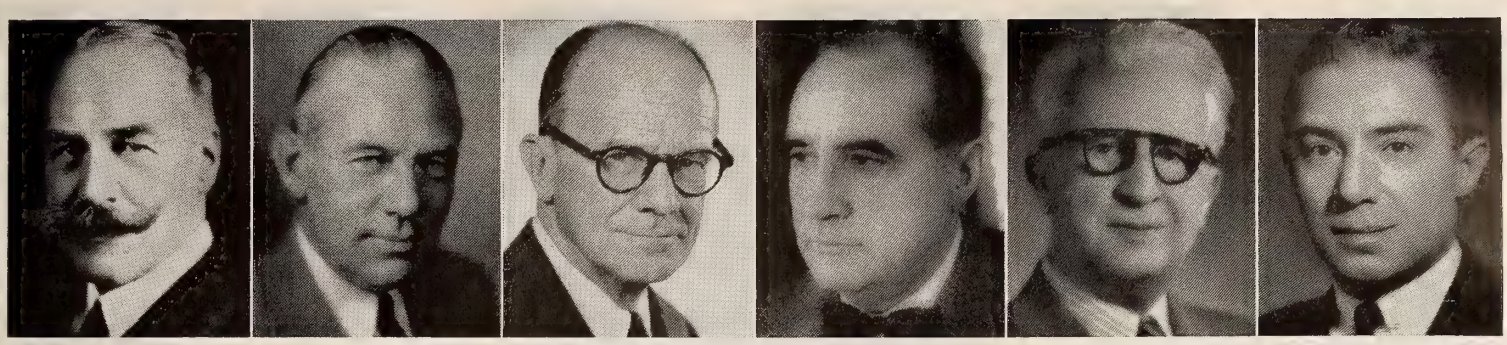
"(d) The Society is governed by a Board of Directors, consisting of 12 writers and 12 publishers, which is elected by the membership every other year on a basis in which the members' participation in royalties determines the number of votes he may cast in the election of directors; writer members voting for writer-directors and publisher members voting for publisher-directors;

"(e) in the distribution of royalties to members, primary consideration must be given to the performances of a member's works as shown by objective surveys;

"(f) if any member is dissatisfied with his apportionment of royalties, he may appeal to a special panel presided over by an impartial chairman;

"(g) The Society must make available to broadcasters a form of license in which the payment for uses of its works is determined by the amount paid for the use of the station's broadcasting facilities in presenting the particular program in which compositions in the Society's repertory are used (This form of license is commonly referred to as a 'per program' license);

"(h) in the case of radio network programs and motion picture films used in theatres, the Society's license must be obtained by the radio network and the motion picture producer respectively, rather than by the individual broadcasting station or the motion picture theatre. This principle



GEORGE MAXWELL 1914-1924 | GENE BUCK 1924-1942 | DEEMS TAYLOR 1942-1948 | FRED E. AHLERT 1948-1950 | OTTO A. HARBACH 1950-1953 | STANLEY ADAMS 1953-____

ASCAP'S PRESIDENTS

of licensing the network or the producer is called 'clearance-at-the-source'."

The traditional policy at ASCAP has been to leave to the publisher members of the board the jurisdiction of distributing royalties among the publisher members (who elect them), with the writer board members, constituting the Writers' Classification Committee, holding similar authority in distribution of writer royalties. The Society's entire income, minus cost of operation (which has been brought down from more than 33% to about 19% of the total, Saul H. Bourne, treasurer, reported at the 1954 annual meeting), is distributed quarterly, half to the publishers, half to the writers.

For many years the Writers' Classification Committee divided ASCAP's writer members into about 20 classes, all members of each class receiving the same royalty. Assignment to a class, promotion and demotion were made periodically by the Committee after exhaustive study of the writers' catalogs. As the membership grew and the research and mathematics required for classification grew with it, so, too, grew the members' dissatisfaction with this method. In 1950, a new system was worked out, with the performance factor made the prime consideration of the distribution system, at the insistence of the government.

Credits for commercial performances of the more than two million copyrighted musical works in the ASCAP repertory are amassed through a continuous survey. Since a complete compilation of all performances would be prohibitively expensive, if not physically impossible, the Society conducts its own poll, based largely on the complete performance records of the radio and tv networks, augmented with spot checks of arbitrarily selected groups of stations. From the survey it is possible to compile performance credits for all members, the results being reflected in their quarterly payments.

Performance credits are shared equally by the creator (composer and/or author) and the publisher. If two lyric writers, as sometimes happens, work with one composer, the performance credits would be divided 50% to the publisher, 25% to the composer, 12.5% to each writer. If two publishers share the performance credit, the publisher's share is split two ways.

Performances may also be weighted in figuring credits. Songs, jingles, background cues and new copyrights on public domain material receive less credit than original works regularly programmed. Serious music—symphonic, concert and choral works—receives special consideration, based on length of performance.

The calculations required to insure the proper distribution of ASCAP revenue to its members are done mostly by automatic machinery, but even so, a large staff of accountants is needed. Because of the volume of this work and the time it takes, the membership, which is reclassified each Oct. 1, receives royalty checks based on the surveys of the previous year.

The publishers' distribution formula is relatively simple; the writers' somewhat more complicated. The money for each quarterly payment is divided into four funds: accumulated earnings fund, 20%; sustained performance fund, 30%; availability fund, 30%; current performance fund, 20%. In preparing the distribution, it is necessary to determine the dollar value of the total of credits each member has in all four funds.

The current performance fund is distributed on the basis of performance credits amassed during the calendar year just preceding and the sustained performance fund on the basis of five-year averages. The availability fund was created in order to avoid violent dislocations in a member's income resulting from sharp fluctuations in his sustained performance ratings. The accumulated earnings fund is based on two factors, sustained performance rating and length of membership, recognizing seniority.

Another recognition of seniority was given in 1952 by the ASCAP board which adopted a plan for supplementary payments to pioneer members whose annual royalties are less than $5,000. Such members elected in 1914 receive $1,000 a year, with $750 for members elected in 1915-16-17 and $500 for those elected in 1918-19-20, the money coming from the general fund.

Dues of ASCAP members—$50 a year for publishers, $10 for writers, $5 for probationary writer members, aggregating some $60,000—go into a relief fund to which the board may allot further sums from the general fund if needed.

ASCAP members may die, one in five is deceased, but their memberships live on with their music, the royalties being paid to their estates for the life of the copyrights, 56 years from the date of issue.

Where does the money come from? One source is motion pictures. ASCAP used to collect these fees from the theatres, but about five years ago a court ruling resulted in adoption of a clearance-at-the-source system here as in network broadcasting, and now the major producers of movies deal directly with ASCAP for the use of its music in their pictures.

Theatres still pay directly for music they use outside of that on the sound tracks for the films. Together, the producer and exhibitor payments replace those which were formerly collected exclusively from theatres on a scale based on their seating capacities.

Dance halls, restaurants and hotels also pay ASCAP for the right to perform its tunes. Hotel payments are based chiefly on the sums paid the performing artists, with a ceiling of $2,600 a year. Dance halls and restaurants are charged by audience capacities and amount of music they use.

Wired music concerns also pay ASCAP for the use of its music. The only major public performer of music for profit who does not pay is the juke box, expressly exempted from royalty payments by the copyright law, which was adopted at a time when a coin-operated phonograph was listened to through ear-phones which limited the audience of any performance to a single individual. ASCAP and other copyright licensors, including BMI, are trying now to get the law amended so that they can collect from juke boxes as from other users.

But the main source of ASCAP revenue is the broadcasting industry, the radio and tv stations and networks whose combined payments are estimated to amount to about 85% of ASCAP total income. And, according to ASCAP executives this is no more than fair. In the good old days,

(Continued on page 103)



IMPORTANT in ASCAP's dealings with broadcasters: the late John Paine (l), who in 1937 became general manager of ASCAP, succeeding E. Claude Mills (c), who, after five years in that post, then became chairman of ASCAP's executive committee. Mr. Mills is now copyright consultant to Earle C. Anthony, owner of KFI Los Angeles. Herman Finkelstein (r), ASCAP's general attorney, played a major role in negotiating license agreements with tv broadcasters.



LOUIS BERNSTEIN
Vice President



OTTO HARBACH
Vice President



SAUL BOURNE
Treasurer



FRANK CONNOR
Assistant Treasurer



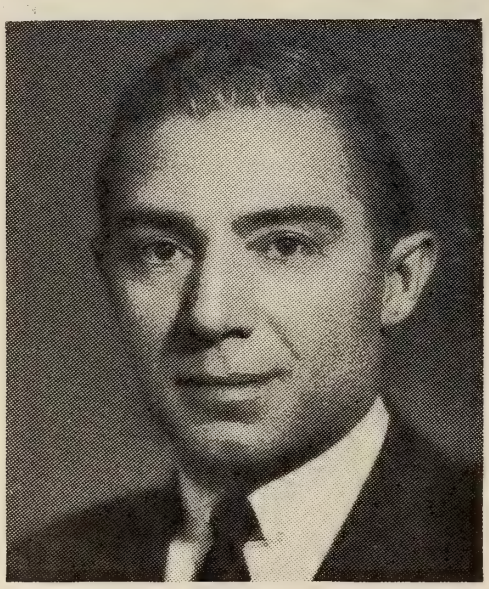
JOHN TASKER HOWARD
Secretary



GEORGE W. MEYER
Assistant Secretary



GENE BUCK



STANLEY ADAMS
President



JACK YELLEN



IRVING CAESER



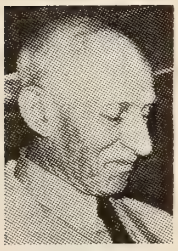
DEEMS TAYLOR



PAUL CUNNINGHAM



HERMAN STARR



MAX DREYFUS



GUS SCHIRMER



L. WOLFE GILBERT



J. J. ROBBINS

ASCAP
BOARD OF DIRECTORS

Forty years ago a small group of songwriters and publishers formed the American Society of Composers, Authors and Publishers, with two objectives in mind:

- *To protect the rights of composers and authors and their publishers to just compensation for public performance of their works for profit.*
- *To serve as a convenient clearing house for commercial users of copyright music.*

Since 1914, the American people have gained a better understanding of the unique contribution to national life made by musical creators, and a clearer recognition of their need for some measure of economic security in order to add new works to the American repertory.

The ASCAP directors are proud of the service the Society has performed over the years to its Members, its Customers, and the Public.



BERNARD GOODWIN



DONALD GRAY



OSCAR HAMMERSTEIN 2nd



A. WALTER KRAMER



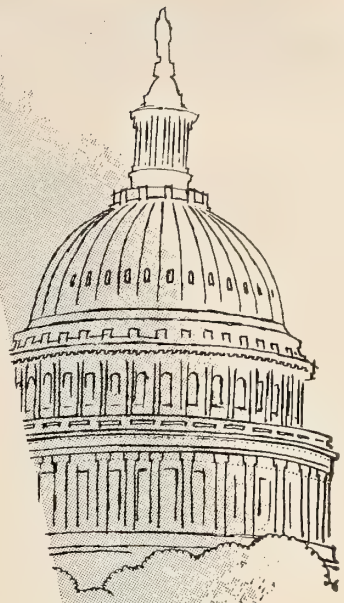
ALEX KRAMER



JACK MILLS



ABE OLMAN



THE WHITE HOUSE
WASHINGTON

Denver, Colorado
September 30, 1954

Dear Mr. Adams:

Please extend my congratulations to all members of the American Society of Composers, Authors and Publishers as they celebrate the fortieth anniversary of their famous organization. It is my hope that ASCAP will continue for many years to help American composers as they make their valuable contributions to our musical heritage and to the happiness of their fellow citizens.

Sincerely,

Dwight D. Eisenhower

Mr. Stanley Adams
President
American Society of Composers,
Authors and Publishers
575 Madison Avenue
New York 22, N. Y.

ASCAP 40th ANNIVERSARY

1914 1954

Speech of President Stanley Adams, opening the 40th Anniversary Dinner of ASCAP, March 30th, 1954

ONCE upon a time, which in this instance was 40 years ago, there were a few hands that began to weave the strands of the tapestry that today is called ASCAP.

These weavers came from many places and each brought with him a magic cloth. Magic because it could not be seen, magic because it could not be touched, and strangest of all, it was magic because every sympathetic and knowing heart could see it and be touched by it. It was woven from musical strands that each weaver contributed from within himself — the golden silk of the ballad, the deep rich indigo of the blues, the multi-colored quilting of the novelty.

These were great artisans and they worked lovingly and diligently.

Then, one day, since they all had great hearts, they stepped back from the loom and gazed in wonderment at the beauty they had wrought.

Then from all over the land, other hearts coveted the tapestry to hang on their walls, not necessarily to dream before it, or to be thrilled by it, but because they felt that they could collect pieces of gold and silver from their neighbors, who with good hearts, would pay to come in and be comforted by it.

This they did but questioned the right of the weavers to expect payment.

A wise man in the village was sympathetic to the plight of the weavers and he gathered them together, and like the good shepherd, took them to a distant village where there sat a great and learned judge. The judge pondered a long time over the question as argued by the wise man, and he rendered a decision in favor of the creators of the tapestry thusly:

> *"If music did not pay it would be given up. If it pays it pays out of the public pocket. Whether it pays or not the purpose of employing it is for profit and that is enough."*

This encouraged the young weavers, who without this great decision might have remained only apprentices.

Without the original few and their one wise man, the golden silk would have tarnished, the deep rich indigo would have faded, and the multi-colored quilting would have lost its sparkle. Fortunately this did not happen. Instead, the few pieces of cloth have become many, the 192 weavers have become 3963, the gentle hum has swelled to a mighty chorus and there is music throughout the land.

And here we are, tonight, to celebrate the 40th birthday of ASCAP and to pay homage to the visionaries who converted a dream into a reality, an unnurtured seed into a rose and an intangible tapestry into an economic umbrella.

Will each of you, now, at this precise second, please search your innermost thoughts and extract therefrom what ASCAP has meant and what sad changes would result with its disappearance?

It shall not disappear because youth has carried the torch that was lit by age and because the new has replenished the old. But tonight still belongs to the nine ring-masters of destiny what sat around a table at the first supper forty years ago.

It is with reverence and with deep emotion that I call the roll of those who stood up to be counted.

Silvio Hein	Gustave Kerker
Victor Herbert	Glen MacDonough
Louis Hirsch	George Maxwell
Raymond Hubbell	Jay Witmark

and the wise man, Nathan Burkan.

We broke bread tonight because they broke bread that night.

We are singing in a full voice now because they sang in a small voice then.

We gaze from the roof of a shining tower because they labored to build a firm foundation and, ladies and gentlemen — we are because they were.

MASS COMMUNICATIONS
create vast new audiences

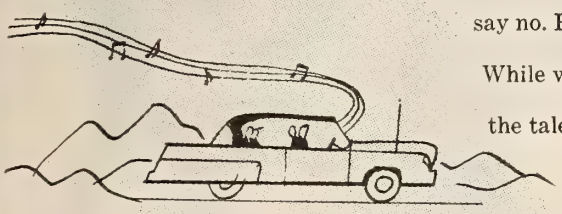


The 40 years of ASCAP history span the development and growth of one of America's most amazing industries – mass communications. No branch of American inventive genius has brought so many changes in the daily living habits as the science of electronics which has produced one new miracle after another – among them radio, talking pictures, television, recording devices.



Today the U. S. boasts more radios, record players, television sets than all the rest of the world combined. Consequently, wherever our citizens may be – their homes or offices, public places or automobiles, seashore or mountains – they have easy access to some device which plays music for their enjoyment.

In contrast to the days of individual enjoyment by means of sheet music, when there was a piano in almost every home, mechanization of music enables tens of millions of our citizens to hear the same musical notes simultaneously throughout the land. Mechanization has also been a major stimulus to many new entertainment enterprises.

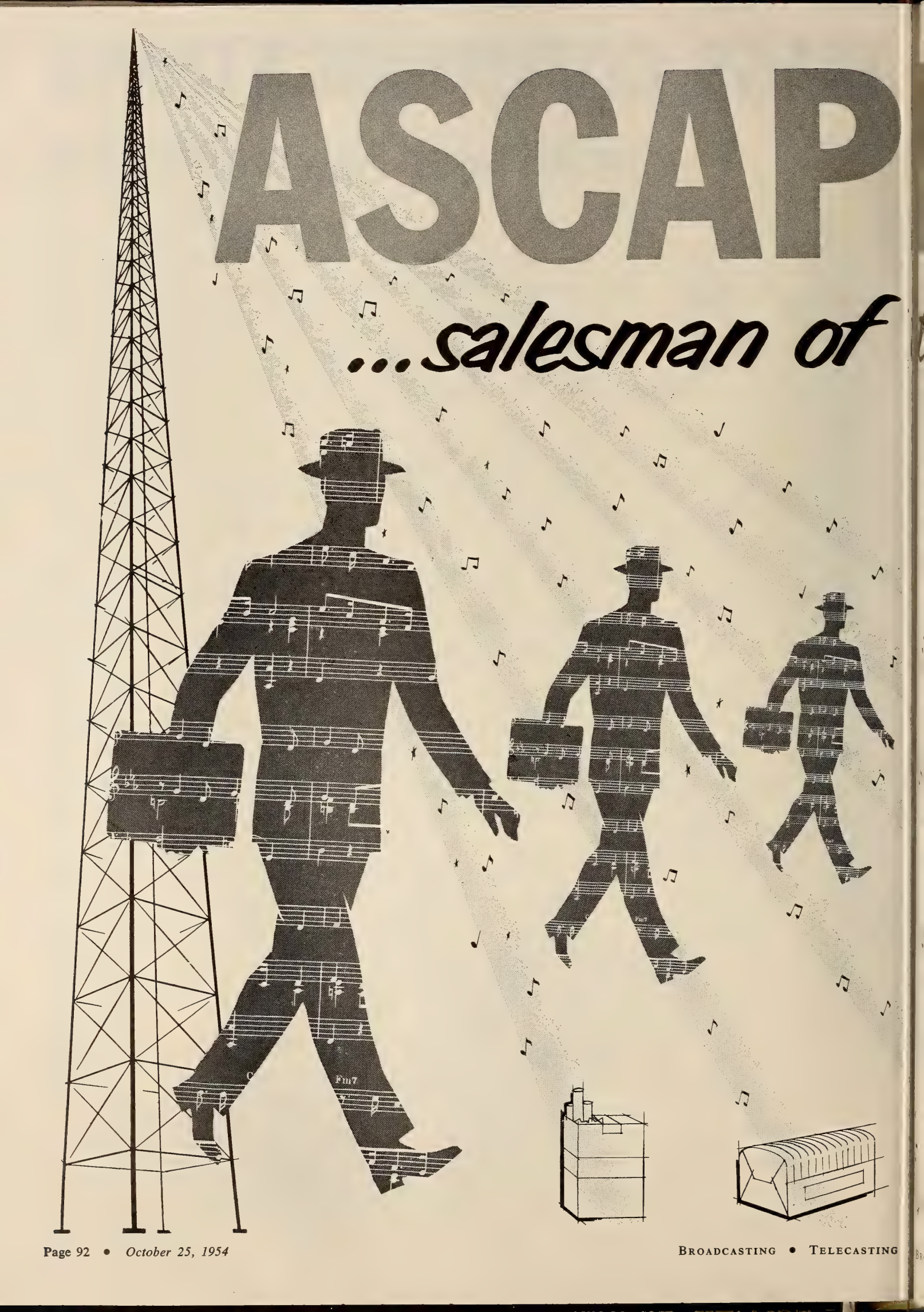


Does this mean standardization and a dead level of mediocrity? Most objective observers say no. Public taste has been improved, not cheapened, since the era of mass audiences began. While whole new industries have been growing around mass communications transmission, the talent of the American musical creator has been equal to the challenge of the machine.

No matter how big the multi-billion dollar mass communications industry becomes, there will never be a substitute for the genius of the creative individuals upon whom this vast framework depends.






ASCAP
...salesman of

MUSIC

the airways!

In 1920, when Station KDKA first startled Pittsburgh listeners with the strains of "Avalon" rendered through a carbon mike, ASCAP was 6 years old. It had never distributed a dime to its 100 members, and was too poor even to afford a fee to its General Counsel, Nathan Burkan.

Today, the broadcasting industry has expanded from a single commercial station to more than 3000. The ASCAP membership has grown from a handful to over 3000 writers and 600 publishers.

Music consistently furnishes the backbone of program material used on the airways. The broadcasting industry, in turn, provides the major share of the revenue composers, authors and publishers receive through ASCAP.

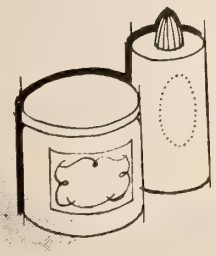
We the creators——and you the broadcasters——have been important to each other for a long time. In earlier years, our brotherly relationship was sometimes marred by youthful differences of opinion. But by and large, it's been a healthy process of growing up together.

ASCAP, on its 40th Anniversary, is proud of its contribution to broadcasting and its good relations with the broadcasting industry. In the years ahead, ASCAP will strive even harder to serve the musical needs of the broadcasters.

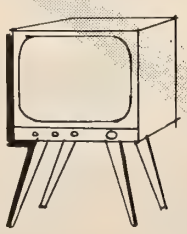
As a recent step in this direction, ASCAP created a Stations Relations Division, headed by the Assistant Sales Manager, to work directly in the field with broadcasters.

In the future, as in the past, broadcasters will find ASCAP music the best salesman of the airways – with the strongest listener and sponsor appeal.

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, N. Y.







WHAT MAKES A SONG A HIT?



Ask any user of ASCAP music – network exec, program manager, deejay, ork leader, night spot op, roller rink prop:

Why do some songs lead the parade – and remain popular through the years?

Why do others flare up like rockets – and then fade into oblivion?

You won't get a satisfactory answer. Nobody really knows. Popularity can't be predicted. In fact, the man who could guess right even 25% of the time could command any reward he asked from the entertainment industry.

Fortunately, users of ASCAP music don't have to be prophets. They know in advance that their ASCAP license automatically insures a majority of the popular hits.



ASCAP songs from 1914 to 1954 have consistently been among the top hits of the country. Impartial surveys show that the public has selected the songs of ASCAP composers and authors as the tunes that live forever.

AMERICAN SOCIETY OF COMPOSERS AUTHORS AND PUBLISHERS
ASCAP



Academy winners since 1934:

1934 — "The Continental" — Con Conrad, Herbert Magidson
1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin
1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
1937 — "Sweet Leilani" — Harry Owens
1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin
1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
1942 — "White Christmas" — Irving Berlin
1943 — "You'll Never Know" — Harry Warren, Mack Gordon
1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke
1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein
1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
1948 — "Buttons and Bows" — Jay Livingston, Ray Evans
1949 — "Baby, It's Cold Outside" — Frank Loesser
1950 — "Mona Lisa" — Ray Evans, Jay Livingston
1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
1952 — "Do Not Forsake Me, Oh My Darlin' "— Dimitri Tiomkin, Ned Washington
1953 — "Secret Love" — Sammy Fain, Paul Webster

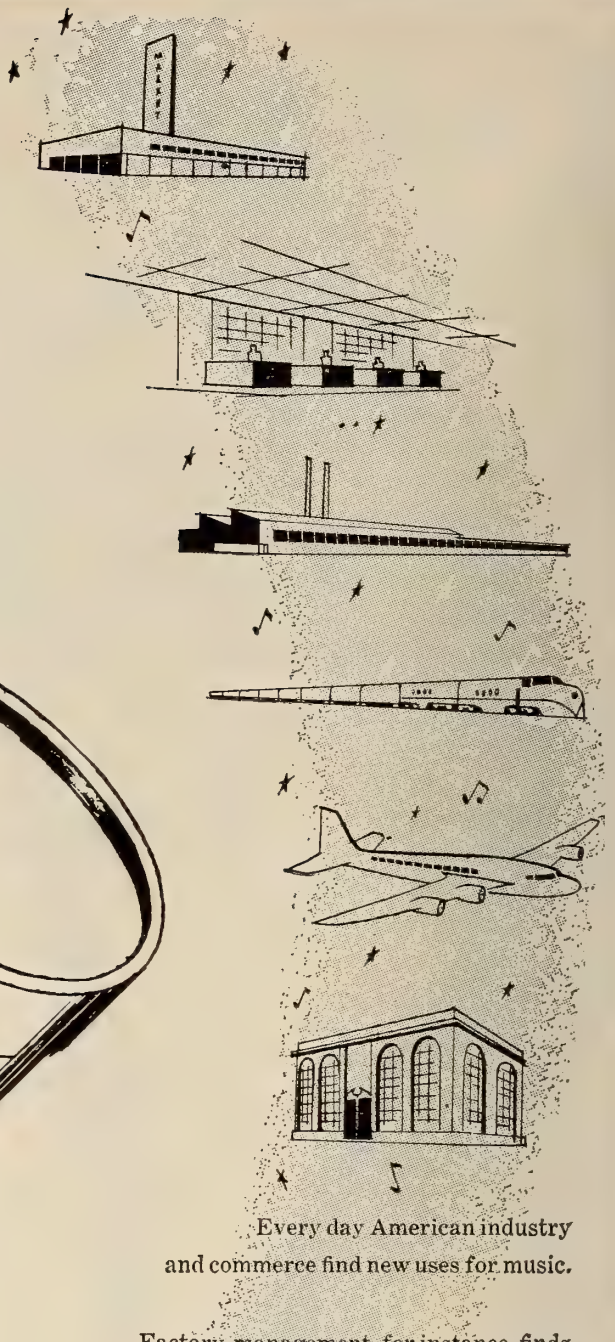


ASCAP SONGS WIN THE 'OSCARS'

Year after year, ever since Oscars have been instituted, songs of ASCAP members have been acclaimed as the outstanding tunes used in motion pictures and have won Academy Awards



new fields for ASCAP MUSIC





Every day American industry and commerce find new uses for music.

Factory management, for instance, finds that music relaxes workers and helps quality and quantity of production. More and more personnel officials find, too, that music in cafeterias and recreation rooms keeps workers better satisfied with their jobs.

Downtown stores, suburban shopping centers, business and professional offices are joining the ever-growing list of users of recorded background music.

There's a simple reason for this growth — music helps sales. Shoppers find that music provides an air of hospitality, makes the surroundings more pleasant. They stay longer, spend more and come back more often.

By making available to the commercial user of music the entire repertory of the Society, ASCAP spares the user the cumbersome and costly process of seeking out the individual composers, authors and publishers in order to obtain the right to perform their music.

INCENTIVES

for the Symphonic and Concert Composer

If the contemporary Broadway theatre were to perform only the works of Shakespeare and other Elizabethan writers, today's shortage of theatres for the legitimate drama would not exist since only a small segment of the public would attend. This would not add to 20th century culture.

Yet in the American musical world, programs of symphony orchestras show just such a situation, despite voices raised in support of contemporary music.

Oftentimes this music is controversial. We in ASCAP do not favor any particular school. We do feel, however, that the creation of new works suitable for performance by symphony orchestras must be encouraged, if we, as a Nation, are to be known for culture as well as for material accomplishments.

We do not urge, of course, that the works of the masters be abandoned. They are as much a part of the contemporary scene as are the works of the great painters and sculptors that grace our museums. But we cannot build for the future without stimulating and encouraging contemporary creative talent.

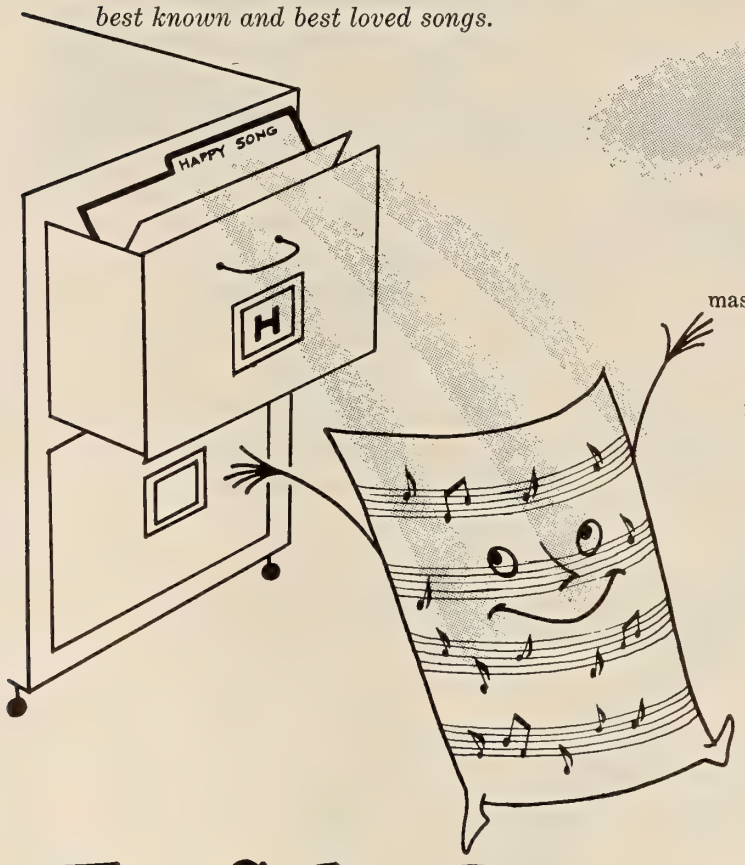
We Americans can be proud that many works of our serious composers are also performed with a fair degree of regularity abroad, proving the maturity and wide acceptance of American composers.

A musical composition cannot become established without repeated performances, and every performance of an American work also helps to support the composer, thus encouraging him to new endeavors. We in the Society will do our part to see that the future of these talented Americans becomes increasingly brighter.



I am an ASCAP song... my name is "Happy Song"!

My parents are ASCAP members. In the ASCAP Index Department, I was admitted to the great fellowship of America's best known and best loved songs.



I found out: ASCAP's **INDEX DEPARTMENT** houses the largest catalog of information on musical works in America.

Every work by an ASCAP member is cataloged in a master file on the 9th floor of 575 Madison Avenue, New York City. More than 2,500,000 cards now fill the bulging files of the Index Department. Each card preserves the history of a musical work: its title, date, composer and author, publisher.

"Who wrote that?" "Who published it?" "When was it copyrighted?" The Index Department staff answers hundreds of such queries a week.

Besides its service to commercial users, the ASCAP Index performs a useful public service by providing without cost information on this great repertory of American musical works to educators, writers, editors and researchers.

The Sales Department heard of me...

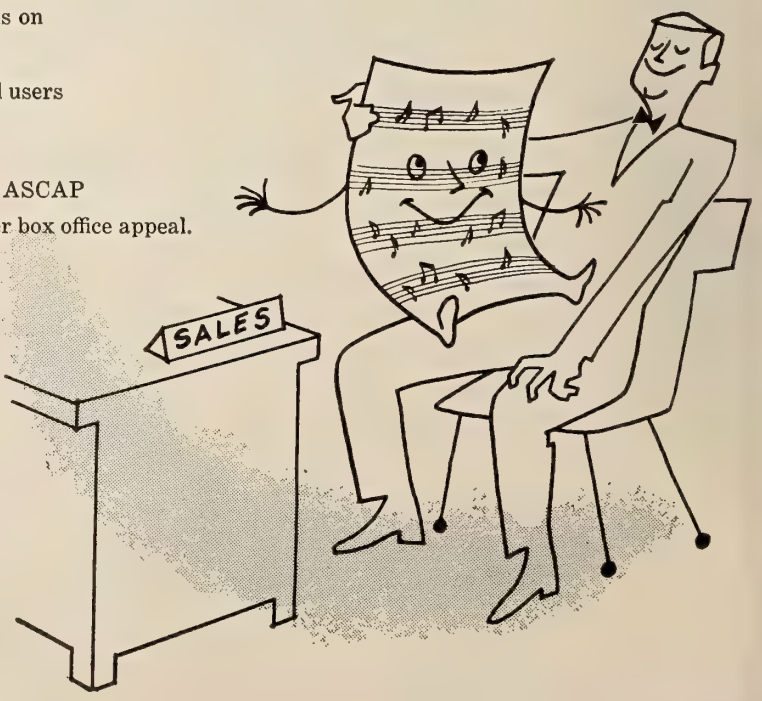
I found out: Since ASCAP music has proven itself and stands on its own merits, the ASCAP **SALES DEPARTMENT** in practice functions as a service department to help commercial users get the most out of their licenses.

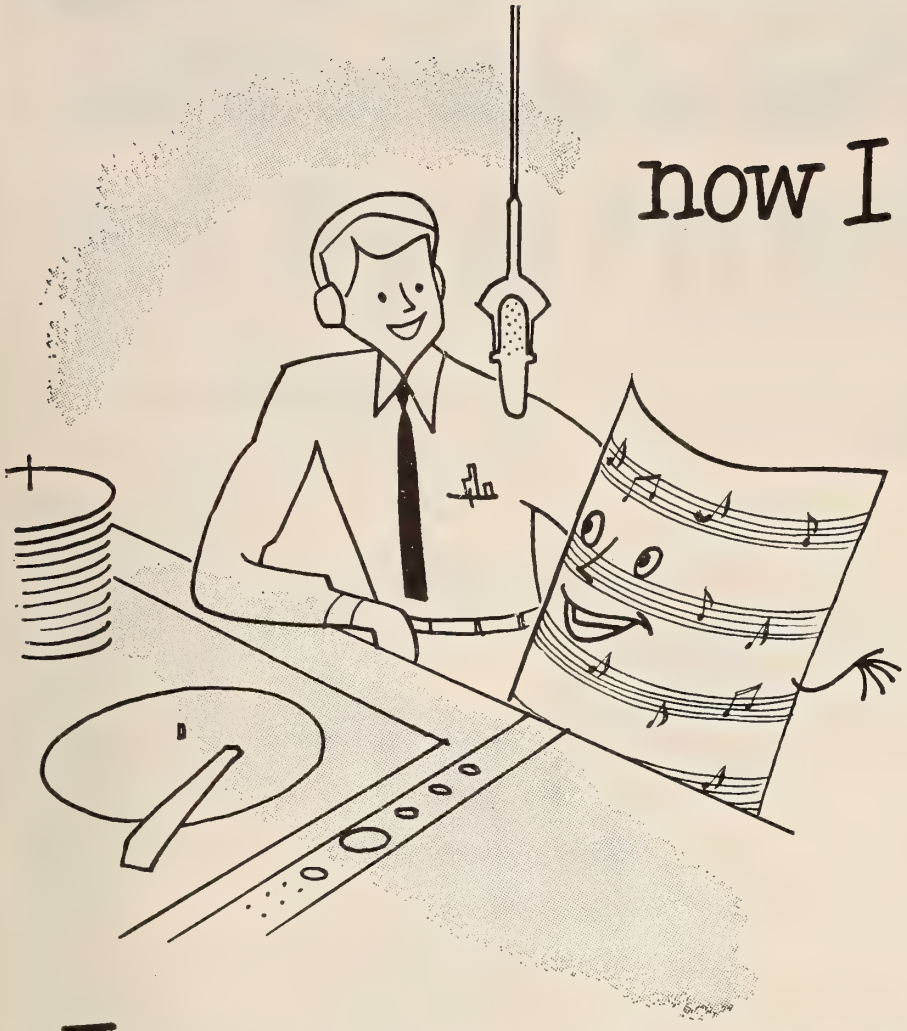
Old friends are provided with full information concerning the ASCAP repertory so that they may use it for bigger profits and stronger box office appeal.

New licensees are informed how an ASCAP license can unlock the door to a great American storehouse of musical treasures and lead to satisfied customers and a louder ring in the cash register.

Broadcasters are afforded services tailored to their needs through ASCAP's new Station Relations Department.

To music users, new and old, ASCAP stands ready to furnish programming and licensing information, through regional representatives and branch offices in principal U. S. cities.





now I am a hit!...

As a result of promotion by my publisher, recordings were made of me. I began dizzily spinning around in radio and television. I am on everybody's lips.

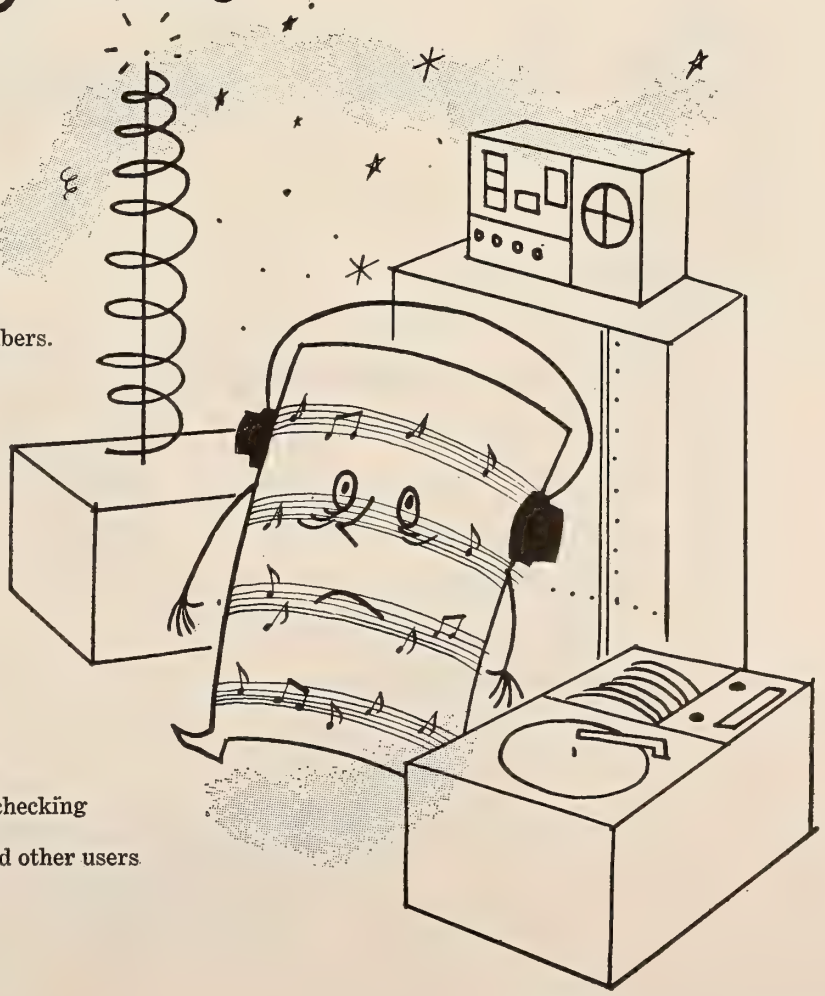
I am frantically busy...

as the Program Department tries to keep up with my thousands of performances all over the country.

I found out: The **PROGRAM DEPARTMENT** surveys commercial uses of the music of ASCAP's members.

It's a big job, surveying performances. Every minute, any time of day or night, every day of the year, several thousand radio and television stations, who are major users of music, are playing ASCAP music.

Samplings of commercial uses over the nation have revealed fairly uniform use of the ASCAP repertory by representative groups. A specialized staff is constantly checking the radio-tv networks, independent radio-tv stations, and other users of ASCAP music all over the United States.



I am given a code number...



I found out: Results of surveys by the Program Department are sent to the **TABULATING DEPARTMENT** where performance credits for 3,963 members are kept up-to-date on complex IBM machines. These records constitute the primary factor in determining the distribution of revenues by the Royalty Department.

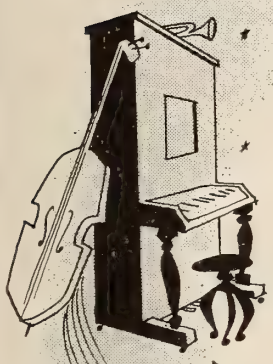
at last!... the Royalty Department!...

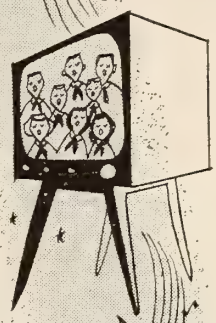


I found out: This is the way the free enterprise system works for composers. In the **ROYALTY DEPARTMENT** creators are compensated for their talent by the commercial enterprises that use their music profitably. By sharing in the profits that flow from their talents, composers and authors are provided with the incentive to keep on producing the musical works that make the entertainment world go 'round.

THE ASCAP REPERTORY

...outstanding in all categories











POPULAR SONGS... the hits of today and the enduring standards of tomorrow.

PRODUCTION NUMBERS... hit tunes from the most successful Broadway shows, past and present, and notable Hollywood musical films.

RHYTHM AND BLUES... new Latin tempos, favorite blues, syncopation and jazz – all unmistakably American.

FOLK SONGS... work songs, play songs, regional songs mirroring the history of the American people.

SACRED MUSIC... liturgical music, songs of faith, gospel hymns expressing the religious beliefs of Americans.

SYMPHONIC AND CONCERT WORKS... works of distinguished composers of great classics, daring innovators as well as creators in traditional patterns.



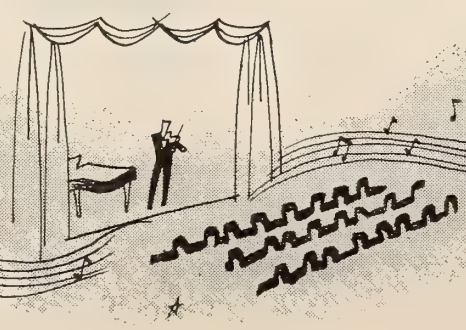
More than 3,900 writers and publishers are constantly adding new works to the extensive ASCAP repertory.











"TIME FOR A CHANGE"

The time is ripe to modernize the section of the 1909 Copyright Act which allows juke boxes – alone among commercial users – to perform copyrighted music for profit without compensation to the creator. This outmoded clause is unfair to composers and highly discriminatory to all other users.

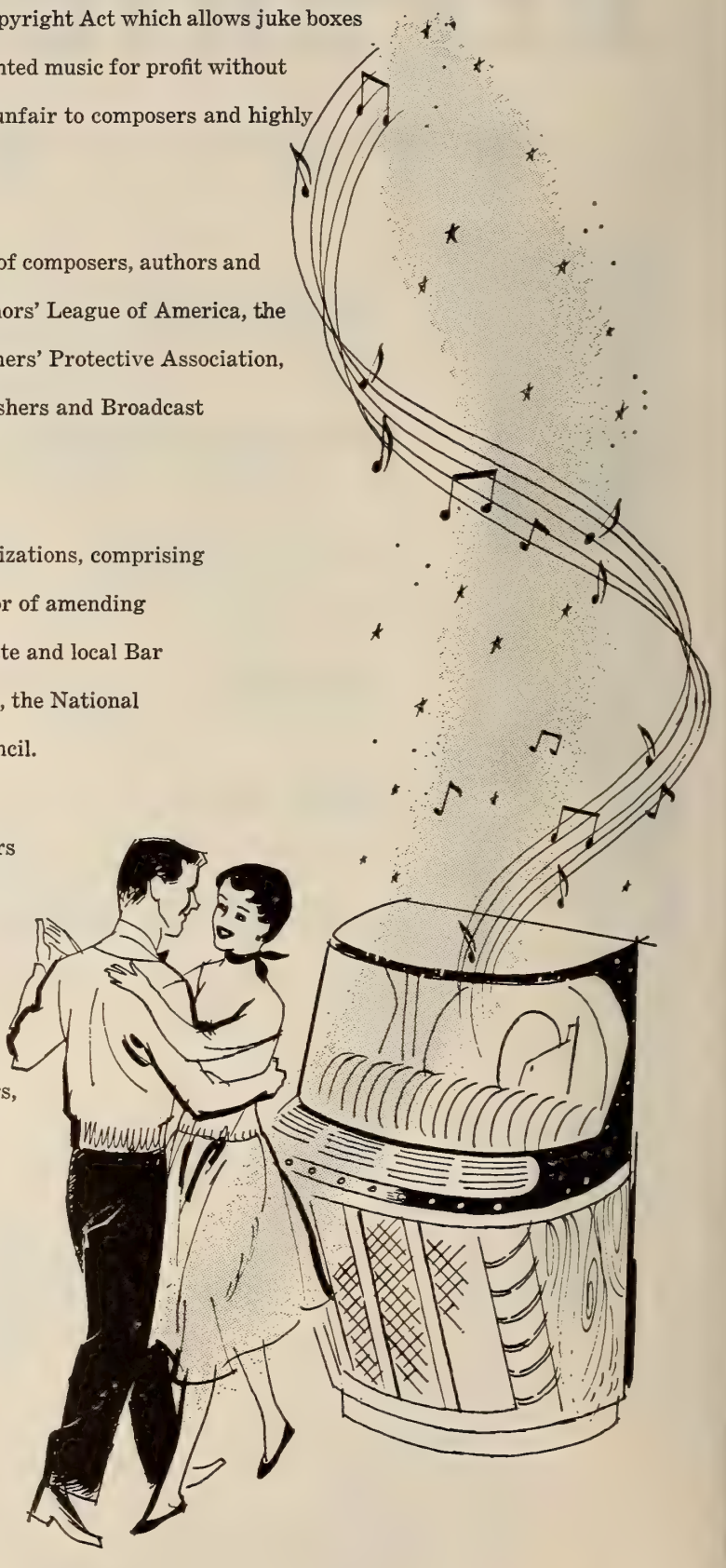
"It's time for a change." So say the vast majority of composers, authors and publishers and their organizations, including: the Authors' League of America, the Songwriters' Protective Association, the Music Publishers' Protective Association, the American Society of Composers, Authors and Publishers and Broadcast Music Incorporated.

"It's time for a change." So say responsible organizations, comprising millions of members, which have gone on record in favor of amending the Copyright Law: the American Bar Association, state and local Bar Associations, the General Federation of Women's Clubs, the National Federation of Music Clubs and the National Music Council.

"It's time for a change." So say influential members of Congress, who realize that modernizing the 1909 Copyright Act serves the best interests of both composers and juke box operators.

"It's time for a change." So say hundreds of editors, columnists, radio commentators, feature writers and reporters speaking to the Nation.

Backed by this powerful expression of public opinion, the composers, authors and publishers of America confidently expect that 1955 is the year in which this obsolete section of the Copyright Act will at last be modernized.



THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 Madison Avenue, New York 22, N. Y.

(Continued from page 87)

they'll tell you, a song wasn't a hit until a million copies of sheet music had been sold, and when that happened the writer and composer divided up about $30,000. In those days, performance fees were peanuts. Sheet music sales were a songwriter's bread and butter and recording fees the jam.

But today a song that sells 100,000 sheet music copies is a hit; 250,000 a smash and 350,000 a nine-day wonder. And, they say around ASCAP, that nine days is not too much of an exaggeration, either. It used to be that a song would last a year or even longer, but today four months is forever. "Radio makes 'em but it's a short-run deal," they say, "and when it's over you're deader than yesterday's newspaper."

Asked about record sales, which seem to top the million mark quite frequently these days, the ASCAP people point out that there's a statutory royality limit of two cents for each record of each composition. Split that two ways between publisher and creator and each gets $10,000 or $5,000 apiece for the writer and composer. Not that that's bad in itself, but it's a far cry from the take-on sheet music sales in the pre-radio days.

Today, the royalties from performances of his tunes are far more important to the average song writer than his income from sheet music or record sales. And, according to ASCAP statisticians, performances today mean radio and television and almost nothing else.

The top music creators—like Irving Berlin, Rodgers and Hammerstein, Cole Porter—are naturally recipients of the top payments from ASCAP. But their most important revenue, the money that puts them in the upper income tax brackets, comes from that old fashioned thing—the theatre—and its younger sister—the movies. A contract to do the music for a Broadway show or a motion picture is the kind of a plum every songwriter dreams of finding in his Christmas pie—and he constantly hopes he'll be good enough at his trade to get it.

When the broadcasters launched BMI, the members of ASCAP had a natural worry that the station operators would allow their pride of ownership to influence their selection of music to be broadcast, so that the airwaves would carry vast volumes of BMI tunes with only a sprinkling of ASCAP compositions and that this would cause the writers and publishers to desert ASCAP and flock to BMI. The record shows that this just didn't happen.

The annual Office of Research reports on the musical compositions most played on the air year after year show a great preponderance of ASCAP numbers. As to membership, in 1930 ASCAP had 651 writer members and 95 publishers; by 1940 the totals were 1,167 writers and 140 publishers. That was before BMI. As of Oct. 15, 1954, ASCAP's membership rolls showed 3,251 writer members and 712 publishers.

Moneywise, ASCAP's membership has little cause to complain about the broadcasting industry. In the late 30's, radio payments accounted for about two-thirds of the Society's total income of about $6 million a year. Last year, radio and tv are credited with paying ASCAP more than $14 million, better than 80% of its entire revenue from all sources, and this year the radio and tv broadcasters are expected to account for some 85% of a total ASCAP income of approximately $20 million.

Speaking at the Society's 40th anniversary dinner earlier this year, Mr. Bourne recapitulated its history in this way: "The first ten years—a fight for existence; the second ten years—adjustment . . . to a new form of mass entertainment, radio; the third ten years—the society's growing sense of responsibility of its members to its customers and to the public; the past ten years—a period in which members have become more aware of their responsibilities to each other and to their organization."

In the same way, one might summarize the three decades of ASCAP-broadcaster relations as: The first ten years—one-sided and unhappy; the second ten years—antagonism, culminating in all-out war; the last ten years—businesslike, with problems approached rationally rather than emotionally, and an honest effort on both sides to work things out proving successful in overcoming the worst obstacles.

What lies ahead? Most broadcasters will probably agree that whatever new types of broadcast services may develop in the years to come, music will continue an important source of programming and ASCAP an important source of music. As to their future relationship with ASCAP, most will probably concur in the statement of the Society's president, Stanley Adams (page 86): "Of one thing, however, I am certain—that in the future, as in the past, composers, authors and publishers of America and the users of their music will learn more about each other and will gain increased understanding of their role as partners in the great American entertainment enterprise."

MOREY PICKS 'EM FOR AP RADIO

CHARLEY MOREY, radio sports editor of The Associated Press, shoved back a foot-high stack of charts, diagrams and files and reached for the jar of coffee at his elbow. Halfway to his lips, the jar paused while Charley made his traditional toast to Dame Fortune.

Mr. Morey had just made his weekly selection of football winners. In the past, this Dame had treated him pretty decently. Last year, for example, in predicting the victors in more than 400 games, he had a batting average of .749. And that didn't include ties. The year before, his average for about the same number of selections was an even higher .762. And in 1951, a round .700.

Mr. Morey's courtship with the Dame extends past the gridiron to race tracks and the boxing ring. He picked Determine to win the 1954 Kentucky Derby (he did) and had High Gun and Fisherman one-two in the Belmont Stakes (they were). (He was on vacation the week before the running of the Preakness.)

His selections are included on the sports feature called "The Sportsman," carried daily on the AP radio wire and received by about 1,300 stations. The telescript moves about 4 a.m., so Charley writes it the previous afternoon, keeping in mind it must hold up for from one to three days. And it usually does. The football predictions move on the wire Wednesday morning, a full three days before the games are played.

What's his secret? What's his system in doping out the winners?

"I don't know . . . it's hard to explain," said Mr. Morey. "For one thing, I don't go in too heavily for the general run of handicapping. You've got to consider the . . . the intangibles.

"You've got to figure whether a team's really 'up' for the coming weekend—or the mental attitude of a horse. Don't laugh. Don't think for a minute those high-strung hay-burners don't have attitudes."

Mr. Morey also places a great deal of strength on the coach, manager or trainer. He has implicit faith in that person's ability to develop or ruin championship material.



MR. MOREY

Since taking over the assignment of writing "The Sportsman," Mr. Morey has been wrong on only two heavyweight title fights. Both times, it was Walcott over Charles. One upset worth mentioning was his selection of Featherweight Percy Bassett over Lulu Perez in the face of 4-to-1 odds against it.

He has been with the AP Radio department for 10 years, the last four as sports editor. Before that he was with United Press for four years and with the *Morning Telegraph* for one and one-half years.

A born and bred New Yorker, he has rarely strayed from its brick and concrete. Until he made a recent trip to Nova Scotia, he had never been farther away from home ground than 300 miles. He now lives in Brooklyn.

WJAR-TV CHILDREN'S CONTEST

MONTHLY CONTEST designed to bring out the artistic and creative writing ability in children is being conducted by WJAR-TV Providence, R. I., through its *Children's Theater* program. Nearly 3,000 entries were received during the first Wonder-Treasure Book Award contest, in which children entered drawings. The October contest is for original compositions on a given subject. The prize for the monthly winners are two Wonder Books every month for one year. Ted Knight, puppeteer-ventriloquist featured on *Children's Theater,* is supervisor of the contest.

NTA TEASER LETTERS

SERIES of teaser letters, the first containing one-dollar bills and the second two, have been mailed by National Telefilm Assoc. to station executives, agency people, newsmen and others throughout the country to promote its million-dollar "Tv Tic Tac Toe" contest, designed to sell NTA's film program library and at the same time help stations build audiences [B•T, Oct. 11]. A third letter was included in the promotion mailing which contained a "check" for $1 million and set up calls for company salesmen to explain the contest plan. In all, spokesmen said, $1,800 in cash and $363 million in "checks" were mailed out.

ZIV TV PROMOTION KITS

ZIV TELEVISION PROGRAMS has provided promotion kits to stations carrying its *Meet Corliss Archer* tv film series. The kits include "party pack" game sets, rules for Corliss Archer Family Dances, press releases, dealer window posters and counter displays, film slides to accompany tv announcements and promotion letters. Ziv also has sent dealers, in addition to aids, premiums and novelties, promotion letters signed by members of the Archer family.

KAVR ORIGINATES FOR MBS

NEW 1 kw KAVR Apple Valley, Calif., is originating the local *Christopher King's Sounding Board* program for the entire MBS network, with Sunday broadcasts tape-recorded for presentation on following Saturdays.

CBS PROMOTION VIA PIGEONS

LOS ANGELES metropolitan newspaper radio editors, in a promotion for the new five-weekly CBS Radio *Amos 'n' Andy Music Hall* program, had homing pigeons delivered to them at their downtown offices, with instructions to write comments about the program on accompanying sheets of paper and release the birds to return to the network office in Hollywood. Among comments received were, "The pigeon is so cute I hate to send him back" and "Amos 'n' Andy are wonderful, but the CBS public relations department is crazy, man, crazy!"

WTOC-TV MARKET BROCHURE

REPORT designed to help advertisers increase their profits in the Savannah, Ga., market has been prepared and distributed to advertisers and agencies for WTOC-TV Savannah by Avery-Knodel, New York, the station's national representative. The brochure stresses that the complexity of spot tv market selection makes it necessary to appraise closely the choice in terms of actual advertising value, and points to the Savannah market, where WTOC-TV is the only operating station, as one of the relatively new tv markets where advertisers can buy the same low cost per viewing home as they can in better established markets. The copy states that "Savannah's well-balanced economy produces high average per family income—$4,461 annually," and cites a number of examples where Savannah sales are well above the state average in specific product categories. Complete program information sheets for four of the station's shows are included in the presentation along with information on programming supplied by all four networks, the market's audience growth, data on the ownership and management of WTOC-TV and a study of the station's rate structure.

WKNE ADVERTISERS CLINIC

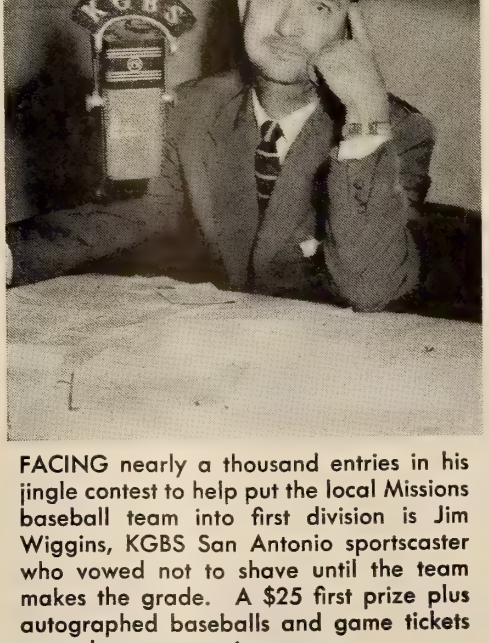
SIXTH ANNUAL "Advertiser's Clinic" of WKNE Keene, N. H., was staged by the station recently at Winding Brook Lodge in that city. Over one hundred of the station's advertisers attended the luncheon meeting and heard talks by Al Spokes, manager of WJOY Burlington, Vt., and Bob Peebles, general manager of WKNY-AM-TV Kingston, N. Y. The two men spoke on "BAB's Newspaper Story" and "Radio and Tv in a Market Similar to Keene," respectively. The meeting was conducted by Frank Estes, general manager of WKNE. The station reports that, at the meeting's close, one advertiser informed WKNE they would increase their advertising by $100 per month.

SOIL FROM KANSAS

SAMPLE of eastern Kansas soil is being sent to advertisers and agencies by WIBW-TV Topeka, together with a folder which states, "From this rich soil of eastern Kansas comes big buying power for your product." The station reports that from eastern Kansas comes "high-yield crops producing $1,313,748,000 . . . every year." The brochure says that in 1953 the consumer spendable income was $5,741 per household, 9% above the U. S. average. A postcard to be sent to WIBW-TV for current and near future availabilities on the station is attached.

SPECIAL EVENTS FOR 1955

CHAMBER of Commerce of the United States has announced the publication of "Special Days, Weeks and Months for 1955," listing more than 400 business promotion events, legal holidays and religious observances. The 48-page booklet lists the events both alphabetically and by date, giving the name and address of the sponsoring organization as well as the purpose and description of each special day, week and month. The publication is primarily designed to help businessmen, retailers, wholesalers, manufacturers, advertising agencies, newspapers and radio and tv stations tie in their promotion plans with national celebrations. "Special Days, Weeks and Months of 1955" may be obtained for 25 cents per copy from the Chamber of Commerce of the United States, 1615 H St., N. W., Washington, D. C.



FACING nearly a thousand entries in his jingle contest to help put the local Missions baseball team into first division is Jim Wiggins, KGBS San Antonio sportscaster who vowed not to shave until the team makes the grade. A $25 first prize plus autographed baseballs and game tickets were the contest prizes.

SPONSOR COMMENDS STATION

EXECUTIVES of the Signal Oil Co. recently honored the San Jose (Calif.) Red Sox baseball team and KSJO there with a breakfast commending them for a successful year of broadcasting the team's games and a successful year of merchandising.

CHRC MARKET BOOKLET

CHRC Quebec has distributed to advertisers and agencies a 23-page market booklet showing its coverage area, the important industries in the area, transportation facilities, homes, French-Canadian buying habits, daytime and nighttime radio audiences and photographs of station equipment and staff.

WGN-AM-TV AND THE COWS

WHEN cows went marching down State St. in Chicago, radio and television were there to cover it. The feature was part of the Dairy Parade planned by WGN Inc. as a kickoff to the second annual International Dairy Show Oct. 9-16. WGN-AM-TV Chicago described the parade to Chicagoland listeners and viewers Oct. 9 from 10 a.m. to 11:30 a.m. Among dignitaries at the reviewing stand were Illinois Gov. William Stratton, Chicago Mayor Martin Kennelly and WGN-AM-TV and radio-tv personalities.

WBNS-TV MARKS COLUMBUS DAY

COLUMBUS DAY (Oct. 12) was the day picked by WBNS-TV Columbus, Ohio, to kick-off the local United Appeal-Red Cross drive by presenting a special documentary, *You Are Here,* which depicted the city's progress in carrying out the hopes and ambitions envisioned in Christopher Columbus' discovery of America. The film, narrated by newscaster Chet Long, was three months in preparation. Included in the promotion were messages from the Mayor of Genoa, Italy, and the captain of the steamship *Christoforo Colombo,* a presentation of a medal by the Italian Line to WBNS-TV and the city, a visit to the station by the Italian Naval Attache to the U. S. and a luncheon for 250 of Ohio's top citizens.

KCSJ-TV AIRS TV BINGO

RESPONSE to its first *Video* program, a tv version of bingo on KCSJ-TV Pueblo, Colo., was reported by the station as totaling over 32,000 entries, with the second week's distribution of "Video" cards having reached more than 50,000. Cards are secured by participants at stores of the ten sponsors of *Video.* A large number wheel is spun on the program and cards with corresponding combinations are winners. The sponsors provide prizes, which range from Lewyt vacuum cleaners to a $375 gas stove. The volume of mail received has necessitated the station's employing a full time staff to handle it. Present plans for the program, which KCSJ-TV reports as its most

THE TAPE YOU'VE BEEN WAITING FOR!

SOUNDCRAFT

"PLUS 50"

(50% EXTRA PLAYING TIME)
magnetic recording tape



- 50% EXTRA PLAYING TIME
- EXTRA STRENGTH "MYLAR" BASE
- FULL DEPTH OXIDE COATING
- . . . YET COSTS NO MORE

PLUS 50 is the *perfected* "long-playing" magnetic tape, bringing you *50% extra* playing time with no compromise in strength or recording quality.

One reel of "Plus-50" is equal in recording or playback time to 1½ reels of standard tape. More listening per reel . . . less time changing reels. Best of all, Soundcraft "Plus-50" *actually costs less per foot* than quality acetate-base tapes!

The secret of "Plus-50" lies in its extra thin "Mylar" base (1 mil as compared to 1.5 mils in acetate tapes). "Mylar," DuPont's Polyester Film, contains no plasticizer. It will not cup or curl. Elongation and shrinkage from heat, cold and humidity are barely measurable. And it's far stronger than the thicker acetate . . . one third as strong as steel!

There has been no compromise in the development of "Plus-50"—a big advantage for you! The oxide coating is *constant, full-depth*—to maintain correct frequency response, output level, and bias characteristics. No machine adjustments are needed. "Plus-50" can be interspliced with other fine quality tapes without level change.

See your Soundcraft Dealer for "Plus-50" as well as these other famous Soundcraft Magnetic Recording Tapes:

Soundcraft Recording Tape (in the box with The Red Diamond) the all-purpose "Standard of the Industry."

Soundcraft Professional Tape (in the box with The Blue Diamond) for radio, TV and recording studios. Splice-free up to 2400 feet. Standard or professional hubs.

Soundcraft LIFETIME® Tape (in the box with The Yellow Diamond) for priceless recordings. DuPont "Mylar" base. For rigorous use . . . perfect program timing. Store it anywhere virtually forever.

Soundcraft Tapes are the world's finest—and yet they cost no more.

FOR EVERY SOUND REASON

REEVES SOUNDCRAFT CORP.
10 East 52nd St., New York 22, N.Y.

WAMS DOCUMENTARY SERIES

DOCUMENTARY SERIES explaining the endeavors of several Delaware groups in developing character and good citizenship is being presented five days a week over WAMS Wilmington. Titled *Delaware Lifeline,* the program is broadcast twice a day, in the morning and evening, with a day a week devoted to one group. The participating groups are the Wilmington public schools (Mondays), Delaware State Police (Tuesdays), Delaware and Wilmington churches (Wednesdays), Wilmington Department of Public Safety (Thursdays) and the New Castle County (Del.) Family Court (Fridays). Three months of research and planning were required before the series was put on the air, which the station reports will continue indefinitely. J. Caleb Boggs, governor of Delaware, praised the program at a kick-off luncheon preceding the initial broadcast Oct. 11, emphasizing the service *Delaware Lifeline* could render in combatting juvenile delinquency.

successful thus far, include expanding it from one hour to one hour and a half and the addition of another "Video" night for viewers in outlying communities.

WBAL-TV COLOR PROGRAMMING

COLOR FILMS of a U. S. Air Force aerial fire power demonstration were presented Oct. 13 by WBAL-TV Baltimore. The films were made the preceding weekend at Elgin Air Force Base in Florida by station photographer John M. White and production executive George Mance. Depicting some of the nation's latest planes and their fire power, the films were shown over *Your Esso Reporter* news program from 6:45-7 p.m. In addition, WBAL-TV has started *Color Theater,* Tues., 2:30-3 p.m., color show which the station reports is the first regularly scheduled color film program in Baltimore.

WDOK AIRS MORE MUSIC

MORE MUSIC, resulting from a format change by WDOK Cleveland, is in store for residents of the city, as that station now airs a continuous block of popular music from 6 a.m. to 7 p.m. daily. Two disc m.c.'s, Bill Reid and "Big Chief" Norman Wain, handle the 6 a.m.-12:30 p.m. and 12:30-6 p.m. stints respectively. After that time, WDOK emphasizes nationality music and the symphonic favorites, featuring semi-classicals and heavy symphonies. Also, twice-hourly five minute newscasts are conducted between 6-8:30 a.m. and 4-7 p.m.

KRLD-TV AIRS COLLEGE COURSES

KRLD-TV DALLAS, Tex., is presenting two college credit courses in cooperation with the Dallas College of Southern Methodist U. The courses, which are presented together at 9 a.m. on Saturdays and were inaugurated Oct. 2, are titled *Municipal Government and Administration* and *Introduction to Music.* Both subjects are offered on a credit or non-credit basis, with the credit students supplementing their tv studies with graded homework and a final examination. Dr. J. M. Claunch, director of Dallas College, and Dr. John M. Glowacki, SMU professor of music literature, are conducting the two programs.

AFRS ADDS WOR-MBS SHOW

WOR New York-MBS show, *Hawaii Calls,* has been added to the Armed Forces Radio Service program roster, it has been announced. The program will be carried on 76 stations, locations of which include Iceland, Saudi Arabia, Iwo Jima, Korea, Okinawa and the Philippines, as well as on the Danube, Mediterranean and Caribbean networks of AFRS.

WHY WOMEN LIKE 'HIS'

CHICAGO women are taking advantage of an opportunity to report why they are glad their husbands use a certain brand of shaving lotion. Their views are being solicited in a $1,000 local radio prize contest sponsored by The House of Men in Chicago. Response has been heavy, according to the maker of His after-shave lotion, which asks the ladies to write 25 words or less on "why she is glad the man in her life" uses the product. The contest is part of a four-week campaign calling for a total of 40 one-minute spots on WMAQ and WIND Chicago. The first prize in the contest is $500.

SE HABLA ESPAÑOL?

CONCEIVED to further good Latin American relations, in addition to teaching the Spanish language, WITV (TV) Fort Lauderdale, Fla., is conducting a weekly, 15-minute program titled *El Espanol en Miami.* Phillip De La Rosa, education director of the station, is originator, producer and conductor of the series. Response to the program is more than was anticipated and WITV reports being deluged with mail and phone calls. In addition to reaching viewers interested in learning the language, *El Espanol en Miami* is also enjoyed by a large Spanish speaking population on Florida's gold coast.



LEARNING first-hand about the product of their sponsor, Standard Oil Co., are Charlies Davis (l) and Dan Daniel, who handle color and play-by-play, respectively, of Alabama Polytechnic Institute (Auburn) football games over WAPI Birmingham. The games go out over WAPI to 28 stations, according to WAPI.

'HALLS OF IVY' PROMOTION

YOUNG & RUBICAM, N. Y., has mailed a miniature International Harvester Truck to editors filled with several boxes of National Biscuit Co. products to remind them of the company's new show, *Halls of Ivy,* starring Mr. and Mrs. Ronald Colman on CBS-TV.

WHLI BROCHURE

TENTH market brochure of the year, titled "Sales Link to the Long Island Market," is being sent to advertisers and agencies by WHLI Hempstead, L. I., N. Y. It includes Long Island market information, WHLI programming and audience ratings and a list of station advertisers.

'PYRAMID' IN ALBANY

A "PYRAMID" has been uncovered in Albany, New York—a "pyramid" which WPTR there has unveiled to save certain advertisers in the Albany-Schenectady-Troy market up to $2,411 each weekly. WPTR's "Pyramid Plan," a 2-week promotion merchandising effort, is announced and outlined in a brochure being sent to agencies and advertisers by the station. Described as a plan for "preferred advertisers"—those contracting for a minimum expenditure of $150 per week of station time on a firm 13-week basis—the "Pyramid Plan" calls for concentrated station support of the advertiser's message on radio, in newspapers, on bus cards, on posters, in point-of-sale displays, and in other advantageous places. The estimated total cost of the plan will be $2,661, of which the advertiser will be expected to pay only $250—or a saving to the advertiser on the promotional activities of $2,411. The advertiser is guaranteed a coverage of at least 2,409,520 advertising exposures during the course of the plan.

45 45 45 45 45 45 45 45 45
MR. STATION OWNER:
Here is our answer to your problem,



WHERE TO PUT 45's
FOR 45's
Model GS0736 Shown

Model GS0724 - 24" wide - $69.50
Model GS0736 - 36" wide - $79.50
Model GS0748 - -48" wide - $89.50
Prices include Crating & Freight
ALSO CABINETS FOR ALL OTHER SIZES OF RECORDS
Freight prepaid by motor truck anywhere in U. S. A.
5% Discount if Check Accompanies Order
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HOLLAND PLANS COMMERCIAL TV

COMMERCIAL television will be introduced in Holland as soon as the Dutch Parliament passes the necessary bills, according to a government announcement last week. Proceeds from commercial tv will make it possible for more people there to have television, J. M. L. T. Cals, Netherlands minister of education, pointed out.

The present restricted telecasting schedule of six hours a week in Holland will be doubled next March when additional facilities are available. When the new tv plan goes into effect, there will be no censorship although the directive authorizing sponsored tv states that "moderation must be practiced in all political and propaganda broadcasts," the announcement said.

A network of tv transmitters is expected to be completed in mid-1956. This will make reception possible throughout the country. Under the present system, a large part of Holland is outside the range of the main transmitter at Lopik.

U.S. Daytime Network Radio Tops Nighttime in Canada

UNITED STATES daytime network radio shows are more popular than nighttime shows with Canadian audiences, according to the September national radio ratings report of Elliott-Haynes Ltd., Toronto. Leading shows were *Ma Perkins* (12.9), *Pepper Young's Family* (12.7), *Guiding Light* (12.1), *Right to Happiness, Road of Life* and *Aunt Lucy* (11.8), and *Rosemary* (10.8).

There were no evening English-language network shows in the national rating report for the third month.

French-language daytime network programs were led by *Rue Principale* (28.5), *Je Vous ai Tant Aime* (27.7), *Le Joyeux Troubadours* (24.3), *Francine Louvain* (22.8) and *Quelles Nouvelles* (19.5). French-language evening network shows were *Un Homme et Son Peche* (35.6), *Le Survenant* (20.2), *L'Heure de Coke* (16), and *Colette et Roland* (13.8).

CKCW-TV Target Date Dec. 1; Will Be Fully RCA Equipped

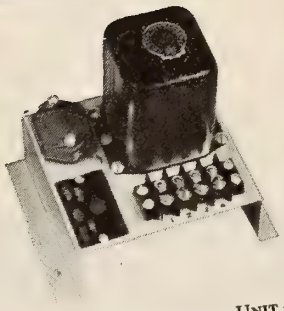
CKCW-TV Moncton, N. B. (ch. 2), will be the second English-language tv station on the air in the Canadian Atlantic Coast provinces when it begins telecasting on Dec. 1, the 20th anniversary of the start of CKCW's broadcasting activities. CKCW-TV will be fully RCA equipped, including an RCA-Victor Wavestack antenna and studio equipment. The main studio is 50 ft by 30 ft. and has kitchen equipment for homemaker programs. Tentative program schedule shows a number of local shows in early evening hours and network shows on kinescope from CBC-TV. Fred Lynds is general manager. H. N. Stovin & Co., Toronto, is Canadian representative and Adam Young, New York, is U. S. representative.

Performers Criticize CBC For Ban on AGVA Members

CRITICISM of the Canadian Broadcasting Corp. for not allowing any members of the American Guild of Variety Artists to appear on the sponsored (Canada Packers Ltd. Toronto) tv talent show, *Pick the Stars*, has been voiced by Canadian performers at Toronto where the show is produced. A number of

Investigate before you buy . . .





RI-108-6 AC POTENTIAL UNIT — used in the Rust System to remotely indicate AC line voltage or regulated filament line voltage (which is proportional to actual filament voltage). The unit is designed for operation on either 115 volts or 230 volts 50/60 cycles.

and you'll choose rust!

If you are considering Remote Control for your transmitter, investigate before you buy. Choose the system that's designed for *you* — and you'll choose Rust. Here's why . . .

No two Rust systems are exactly alike. Rust remote control systems are *engineered* to fit *your* transmitter, whatever its make or model. Even the interconnection diagrams you get are especially drawn up for *your* equipment. Thirty different component units are stocked so that your specific problems can be solved by standard Rust units, *prior to installation.*

What does all this mean? It means that when you buy a Rust system it is *complete.* Your installation is easier and quicker. Because there are no tubes, there are no tube failures. Because there are no adjustments, there are no maladjustments. The Rust System functions as it should . . . with little or no maintenance.

When you shop around for Remote Control — take a peek behind the panel. You'll find Rust offers the best buy for *you.*

the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

artists picked for the show claim they have been turned down at the last minute because of insistence of American Federation of Musicians that its members would not play for AGVA performers. Drew Crossan, CBC producer of the show, has admitted not having booked any AGVA members for the show at mid-October. From Ottawa, a CBC spokesman has stated that "on the insistence of the AFM, new contracts for individual program series this season carried a clause to the effect that the musicians are not obligated to play if members of AGVA should be on the same program." He pointed out that since the contracts were signed there have been some cases where members of both unions have appeared on the same program.

Canada's Largest Hookup

WHAT IS BELIEVED to be the biggest radio and television commercial network hookup in Canada will be used on November 27 for the Canadian Grey Cup football classic at Toronto. The simulcast will include nine tv stations on microwave network and 55 radio stations, with 12 more tv stations across Canada carrying the kinescope of the game the next day. National Carbon Co., Toronto (Prestone anti-freeze), and Northern Electric Co., Montreal (Sylvania tv receivers), are joint sponsors. Agency is Harry E. Foster Advertising Ltd., Toronto.

INTERNATIONAL SHORTS

CMQ Havana, Cuba, has ordered Philco Corp., Phila., equipment for additional seven-hop microwave link to extend network's facilities 150 miles from Santa Clara to Camaguey, bringing total length of network to approximately 315 miles.



RCA-892R. Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-892R, $385**

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Station Authorizations, Applications
(As Compiled by B • T)
October 14 through October 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,602	535	112
CPs on air	14	24	†316
CPs not on air	121	14	150
Total on air	2,616	559	428
Total authorized	2,737	573	578
Applications in hearing	137	2	167
New station requests	155	3	12
New station bids in hearing	76	0	151
Facilities change requests	128	8	15
Total applications pending	658	83	182
Licenses deleted in Sept.	0	2	0
CPs deleted in Sept.	2	0	8

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Oct. 20

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,638	2,597	141	154	76
Fm	559	538	36	5	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	259	314	573[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	283	119	402
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	932	337	722	528	1,251[2]
Educational	55		28	27	55[3]
Total	987	337	750	555	1,306[4]

[1] One hundred-three CPs (18 vhf, 85 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 606 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Toledo, Ohio—Woodward Bcstg. Co. granted uhf ch. 79 (860-866 mc); ERP 166 kw visual, 87.1 kw aural; antenna height above average terrain 420 ft., above ground 437 ft. Estimated construction cost $359,217, first year operating cost $500,000, revenue $500,000. Post office address % Max Osnos, Woodward Bcstg. Co., 3315-19 Cadillac Tower, Detroit 26, Mich. Studio and transmitter location Toledo, Ohio. Geographic coordinates 41° 39' 03.7" N. Lat., 83° 32' 06.5" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Principals include **Max Osnos**, department store, drugstore, and parking company executive, president-treasurer (93%); **Jacob Kellman**, department store executive, vice president-secretary (4.5%); **Waldo Abbott**, professor and director of broadcasting, U. of Michigan (1.25%); **George C. Edwards**, judge, City of Detroit, (1.25%). Applicant is permittee of ch. 62 WCIO-TV Detroit, Mich. Granted Oct. 20.

APPLICATIONS

New Bern, N. C.—Nathan Frank, vhf ch. 13 (210-216 mc); ERP 101.2 kw visual, 60.7 kw aural; antenna height above average terrain 466 ft., above ground 493 ft. Estimated construction cost $248,495, first year operating cost $105,000 revenue $140,000. Post office address P. O. Box 810, Henderson, N. C. Studio and transmitter location West side Neuse River, N. of Ronny Creek, N.N.W. of city. Geographic coordinates 35° 08' 15" N. Lat., 77° 03' 31" W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Wollenberg, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Mr. Frank is pres.-99.1% stockholder WHNC-AM-FM Henderson, N. C. Filed Oct. 18.

Mayaguez, P. R.—Jose Ramon Quinones (WAPA-TV San Juan), vhf ch. 3 (60-66 mc); ERP 1.47 kw visual, 0.88 kw aural; antenna height above average terrain 39 ft., above ground 349 ft. Estimated construction cost $133,977, first year operating cost $28,000, revenue $60,000. Post office address Radio Station WAPA, P. O. Box 4563, San Juan. Studio and transmitter location Barrio Sabalos, 0.76 mi. S.W. Main Insular Rd. #2. Geographic coordinates 18° 11' 19" N. Lat., 67° 09' 16" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Mr. Quinones is owner of WAPA-AM-TV. Filed Oct. 12.

Rapid City, S. D.—Black Hills Bcstg. Co. of Rapid City, vhf ch. 3 (60-66 mc); ERP 1.574 kw visual, 0.944 kw aural; antenna height above average terrain 230 ft., above ground 270 ft. Estimated construction cost $74,816, first year operating cost $150,000, revenue $100,000. Post office address P. O. Box 1752, Rapid City. Studio and transmitter location on Skyline Drive opposite St. Andrew extended. Geographic coordinates 44° 04' 10" N. Lat., 103° 14' 38" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Principals include Pres. **Helen S. Duhamel** (100%), stockholder KOTA Rapid City; Vice Pres. **Peter A. Duhamel**; Sec. **Leo D. Borin**, and Treas. **J. Norman Heffron**. Filed Oct. 18.

Lufkin, Tex.—Forest Capital Bcstg. Co., vhf ch. 9 (186-192 mc); ERP 11.3 kw visual, 5.65 kw aural; antenna height above average terrain 666 ft., above ground 500 ft. Estimated construction cost $223,160.13, first year operating cost $125,000, revenue $100,000. Studio location and transmitter location 1.4 mi. northwest of Clawson, east of Highway #69, Angelina County. Geographic coordinates 31° 25' 09" N. Lat., 94° 48' 02" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer, KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport Times*, and eight other minority stockholders. Address P. O. Box 701, Lufkin, Tex.

Existing Tv Stations . . .

ACTIONS BY FCC

WGN-TV Chicago, Ill.—WGN Inc. granted mod. of CP for ch. 9 to change ERP to 316 kw visual, 158 kw aural; change transmitter location to 130

Randolph Drive; antenna height above average terrain 870 ft. Granted Oct. 14; announced Oct. 19.

KSL-TV Salt Lake City, Utah—Radio Service Corp. of Utah granted mod. of CP for ch. 5 to change ERP to 29.5 kw visual, 17.8 kw aural; designate studio location as 145 Social Hall Ave.; antenna height above average terrain 3,970 ft. Granted Oct. 11; announced Oct. 19.

WSAU-TV Wausau, Wis.—Wis. Valley Tv Corp. granted STA to operate commercially on ch. 7 for the period ending Jan. 12, 1955. Granted Oct. 14; announced Oct. 19.

APPLICATIONS

WFTL-TV Ft. Lauderdale, Fla. — Tri-County Bcstg. Co. seeks mod. of CP for ch. 23 to change ERP to 195 kw visual, 98 kw aural; change transmitter location to Hallendale Rd. and N.E. 2nd Ave., near Hollywood, Fla.; antenna height above average terrain 856 ft. Filed Oct. 18.

WFLA-TV Tampa, Fla.—The Tribune Co. seeks mod. of CP for ch. 8 to change studio location to 905 Jackson Place; ERP to 303 kw visual, 212 kw aural; antenna height above average terrain 1,037 ft. Filed Oct. 18.

WCNY-TV Carthage, N. Y.—The Brockway Co. granted STA to operate commercially on ch. 7 for the period ending Dec. 10. Granted Oct. 14; announced Oct. 19.

KWWL-TV Waterloo, Iowa—Black Hawk Bcstg. Co. seeks mod. of CP for ch. 7 to change transmitter location to 3.5 miles N.E. of Waterloo city limits; change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 917 ft. Filed Oct. 14.

CALL LETTERS ASSIGNED

KRCA (TV) Los Angeles, Calif. — National Broadcasting Co., ch. 4. Changed from KNBH (TV).

KBET-TV Sacramento, Calif. — Sacramento Telecasters Inc., ch. 10.

KAKI (TV) Visalia, Calif.—Sequoia Telecasting Co., ch. 43.

WRC-TV Washington, D. C.—National Broadcasting Co., ch. 4. Changed from WNBW (TV).

WTVT (TV) Tampa, Fla.—Tampa Television Co., ch. 13.

WJLB-TV Detroit, Mich.—Booth Radio & Television Stations Inc., ch. 50.

WMCN (TV) Grand Rapids, Mich.—Peninsular Broadcasting Co., ch. 23.

WTOM-TV Lansing, Mich.—Inland Broadcasting Co., ch. 54. Changed from WILS-TV.

WRCA-TV New York, N. Y.—National Broadcasting Co., ch. 4. Changed from WNBT (TV).

KOKE (TV) El Paso, Tex.—Trinity Broadcasting Corp., ch. 13. Changed from KELP-TV.

KFJZ-TV Ft. Worth, Tex.—Texas State Network Inc., ch. 11.

KRTK-TV Houston, Tex.—Houston Consolidated Television Co., ch. 13. Changed from KTLJ (TV).

KTVW (TV) Tacoma, Wash.—KMO Inc., ch. 13. Changed from KMO-TV.

WHTN-TV Huntington, W. Va.—Greater Huntington Radio Corp., ch. 13.

New Am Stations . . .

ACTIONS BY FCC

Rosedale, Md.—1360 Bcstg. Co. granted 1360 kc, 1 kw daytime, directional. Post office address % Leon B. Back, 846 West North Ave., Baltimore, Md. Estimated construction cost $32,410, first year operating cost $52,000, revenue $78,000. Principals include President **Leon B. Back** (25%), motion picture exhibitor and theatre owner; Secretary-Treasurer **Mathilda W. Feldman** (50%), and **Ben Strouse** (25%), vice president-general manager-2½% stockholder WWDC-AM-FM Washington, D. C. Granted Oct. 20.

Fremont, Mich.—Paul A. Brandt granted 1490 kc, 100 w unlimited. Post office address 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost $16,380, first year operating cost $40,000, revenue $45,000. Mr. Brandt is owner of WCEN Mt. Pleasant, Mich. Granted Oct. 13.

Ogallala, Neb.—Ogallala Bcstg. Co. granted 930 kc, 500 w daytime. Post office address % Newell Eastman, 716 West C St., Ogallala. Estimated construction cost $16,299, first year operating cost $32,275, revenue $36,000. President **Newell Eastman** (10%), employe for manufacturer of electronics equipment; Vice President **Matt Beckius** (4.6%), employe for manufacturer of electronics equipment; Secretary-Treasurer **Marvin A. Romig** (3.4%), attorney, and **E. Charles Robacker** (2%), general contractor. Granted Oct. 13.

Winnemucca, Nev.—Northwest Radio & Television Corp. granted 1400 kc, 250 w unlimited. Post office address P. O. Box 387, Winnemucca, Nev. Estimated construction cost $11,000, first year operating cost $35,000, revenue $36,000. Principals include **Lester W. Pearce**, federal employe, president and director (18.5%); **John E. Sommers**, hotel manager, director (18.5%); **John R. Duarte**, Winnemucca chief of police, vice president and director (14.8%); **Henry E. Ruckteschler**, service station owner, secretary-treasurer and director (18.5%); **Odie G. Lupien**, music service owner, director (7.4%); **Oliver Curutchet**, general contractor, director (7.4%); **Rudolph Schwartz**, rancher, director (14.8%). Granted Oct. 20.

Vinita, Okla.—John M. Mahoney and John Q. Adams d/b as Vinita Bcstg. Co. granted 1470 kc, 500 w daytime. Post office address % John Q. Adams, Box 495, Vinita. Estimated construction cost $14,841, first year operating cost $37,000, revenue $50,000. Principals include **John M. Mahoney** (½), appliance store owner, and **John Q. Adams** (½), attorney. Granted Oct. 13.

Morgantown, W. Va.—C. Leslie Golliday tr/as Morgantown Bcstg. Co. granted 1300 kc, 500 w daytime. Post office address % C. Leslie Golliday, P. O. Box 874, Martinsburg, W. Va. Estimated construction cost $13,608, first year operating cost $36,000, revenue $60,000. Mr. Golliday is ½ owner and manager of WEMP-AM-FM Martinsburg, W. Va. Granted Oct. 20.

APPLICATIONS

Inglewood, Calif.—Albert John Williams, 1460 kc, 500 w daytime. Post office address 1310 Fairfield St., Glendale, Calif. Estimated construction cost $41,000, first year operating cost $36,000, revenue $45,000. Mr. Williams is real estate owner and announcer KXLA Pasadena, Calif. Filed Oct. 12.

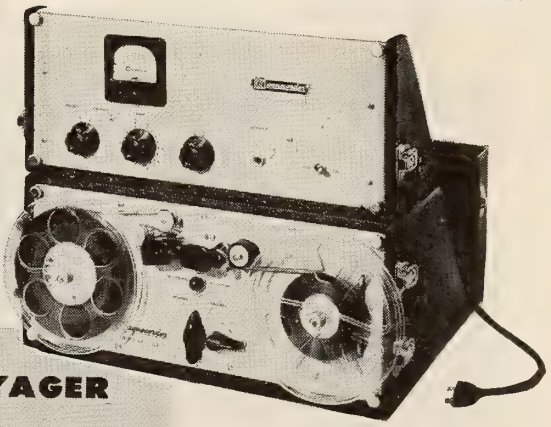
Albuquerque, N. M.—Grande Bcstg. Co., 1430 kc, 500 w daytime. Post office address % Ray King, Box 1172, Yuma, Ariz. Estimated construction cost $11,000, first year operating cost $25,000, revenue $29,000. Principals in equal partnership include **D. W. Schieber,** employe for manufacturer of house trailers, and **W. R. King,** farm director-announcer KYMA Yuma. Filed Oct. 15.

Riverhead, N. Y.—Stanley Allan & Herbert Morrison d/b as A-M Bcstg. Co., 1390 kc, 1 kw daytime. Post office address Box 651, Patchogue, N. Y. Estimated construction cost $14,750, first year operating cost $42,000, revenue $54,000. Principals in equal partnership include **Stanley Allan,** program director at WPAC Patchogue, and **Herbert Morrison,** secretary-13.3% stockholder WPAC Patchogue and 5.6% stockholder WNRC New Rochelle, N. Y. Filed Oct. 13.

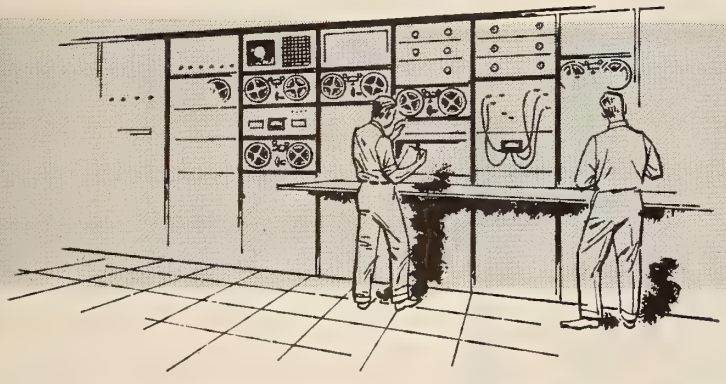
Pendleton, Ore.—John M. Carroll d/b as Umatilla Bcstg. Enterprises, 1050 kc, 1 kw daytime. Post office address P. O. Box 706, Pendleton. Estimated construction cost $18,069, first year operating cost $48,000, revenue $55,000. Mr. Carroll deals in farm implements, appliances and general farm supplies. Filed Oct. 12.

Bedford, Pa.—The Inquirer Printing Co., 1310 kc, 1 kw daytime. Post office address % Hugo K. Frear, 130 S. Juliana St., Bedford, Pa. Esti-

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mated construction cost $19,190, first year operating cost $88,000, revenue $82,000. Principals include Pres. **John F. Biddle** (49½%), treas.-19.8% stockholder Progressive Pub. Co., Clearfield, Pa.; pres.-40% stockholder Gazette Pub. Co., Bedford, and pres.-17% stockholder Joseph F. Biddle Pub. Co., Huntington, Pa., licensee of WHUN there; Vice Pres. **Hugo K. Frear** (50%), 50% stockholder Gazette Pub. Co., and Selinsgrove Times Inc., Selinsgrove, Pa.; and Sec.-Treas. **Leola L. Taylor** (½%), employe at J. F. Biddle Pub. Co. Filed Oct. 14.

APPLICATION AMENDED

Newton, Iowa—Richard C. Brandt, William C. Brandt, William M. Bryan & Eddie Erlbacher d/b as Newton Bcstg. Co. amends bid for new am station on 1490 kc 100 w unlimited to specify 1280 kc 500 w daytime, directional. Filed Oct. 12.

Existing Am Stations . . .

ACTION OF FCC

WMNC Morgantown, N. C.—Nathan J. Cooper granted CP to change from 1490 kc 250 w unlimited to 1430 kc 5 kw daytime. Granted Oct. 13; announced Oct. 14.

APPLICATIONS

KYNO Fresno, Calif.—Radio KYBO, Voice of Fresno seeks CP to change from 1300 kc unlimited, DA-2 to 540 kc daytime, directional with power of 1 kw. Filed Oct. 11.

KRAI Craig, Colo.—Northwestern Colo. Bcstg. Co. seeks CP to change from 1230 kc 250 w to 550 kc 1 kw day, 500 w night, directional. Filed Oct. 20.

Existing Fm Stations . . .

ACTIONS BY FCC

WLRD (FM) Miami Beach, Fla.—Mercantile Bcstg. Co. granted mod. of license to change studio site to 420 Lincoln Rd. Granted Oct. 11; announced Oct. 19.

WORG (FM) Orangeburg, S. C.—WTND Inc. granted STA to operate from 12 noon to 6 p.m. for the period ending Dec. 1. Granted Oct. 12; announced Oct. 19.

STATION DELETED

WAOK-FM Atlanta, Ga.—WAOK Bcstg. Co. FCC granted request to cancel and delete Class B fm station on ch. 248. Deleted Oct. 12; announced Oct. 19.

Ownership Changes . . .

ACTIONS BY FCC

KSBW-AM-TV Salinas, Calif.—Salinas Bcstg. Corp. granted involuntary transfer of one-third interest from Lewis A. Tervern, deceased, to executors of his estate so that John C. Cohan and William M. Oates, each one-third owner, may buy that share for $69,666 from Mr. Tervern's estate and thus acquire negative control (50%) each. Granted Oct. 20.

WJWL Georgetown, Del.—Rollins Bcstg. Inc. granted voluntary assignment of license to wholly owned subsidiary Rollins Bcstg. of Delaware Inc. Consideration is book value. Granted Oct. 14; announced Oct. 19.

WPFA-TV Pensacola, Fla.—WPFA-TV Inc. granted assignment of CP for ch. 15 to Charles W. Lamar Jr. through lease arrangement for 50 months for $40,000 and option to purchase all physical assets at book value. Mr. Lamar was 53.2% owner and now will be sole owner. Granted Oct. 13; announced Oct. 19.

KUDL Kansas City, Mo.—David M. Segal granted assignment of license to KUDL Inc. for $175,000. KUDL Inc. is owned 78% by Mr. Segal, president. He also is principal owner WGVM Greenville, Miss., and is sole owner of KDKD Clinton, Mo., and KOSI Aurora, Colo. Others in KUDL Inc. include **Freida F. Segal**, 1%; **Harold Buckum**, business manager KUDL, secretary-treasurer 10%; **Floyd Bell**, director 3%; **Edward M. Guss**, station manager-vice president and 2% owner WGVM, director 2%; **Jack R. Stull**, commercial manager WGVM, 2%; **Leslie Eugene Abrahamson**, 2%; **Thomas F. Alford**, 2%. Granted Oct. 20.

KCHS Truth or Consequences, N. M.—Ollie Louis Dennis and Gladys Pauline Dennis granted assignment of license to Rex A. Tynes, consulting engineer, for $13,500. Granted Oct. 20.

KGW-FM Portland, Ore.—Pioneer Bcstrs. Inc. granted assignment of license to H. Quenton Cox, KGW-FM manager, for $3,750. Granted Oct. 20.

WDKN Dickson, Tenn.—Joe M. Macke granted voluntary assignment of CP to Dickson County Bcstg. Co. for $3,500. Principals include Pres.-Treas. **William A. Potts** (70%), service station owner; Vice Pres. **James M. Hayes** (20%), manufacturer, and Sec. **John W. Bailey** (5%), employe of WJZM Clarksville, Tenn. Granted Oct. 20.

APPLICATIONS

WGES Chicago, Ill.—Radio Station WGES seeks voluntary assignment of license to J. A. Dyer, V. I. Christoph, E. M. Hinzman, E. M. Dyer, W. F. Moss, M. D. Curtis, M. J. Winkler, P. D. Fort, H. M. Kennedy & W. R. Moss d/b as Radio Station WGES through sale by F. A. Ringwald of 10% interest to E. M. Dyer for $25,000 and gift of 2½% interest by W. M. Moss to his son W. R. Moss. Filed Oct. 13.

KSYL Alexandria, La.—KSYL Inc. seeks voluntary transfer of control to Milton Fox through purchase of 50% interest from Mr. and Mrs. Wheelahan for $25,000. Mr. Fox will now be sole owner. Filed Oct. 11.

KAUS-KMMT (TV) Austin, Minn.—Cedar Valley Bcstg. Co.; Minn.-Iowa Tv Co. seeks assignment to Black Hawk Bcstg. Co., owner of KWWL-AM-TV Waterloo, Iowa. KWWL will manage the properties and has 1 year option to purchase them for $40,000. Principals include Pres. **Ralph J. McElroy** (38.9%); Vice Pres. **Donald M. Graham** (2.4%), and Treas. **E. Horslund** (3.5%). Filed Oct. 14.

WBIE Batesville, Miss.—Panola Bcstg. Co. seeks voluntary assignment of license to Harold B. McCarley, Travis A. Palmer & Harriet K. Hartness d/b as Panola Bcstg. Co. No consideration involved as H. K. Hartness obtains ⅓ interest as beneficiary of James P. Hartness, deceased. Filed Oct. 14.

KPLW Union, Mo.—Leslie P. Ware tr/as Franklin County Bcstg. Co. seeks voluntary assignment of license to wholly owned company Franklin County Bcstg. Co. Filed Oct. 13.

WROW-AM-TV Albany, N. Y.—Hudson Valley Bcstg. Co. seeks voluntary transfer of control to Lowell J. Thomas (31.2%), radio commentator; Frank M. Smith (20.8%); Ellen B. Elliot (20.8%), and Alger B. Chapman (10.4%), former ABC director, through sale of 83⅓ interest for $298,800. Messrs. Thomas and Smith are officers of Cinerama Productions Corp. Filed Oct. 14.

WGTC Greenville, N. C.—Carolina Bcstg. System seeks voluntary assignment of license to Greenville Radio Co. for $65,000. Principals include Pres. **H. W. Anderson** (20%); Vice Pres. **Joel E. Lawhon** (20%); Sec.-Treas. **Harry W. Severance** (20%); **P. O. Barnes** (20%), and **Mrs. L. B. Thomas** (20%). Principals are associated in the ownership of WVOT Wilson, N. C. Filed Oct. 14.

WTRF-AM-FM Bellaire, Ohio—Tri-City Bcstg. Co. seeks voluntary assignment of license to Ohio-W. Va. Bcstg. Co. for $90,000 and plus accounts receivable. Principals include Pres.-Treas. **John W. Kluge** (100%), officer and stockholder WGAY Silver Spring, Md., KXLW Clayton, Mo., WLOF Orlando, Fla., WKDA Nashville, Tenn., and WILY Pittsburgh, Pa. Filed Oct. 11.

WJW Cleveland, Ohio—WJW Inc. seeks voluntary transfer of control to Storer Bcstg. Co. through sale of all stock for $330,000. Principals include Pres. **George B. Storer** (67.5½), and Senior Vice Pres. **J. Harold Ryan** (4.6%). Storer Bcstg. owns WAGA-AM-FM-TV Atlanta, Ga.; WGBS-AM-FM Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WWVA-AM-FM Wheeling, W. Va.; KGBS San Antonio, Tex., and WBRC-AM-TV Birmingham, Ala. Filed Oct. 20.

WTYC Rock Hill, S. C.—Tri-County Bcstg. Co. seeks voluntary transfer of negative control (50%) to A. Lincoln Faulk and his wife Pauline E. Faulk for $15,000. Mr. & Mrs. Faulk are associated in the ownership of WCKB Dunn, N. C. Filed Oct. 18.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. seeks involuntary transfer of control to Hal Peterson, Guy Griggs, Charles H. Johnston, executors of the estate of Charles V. Peterson, deceased. Each will now own 25% interest. Filed Oct. 8.

KJIM Beaumont, Tex.—KPBX Bcstg. Co. seeks voluntary transfer of control to Ben Rogers and 4 others through sale of all stock for $10,000. Principals include Pres. **Ben J. Rogers** (13%); Vice Pres. **Walter L. Rubens** (49%), commercial manager KCOH Houston; **Nathan J. Rogers** (12%); **Sol J. Rogers** (13%), and **Victor J. Rogers** (13%). The Rogers are all brothers and each owns 1% interest in KCOR San Antonio. Filed Oct. 19.

WAYB Waynesboro, Va.—Waynesboro Bcstg. Corp. seeks voluntary acquisition of control by N. Wilbur Kidd through purchase of 35% interest from J. T. Phillips for $13,627. Mr. Kidd will now own 76% interest. Filed Oct. 13.

KJR Seattle, Wash.—Mt. Rainier Radio & Tv Bcstg. Corp. seeks voluntary transfer of control to C. Howard Lane through purchase of 90% interest from Theodore R. Gamble for $135,000. Mr. Lane, who will now be sole owner, is vice pres.-10.1% stockholder KOIN-AM-FM-TV Portland, Ore., and pres.-23.7% stockholder KFBI Wichita, Kan. Filed Oct. 13.

(Continued on page 114)





for foods,
soaps,
cars,
drugs
or what
have you?

here's why:

BEST SELLER!

Stop a moment, you marketing experts and figure the cost of winning and holding a major, metropolitan market. Some advertisers have come to the conclusion that the economic chaos caused by products which commit suicide attempting to "take New York, or Chicago, or Philadelphia" just "ain't worth it."

KEYSTONE Broadcasting's 776 Hometown and Rural American markets are worth winning and CAN BE WON without hocking the family jewels or making a major capital investment in advertising and promotion. More than 60 Million people live richly, fully and have the ways and means to buy what you have to sell. Why not let us tell you more and in detail!

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CHICAGO
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STate 2-6303

NEW YORK
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PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

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KBS
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter (497)	The American Forum
6:15	Paul Harvey Belltone			
6:30	The World Church O. L. Jaggers	Hall Bros. Radio Hall of Fame (206)	Mutual Benefit On the Line with Bob Considine (546)	Travels In Tempo
6:45			Harry Wismer Sports (355) General Tire	
7:00	Quincy Howe	Amer. Tob. Jack Benny (213)	Rod & Gun Club-Co-op	TBA
7:15	George Sokolsky			
7:30	Living Room Frolics	CBS Columbia Amos 'n' Andy (alt. wks.) Music Hall	Enchanted Hour	
7:45				
8:00		Toni & Whitehall Cosponsored Our Miss Brooks (206)	Heartbeat of Industry	Dr. Six-Gun
8:15				
8:30		Philip Morris My Little Margie (204) R	Oklahoma City Symphony Orchestra	Barrie Craig Confidential Investigator
8:45				
9:00	Walter Winchell Gruen & ASR alt. wks.	Kraft Foods Edgar Bergen-Charlie McCarthy Show (206)		Adventures of the Abbotts
9:15	Lorillard Taylor Grant			
9:30	Living Room Frolics (Cont'd)		Manion Forum Let's Face It	Easy Money
9:45			Co-op Hazel Markel	
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly *3-Plan
10:15	Elmer Davis	10:05-10:30 Mahalia Jackson		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	Face the Nation	Little Symphonies	Meet the Press
10:45				
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News from NBC
11:15 PM		U N Report		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15		No Service M-F		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern			No Network Service
6:45	Co-op George Hicks	Lowell Thomas		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Longines Choraliers (108)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Toni Co. One Man's Family
8:00	General Motors Henry Taylor (159)	Toni & Carter Corliss Archer (207)	Top Secret Files *	Best of All
8:15	American Music Hall			
8:30	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
8:45		Liggett & Myers Perry Como (195)		
9:00	Camaratta Music Show	9:15-30 Mr. & Mrs. North	Johns Manville Bill Henry 9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
9:15			Co-op Mutual Newsree	
9:30	Sammy Kaye	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Co-op Reporters Roundup	Cities Service Band of America (113) N
9:45				
10:00	Co-op Headline Edition	Robt.Trout, News Chevrolet (197)	A. F. of L. Harry Flannery (189)	Fibber McGee & Molly *3-Plan
10:15	Richard Rendell News	Mr. Keen	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
10:30	Philco News	Dance Orchestra	Distinguished Artists Series	Two in the Balcony
10:45	Martha Lou Harp			
11:00	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15		No Service		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern			No Network Service
6:45	Co-op George Hicks	Lowell Thomas		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
7:30	General Mills Silver Eagle	Longines Choraliers	Beltone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family (182)
8:00	Jack Gregson	8-9:15 Stop the Music (172) Quality Goods (alt. weeks) Exquisite Form 8:45-9 (296)	Treasury Agent *	Toni Co. Mars Peoole Are Funny
8:15	News S			
8:30			Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
8:45	News S			
9:00	Co-op Town Meeting	Mr. & Mrs. North	Johns Manville Bill Henry 9:05 Spotlight Story	Lux Radio Theater
9:15			Co-op Newsreel	
9:30	Chr. S. Publ. Co Irwin D Canham (20)	9:30-9:55 Amos 'n' Andy Music Hall Murine Segmts. on various nights	Search That Never Ends	
9:45	Co-op Headline Edition	Robt.Trout, News Chevrolet (197)		
10:00	Richard Rendell News	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
10:15	Edwin C. Hill	Dance Orchestra	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
10:30	Hawkshaw Hawkins		The Army Hour	Listen to Washington
10:45				
11:00	Singing with the Stars	News	Co-op Virgil Pinkley	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Allan Jack (30)
6:15		No Serv
6:30	Budweiser Bill Stern	
6:45	Co-op George Hicks	Lowell Th
7:00	Vandercook CIO	Tenn. Er
7:15	Co-op Quincy Howe	
7:30	Gen. Mills, Lone Ranger (153)	Longin Choral
7:45	Les Griffith 7:55-8 S	Am. Oil- Ed. R. M (199
8:00	Jack Gregson	Wrigle FBI in Pe War (19 *
8:15		
8:30	News S 8:25-30	21st Precin
8:45		
9:00	Sammy Kaye	Liggett & Perry C (206
9:15		Mr. & M North
9:30	News S	Amos 'n' Music Viceroy
9:45	Paul Whiteman Varieties	Robt.Trout Chevrolet
10:00	Co-op Headline Edition	Mr. Ke
10:15	Richard Rendell News	
10:30	Philco News	M-F Danc Orches
10:45	The Dunigans and Their Friends	
11:00	Town & Country Time	
11:15 PM	Singing with the Stars	New
	Sports Report S	Dan Orche

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		Co-op John T. Flynn	Treasury of Music
11:30	The Christian In Action S	* Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				UN Assignment
12:00 N	Pan-American Union	12:05-30 Campaign '54	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	Man's Right to Knowledge	Wings of Healing Global Frontiers	Youth Wants to Know
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	ReaLemon Tu & Th M sustaining W&F Rockwood	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Allen Prescott	
9:30	Philco, M-W-F Quaker Tues. & Thurs.	Staley, Pet Milk Campana Godfrey (192) R	Johnny Olsen Show	
9:45	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Starkist Godfrey (199) R		
10:00	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Minn. Mining Frigidaire-Arthur Godfrey (198) R	Co-op Cecil Brown	Th&F 10-10:05 M. M. McBride
10:15	When A Girl Marries (165) Carnation Co.	Kellogg Toni (203) R Kellogg	Co-op Kenny Baker Show	The Bob Smith Show S
10:30	Mdrn. Romances M-F Junket (half sponsorship)	National Biscuit Lever Godfrey (201) R	10:30 S. C. Johnson News 10:35-11 Madeleine Carroll Story Time*	
10:45	Ever Since Eve	Pillsbury & Toni alt. Fri. Pillsbury M-Th	Florida Calling with Tom Moore	Miles Labs Break the Bank
11:00	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	S. C. Johnson News	C-P Strike It Rich (179)
11:15	Three City By-line	P&G Ivory Snow Rosemary (117)	Queen for a Day	C-P The Phrase that Pays (183)
11:30	Valentino	Armour & P&G Wendy Warren (206)	M-F (551) 11:45-12 P. Lorillard	Second Chance *3-Plan
11:45	Luncheon at the Sheraton	Lever Bros. Aunt Jenny (179)	(Miles) Break the Bank	No Network Service
12:00 N	N. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent	Johnson & Son News 12:15-12:20	
12:15 PM	N.S.A.	Whitehall-P&G Our Gal Sunday (183)	12:20-12:30 Down at Holmesy's	
12:30		P&G Ivory Road of Life (154)	12:30-1 No Service	No Network Service
12:45	Co-op Paul Harvey	P&G Oxydol Ma Perkins (163)	Co-op Cedric Foster	
1:00	Co-op Ted Malone		Luncheon at Sardi's	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15		No Service		Egbert & Ummly 8:30-9:30
9:30	(10-10:30) Table Products, Inc.	St. Louis Melodies	9:30-9:35 John Price, News	
9:45		Co-op Garden Gate *		Serenade to Romance
10:00	Nestles Alternate wks. Space Patrol (284)	Galen Drake	No Network Service	
10:15		Hunt Club Galen Drake (68)		
10:30	Platterbrains	Calgon Galen Drake (65)	American Travel Guide	
10:45		Nehi (165)	Kite Flite	
11:00	All-League Clubhouse S	Milner (125)	Conference Call	Roadshow
11:15		Helene Curtis (205)	11:30-35 John Price, News	
11:30	101 Ranch Boys S	Van Camp (203)	11:35 U. S. Military Academy Band	
11:45		* 12-12:30 Romance S		
12:00 N	American Farmer S	Liggett & Myers Gunsmoke (204)	Co-op N. E. Barn Dance Jamboree	Allis-Chalmers
12:15 PM				
12:30	Navy Hour S	Carter City Hospital (205)	Fifth Army Band	Roadshow
12:45		Tasti Diet Galen Drake		
1:00				
1:15				

DA

	ABC
1:30 PM	Pilgri
1:45	
2:00	Healing In Dr. Oral
2:15	
2:30	Dr. W Wings of
2:45	
3:00	Sammy Sun Sere Ro
3:15	
3:30	Dr. Billy Hour of (22
3:45	
4:00	
4:15	Gospel B Old-Fa Revival
4:30	
4:45	
5:00	Youth Ma Pe Crav
5:15	
5:30	Good Greates Ever
5:45 PM	

DAY

MBS	NBC
epeat of id Strips	No Network Service
	Co-op Allen-Hodges Sports Daily
	No Network Service
	Sun Oil Co. 3-Star Extra (34)
n Lewis jr	Alex Drier Man on the Go Co-op
Co-op ner Date	No Network Service
er. Home Prod. iel Heatter	Miles Labs News of World (168)
the Mood	One Man's Family (199)
	Chevrolet Dinah Shore
ard Room *	Toni Frank Sinatra Show
Co-op ntenced	R. J. Reynolds "Walk a Mile"
s Manville Henry 9:05 ight Story Co-op l Newsreel	DeSoto Plymouth Dealers, You Bet Your Life (191)
amily heatre	Amer. Cig. & Cig. Big Story (192)
F. of L. Flannery	Fibber McGee & Molly *3-Plan
o-op nhattan ssroads	The Great Gildersleeve 3 Plan *
o-op ng Board	Keys to the Capital
o-op ll Pinkley lews	No Network Service
J.N. hlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
	No Service		Co-op Allen-Hodges Sports Daily
Budweiser Bill Stern			No Network Service
Co-op George Hicks	Lowell Thomas		Sun Oil Co. 3-Star Extra (34)
Vandercook CIO	Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Co-op Dinner Date	No Network Service
General Mills Silver Eagle	Longines Choraliers	Gabriel Heatter	Miles Labs News of World (168)
Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
Jack Gregson	8-8:25 Suspense *	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
News S			
	Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show
News S			
Sammy Kaye	Rosemary Clooney	Johns Manville Bill Henry 9:05 Spotlight Story	Spend A Million
News S	Mr. & Mrs. North	Co-op News Reel	
Ralph Flanagan Show S	Amos 'n' Andy Music Hall Murine segmts. on various nights	Co-op State of the Nation	Harkness News 9:30-35
	Robt. Trout, News Chevrolet (197)		Senor Ben 9:35-10
Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
Richard Rendell News	M-F Dance Orchestra	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
Edwin C. Hill			
Front & Center		Musical Caravan	Jane Pickens Show Co-op
Singing with the Stars	News	Co-op Virgil Pinkley News	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
	No Service		Co-op Allen-Hodges Sports Daily
Budweiser Bill Stern			No Network Service
Co-op George Hicks	Lowell Thomas		Sun Oil Co. 3-Star Extra (34)
Vandercook CIO	Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Co-op Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153)	Longines Choraliers	Gabriel Heatter	Miles Labs News of World (168)
Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
Jack Gregson	8-8:25 Crime Photographer *	Counterspy *	Chevrolet Dinah Shore
News S			Toni Frank Sinatra Show
	Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	Friday with Garroway
News S			
Sammy Kaye	Liggett & Myers Perry Como (206)	Johns Manville Bill Henry 9:05 Spotlight Story	
News S	Mr. & Mrs. North	Co-op Mutual Newsreel	
The World We Live In	9:30-9:55 Amos 'n' Andy Music Hall Murine segmts. on various nights	Have a Heart	
	Robt. Trout, News Chevrolet (197)		
Football Forecast S	Mr. Keen	A. F. of L. Harry Flannery	Gillette Fights
Philco News	M-F Dance Orchestra	Manhattan Crossroads Co-op	
Indoors Unlimited		Dance Orchestra	Sports Highlights
Frank & Jackson	News	Co-op Virgil Pinkley News	No Network Service
Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Lou Cioffi	Grunfeld's Musical Almanac	George Hicks News
	Football Scoreboard		H. V. Kaltenborn News Co-op
Co-op Bob Finnegan Sports	Capitol Cloakroom	Co-op Men's Corner	On the Campus
Co-op Sports Afield with Bob Edge		J. Brickhouse —Repeat J. Price—Repeat	
Show Time Review	Gen. Mtrs., News	Co-op Sam Levine	Heart of the News
At Ease	Make Way for Youth	Co-op Report from Washington	
Dinner At The Green Room $	Gangbusters	Keep Healthy	College Quiz Bank
		The Globe-Trotter	
8:00-8:05 ABC News	Liggett & Myers Gunsmoke (213)	True or False	Conversation
Dancing Party S	Juke Box Jury	Quaker City Capers	(Nov. 20 only) (8:30-5:30) Los Angeles Philharmonic Orchestra
	P. Lorillard Two For The Money (209)	Hawaii Calls	Boston Symphony Orchestra
	Saturday Night Country Style	Lombardoland U.S.A. $	R. J. Reynolds Grand Ole Opry (93)
	9:55-10 Chevrolet A. Jackson (192)		
Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air $	Dude Ranch Jamboree
Music	Louisville Orchestra		Pee Wee King Show Co-op
Statler Orchestra	News	Basil Heatter Commentary	News from NBC
	Dance Orchestra	Airmen of Note	No Network Service

SUNDAY

BS	MBS	NBC
-1:35 rs., News	Lutheran Hour (479)	U. of Chicago Roundtable
pation ece		
gines nonette 26)	Bandstand U. S. A.	The Catholic Hour
		Anthology
York rmonic	Wonderful City	
	CBC Symphony Orchestra	
	Flight in the Blue	
	The Shadow	Inheritance
	True Detective Mysteries	Dennis Day Nutrilite Show
out (205)	5:50-6:00 State Farm Mut. C. Brown	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Pauline Frederic Reporting
	P&G Duz Guiding Light (128)		
No Network Service	Armour Mrs. Burton (146)	Luncheon with Lopez	No Network Service
T&Th Charles Antell Show	P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	
Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	Toni & Bristol Myers Nora Drake (197)	Wonderful City	
	P&G Ivory Fl. Brighter Day (164)		
The Martin Block Show 2:35-4	Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R	Ruby Mercer Co-op	News
	Lever, Kellogg Houseparty * (182) R		Woman In Love
	Pillsbury MTh House Party Hawaiian F (196) R*		P&G Pepper Young (166)
Reed Browning Show 4-4:25	Mike & Buff	No Network Service	P&G Right to Happiness (163)
Betty Crocker M-W-F T&Th Dorese Belc	No Service	Sing a Song of Sixpence	P&G Backstage Wife (175)
Treasury Bandstand 4:30-5	4:55-5 News	Bruce and Dan	Sterling MWF Toni Tu-Th Stella Dallas (162)
Tu&Th Charles Antell Musical Express	No Service	MWF B. Benson TuTh O. Oats Co. Sgt. Preston of the Yukon	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
Gloria Parker			P&G Woman in My House (188)
Vincent Lopez		MWF Kellogg Co. Wild Bill Hickok TuTh B. Benson Johnson News	Miles Labs Just Plain Bill
			C-P Lorenzo Jones (191)
			Mr. Jolly's Hotel for Pets Coast Fisheries It Pays To Be Married *3-Plan

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer	Crosley Football Games
	Peter Lind Hayes		
Co-op Football	Football Roundup	Lineup R. J. Reynolds	
Chautauqua Symphony		Football Game of the Week	
Pop Concerts			
This Week in Washington	Saturday at the Chase	Scoreboard R. J. Reynolds	
As We See It		5:00 Teen-agers Unlimited	
		5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.	Approx. 5:30-6 Roadshow
		John Price, News	

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Betty Crocker, Gen. Mills (319). 7:55-8 p.m., Les Griffith & The News. (332). 10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15- 3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
Galen Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time M-F 10-11:30 a.m.
10-10:15 a.m., Staley Mfg., M.-Th. alt. days; Pet Milk, M.-F. alt. days; Glamorene, alt. Fri.
10:15-30 a.m., Campana Sales Co., M.-F. alt. days; Star Kist, M.-F. alt. days.
10:30-45 a.m., Bristol Myers, M, W, alt. F.; Gen. Motors, Frigidaire, Tu.-Th.; A. H. Staley Mfg. Co., alt. Fri.
10:45-11:00 a.m., Minn. Mining & Mfg., M. W. alt. Fri.; Kellogg, Tu.-Th.; Adolph's, alt. Fri.
11-11:15 a.m., Lever, M.-W. alt. Fri.; Toni, Tu.-Th.; Kellogg, alt. Fri.
11:15-30 a.m., Pillsbury, M.-Th.; Toni, alt. Fri.; Gen. Motors, Frigidaire, alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55-10 p.m.
Allan Jackson News, Sat. 1:30-35 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Longines-Wittnauer Watch Co., Newscasts
Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:55 a.m.; Sat. 12 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates
Murine Co. (BBD&O), 11/4, 8, 16, 19, 25, 29/54.
MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
Lemon Products-Mon., Wed., Fri.
R. J. Reynolds Tob. Co.—M-F.
SOS Co. Mon. & Thurs.
Multi-Message
Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:35-11 a.m.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News
NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Three-Plan:
Lewis-Howe, Liggett & Myers, Carter Products & RCA. Fibber McGee & Molly; Second Chance; It Pays to Be Married.

(Continued from page 110)

Hearing Cases . . .

INITIAL DECISION

Little Rock, Ark.—New tv, ch. 11. FCC hearing examiner Fanney N. Litvin issued an initial decision looking toward grant of the application of Arkansas Television Co. for construction permit for new tv station on ch. 11 in Little Rock, Ark. Action Oct. 15.

OTHER ACTIONS

Little Rock, Ark.—Ch. 11 proceeding. FCC Comr. Robert T. Bartley granted petition of Ark. Telecasters Inc. to dismiss its application and ordered that bid of Ark. Tv Co. be retained in hearings. Action Oct. 12; announced Oct. 14.

Orland, Fla.—Ch. 9 proceeding. FCC granted a petition filed July 14 by the Mid-Florida Television Corp. to enlarge issues with respect to legal and other qualifications of WORZ Inc. in the proceeding involving their applications and that of WHOO Inc. for new tv station on ch. 9 in Orlando, Fla. Action Oct. 14.

Chicago, Ill.—Ch. 2 proceeding. FCC Comr. Robert T. Bartley granted joint petition of Zenith Radio Corp. and CBS for dismissal of Zenith's bid for ch. 2 and retained in hearing status the remaining matters in this proceeding. Action Oct. 19.

KLAS-TV Las Vegas, Nev.—By Memorandum Opinion and Order, the Commission denied protest filed Sept. 23 by Las Vegas Television Inc., permittee of KLAS-TV (ch. 8) Las Vegas, Nev., directed against grant on Aug. 20 of application of Southwestern Publishing Co., permittee of KLRJ-TV (ch. 2) Henderson, Nev., to move main studio outside the city limits of Henderson. Action Oct. 20.

WGR-AM-TV Buffalo, N. Y.—WGR Bcstg. Corp. FCC granted request by The Niagara Falls Gazette Pub. Co., for temporary waiver of Sec. 3.35 to purchase 25% stock of WGR Bcstg. Corp., subject to condition that Gazette dispose of its interest in station WHLD Niagara Falls within 90 days thereafter. Denied further request to expedite action on Gazette application to Earl C. Hull (Comrs. Hyde and Hennock dissented). The transaction is pursuant to an agreement between three parties who were in competition for tv ch. 2, now assigned to WGR Bcstg. Corp. Action Oct. 20.

Riverhead, N. Y.—FCC Comr. Robert T. Bartley granted petition of Edward J. Fitzgerald to dismiss without prejudice his application for new am station on 1300 kc 1 kw day. Action Oct. 12; announced Oct. 14.

Klamath Falls, Ore.—Ch. 2 proceeding. FCC Comr. Robert T. Bartley granted petition of Klamath Falls Tv for dismissal of its bid for new tv station on ch. 2 and retained in hearing bid of KFJI. Action Oct. 19.

Ambridge, Pa.; Tarentum, Pa.; Painesville, Ohio—FCC designated for consolidated hearing applications of Miners Bcstg. Service Inc., Louis Rosenberg, and Somerset Bcstg. Co. for new am stations on 1460 kc 250 w daytime. Action Oct. 13.

Restricted Radiation Devices—FCC extended the time for filing formal comments to Jan. 3, 1955, with parties not filing their final comments prior thereto should advise the FCC as their interim views on or before Nov. 15. Action Oct. 15.

Tv Temporary Processing Procedure Deleted—FCC amended Part 1 of its rules to reflect the fact that, having been caught up with the backlog of applications for new tv stations, the temporary processing procedure is finally deleted, including its "anti-straddling rule" which prevented a holder of a tv license or permit from seeking modification thereof to specify a different channel. Today's Report and Order, which is effective immediately, adds a new section (1.378) to provide consideration of tv applications in chronological order, as in am cases, and incorporates in section 1.304 present requirement that an application for a tv station must request a specific channel provided for in the table of assignments for the city in which the applicant proposes to construct a station. Action Oct. 20.

Cleveland, Tenn.—By Memorandum Opinion and Order, the Commission granted protest filed Sept. 17 by Robert Rounsaville, licensee of station WBAC Cleveland, Tenn., to the extent of postponing the effective date of its grant on Aug. 18 of a CP to Radio Cleveland for new am station at Cleveland to operate on 1570 kc, 500 w, D, pending the outcome of a hearing. Action Oct. 13.

Roanoke, Va.—Ch. 7 proceeding. By Memorandum Opinion and Order the Commission (1) denied motion filed by Radio Roanoke Inc. to dismiss application of Times-World Corp. for CP for new tv station on ch. 7 in Roanoke, Va., and for immediate grant of competing application of Radio Roanoke; (2) granted petition by Chief Broadcast Bureau insofar as it requests enlargement of certain issues; (3) affirmed examiner's ruling requiring Times-World to furnish certain information, and denied Times-World petition for review of same; and (4) added issues to determine stock ownership and management interests of The First National Exchange Bank of Roanoke, Va., its stockholders, officers and directors in existing tv stations, and whether, in light of the evidence adduced at the hearing with respect to the preceding issue, a grant of the Times-World application would be consistent with the provisions of Sect. 3.636 of Commission rules and policies. Action Oct. 14.

Bluefield, W. Va.—Ch. 6 proceeding. FCC Comr. Robert T. Bartley granted petition of Southern W. Va. Tv Inc. for dismissal of its bid for new tv station on ch. 6 and retained in hearing bid of Daily Telegraph Printing Co. Action Oct. 19.

Routine Roundup . . .

October 14 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Madison, Wis., Radio Wisconsin Inc.; Badger Tv Co.—Granted in part petition of Badger Tv Co. for an extension of time within which to file a reply to exceptions to initial decision in proceeding re ch. 3; and the time for filing such exceptions was extended to and including Nov. 3 (Dockets 8959; 10641).

Memphis, Tenn., Tri-State Bcstg. Service; KNBY Newport, Ark.; Newport Bcstg. Co.—Granted petition of Tri-State for leave to amend its am application (Docket 10548; BP-8775) so as to specify 1430 kc, 1 kw, D, DA, in lieu of 730 kc, 250 w, D, and for removal from hearing docket; also ordered that application of KNBY be removed from hearing docket (Docket 10883).

By Hearing Examiner Hugh B. Hutchison

Issued an order correcting in certain respects the Order issued Oct. 11 in re applications of Mid-Cities Bcstrs., Arlington, Tex., et al. (Docket 11024 et al.), and added a new paragraph continuing hearing in this proceeding from Oct. 13 to Nov. 3.

By Hearing Examiner Elizabeth C. Smith

McKeesport, Pa., Allegheny Bcstg. Corp.—Granted motion for continuance of pre-hearing conference to Oct. 18, in proceeding re ch. 4 (Dockets 7287 et al.).

By Hearing Examiner Hugh B. Hutchison

Bluefield, W. Va., Southern W. Va. Tv Inc.; Daily Telegraph Printing Co.—Issued a statement and order to govern the course of hearing in the proceeding re ch. 6 (Dockets 11042-43), the presentation of evidence and taking of testimony to begin Oct. 18.

By Commissioner Robert T. Bartley

Trenton, Mo., Trenton Bcstg. Co.—Granted petition for leave to amend its am application so as to specify 1600 kc, 500 w, D, in lieu of 1490 kc, 100 w, U, and for removal of amended application from hearing docket (Docket 11132; BP-9093).

October 14 Applications

ACCEPTED FOR FILING

License for CP

KVAR (TV) Mesa, Ariz., KTAR Bcstg. Co.—License to cover CP (BPCT-1409) as mod. which authorized new tv station (BLCT-250).

KATV (TV) Pine Bluff, Ark., Central-South Sales Co.—License to cover CP (BPCT-1479) as mod. which authorized new tv station (BLCT-251).

WNBK (TV) Cleveland, Ohio, National Bcstg. Co.—License to cover CP (BPCT-943) as mod. which authorized changes in facilities of existing tv station to change description of T-L to 6600 Broadview Road, Parma, Ohio; also corrected coordinates (BLCT-249).

Renewal of License

WEAN Providence, R. I., General Teleradio Inc.—Amended to change name of licensee to Providence Journal Co. (BR-161).

October 18 Applications

ACCEPTED FOR FILING

Modification of CP

WSAY Rochester, N. Y., The Federal Bcstg. System Inc.—Mod. of CP (BP-5900) as mod. which authorized increase power, install new transmitter and change from DA day and night to DA night use only for extension of completion date (BMP-6665).

WNEL San Juan, P. R., Station WNEL Corp.—Mod. of CP (BP-8617) as mod. which authorized change frequency, increase power, install a new transmitter, change transmitter location and make changes in the antenna system for extension of completion date (BMP-6666).

WPFD Darlington, S. C., Frank A. Hull tr/as Darlington Bcstg. Co.—Mod. of CP (BP-8158) as mod. which authorized a new standard broadcast station for extension of completion date (BMP-6664).

KSBR (FM) Mt. Diablo, Calif., Television Diablo Inc.—Mod. of CP (BPH-1018) as mod. which authorized new fm station for extension of completion date (BMPH-4948).

WKAT-FM Miami Beach, Fla., WKAT Inc.—Mod. of CP (BPH-1701) as mod. which replaced expired permit for extension of completion date (BMPH-4950).

WKEU-FM Griffin, Ga., Radio Station WKEU—Mod. of CP (BPH-1919) as mod. which replaced expired permit for extension of completion date (BMPH-4949).

WMVO-FM Mount Vernon, Ohio, The Mount Vernon Bcstg. Co.—Mod. of CP (BPH-1877) as mod. which authorized changes in licensed station for extension of completion date (BMPH-4947).

KFMB-TV San Diego, Calif., Wrather-Alvarez Bcstg. Inc.—Mod. of CP (BPCT-1799) as mod. which authorized changes in facilities of existing tv station to extend completion date to 4-12-55 (BMPCT-2548).

WBOC-TV Salisbury, Md., The Peninsula Bcstg. Co.—Mod. of CP (BPCT-1304) as mod. which authorized new tv station to extend completion date to 5-11-55 (BMPCT-2549).

WVET-TV Rochester, N. Y., Veterans Bcstg. Co.—Mod. of CP (BPCT-833) as mod. which authorized new tv station to extend completion date to March, 1955 (BMPCT-2547).

WSM-TV Nashville, Tenn., WSM Inc.—Mod. of CP (BPCT-1751) as mod. which authorized changes in facilities of existing tv station to extend completion date to 12-3-54 (BMPCT-2552).

KRBC-TV Abilene, Tex., The Reporter Bcstg. Co.—Mod. of CP (BPCT-1163) as mod. which authorized new tv station to extend completion date to 1-15-55 (BMPCT-2551).

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Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
Phil Jackson
235 Montgomery St.
Exbrook 2-5671-2

WBTM-TV Danville, Va., Piedmont Bcstg. Corp.—Mod. of CP (BPCT-643) as mod. which authorized new tv station to extend completion date to 5-20-55 (BMPCT-2550).

Renewal of License

WFNC-FM Fayetteville, N. C., Cape Fear Bcstg. Co.—(BRH-169).

WEED-FM Rocky Mount, N. C., William Avera Wynne—(BRH-312).

Remote Control

WUNC (FM) Chapel Hill, N. C., The U. of N. C. (BRED-117).

WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.—(BRCH-113).

CP

WNAS (FM) New Albany, Ind., School City of New Albany—CP to replace expired permit (BPED-242) which authorized changes in licensed station which expired 8-23-54 (BPED-264).

APPLICATION RETURNED

Harrodsburg, Ky., Pioneer Bcstg. Co.—CP for a new standard broadcast station on 1470 kc with power of 1 kw and daytime hours of operation.

October 19 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Fanney N. Litvin

Little Rock, Ark., Arkansas Tv Co.—Dismissed as moot the motion filed Sept. 20 by Ark. Tv Co., to strike certain testimony contained in exhibits of Ark. Telecasters Inc. since that application was dismissed on Oct. 12 (Docket 10611).

By Hearing Examiner J. D. Bond

Whitefish Bay, Wis., The Hearst Corp.—Granted motion of Oct. 13 for extension of time from Oct. 18 to Oct. 20 for exchange by applicants in proceeding re ch. 6 (Dockets 11012 et al.) of their direct cases; further ordered that further conference in this proceeding shall be continued from Nov. 3 to Nov. 4.

By Hearing Examiner William G. Butts

Bay Shore, N. Y., Key Bcstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bcstg. Corp.—Gave notice that further conference held Oct. 15 will resume on Oct. 21, in proceeding re am facilities (Dockets 10379, 11014).

By Hearing Examiner Herbert Sharfman

Further revised hearing order of June 30 in proceeding re Zenith Radio Corp., Chicago, et al., for ch. 2 (Dockets 8917 et al.), as follows: To exchange written cases by Oct. 22; parties to notify each other of witnesses to be produced for cross-examination by Nov. 1, and testimony to start Nov. 8.

By Hearing Examiner Annie Neal Huntting

Issued First Statement Concerning Prehearing Conferences and Order in proceeding re applications of Triad Tv Corp., et al., for ch. 10 at Parma-Onondaga, Mich. (Dockets 11169 et al.), which shall govern the course of the proceeding to the extent indicated; prehearing conferences to be held Oct. 29, Dec. 1, 9 and 10, and hearing heretofore scheduled for Nov. 22 was continued to Dec. 10.

By Hearing Examiner Charles J. Frederick

KTOE Mankato, Minn., Minn. Valley Bcstg. Co.—Formalized grant of petition heretofore informally granted on Oct. 4 for extension of time from Oct. 4 to Oct. 6 within which to file Proposed Findings re (Docket 10592).

Ordered that the hearing in re applications of Westinghouse Bcstg. Co. Inc. et al. for ch. 11 in Pittsburgh, be reconvened on Nov. 1 (Dockets 8694 et al.).

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Oct. 15

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as indicated:

KYTV (TV) Springfield, Mo., to 5-15-55; KRBC-TV Abilene, Tex., to 1-15-55; WKEU-FM Griffin, Ga., to 12-3-54.

Actions of Oct. 14

Granted License

WMC Memphis, Tenn., Memphis Pub. Co.—Granted license covering removal of fm antenna from top and mount on side of NW tower and increase height of tower (BL-5314).

WXYZ-TV Detroit, Mich., WXYZ Inc.—Granted license covering installation of auxiliary antenna at main transmitter site (BLCT-219).

Granted CP

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Granted CP to install the old main transmitter for use as an auxiliary, to be operated on 1540 kc, 250 w (BP-9470).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates:

WNEL San Juan, to 10-31-54; WFMJ-TV Youngstown, Ohio, to 5-13-55; WSIL-TV Harrisburg, Ill., to 5-11-55; KOA-TV Denver, Colo., to 5-9-55; KNOX-TV Grand Forks, N. D., to 5-10-55.

Actions of Oct. 13

Granted License

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—Granted license covering change in transmitter location and increase in antenna height with fm antenna side mounted' cond'; re use of fm antenna (BL-5474).

WCSH-TV Portland, Me., Congress Square Hotel Co.—Granted license for new commercial tv station; ch. 6; ERP vis. 100 kw, aur. 50 kw; antenna 590 ft., and to designate studio location (BLCT-190). Also granted Mod. of license to change ERP to aur. 70 kw (BMLCT-23).

Modification of CP

WSRC Durham, N. C., Southern Radiocasting Co.—Granted Mod. of CP to change type transmitter (BMP-6662).

Remote Control

WROM Rome, Ga., Coosa Valley Radio Co.—Granted authority to operate transmitter by remote control.

WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.—Granted authority to operate transmitter by remote control.

Actions of Oct. 12

Granted License

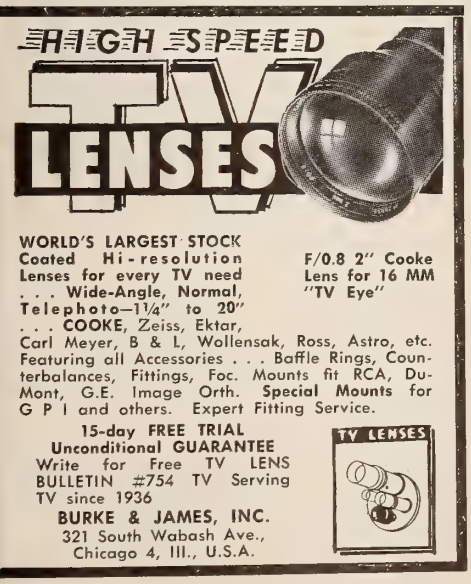
WTAR-TV Norfolk, Va., WTAR Radio Corp.—Granted license for change in existing station; ERP visual 100 kw; aural 50 kw; antenna 980 ft. (BLCT-205).

KTCB Malden, Mo., Charles William Craft—Granted license for am station; 1470 kc, 1 kw, D (BL-5462).

KLEM LeMars, Iowa, B & B Bcstg. Co.—Granted license for am station; 1410 kc, 1 kw, D (BL-5463).

Granted CP

KCLS Flagstaff, Ariz., Saunders Bcstg. Co.—Granted CP to install formerly licensed main transmitter as an auxiliary at present location of main transmitter; 1360 kc, 250 w (BP-9491).



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Actions of Oct. 11

WTYN Tyron, N. C., Thermal Bcstg. Co.—Granted license for am station; 1580 kc, 250 w, D (BL-5467).

WRWB Kissimmee, Fla., Radio Station WRWB—Granted license for am station; 1220 kc, 250 w, D (BL-5468).

WABR Winter Park, Fla., Orange County Bcstrs. Inc.—Granted license for am station; 1440 kc, 1 kw, D (BL-5459).

WELY Ely, Minn., Charles B. Persons—Granted license for am station; 1450 kc, 250 w, U (BL-5460).

WOW Omaha, Neb., Meredith WOW Inc.—Granted license for auxiliary transmitter to be operated on 590 kc, 1 kw (BL-5075).

KFGT Fremont, Neb., Walker Radio Inc.—Granted license covering new transmitter (BL-5469).

Remote Control

WINH Louisville, Ky., Kentucky Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WXEL (TV) Cleveland, Ohio, to 4-30-55; WHO-TV Des Moines, Iowa, to 5-3-55; KTTV (TV) Los Angeles, to 5-3-55; KUHT (TV) Houston, Tex., to 4-30-55; WTVI (TV) Belleville, Ill., to 5-1-55; WNAC-TV Raleigh, N. C., to 5-7-55; WKNA-TV Charleston, W. Va., to 5-4-55.

October 19 Applications

ACCEPTED FOR FILING

License for CP

KFQD Anchorage, Alaska, William J. Wagner tr/as Alaska Bcstg. Co.—License to cover CP (BP-9116) which authorized change frequency, increase power and install a new transmitter (BL-5484).

KFRB Fairbanks, Alaska, William J. Wagner tr/as Alaska Bcstg. Co.—License to cover CP (BP-9115) which authorized change frequency, increase power and install a new transmitter (BL-5478).

KFRB Fairbanks, Alaska, William J. Wagner tr/as Alaska Bcstg. Co.—License to cover CP (BP-9489) which authorized change frequency of auxiliary transmitter from 790 kc to 900 kc (BL-5487).

WDVH Gainesville, Fla., Thomas R. Hanssen, Charles W. Dowdy, John A. Dowdy and Winnie S. Vaughn d/b as The Decatur Bcstg. Co.—License to cover CP (BP-9165) which authorized a new standard broadcast station (BL-5485).

WNOG Naples, Fla., George Dewey Polly—License to cover CP (BP-9039) as mod. which authorized new standard broadcast station (BL-5491).

WEAT West Palm Beach, Fla., WEAT-TV Inc.—License to cover CP (BP-8179) as mod. which authorized change frequency; increase power; install DA-1; install new transmitter and change transmitter and studio locations and increase height of No. 2 tower by addition of tv antenna (BL-5496).

KORT Grangeville, Idaho, Far West Radio Inc.—License to cover CP (BP-8891) which authorized new standard broadcast station (BL-5486).

WCIL Carbondale, Ill., Paul F. McRoy and Ann E. Searing d/b as Southern Illinois Bcstg.—License to cover CP (BP-9201) which authorized installation of new transmitter, to be operated on 1020 kc with power of 250 watts, for auxiliary purposes only (BL-5489).

KMDO Ft. Scott, Kan., Lloyd Clinton McKenney tr/as Fort Scott Bcstg. Co.—License to cover CP (BP-8948) which authorized new standard broadcast station (BL-5480).

WWKY Winchester, Ky., Winchester Bcstg. Co.—License to cover CP (BP-8864) as mod. which authorized new standard broadcast station (BL-5482).

KLGR Redwood Falls, Minn., Harry Willard Linder—License to cover CP (BP-9214) as mod. which authorized new standard broadcast station (BL-5490).

WSRG Durham, N. C., J. C. Greene Jr. and R. H. Whitesides d/b as Southern Radiocasting Co.—License to cover CP (BP-8787) as mod. which authorized new standard broadcast station (BL-5492).

WMSN Raleigh, N. C., B. H. Ingle Sr. tr/as Merchants & Farmers Station—License to cover CP (BP-8379) as mod. which authorized new standard broadcast station (BL-5494).

WBRE Wilkes-Barre, Pa., Louis G. Baltimore—License to cover CP (BP-9301) which authorized installation of a new transmitter (BL-5481).

KLGN Logan, Utah, Atlas Engineering Co.—License to cover CP (BP-9244) as mod. which authorized a new standard broadcast station (BL-5493).

KLO Ogden, Utah, The Interstate Corp.—License to cover CP (BP-9410) as reinstated which authorized installation of old main transmitter as an auxiliary transmitter to be operated on 1430 kc with power of 5 kw, employing DA day and night (BL-5495).

Modification of CP

WLBT (TV) Jackson, Miss., Lamar Life Bcstg. Co.—Mod. of CP (BPCT-1030) as mod. which authorized new tv station to extend completion date to 4-26-55 (BMPCT-2554).

WDAY-TV Fargo, N. D., WDAY Inc.—Mod. of CP (BPCT-740) as mod. which authorized new tv station to extend completion date to 6-1-55 (BMPCT-2553).

Applications Returned

Sunnyslope, Ariz., Donald L. Blackburn & Adeline Blackburn—CP for new standard broadcast station on 1290 kc; power of 250 w, unlimited hours of operation.

WBIZ Eau Claire, Wis., WBIZ Inc.—Authority to determine operating power by direct measurement of antenna power.

License for CP

WNHC-FM New Haven, Conn., The Elm City Bcstg. Corp.—License to cover CP (BPH-1924) which authorized changes in licensed station (BLH-1005).

WNIC (FM) De Kalk, Ill., North. Ill. State Teachers College—License to cover CP (BPED-252) which authorized new non-comm. educ. fm station (BLED-159).

WAPO-FM Chattanooga, Tenn., WAPO Bcstg. Services Inc.—License to cover CP (BPH-1806) as mod. which authorized new fm station (BLH-1004).

Modification of CP

WHP-FM Harrisburg, Pa., WHP Inc.—Mod. of CP (BPH-410) as mod. which authorized new fm station for extension of completion date (BMPH-4951).

WJHL-FM Johnson City, Tenn., WJHL Inc.—Mod. of CP (BPH-1960) which replaced expired permit for extension of completion date (BMPH-4952).

WSBT-TV South Bend, Ind., South Bend Tribune—Mod. of CP (BPCT-1017) as mod. which authorized new tv station to extend completion date (BMPCT-2564).

WITH-TV Baltimore, Md., WITH-TV Inc.—Mod. of CP (BPCT-1338) as mod. which authorized new tv station to extend completion date to 5-14-55 (BMPCT-2562).

WGR-TV Buffalo, N. Y., WGR Corp.—Mod. of CP (BPCT-1746) as mod. which authorized new tv station to extend completion date to 3-7-55 (BMPCT-2560).

WHEC-TV Rochester, N. Y., WHEC Inc.—Mod. of CP (BPCT-326) as mod. which authorized new tv station to extend completion date to March, 1955 (BMPCT-2559).

WAYS-TV Charlotte, N. C., WAYS-TV Inc.—Mod. of CP (BPCT-344) as mod. which authorized new tv station to extend completion date to 5-28-55 (BMPCT-2557).

WMVT (TV) Montpelier, Vt., WCAX Bcstg. Corp.—Mod. of CP (BPCT-1327) which authorized new tv station to extend completion date to 9-1-55 (BMPCT-2555).

KVAN-TV Vancouver, Wash., KVAN Inc.—Mod. of CP (BPCT-959) as mod. which authorized new tv station to extend completion date to 4-15-55 (BMPCT-2556).

October 20 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner Robert T. Bartley

Dallas, Tex., George A. Smith Jr.—Granted petition to amend Commission's order of Oct. 4, to provide extension of time to Nov. 6 for all parties in proceeding re one-way signalling stations (Dockets 10767 et al.), to file replies to exceptions.

Thermopolis, Wyo., Mildred V. Ernst—Granted petition to amend am application (Docket 11126; BP-9194) so as to submit new engineering showing based upon actual measurements, and application as amended was removed from hearing docket and returned to processing line.

Onondaga, Mich., Television Corp. of Mich. Inc.—Granted petition for extension of time to Nov. 3 within which comments or oppositions may be filed with regard to petitions filed by Jackson Bcstg. & Tv Corp. and Triad in re ch. 10 at Parma-Onondaga (Dockets 11169 et al.).

WSMB New Orleans, La., WSMB Inc.—Granted petition to dismiss without prejudice its application to change am daytime operation from non-DA to DA (Docket 9965; BP-7971).

Wichita, Kan., The Radio Station KFH Co.—Granted petition for extension of time to and including Oct. 19 in which to file exceptions to initial decision in re applications for ch. 3 (Dockets 10259 et al.).

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 2 in which to file exceptions to initial decision re applications of Cowles Bcstg. Co., et al., for ch. 8 in Des Moines, Iowa (Dockets 8897-8900) (Action taken 10/15).

By Hearing Examiner J. D. Bond

WRCO Richland, Wis., Richland Bcstg. Corp.—Granted in part petition for removal of application from hearing docket (Docket 10414; BP-8584); to the extent that petition requests an immediate grant of application, it is dismissed as moot.

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Negotiator

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SPOT YOUR FIRM'S NAME HERE,
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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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RADIO

Help Wanted

Managerial

Station manager. For daytime independent radio —under absentee ownership. This is top small market property in midwest and position available requires an experienced radio operator of highest calibre to take full charge and responsibility. Stock available out of station earnings to right man. Send photo, complete resume and references to Box 81F, B•T. Our employees know of this ad.

Sales manager—experienced in local selling—independent station—attractive proposition—state full experience—send photo. Box 104F, B•T.

Salesman

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Salesman needed, 20 million dollar, small town and country middle eastern market. Good draw against 20 percent commission. Photo, resume, first letter. Box 56F, B•T.

Sales staff expansion requires two experienced radio time salesmen. NBC affiliate in large southern market. Excellent local programming. You'll like our pleasant city. Permanent position to right men. Write giving history, present earnings and references. Box 97F, B•T.

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copy Writers
- Film Editors
- Salesmen

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

RADIO

Help Wanted—(Cont'd)

Salesman for live wire independent, soon to go 5000 watts fulltime. Block of accounts to start with. Will give good salary and commission with incentive plan, plus car allowance. Call Sales Manager, WCOJ, Coatesville, Pa., 2100.

Daytime 1000 watt station wants experienced advertising salesman. Salary and commission. References required. WTND, Orangeburg, S. C.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

1st combo, salesmen and announcers. Indiana. Box 485E, B•T.

DJ wanted for midnight-6 a.m. show six nights weekly. Must know records, adlib commercials, service accounts. Man we seek is experienced, believable, unaffected. $60 base plus talent. Box 53F, B•T.

Florida small market Mutual station looking for versatile staff announcer. Must be experienced and a southerner. Box 69F, B•T.

Wanted—a good morning DJ with ratings to prove it. Major market top station. Also need good afternoon or evening DJ—no would be's or has been's. Box 80F, B•T.

Needed three versatile, experienced announcers for radio or tv in south Texas. Immediate availability. Rush tape and resume. Box 116F, B•T.

Announcer—1st phone, for independent music, news and sports station. Emphasis on announcing. $275.00 to start with increases for 44 hour week. Forward tape, photo and references to Johnny Special, KGBC, Galveston, Texas.

2 announcers, 1 continuity writer for am-tv operation. Ken Gilmore, KPLC, Lake Charles, La.

Experienced announcer with operator's license to do morning combo and general announcing. Top pay. Permanent. WCMY, Ottawa, Illinois.

Announcer with control board experience for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. 2100. Our staff knows of this ad.

Wanted, combination announcer-engineer, first class license. Virginia daytime independent. Salary no problem if right man. Write or call WJWS, South Hill, Virginia.

Radio morning man with sincerity, integrity and personality needed at WKZO AM-TV, Kalamazoo, Michigan. Great opportunity for right man. Offer also includes tv opportunities. Send picture, tape and information attention Program Director.

Leading station in southeast has opening for top-notch, versatile announcer with proven ability. Send detailed background, past and expected earnings, references, audition recording. WSAV, Savannah, Georgia.

Morning man—excellent adlib announcer for new 1000 watt am. Send tape, photo, references, full resume, Jack Owens, 1403 10th Street, Charleston, Ill.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer, first class ticket required. No announcing. State qualifications, experience, references, and salary desired. Pennsylvania opening. Box 48F, B•T.

First class engineer, no experience necessary. Send references and salary expectations. Box 55F, B•T.

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Chief engineer to take complete charge of technical operation for 250 watt station in southeast. Small community, permanent position for man who works well with others. Furnish complete personal background, references and former experience with salary requirements. Personal interview necessary. Box 86F, B•T.

Chief engineer for am-fm station in Illinois town of 12,000. Good equipment and plant. Some announcing. Good opportunity. Box 96F, B•T.

Electronics engineer, Civil Service, GS-12, $7040.00 per year. Box 112F, B•T.

Chief engineer for progressive, local station with remote control. Installation of new equipment and maintenance will require full time at present. Future opportunity to work in tv, but radio will remain primary responsibility. WKNY, Kingston, New York.

Production-Programming, Others

Experienced male continuity director. Midwest radio, vhf-tv station. Include photo with application. Box 7F, B•T.

Program director for aggressive independent station. Must have experience and ability. Give complete details. Excellent opportunity in outstanding market. Box 61F, B•T.

Texas fulltime station needs man, gather and present local news, also sports announcer and permanent salesman. Box 66F, B•T.

Music librarian needed for 24-hour music station. Man or woman may apply, should be capable of some air work, and associated duties. Box 126F, B•T.

Continuity writer needed immediately. Send sample copy, photo, experiences and salary desired to WPIC, Sharon, Pa.

Situations Wanted

Managerial

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 5F, B•T.

General-commercial manager. Now managing radio station in dual radio-tv ownership. Have strong faith in radio's ability to survive, sell and prosper. Ownership primarily interested in television. Therefore, desire position radio operation where 15 years experience local and national sales, programming and promotion will pay off to ownership and to me. Would welcome challenge of station down in ratings, local, national sales. Have beaten such situation in current position and can present documentation to prove it. Married, stable, best local and national references. Box 36F, B•T.

General manager. Experienced in all phases of radio and television. Strong sales background. Local, regional, national. Age 38. Presently employed in above capacity in major market both tv & radio stations. No floater, seven years with present firm. Desire larger market. Box 47F, B•T.

General manager. A veteran of 24 years in the radio field and for the past six years general manager of 5000 watt fulltime radio station in metropolitan area. Have served in all phases of the business including publicity, promotion, merchandising and sales manager. Have handled labor relations and complete operation of independent station. Box 52F, B•T.

RADIO

Situations Wanted—(Cont'd)

Sales and audience promotion/director of sales development, marketing and research. Now with advertising agency but itching to return to broadcasting-telecasting field. Network and independent station experience. Exceptionally effective sales presentations have habitually hit their targets. Have developed attention-compelling direct mail campaigns. Worked closely with sponsors and agencies in creating merchandising programs in supermarket and drug outlets. Market-research minded; believes in giving salesmen all the facts they need. Knows how to dig out those facts. Well versed in audience research techniques. Can write and place publicity stories. Excellent speaker for station participation in community activities. If you want a practical, shirt-sleeve promotion man who can originate sales ideas and prepare sales packages, let's have a talk. Box 75F, B•T.

Top sales executive available. Pioneer broadcaster seeks top sales or managerial position with progressive am or tv outlet. Can produce the sales you seek. Top industry references. Have good reason for leaving present spot. Box 113F, B•T.

General manager—thorough experience in radio sales and management for over 15 years. Complete faith in radio's future and ability to make profits. Outstanding regional, national background with top success story. Presently employed. Want permanence plus stock participation keyed to additional profits. Box 120F, B•T.

Manager-sales manager—over twenty years constructive radio and tv background. Not a has been but a go getter, strong on sales. Relocation desired. Best of references. Box 122F, B•T.

General-commercial managers, am/tv. Broadcasters Executive Placement Service has several highly qualified executives with present earnings ranging from $6,000-$25,000. Their availability is confidential to protect present position. Contact Howard S. Frazier, 708 Bond Building, Washington 5, D. C.

Salesman

Account executive. University degree-Advertising. Five years radio sales experience. Presently sales manager. Desires change. Prefer station or rep., Manhattan, Philadelphia area. Outstanding salesman-executive. Box 16F, B•T.

Salesman 4 years experience seeks opportunity with sound radio-tv station, best references. Box 21F, B•T.

Attention—radio-tv stations. 1954 graduate, radio degree, veteran, single, travel anywhere, desires sales position, position leading to sales. Non-radio sales experience. Ambitious, will to learn. Box 68F, B•T.

Announcers

Top-notch daytime personality. 3 years experience, 3rd phone, presently employed, relaxed, strong on interviews, sports and ad-lib. Tape and resume on request. Box 14F, B•T.

Staff announcer, strong news, deejay. 4 years experience, 27, single, vet. Permanent, dependable. Box 45F, B•T.

Announcer: Four years experience. Currently deejaying and newscasting over middle Atlantic's leading independent. College graduate, 26, veteran. Wants northeast location. Box 57E, B•T.

Presently employed in tv as producer-director and personality man on own shows. Would again like to get into radio as morning man DJ. Seven years combined radio and tv experience. Married, family. Not a drifter. Can do you top job. Will arrange for personal interview . . . if possible. $80.00 start. Box 65F, B•T.

Young announcer, single veteran. Strong on news. Good DJ. Will travel. Box 74F, B•T.

Announcer, all phases; ready for second move. 25, married; tape, resume. Box 85F, B•T.

News-staff announcer. Four years radio experience. Capable. College graduate. Box 91F, B•T.

Hey there . . . looking for a deejay with humor, personality, who likes variety of music and chatter, plays musical instrument? Look no further. Family man wishes to settle down. Third class ticket. Operate board. Box 95F, B•T.

Sportscaster, experienced. Strong on basketball. Draft exempt. Will travel. Box 98F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, newscaster; disc jockey; copywriter; 3rd class ticket. Available immediately. Box 101F, B•T.

Announcer—single, 26, some experience, college graduate, write copy, will travel. Box 102F, B•T.

Announcer—authoritative news delivery—pleasant voice, excellent commercial presentation, some play-by-play. Married, will travel. Box 103F, B•T.

4 way feature! Man—announcer, organist-pianist. Wife—kiddie show, woman's program. Show business background, light radio-tv cost? The price of one staff announcer, music director. Box 106F, B•T.

Many years experience in radio, one and half in tv. Announcing, newscasting, direction, production, special events, sports. Full particulars on inquiry. Box 109F, B•T.

Mature, versatile announcer with 4 years of solid commercial radio and tv experience. Excellent delivery on commercials, news, music and sports. Can operate console, write, have restricted operator's permit. 28 years old, father of 2 who has the drive and ability to improve your station. Opportunity at a decent salary with permanency prime requisites. Box 110F, B•T.

Announcer-engineer with 1st phone for 10 years desires active job at progressive combination and/or independent station. Single, steady, plenty of experience at combination work. Prefer west or northeast. Box 121F, B•T.

Sports director—experienced play-by-play, daily sports commentary. My sports shows have built large audiences, are real money makers. Salary plus talent. Box 123F, B•T.

Announcer: 2½ years. Strong news. Convincing commercial delivery. Act, character voices. Prefer midwest network station. Box 124F, B•T.

Man and woman team. Proven abilities for increasing listeners during early 5-9 morning show and participating woman's show. Each has third phone. Both operate board, direct, produce, develop new ideas and do staff. Only interested permanent position. Prefer staff salaries, talent, sales opportunity. Can do job you want. Available immediately. Bob Arnold, phone (8-12 a.m. EST) or wire 9-3193, Bellefontaine, Ohio, P. O. Box 414.

Experienced, versatile announcer. Easy delivery. Draft exempt, car. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer, disc jockey. Colored girl, age 26. Personality, good commercial sense. Tape, photo on request. Midwest or northwest. Beulah Gibson, 2331 W. Adams Street, Chicago 12, Ill.

Announcer-first phone, tv-film director, cameraman photographer, darkroom technician, available November 1st. Monte Grove, WLYC, Williamsport, Pa.

Versatile announcer, 22, single, 2½ years experience, prefer all-night DJ position. H. D. Hall, Box 85, Virgie, Kentucky.

Staff announcer—light experience—married. Edward Hickey, RD #1, New Oxford, Pa.

Announcer, newscaster, DJ-idea man. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Announcer, 7 months experience. Broadcasting school graduate. Local news. 3rd phone. Car. Veteran. 25. Tape. Photo. References. Want permanency. Del Kirby, Box 207, Bardwell, Kentucky. Phone 186J.

Specialized in hillbilly and gospel. Have 3rd ticket. Available October 23rd. Bill Pack, 1034 Edison Avenue, Ft. Myers, Florida.

Staff announcer-salesman. Ambitious young man (28) with light experience wants to make money. First consideration is permanency. Dependable, references, tape. Robert Rahman, 1400 University Avenue, Bronx, New York.

You need help? I've got twenty years in showbiz—the latter years in television and radio. Handled lunch shows, news, variety shows, announcing, MC, comedian-directions. 32 years old, married—relocate now. Kim Roberts, 2469 Perkerson Road, Atlanta, Ga.

Available January, some experience, resonant voice, college degree, single, 25, vet., car, travel, prefer audition (tape available). Lt. James Scanlan, 2831 Lexington, Chicago, Illinois.

Staff announcer. Strong on commercials, news and DJ, also board operator. Midwestern graduate. Prefer midwest. Photo, tape, resume available. John Schneider, 2727 W. Polk Street, Chicago 12, Illinois.

Announcer—experienced strong news, DJ, sports. Television opportunity preferred. Reply Room 457, 2 Broadway, New York 4, N. Y. Telephone Whitehall 2-6535.

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NBC and ABC PROGRAMMING

Assume Liabilities and It's Yours

WAYS-TV CHARLOTTE, N. C.

CALL EDison 3-7173

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer—6 years experience, studio, transmitter, remotes, recordings. Box 880E, B•T.

1st phone operator. 2½ years experience in all phases of radio broadcasting. Immediate availability. Box 9F, B•T.

Experienced chief engineer-combo announcer. Maintenance, installation. Box 28F, B•T.

First phone, college graduate, four years experience am, fm, tv, both studio and transmitter, including equipment maintenance, installation and construction. Particularly interested in audio and high-fi fm. Box 49F, B•T.

Engineer-chief, supervisor or staff. Plenty of experience am and tv. Prefer Florida but will consider other locations. Available immediately. Box 59F, B•T.

New York or vicinity, first phone, 10 years experience, car. Box 62F, B•T.

First class. Experience in all phases of broadcasting. Chief one year. Car. N.E. states preferred. Box 63F, B•T.

Engineer wants position. 1st phone, also 2nd telegraphed. Inexperienced, but highly capable. Box 72F, B•T.

Chief engineer—all phases of engineering, efficient operation. Young, family, auto, sober, responsible. Announce. Desires permanent position kw up. Box 89F, B•T.

First phone, single, 25, two years am control, transmitter, ½ year tv studio. Prefer larger city, will consider all offers of permanent jobs. Resume upon request. Have car. Box 99F, B•T.

First phone, am-fm-tv experience, age 30, car, available immediately. Mr. Engineer. 206 Furman Street, Syracuse, N. Y., phone 75-8913.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Top basketball and all-around sports man. 5 years PD. Brief, but effective sales stint. Consider any permanent set-up of above combination. Married. Family. 27. College graduate. Best references. Box 8F, B•T.

Program director, news, sports, married, 13 years experience. Two weeks notice, excellent references. Will do fine public relations job. Available for interview on weekends. Permanent position. Box 37F, B•T.

Program manager—background and references unexcelled. Want operation with integrity and pride in broadcasting. Confidential. Box 15F, B•T.

Program director-announcer, female, saleable ideas. Good copy. First phone. College. Twelve years radio experience. Box 54F, B•T.

RADIO

Situations Wanted—(Cont'd)

Reporter, 42, very active. Seeks spot with new beat. Box 73F, B•T.

Top caliber newscaster—special events man seeks location in major market. 5 years experience. College grad. Presently employed in large market. Box 76F, B•T.

News director, seeks added duties as sportscaster. Desires more activity. Capable morning DJ. Wire service correspondent, knowledge of photography, promotion. Currently employed in metropolitan market. Box 88F, B•T.

Newswriter, light experience, recent army political analyst. Radio journalism graduate, 24, single. Network station preferred. Box 100F, B•T.

Young program director: 4 years experience. University graduate. NYU-TV workshop graduate. Seek permanent position in larger outlet. Good announcer, actor, and newscaster. Other experience includes writing and producing 14 radio plays, selling, continuity writing and small station management. Box 105F, B•T.

TELEVISION

Help Wanted

Managerial

Tv sales manager. Established medium market major network station has opening for top sales manager. Must be the best in every way for this is a really excellent opportunity. The man we select will have full authority and responsibility of sales department. Salary plus bonus plan guarantees earnings satisfactory to top man. Send resume, references and photo to Box 82F, B•T. Our personnel know of this ad.

Salesmen

Experienced tv salesman only vhf station in Vermont. 75,000 sets now—100,000 potential market. Multiple network. Went on air in September. Guarantee and liberal commission. Real opportunity for producer. Write complete information plus references first letter. S. T. Martin, General Manager, WMVT, Burlington, Vt.

Opportunity for young man with radio or television sales background to join radio-tv sales staff of growing uhf station. Insurance, hospitalization, pension benefits. Write Personnel Director, WSBT-TV, South Bend, Indiana.

Technical

Maximum power vhf station has opening for experienced film cutter and electronic maintenance man. Write or call: Chief Engineer, KGUL-TV, Galveston, Texas.

Immediate openings in new uhf station for two first class technicians with tv, video and transmitter experience. Contact Chief Engineer, WFMZ-TV, Allentown, Penna.

Technical personnel for tv and am newspaper owned operation. Contact Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Experienced

Television Micro-wave Engineers

AM Transmitter Engineers

Available

1st Phone-Reliable-Capable

AM Transmitter Going Remote

Inter-city TV Relay Eliminated

For Information

Write Box 33F, B•T

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Aggressive writer-reporter experienced at working local beat. Mid-south key network tv outlet. Box 50F, B•T.

Production man, director, technical-director, with commercial understanding wanted for aggressive, growing, fully equipped WMTV (Channel 33), Madison, Wisconsin. Must be keen, quick, vigorous, ambitious, imaginative. Immediate employment and plenty of potential in world's most beautiful college community. State experience, expected starting salary, idiosyncrasies. Write Jerry Bartell, WMTV, Madison.

Situations Wanted

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Announcers

Personality man . . . ad lib, audience participation, record-pantomime . . . comedy. Now doing own tv shows plus producing and directing. Seven years radio and tv experience combined. Married, family and not a drifter. Good worker . . . wish to relocate permanently. $80.00 start. Box 64F, B•T.

Seasoned tv announcer at large southern operation seeks northeast opportunity. $100 week. Box 90F, B•T.

Technical

Tv-am engineer, 6 years experience tv, xmtr, camera, switcher, micro-wave, recordings, remotes. Limited combo experience. Permanent only. Box 94F, B•T.

Production-Programming, Others

Got CP? Thoroughly experienced PD put two television stations on air. Can do same for you. Box 982E, B•T.

Six years experience: programming, production, continuity. Seeking executive position; medium, large market. As PD, launched two television stations, radio station. College education. Best references, including previous employer. Available for personal interview or immediate employment. Box 983E, B•T.

Announcer, 7 years experience in industry, presently employed as producer-director, wishes move to larger market. BA degree, married. Box 67F, B•T.

Capable SRT graduate, musical background, desires camera, film or programming, production position. Reliable, married, veteran. Salary secondary. Locate anywhere. Box 77F, B•T.

Network retrenchment makes available television camera-operations man. Small station and network experience. Excellent references. Box 107F, B•T.

Tv director—experience includes production, direction, camera, announce, audio and projection. Desire permanent location as director or related production position. Box 117F, B•T.

Experienced floor manager, coordinator, assistant production director, for small station operation. S. Bronsther, NBC, 30 Rockefeller Place, New York, N. Y.

Film director, cameraman, photographer, darkroom technician, announcer-first phone, available November 1st. Monte Grove, WLYC, Williamsport, Pa.

For Sale

Stations

Good full-time Florida network station located in valuable retail sales area. Terms. Box 92F, B•T.

For Sale—(Cont'd)

50% interest in 1000 watt daytime independent in midsouth. Ideal for working partner or investment. Box 108F, B•T.

Opportunity for right party to acquire profitable 500 watt station in Texas. Write or wire Box 115F, B•T.

New 1,000 watt, daytimer. New Gates equipment. Good market. Absentee ownership. WAGS, Bishopville, S. C.

New southern kilowatt daytime for amount of investment, $35,000.00. Includes land and building. Can be handled on reasonable terms by responsible broadcaster. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

1-type 213-4 and 1-type 213-5 Collins transcription turntables with instruction books in original boxes used as sample, like new—$550.00. 1-two-way radio station transmitter and receiver 1-FSTR-140 BY (DW) and one mobile unit 1-FMTR-80D (C) 1-C std. with 65 ft. Wincharger tower, Andrew antenna and 150 ft. RG8/U cable. $1000.00. Box 60F, B•T.

404 foot IDECO triangular, self-supporting, non-insulated, galvanized tower, engineered for tv or am. Priced for prompt disposal. Box 83F, B•T.

3kw GE fm transmitter, including tubes, monitor, console and crystals for 98.7. Approximately 400 feet Andrew transmission line. In daily use. Excellent condition. Make offer. Box 118F, B•T.

RCA film camera chain, TK 20 D, complete. Used. Price $4925.00. Box 125F, B•T.

Complete proof of performance kit shown page 51 Gates catalog. Gates MO 3625 gain set $90.00, B-W 200 audio oscillator $100.00, B-W 400 distortion meter $125.00 or all three with interconnections and instructions $300.00. Also GR RF bridge model 516C $100.00. Everything like new. KROX, Crookston, Minn.

Two complete RCA MI-4875-G Universal pick-up kits, arms, heads, equalizers and hardware. Used about two years. Both for $250.00 postpaid KSRV, Ontario, Oregon.

Test equipment. Hewlett Packard vhf, model 803A bridge, model 417A detector and model 608A signal generator. Nearly new. Cost $1545.00. Make offer. Frank C. Carman, KUTA, Salt Lake City, Utah.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Remote control system. WOKO going under one roof; will sell Gates remote system. Only eight months old, bugs all out. Reduce your payroll hundreds of dollars. Jim Healey, WOKO Albany, New York.

1—125′ Blaw-Knox self supported tower, 1—85′ Ideco self supported tower, 1—65′ G.E. fm antenna pole mast, 2—65′ RCA, tv antenna pole masts, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, ⅞, 2⅝ and 3⅛ coaxial lines and fittings. Alliance Engineering and Construction Company, 82 West Washington St., Chicago 2, Illinois, or phone Central 6-1606.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Wanted to Buy

Stations

I want to buy. East or midwest. Small or medium market radio station with potential. Confidential. Box 78F, B•T.

Wanted 1kw daytimer, Maine to Florida, for immediate purchase, all or part. Experienced broadcaster. All replies confidential. Box 114F, B•T.

Experienced, well-financed executive wants radio station, small or medium market, any location. Prompt action. Confidential. Box 119, B•T.

Wanted to Buy—(Cont'd)

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Wanted: RCA tv field equipment, camera, field sync generator, field switcher, power supplies, microwave equipment. Advise cash price and full particulars. Box 999E, B•T.

Needed immediately: used frequency monitor, regardless of condition or age. Rush details to Box 46F, B•T.

RCA-770 or BK11A microphones—transcriptions turntables—Gray 106SP or 108B transcription arms—Gray 602 equalizer. Box 70F, B•T.

1000 watt transmitter—modulation monitor—insulated tower 240′-280′. Box 71F, B•T.

Wanted, surplus RCA equipment TK 11 A studio camera and TD 3A pedestal with friction head; TS 10A switching system to include TA 5C or D stabilizing amplifier and TM 5A master monitor. Box 87F, B•T.

Collins fm antenna 37M6 on 3 and ⅛ inch line or other antenna for use with 10 kw fm transmitter and power gain of 6. KPFA, Berkeley 4, California.

Surplus RCA TP-6 A or Eastman model 250 projector and RCA MI-26521 field power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.

Wanted 5kw broadcast transmitter in good condition. Please send complete information to Loren Dorough, Chief, WVOP, Vidalia, Georgia.

Immediate cash for new, used equipment, uhf, fm, am transmitters. Complete description full details to Richard Ajello, Camana 631, Lima, Peru.

One good used 5 kilowatt transmitter am. Write: Guarantee Radio Supply Co., 1314 Iturbide Laredo, Texas.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Situations Wanted

Announcers

ANNOUNCER-DEEJAY

An unusually seasoned and well qualified mike man wants opportunity and money with top progressive AM or TV outfit. He is a reliable top-notch, versatile commercial announcer who SELLS with a warm, friendly and profitable approach. He is married, 29, one child and a midwest college graduate. Will arrange resume, tape, excellent references. He is available now.

Box 111F, B•T

TELEVISION

Situations Wanted

Salesman

EXPERIENCED
TV FILM SALESMAN

Presently employed, Travelling Large Southern Territory. Personal Contacts TV Stations and Agencies in South, Southeast and Southwest. 8 Years Radio and TV Sales Large Southern VHF. Consider Relocating.

Box 51F, B•T

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

For Sale—(Cont'd)

5KW
TELEVISION
TRANSMITTER
FOR SALE
RCA - TT5

KOTV TULSA, OKLAHOMA

WANTED TO BUY

Stations

WANTED TO BUY FOR CASH!!

Small Station Within 300 Miles of Charlotte, N. C.

Write

Box 79F, B•T

Will you lease your radio station to me for a year with an option to buy outright or control with minimum amount down?

Business and personal differences force me to withdraw from successful radio-television program production business in Baltimore which associate and I built in 3 years to annual gross of $200,000.

Want to apply same aggressive selling and creative service to station of my own in one of the 1st 100 markets but can't afford to make mistake.

10 years increasingly successful progress in newspaper, television, radio. Best references.

Box 93F, B•T

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee

HOWARD S. FRAZIER
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Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385



how to tie up a market

One way is to tie it up in colorful ribbon. Burlington Mills Corporation, located in the Prosperous Piedmont, manufactures enough ribbon each year to tie up all the major markets in the nation.

But the realistic way to tie up the Prosperous Piedmont into *one* solid sales package is to use WFMY-TV. That way it stays tied!

Since 1949, WFMY-TV has been the key salesman in this top TV market. Here in the Piedmont section of North Carolina and Virginia, agriculture, textiles, furniture and other booming industries tie . . . into one package . . . a *2 billion dollar* market for your product. WFMY-TV's coverage of 1,733,700 potential TV viewers in this 31-county gift-wrapped package means bigger sales and profits for you.

To tie up greater sales in the South's Prosperous Piedmont, call your H-R-P man today for the story of the giant-size package marked WFMY-TV.

NOW IN OUR 6TH YEAR OF PROGRESS



CBS TELEVISION NETWORK

Basic Affiliate

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco



TELESTATUS

October 25, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Alabama Educational Tv Comm. (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC; Raymer; 99,108
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 99,108
►KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 32,240
Yuma†—
►KIVA (11) NBC, DuM; Grant; 23,809

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) Initial Decision 10/15/54
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 78,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 17,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,901,124
►KHJ-TV (9) DuM; H-R; 1,901,124
►KNXT (2) CBS; CBS Spot Sls.; 1,901,124
►KRCA (4) NBC; NBC Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,901,124
►KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Unknown
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

New Starters

The following tv stations are the newest to start regular programming:

WBTW (TV) Florence, S. C. (ch. 8), Oct. 18.

KLTV (TV) Tyler, Tex. (ch. 7), Oct. 15.

WSAU-TV Wausau, Wis. (ch. 7), Oct. 17.

San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,005,960
►KPIX (5) CBS; Katz; 1,005,960
►KRON-TV (4) NBC; Free & Peters; 1,005,960
►KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 51,615
►KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
►KBTV (9) ABC; Free & Peters; 237,198
►KFEL-TV (2) DuM; Blair; 237,198
►KLZ-TV (7) CBS; Katz; 237,198
►KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
►WRC-TV (4) NBC; NBC Spot Sls.; 636,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
►WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Go ahead! I have my

TELECASTING Yearbook



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To cash in on the jackpot of information covering commercial television, reserve your copy of the 1954 - 55 TELECASTING Yearbook-Marketbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook - Marketbook; the TELECASTING Yearbook-Marketbook,* and 52 weekly issues.

* Publication dates:

BROADCASTING Yearbook January.
TELECASTING Yearbook February.

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Here's my order for both Yearbooks and for a subscription to BROADCASTING • TELECASTING.

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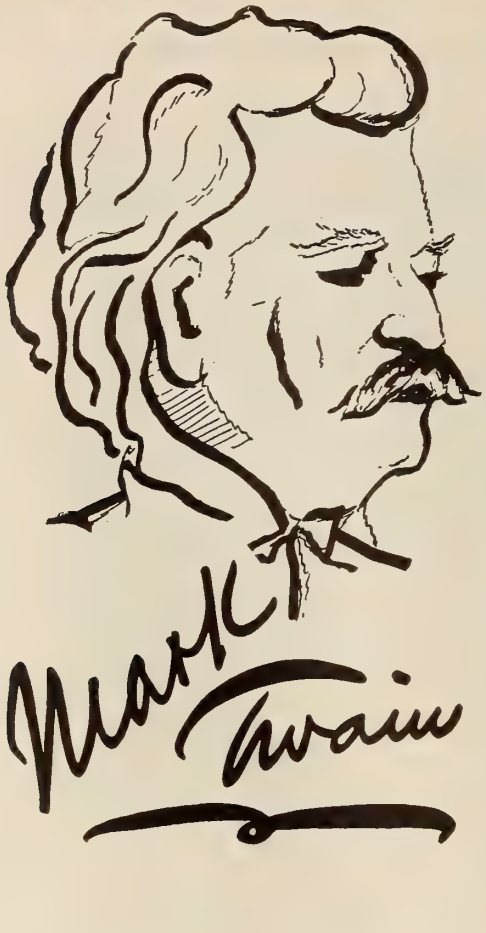
Name

Firm

Street

City Zone

State



NEVER DREAMED OF SUCH COVERAGE

124,272

Television receivers are tuned to KHQA-TV — Channel 7 in Hannibal and Quincy, the land of Tom Sawyer and Huck Finn.

Bridging the rich Mississippi River Valley, with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV offers the largest coverage in the tri-state area.

KHQA-TV
CHANNEL 7
CBS – DUMONT

represented by
WEED TELEVISION

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 19,500
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 79,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 105,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 33,200
► WJNO-TV (5) NBC; Meeker; 216,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-11/21/54
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 78,111
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 52,060
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 92,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 173,140
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 73,207
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) ABC, NBC, DuM; Raymer; 101,500
► WINT (15) See Waterloo
WANE-TV (69) 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 76,800
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 198,880
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 241,290
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 117,167
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-Unknown
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 367,914
Wichita—
KAKE-TV (10) ABC; Hollingbery; 4/1/54-10/19/54 (granted STA 10/6/54)
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) Weed
► KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 166,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 61,500
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
► WCSH-TV (6) NBC; Weed; 130,988
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 561,099
► WBAL-TV (11) NBC; Petry; 561,099
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 561,099
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (74) DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,210,581
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,210,581
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 154,800
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 148,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 61,624

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 455,596
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

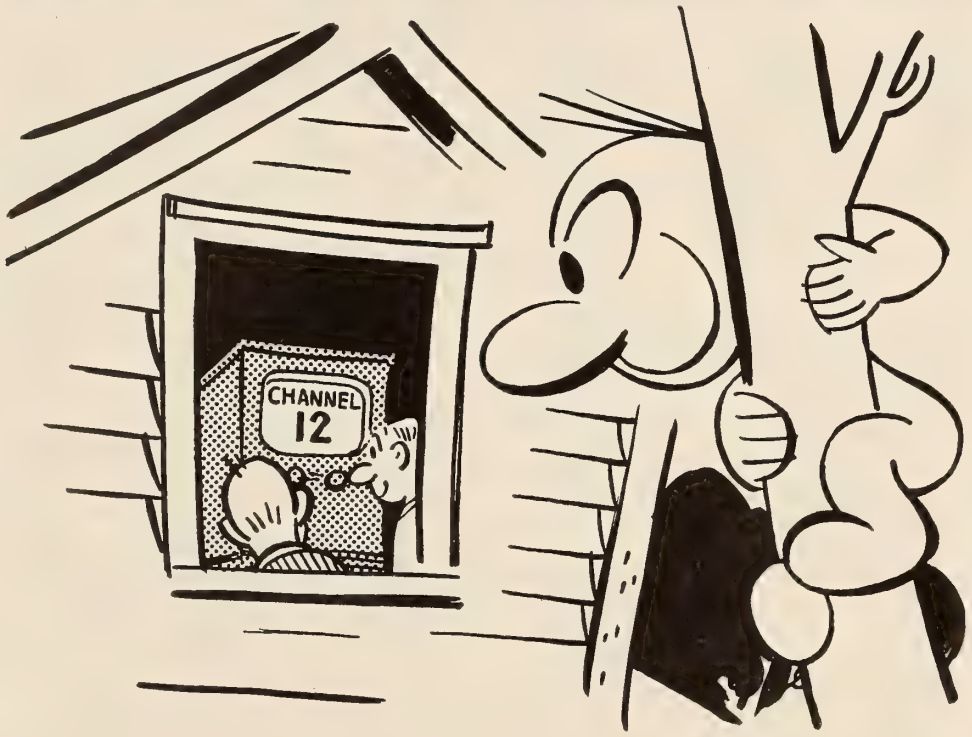
Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 511,000
► WTCN-TV (11) ABC, DuM; Blair; 487,910
Rochester—
► KROC-TV (10) NBC; Meeker; 85,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 487,910

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 95,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.



WINDY, the bright spirit of television in Central Kansas, after taking his own survey, reports that almost everyone in Kansas watches **KTVH!**

WINDY says, "It's true that over 43 Kansas counties are included in **KTVH**'s receiving area. And, certainly, everyone's aware that **KTVH** serves the metropolitan areas of Wichita and Hutchinson, plus fourteen other important communities. All of which confirms the fact that more than 230,140 homes can now enjoy top-flight programs on **KTVH**."

"Better learn what **KTVH** has to offer," is WINDY's advice to you!

KTVH
WICHITA - HUTCHINSON
CHANNEL **12**

VHF
240,000
WATTS

CBS BASIC — DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas serves more than 14 important communities besides Wichita. Studios and sales offices are located in Wichita (Hotel Lassen) and Hutchinson. Howard O. Peterson, *General Manager.*

EVEN ATLANTA WATCHES

W·H·E·N TV



Well, fan mah brow, Miss Scarlett! Let the house burn, honey chile — you've saved the TV set, and we can still watch Channel 8!



That old-type hospitality still applies in Atlanta (New York, that is) and visiting firemen get the full treatment: a cup of branch water, a seat by the fire, and a hearty invitation to share the best in the house — the fun on Channel 8.

In Atlanta, as in 250 similar upstate communities, WHEN-TV is hotter than a two-dollar pistol, and the gentlefolk burn with real enthusiasm for WHEN-TV advertised products.

Want to make your product the toast of Atlanta?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

FOR THE RECORD

Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
► KSWM-TV (12) CBS; Venard; 66,177
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 426,783
► KMBC-TV (9) CBS; Free & Peters; 426,783
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 426,783
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 108,755
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 59,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 50,000
► KGGM-TV (13) CBS; Weed; 50,000
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,218

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 414,633. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-11/1/54 (granted STA Oct. 14)
Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 16,500
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 350,000
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,000
► WLOS-TV (13) ABC, DuM; Venard; 204,907
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/12/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 233,375
► WTOB-TV (26) ABC, DuM; H-R; 73,400

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 25,000
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 687,514
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,051,090
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 62,973
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 138,218
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 40,000

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
►KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 281,522
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 123,614
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-Nov. '54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,600
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
►KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 84,591
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 43,752
Harrisburg—
►WCMB-TV (27) Cooke
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 146,767
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,854,637
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,870
Scranton—
►WARM-TV (16) ABC; Hollingbery; 168,500
►WGBI-TV (22) CBS; Blair; 175,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 174,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 188,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,-201
►WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
►WUSN-TV (2) NBC, DuM; H-R
Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 63,000
►WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
►WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
►WBTW (8) CBS; CBS Spot Sls.
Greenville—
►WFBC-TV (4) NBC; Weed; 301,892
►WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 104,728

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/15/54
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 88,940
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,-900
Memphis—
►WHBQ-TV (13) CBS; Blair; 297,746
►WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) CBS; Hollingbery; 194,682
►WSM-TV (4) NBC, DuM; Petry; 198,045
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz

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Pro Football	Studio One	December Bride	Football Predictions
G. E. Theatre	Burns and Allen	Ethel and Albert	Imogene Coca
Jack Benny	Name That Tune	I Married Joan	Hit Parade
T V Playhouse	Milton Berle Show	Strike It Rich	Seeking Heart
Stop the Music	I Love Lucy	Wrestling-Chicago	Brighter Day
Camel News	People Are Funny	Favorite Story	Hawkins Falls
Robert Montgomery	Eddie Fisher	Dragnet	Video Theatre
Jo Stafford	You Are There	Dollar A Second	Mama
Martha Raye Show	This Is Your Life	Life of Riley	Cavalcade of Sports
Truth or Consequences	You Bet Your Life	Greatest in Sports	Kit Carson
I Led 3 Lives	Disneyland	Jackie Gleason	Sid Caesar
Cavalcade of America	Private Secretary	Sat Nite Spectacular	Search For Tomorrow
I've Got A Secret	Max Liebman Presents	Guiding Light	Welcome Travelers
Mr. District Attorney	Liberace	On Your Account	Wild Bill Hickok
Ramar	Tony Martin	Greatest Gift	NCAA Football
Fred Waring	Lineup	Ford Theatre	Superman
Comedy Hour	Godfrey and Friends	Shower of Stars	Life With Father
Loretta Young Show	Bob Hope Show	Big Story	

Carter Parham, President — Harold (Hap) Anderson, Manager

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VHF



WDEF-TV
CHATTANOOGA
channel 12

Contact THE BRANHAM COMPANY

TEXAS

Abilene†—
► KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 57,427
► KGNC-TV (4) NBC, DuM; Katz; 57,427
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 88,965

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) NBC; Young; 25,300
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 57,280
► KTSM-TV (9) NBC; Hollingbery; 55,270

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,380

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 362,000
KTRK-TV (13) ABC; Blair; 2/23/54-Dec. '54
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 24,171

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 63,843
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500

San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Melville; 38,573

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
► WOAI-TV (4) NBC; Petry; 212,750

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 89,349

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863

Tyler†—
► KETX (19) CBS, NBC, DuM; 28,405
► KLTV (7) ABC, NBC; Pearson

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
KWTX Bcstg. Co. (10) Initial Decision 9/30/54

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 43,126

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 75,000

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 335,832
WTOV-TV (27) See footnote (d)
► WVEC-TV (15) See Hampton

Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 465,873

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 271,399

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 116,299

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 82,743
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Petry; 3/18/54-11/4/54

Tacoma (Seattle)—
► KTVW (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC; Weed; 42,946

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200

Huntington—
► WSAZ-TV (3) NBC; Katz; 411,140
WHTN-TV (13) 9/2/54-Unknown

Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-Nov. '54

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Bolling; 59,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► WMBV-TV (11) NBC; Venard; 175,000

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 350,080
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
► WSAU-TV (7) CBS; Meeker

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533

London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Windsor, Ont.—
► CKLW-TV (9) CBC, DuM; Young

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 411; total cities with stations on air: 275. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,312,714.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WTOV-TV Norfolk, Va.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.
Oct. 27: Annual "Whingding" stag party, Southern California Broadcasters Assn., Inglewood Country Club.
Oct. 27: Radio Pioneers, Toots Shor's, New York.
Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.
Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.
Oct. 30: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

NOVEMBER

Nov. 4: National Television Film Council, color tv lecture, Warwick Hotel, New York.
Nov. 7-13: Lutheran Radio & Tv Week.
Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.
Nov. 8-9: New Jersey Broadcasters Assn., Essex House, Newark.
Nov. 8-10: Assn. of National Advertisers. Hotel Plaza, New York.
Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.
Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.
Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.
Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.
Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.
Nov. 18-20: Radio Television News Directors Assn., Chicago.
Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.
Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.
Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.
Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.
Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

COLORCASTING

Advance Schedule Of Network Color Shows

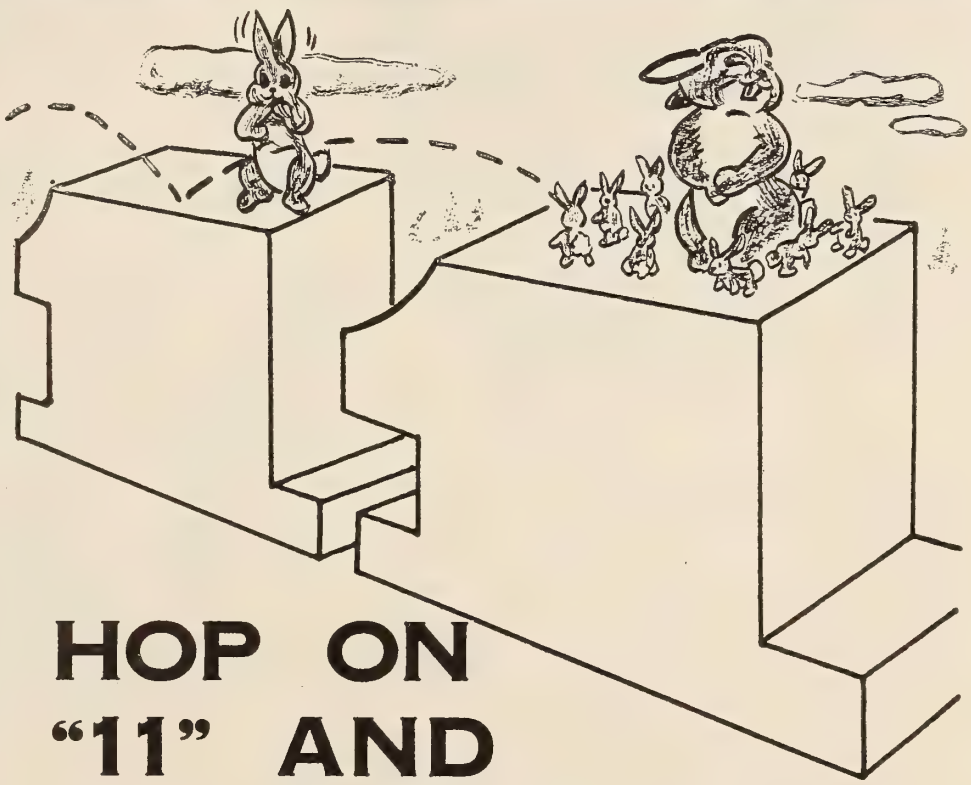
CBS-TV

Oct. 28 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.
Oct. 29 (8-8:30): *Mama,* General Foods through BBDO.
Nov. 4-5 (2:30-3 p.m.): *Art Linkletter's House Party,* participating sponsors.
Nov. 5 (7:45-8 p.m.): *Perry Como Show,* Liggett & Myers Tobacco Co., through Cunningham & Walsh.
Nov. 9 (7:45-8 p.m.): *Jo Stafford Show,* Gold Seal Co., through Campbell-Mithun.
Nov. 10 (10-11 p.m.): *Best of Broadway,* Westinghouse Electric Co., through McCann-Erickson.
Nov. 14 (6:30-7 p.m.): *You Are There,* Electrict Cos. Adv. Program through N. W. Ayer & Son and Prudential Insurance Co. through Calkins & Holden, alternating sponsors.

NBC-TV

Oct. 28 (9:30-10 p.m.): *Ford Theatre,* "Trip Around the Block," Ford Motor Co. through J. Walter Thompson.
Oct. 31 (3-4:30 p.m.): *Tv Opera,* "Abduction from the Seraglio," sustaining.
Nov. 4 (9:30-10 p.m.): *Ford Theatre,* "Remember to Live," Ford Motor Co. through J. Walter Thompson.
Nov. 7 (7:30-9 p.m.) *Max Liebman Presents,* Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.
Nov. 11 (9:30-10 p.m.): *Ford Theatre,* "The Road Ahead," Ford Motor Co. through J. Walter Thompson.
Nov. 15 (8-9:30 p.m.): *Producers' Showcase,* State of the Union, Ford Motor Co. and RCA through Kenyon & Eckhardt.
Nov. 18 (9:30-10 p.m.): *Ford Theatre,* Summer Memory, Ford Motor Co. through J. Walter Thompson.
Nov. 20 (9-10:30 p.m.): *Max Liebman Presents,* Oldsmobile Div. of General Motors Corp. through D. P. Brothers Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]



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New York - Chicago - Los Angeles - San Francisco - Boston

ASCAP'S Front Forty

FORTY YEARS AGO, a small group of song writers and publishers formed the American Society of Composers, Authors & Publishers for the purpose of protecting their musical works against unauthorized and un-paid-for use. ASCAP succeeded; it prospered; it grew until it controlled the performance rights to virtually all of the nation's popular music.

But in that growth ASCAP developed monopolistic tendencies that—14 years ago—caused its best customers, the broadcasters, to set up their own competitive organization to put them into a better bargaining position when negotiating for the right to broadcast ASCAP tunes.

The going was rough with the formation of Broadcast Music Inc. and the break with ASCAP. But out of it came proof of the validity of the maxim that competition is the life-blood of business. Today ASCAP thrives. So does BMI. Users have a choice. Publishers and writers have more than one place to go. Users are getting more for less.

Before BMI's advent the editorial columns of this publication hurled invective at those then in ASCAP's high echelons. BMI was the turning point. There was new ASCAP leadership and a reasoned approach.

Thus, since 1941 the broadcasters and ASCAP have dropped their former aggressive attitudes, replacing them with a friendly suspicion that is the usual relationship between large buyers and their chief suppliers.

The creations of ASCAP's members make up a large and valuable part of broadcast entertainment. Accordingly, it is a pleasure to congratulate the Society on its 40th anniversary and to join in a close harmony rendition of "Happy Birthday to You"—the best known work of Mildred Hill, an ASCAP member.

Land of the Free

BROADCASTERS ought to give a medal to the Kiwanis International for reminding broadcasters that they have a great medium worthy of being saluted once a year.

As reported in last week's issue, Don E. Engdahl, president of Kiwanis, asked the nearly 4,000 clubs in the United States and Canada to participate in observance of National Radio & Television Week Nov. 7-13. Clubs were sent an "Appreciation Kit" charting the manner in which they could do the job. They were told how to honor local stations for their contribution to the freedom of speech ideal, and how to publicly thank broadcasters for their cooperation and contribution.

It is refreshing to find that there exists an organization that doesn't take radio and television for granted; that doesn't harp about alleged shortcomings and fancied "abuses."

Broadcasters never toot their own horns unless they are on the defensive, usually combating state or local legislation designed to abridge their freedom and limit their operations. Stations take it on the chin from politicians each passing day.

It's time broadcasters did a job for themselves. National Radio & Television Week shouldn't be an event used by manufacturers merely to promote the sale of merchandise. It should be a tribute to the arts that are radio and television—to remind the public of the miracles that have been wrought in a single generation to benefit mankind. They are the arts that sprang from the genius of Americans and flowered in free atmosphere of a free America.

Coueism Rides Again

THERE CAN be no doubt that the problem of juvenile delinquency is of utmost seriousness and that telecasters have an affirmative obligation to assist their communities in trying to solve it.

The problem is not only serious; it is also incredibly intricate. It deserves the most patient and extensive study. It is not getting that kind of study in the hearings conducted by the Hendrickson subcommittee of the Senate. For proof of that statement we need only to refer to Sen. Hendrickson's suggestion last week that television ought to appoint a czar to censor programs.

That suggestion implies a belief that there are television programs which incite youngsters to criminal acts. No such conclusion can be drawn from the available evidence. It implies also a belief that there are many such programs, an unwarranted assumption.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Get him down, somebody! He's on in two minutes!"

What it clearly does *not* imply is a recognition of the nature of the problem. The appointment of a television czar would be an easy but not particularly intelligent way of pretending to attack the problem. What if a czar were appointed? How would he know whether any given program contained dangers to the juvenile mind?

Would a czar automatically rule out programs containing violence or reference to crime—as some testimony and a subcommittee staff statement last week indicated would be desirable? Such an action would be ridiculously unrealistic.

Would a czar insist that programs show only the good in people and avoid all mention of the bad? He would be Emil Coue reincarnated.

The idiocy of the Coue approach was demonstrated in the 20s when his philosophy was momentarily popular. Coueism, in essence, was the belief that if you thought good thoughts, good things would happen. Quite a few people were thinking Coue-type thoughts when the stock market crashed.

The maturing of the juvenile's mind and personality will not be enhanced by isolation from the facts—pleasant and unpleasant—of the society in which he must live as an adult. The problem of juvenile delinquency will not be solved or even ameliorated by the removal of all crime and violence shows from tv.

Lifting the Dam Ban

TUCKED AWAY on page 64 of the Oct. 4 B•T was a little news item of real significance. It went to the heart of the "freedom of access" problem at the local level. It told how the problem was licked by team-work.

The Army Engineers, which handles rivers and harbors projects, had banned broadcast coverage of hearings on a dam project to be held at the State House in Des Moines. Rivers and harbors are big news locally.

Richard B. Hull, who runs the Iowa State College stations at Ames, protested to Maj. Gen. B. L. Robinson, who had ruled that the hearing was to gain information and not "to allow pressure groups to use the hearing as a sounding board."

Mr. Hull, who is a unique broadcaster because he runs a commercial tv station for the college (WOI-TV) along with its noncommercial am and fm outlets, fired back at the General:

"The microphone is neither a prosecutor nor defender. It is merely a verbatim reporter which makes the audible record . . . available to many instead of a few."

Protests also came from Dick Cheverton of WMT-TV Cedar Rapids, president of the Iowa Radio-Tv News Assn., and from Charles Roeder, WCBM Baltimore, chairman of the Freedom of Information Committee of the Radio-Tv News Directors Assn.

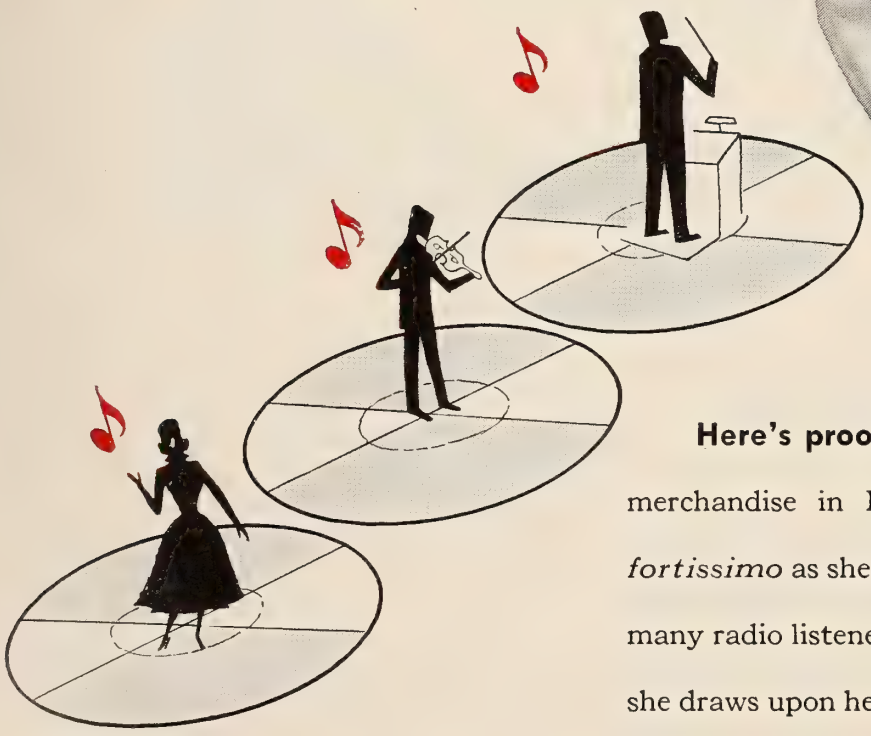
Gen. Robinson reversed his decision, convinced that the broadcast media were right.

If news discrimination can be lifted at the local level, it can be achieved at all levels. But it entails constant effort and vigilance.

HIGH NOTE

at noon...





Here's proof that better music can move merchandise in Detroit. Faye Elizabeth sells *fortissimo* as she presents the recorded melodies many radio listeners prefer but seldom hear. And she draws upon her own rich stage and theatrical background to add just the right harmony of apt comment.

The applause is terrific. Ratings show that Faye Elizabeth is consistently tops in the town's noonday musical line-up.

Strengthen your Detroit impact with this high note at noon, Monday through Friday.

WWJ AM FM

Associate Television Station WWJ-TV

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION

Owned and Operated by THE DETROIT NEWS

National Representatives: The GEORGE P. HOLLINGBERY CO.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this independent inland market — separated from the coast by mountains — the Beeline taps a net effective buying income of nearly 5 billion dollars. *(Sales Management's 1954 Copyrighted Survey)*



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

NOVEMBER 1, 1954 35c PER COPY

BROADCASTING TELECASTING

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24TH year

THE NEWSWEEKLY OF RADIO AND TV

big switch

At midnight, October 17th, WHB completed the switch from network to independent operation

Now WHB has 24 full hours a day to transmit the kind of radio which has already started the big switch in Kansas City listening. In the few months since new management* took over, new studios, programming, personalities, ideas have put K.C.'s oldest call letters (born 1922) on the lips of everybody in town.

In audience and in rates, WHB is an *extraordinary* buy—right now. Talk to John Blair, or Station Manager George W. Armstrong.

*Operating two other famous independents, each first in its own market (Hooper): KOWH, Omaha — WTIX, New Orleans.

10,000 watts on 710 kc.
Kansas City, Missouri

WHB

MID-CONTINENT BROADCASTING COMPANY

General Manager: Todd Storz

KOWH, Omaha Represented by H-R Inc.

WTIX, New Orleans Represented by Adam J. Young, Jr.

WHB, Kansas City Represented by John Blair & Co.



AN estimated 85,000 Midwest Farm people attended the second annual WLS-Prairie Farmer Farm Progress Show held October 7, on a Camden, Indiana, farm. They came in 20,000 automobiles and in 225 privately farmer-owned airplanes.

They came to hear about and see the newest developments affecting their own business—farming. They came to see new farming practices; new machinery; new methods. They came to learn. And they came, just as crowds always come to WLS sponsored events, because they knew when WLS told them it would be worth their while—it would be.

These are WLS listeners. They are the people who repeatedly say that WLS is their favorite station for farm service; the station they listen to most; the station in which they have confidence.

These are the people who need—and who use your product. They are the people who buy your product. They are the people who will buy *more* of it if you tell them about it over WLS.

These are people—not figures. They are the Nielsens; the Hoopers; the Pulse—*brought to life.*

158

WLS — Prairie Farmer advertisers took advantage of the opportunity to meet these potential customers in person by having exhibits and demonstrations at the event.

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES • CLEAR CHANNEL

50,000 WATTS • ABC NETWORK • REPRESENTED BY JOHN BLAIR & CO.



TRIAL BY JURY...
FOR BETTER TV

Each week at 285 Madison Avenue, 70 typical viewers—different ones every week—sit down and watch television shows and commercials.

By indicating what they like, and what leaves them cold, they help answer such questions as:

. . . Does your commercial arouse interest quickly?

. . . Does your commercial devote sufficient time to the *main* sales theme?

. . . Does your commercial hold the viewer all the way through it?

. . . Does your commercial make the viewer feel *more* like buying your product?

These audience juries have been meeting since 1946.

They have reviewed 532 TV shows and 1,640 commercials.

Out of their reactions, Y & R has uncovered many facts—eliminated many fancies.

Result: better television for Y & R clients.

YOUNG & RUBICAM, INC.

ADVERTISING • New York • Chicago • Detroit • San Francisco
Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

You're in a scoring position all the time!

Your product scores again and again! You enjoy a long winning streak when WGAL-TV's powerhouse carries the ball for you. Use super-powered WGAL-TV to reach a vast, enthusiastic group of rooters—three million people who have an annual effective buying income of $4½ billion, who spend $2⅔ billion in retail sales. *Score everytime with WGAL-TV.*



WGAL-TV

NBC CBS DUMONT

LANCASTER, PA.

316,000 Watts

STEINMAN STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, INC.

New York San Francisco
Chicago Los Angeles

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

closed circuit®

ONE SUGGESTION is advanced from high place on how to handle uhf conversion problem. Proposal is that licensee pay for mass conversion of all sets in area, charging costs to overall investment which can be written off taxwise. Station thus would have guaranteed maximum circulation in area, equivalent to vhf within range of its uhf transmitter.

★ ★ ★

CONFLICT could develop in Senate if Democrats emerge victorious in Tuesday elections. Slated for chairmanship of Senate Judiciary Committee is Harley M. Kilgore (D-W. Va.) who has bitterly attacked newspaper and radio station ownership of tv outlets, network or station ownership by manufacturing companies and has otherwise plumped for complete divorcement. Question: Would he seek inquiry under anti-trust laws (Judiciary is parent committee of Dept. of Justice)? Clash would come since Interstate Commerce Committee has jurisdiction over communications and its regulatory agency, FCC.

★ ★ ★

MORE JOB changes are being whispered at FCC, notably in Broadcast Bureau which sits just below Commission on all matters involving broadcast services. Both engineer Curtis B. Plummer, BB chief, and his chief deputy, attorney Joseph M. Kittner, may be slated for new assignments, former possibly to head another bureau (there's vacancy, chief, Common Carrier). Among names heard for Broadcast Bureau are engineer James E. Barr, present chief, Broadcast Facilities Division, and attorney Sol Schildhause, who has been acting chief of Opinions and Review.

★ ★ ★

WHAT WILL be total television revenue (time sales minus agency and representative commissions) for 1954? One leading economist estimates it will be $600 million. FCC figure for 1953 [B•T, Oct. 25] was $432 million.

★ ★ ★

NOT SINCE early days of New Deal has newspaper interest in FCC's "diversification" stance been stimulated to present pitch. Publishers and editors have been contacting their Washington correspondents for "inside" and generally are being told that recent FCC actions indicate no fixed policy. More often than not, they cite decisions are based on "political" rather than policy factors (see feature page 86).

★ ★ ★

FCC hasn't seen hide nor hair of report forms or program flow charts of alleged "Jobs-for-Republicans" plan attributed last week to White House and Republican National Committee, according to sources at offices of chairman and personnel director. "We're not hiring anyway," was comment after reflection on recent staff cuts.

★ ★ ★

ELECTION campaigns, which always bring new business to radio-television stations, also delay other advertisers in placing new business until campaigns are over. This and fact that considerable new business was placed earlier this year, are reasons given for slowdown past few weeks.

★ ★ ★

NEW and entirely different reason, however, must be blamed for postponement of one specific campaign. American Safety Razor (Pal blades), through BBDO, New York, had planned to start radio spots in about 100 markets late last month [CLOSED CIRCUIT, Oct. 11]. But campaign had to be delayed, due to company strike in objection to moving plant from Brooklyn to Staunton, Va.

★ ★ ★

SENATE Juvenile Delinquency subcommittee might turn to film production and distribution field for more hearings on tv programming before submitting its separate report on tv as juvenile delinquency factor. Subcommittee spokesman, who said group now is studying whether it has gone into all aspects of tv sufficiently, points out only one or two representatives of film industry have been heard.

★ ★ ★

FCC SHORTLY is expected to cite for "over-commercialization" an eastern independent radio station. This will be culmination of "monitoring" survey undertaken by Comr. Robert E. Lee, who in recent address at NARTB 4th District meeting at Virginia Beach, Va., Sept. 21, evinced concern over "pitchmen" on radio and disclosed monitoring was underway.

★ ★ ★

FIVE comparative tv cases now pend before FCC for final decision, along with three "dropout" cases, each with only one applicant, competitors having withdrawn. Six other contests in which initial decisions have been reported are awaiting oral argument before Commission *en banc*. Only one losing applicant in tv fight has appeal pending in courts, but FCC must answer six economic protests, four involving uhf appeals of vhf grants.

★ ★ ★

ALTHOUGH no announcement has been made, Earle C. Anthony, president-owner of KFI Los Angeles, has returned to his desk after several months illness. He was hospitalized in San Francisco following Bohemian Grove encampment last June.

the week in brief

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CBS TELEVISION NETWORK

WMAR-TV is FIRST with Viewers



MORE THAN TWO-THIRDS OF THE BALTIMORE TV AUDIENCE SAW LIGHT'S DIAMOND JUBILEE*

★ ON WMAR-TV ★

*All 3 Baltimore TV Stations CARRIED THIS program 9.00-11.00 P.M. SUNDAY, OCT. 24th
Distribution of audience Based on survey made by The American Research Bureau

STATION	AUDIENCE (based on 2 viewers per set)	SETS IN USE
WMAR-TV	**449,872**	39.6%
Station A & B In Balto.	203,351	17.9%
other stations received in Balto.	9,088	0.8%
Total	662,311	58.3%

IN MARYLAND MOST PEOPLE WATCH WMAR-TV

ON MAXIMUM POWER ★ NOW TELEVISING COLOR

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

at deadline

More Night Radio Sales, Daytime Tv Boost Seen

NATIONAL soap advertisers spend 87% of their radio spot money in daytime; in television, 61% in nighttime, according to N. C. Rorabaugh Co.

In releasing Rorabaugh's second quarter 1954 radio spot expenditures of Big Three—Procter & Gamble, Colgate-Palmolive and Lever Bros.—and their competitors, Station Representatives Assn. said Friday soap percentages underscore its belief that nighttime radio "is in for better figures because of the power of good local programming and local selling personnel," while in tv, opposite trend to greater use of daytime is seen.

"For both radio and tv, national spot is in good health," SRA said. Radio spot "will have no boom" when final 1954 figures are totaled, SRA said, but noted indication of "bigger schedules in 1955." In spot tv, according to SRA, 55% increase last year ought to be duplicated this year.

All of Big Three competitors were included in Rorabaugh compilations of tv spot in soap category; only major competitors in radio.

Stanton to Address Banquet At SDX Columbus Meeting

CBS PRESIDENT Frank Stanton will address banquet closing 45th annual convention of Sigma Delta Chi in Columbus, Ohio, Nov. 10-13, Victor Bluedorn, SDX executive director, announced Friday. Banquet to be held in Deshler-Hilton Hotel, with columnist Earl Wilson as toastmaster.

Other speakers include Alexander F. Jones, *Syracuse Herald-Journal,* on "Canon 20" (barring cameras and microphones from courtrooms); Dr. James E. Pollard, director of Ohio State U. School of Journalism, on "Right of Privacy," and Richard W. Slocum, *Philadelphia Bulletin,* ANPA president, on "Journalism as a Career." John Cowles, *Minneapolis Star* and *Tribune,* honorary SDX president, will keynote opening day sessions.

Spector Sees Revamping Of NBC-TV Spectaculars

RAYMOND SPECTOR, head of Raymond Spector Agency, New York, announced late Friday after meeting with Pat Weaver, president of NBC, and Robert Sarnoff, executive vice president, that NBC-TV's Sunday Spectaculars would (1) possibly be cut down to one hour from hour-and-half after first of year, in 8-9 p.m. spot; (2) show would originate at Colonial Theatre instead of from Brooklyn studios; (3) better-draw talent names with more star support would be used; (4) more emphasis would be put upon appeal to black-and-white sets instead of color; (5) no more original book (continuity) but more variety and comedy; (6) Spectaculars should be referred to as "feature presentations"; (7) less emphasis on sophistication and more on mass appeal.

NBC spokesman said after Mr. Spector's announcement that network does not plan to cut length of Spectaculars, either now or in future, and that no other major changes are contemplated.

NEW TV RECORD

ALL-TIME weekly production record for tv sets was made during week ended Oct. 22, with 228,298 units turned out, according to tentative Radio-Electronics-Tv Mfrs. Assn. estimate. Previous high was 219,680 sets turned out during week ended Oct. 20, 1950, according to RETMA figures.

Output of tv sets has been mounting this year after slow start. Total tv production for 42 weeks of 1954 estimated at 5,360,266 compared to 5,900,000 for 41 weeks of 1953. If present trend continues, 1954 output may exceed 1953 12-month figure. Retail tv sales for eight months are highest since RETMA began collecting retail data three years ago.

NBC Radio to Announce Five-Minute Sales Plan

NEW NBC Radio network sales technique, "Five-Minute Program Plan," offering advertisers choice of five-minute segments and of talent to program them "at low cost," is being prepared by Fred Horton, network's sales director, for announcement this week.

Plan described as providing list of five-minute network time availabilities and list of some 30 top personalities in news and specialized service fields; advertiser may pick time spot that best suits his purpose and talent he wants to employ in it, and, depending on time and talent, pay single price for package. Authorities say plan offers maximum impact along with "extreme flexibility" in both time and program content; will provide circulation at cost as low as 52 cents per thousand, and will permit advertiser to custom-build package for special promotion, holiday events, year-round campaigns, etc. Announcement slated this week in trade ads under slogan, "Take 5."

McConnaughey Opposed

FIRST opposition to naming of George C. McConnaughey as FCC chairman voiced Friday by Harry R. Booth, special FCC counsel during telephone probe in mid-'30s. Mr. Booth sent telegram to White House charging FCC chairman had represented Ohio Bell companies in efforts to win higher rates in official proceedings. Mr. Booth recently organized Utility Users League to fight increased telephone rates sought by Illinois Bell.

POLITE POLITICS

WEWS (TV) Cleveland, which carried talk by President Eisenhower Friday morning during latter's visit to that city, promptly contacted Ohio State Democratic Committee to offer "equal time" in return. Sen Thomas Burke (D-Ohio), in race for U. S. Senate with Rep. George H. Bender (R-Ohio), respectfully declined opportunity "in deference to the President of the United States."

• BUSINESS BRIEFLY

CADILLAC-BLAIR SPOTS • Cadillac Motors Div., General Motors Corp., Detroit, signs to participate in John Blair & Co. national saturation group plan, which encompasses 24 spots per week on the 45 Blair-represented stations. Through MacManus, John & Adams, Bloomfield Hills, Mich., Cadillac will use plan week of Nov. 15 to introduce 1955 models. It is fourth advertiser to sign for plan.

NECCHI NAMES GREY • Necchi Sewing Machine Sales Corp. and Elna Div. of Necchi, New York, has appointed Grey Adv., New York to handle its advertising, effective Nov. 15, Leon Jolson, president, announced Friday. Necchi, which spends approximately $750,000 annually in advertising, had reportedly planned to go over to Biow Co. when J. D. Tarcher and Benrus Watch Co. moved from Cecil & Presbrey [B•T, Sept. 27], but this deal was never fully confirmed.

SWIFT SHOPPING • Swift & Co., Chicago, reportedly shopping for network radio or television show. J. Walter Thompson Co., which handles variety of Swift products (meats, margarine, etc.), studying "all broadcast media for suitable radio or tv vehicle."

FOLGER CHANGE • J. A. Folger & Co. (Folger coffee), Kansas City spot advertiser handled by Grant Adv., Chicago, for over decade, planning to name Cunningham & Walsh, New York, as its advertising agency effective after first of year.

RAILROAD PLANS SHIFT • New York Central, which has retained Foote, Cone & Belding, New York, as its advertising agency for number of years, is parting with that agency, effective Jan. 1. New appointment is expected momentarily.

Unattended Tv Satellites Sought by NARTB District

FCC was asked by NARTB District 14 (Mountain States) at Denver meeting Friday to permit unattended operation of satellite tv transmitters. Resolution adopted by district (early story page 44) pointed to serious shadow problems in rugged terrain of mountain states.

District 14 urged Commission to extend remote-control privileges to directional stations. Another resolution endorsed private ownership of microwave facilities, including multiple relay circuits without regard to assistance available from commercial carriers. Uniformity in daylight time was urged by delegates. Walter Wagstaff, KIDO Boise, is district director.

Network Line Failure Probed

FULTON LEWIS JR., MBS commentator, hasn't made up his mind whether to sue AT&T for costly Wednesday-Thursday breakdowns in MBS hookup, he told B•T late Friday. He said he is conducting thorough probe of facts. Most of network was out Wednesday and about half of time was lost Thursday, he said. AT&T ascribed trouble to equipment failure between Louisville and Indianapolis. Mr. Lewis was broadcasting from Birmingham.

smart man, that Moses Cleaveland . . .

Even 159 years ago, he could tell a good thing when he saw it! Heading a party of 52 settlers coasting along the shores of Lake Erie, the good General arrived at the mouth of our Cuyahoga River one July day in 1796. That did it! Soldier-lawyer-pioneer Moses Cleaveland picked this site for his new town; his party, with no less enthusiasm, named it after him. (The extra "a" dropped out about 35 years later.)

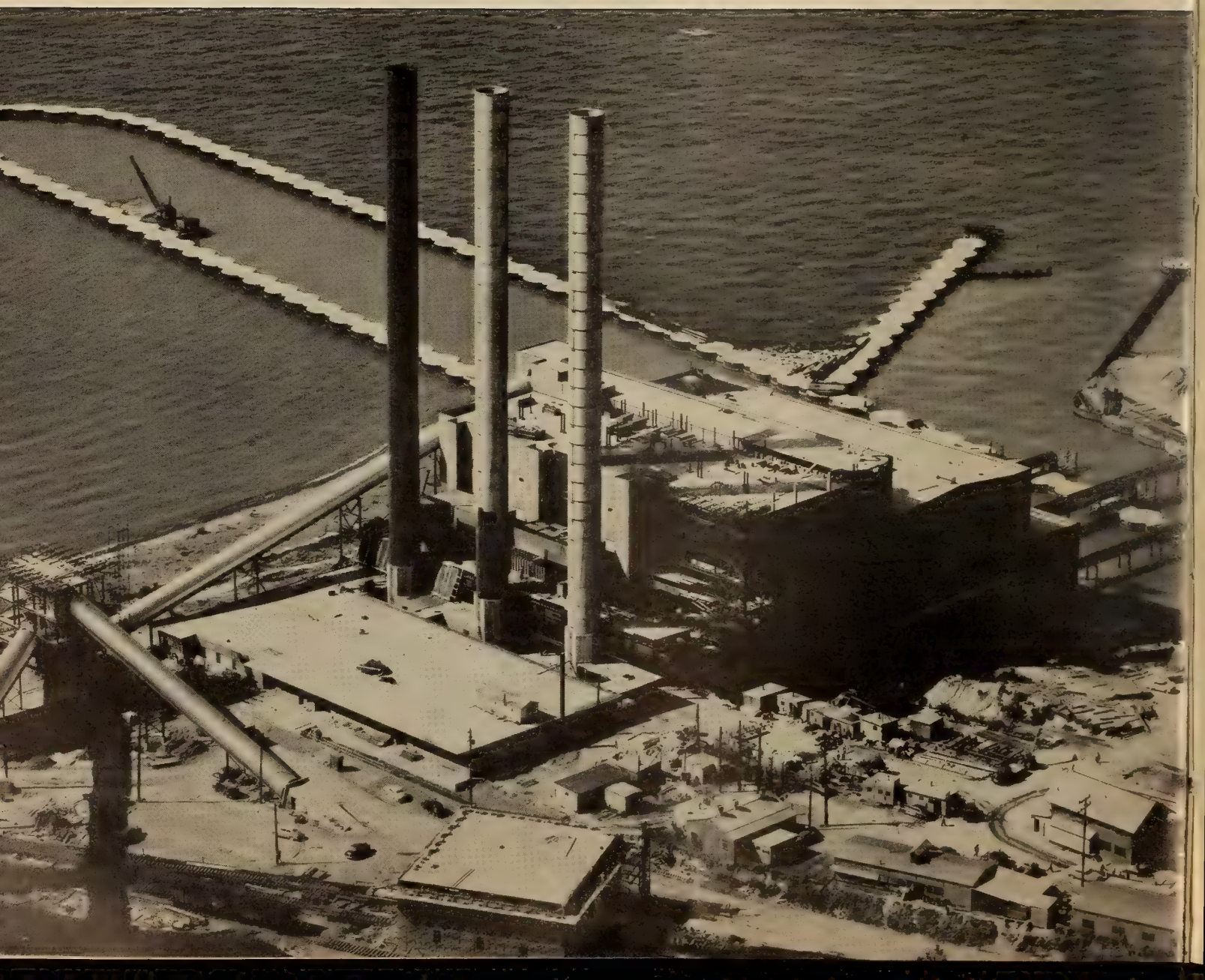
As a man of consuming interests and progressive tendencies, old Gen'l. Cleaveland would volley the buttons off his weskit if he could revisit today the community he started. From 52 souls and a lot of wilderness, Greater Cleveland has grown to more than 2,000,000 customers and a panorama of diversified industry unsurpassed in the nation!

Here are over 3,000 manufacturing plants with a total output pegged at about *five billion dollars* annually . . . family income that today has reached the rank of No. 4 among all U. S. metropolitan areas . . . and retail sales topping two billion a year.

Spang in the middle of all this opulence is a device old Gen'l. Cleaveland never anticipated in those pre-science-fiction days—WXEL, the fastest growing television station of Greater Cleveland. With the same sure decision that led a smart pioneer to pick Cleveland's locale, we think he'd also have picked WXEL as a salesman-extraordinary to cover this incredibly rich area. You could do worse in judgment than Moses Cleaveland—particularly when you can have the help of the KATZ agency in planning for giant results in a gigantic market.

WXEL

Cleveland Channel 8



at deadline

New Buffalo Lineup Urged; Corpus Christi Proposal

WBUF-TV Buffalo petitioned FCC Friday to permit it to move from uhf ch. 17 to vhf ch. 8 to de-intermix vhf and uhf there and relieve WBUF-TV of its present monthly loss of $32,000. If continued, station says, losses will force it from air. WBUF-TV proposal would involve moving Buffalo ch. 7, now in hearing among three applicants, to ch. 5, with WHEN-TV Syracuse moved from ch. 8 to 7, WHAM-TV Rochester from ch. 5 to 6, WCNY-TV Carthage-Watertown, N. Y., from ch. 7 to 8. Other moves in cities with no grants but applications pending, proposed by WBUF-TV are: Escanaba, Mich., ch. 3 to 4; Cheboygan, Mich., ch. 4 to 3; Toronto, Ont., ch. 6 to 7; Owen Sound, Ont., ch. 8 to 4, and Ottawa, Ont., from no channel to ch. 7.

KVDO-TV Corpus Christi, Tex., ch. 22, asked substitution of uhf channels for vhf chs. 6 and 10 there, both in competitive hearing status with initial decision already pending for ch. 6. KVDO-TV held Corpus Christi is "classic example" of city where de-intermixture could work if FCC wished, in view of flat terrain and 100-mile distance to any other vhf assignment.

Michelson Will Expand Tv Film Distribution

CHARLES MICHELSON Inc., New York, radio transcription company, announced plans Friday for expansion in television film distribution with acquisition of syndication rights to 156 half-hours of *The Plainclothesman* and 52 half-hours of *Famous Jury Trials*. Both shows previously were seen live on DuMont Television Network, and kinescopes of programs have been used to make prints.

RCA Plans Heavy Drive For Pre-Christmas Sales

RCA this fall will use all media, space in magazines and newspapers backing up heavy broadcast media schedules, in company's largest pre-Christmas campaign for RCA radios, tv sets and phonographs, R. H. Coffin, RCA's director of advertising and sales promotion, has announced.

Maizlish Drops Uhf Petition

HARRY MAIZLISH, owner-operator, KFWB Hollywood, withdrew application for uhf ch. 34, Los Angeles. "Too few sets and not enough interest," he said.

Bluefield Tv Grant Impends

FINAL decision expected to be announced by FCC this week to grant tv ch. 6 to WHIS Bluefield, W. Va. Initial decision was issued fortnight ago after withdrawal of West Virginia Tv Inc. and WHIS petitioned for prompt final action [B•T, Oct. 25].

Tupelo Tv Application Filed

NEW tv bid filed with FCC Friday for ch. 9 at Tupelo, Miss., by Tupelo Citizens Tv Co., owned chiefly by Frank K. Spain and family (60%). Mr. Spain is engineering director WHEN-TV Syracuse. Joseph G. Petit, NBC tv development engineer, owns 35%.

PROMOTION PLAN

SIMPLIFIED method of reporting promotion support for network programs at local-station level has been worked out by NBC. Plan gives advertiser timely picture of on-air promotion and newspaper advertising supporting his program locally. Network sends each affiliate monthly check list for on-air announcements and newspaper advertising lines, and station enters figures. Forms are returned to NBC for tabulation with an IBM system making promotion picture available to advertisers and agencies almost immediately, NBC reports.

WTVU (TV) Scranton Asks For Lower Uhf Channel

WTVU (TV) Scranton, Pa., petitioned FCC last week to substitute ch. 38 for 73, station's present operating assignment, because of viewing handicaps caused by instability of uhf converters and receivers as well as tuning capacity of home antennas to pick up city's three uhf stations whose channels are widely separated.

WARM-TV operates on ch. 16 and WGBI-TV on ch. 22, FCC was told, with a wide tuning gap to ch. 73 WTVU. The antenna problem is less severe with less channel separation, it was noted, while the lower channel would have the effect of boosting WTVU's power four times at the receiver.

In order to substitute ch. 38 for 73 at Scranton, the petition explained, the following other channel changes would be required: Sunbury, add 32, delete 65; Lock Haven, add 48, delete 32; Lewiston, add 74, delete 38. The change would allow the addition of channels in these cities: Shamokin, 65; Carbondale, 68, and Kingston, 73.

FCC Friday Actions

TV ALLOCATION actions by FCC Friday:

Finalized rule-making of Sept. 15 and assigned ch. 10 to Goodland, Kan., effective Dec. 7. KWGB there plans to file for tv permit.

Invited comments by Nov. 22 to rule-making proposal by ch. 2 KBOI (TV) Meridian, Idaho, that ch. 2 be shifted from Caldwell to Boise and ch. 9 from Boise to Caldwell, with show cause order to KBOI to operate on ch. 2 at Boise.

Dismissed petition of ch. 30 WCOC-TV Meridian, Miss., for assignment of ch. 7 there on grounds request doesn't conform with tv rules.

Denied petition of KALE Richland, Wash., prospective tv applicant, and terminated rule-making proposed last Feb. 10 to assign ch. 3 there by shifting it from Lewiston, Idaho, and substituting chs. 32 and 42 at Lewiston.

Denied petition of ch. 27 WKOW-TV Madison, Wis., requesting educational reservation be switched from ch. 21 to ch. 3 in order to remove intermixture of commercial vhf and uhf channels there. Comr. Robert T. Bartley dissented.

UPCOMING

Nov. 1-4: Theatre Owners of America, Conrad Hilton Hotel, Chicago.

Nov. 4: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

Nov. 4: Selection committee, Tv Bureau of Advertising, New York.

For other Upcomings see page 109.

PEOPLE

GERALD VERNON, ABC-TV sales manager, Central Div., assuming duties of James L. Stirton, tv director of division, who resigned to join MCA.

C. J. VILLANTE, sports coordinator, BBDO, N. Y., named chairman of sports committee of Arthritis & Rheumatism Foundation telethon, scheduled Dec. 11-12 on WABC-TV New York and to be picked up by other New York tv stations.

FCC Equal-Time Actions

FREE political time complaints to FCC late last week, involving WJBK-TV Detroit and KOMU-TV Columbia, Mo., answered by Commission Friday in wires interpreting political broadcast policy. FCC told WJBK-TV it should give comparable free time to Republican Congressional candidate Gregory M. Pillon since Rep. John D. Dingell (D-Mich.), seeking re-election, was given "free" time on regular CIO program. In KOMU-TV case, Missouri State Republican Committee protested Sunday time offer by station to answer Friday night speech of Democratic Gov. Phil M. Donnelly, wanted Friday night reply time. FCC noted governorship not in dispute, hence Sec. 315 of Communications Act did not apply and require "equal time," but Commission thought "fair opportunity" to answer should be accorded under major public issue policy.

Charlotte Transfer Filed

BID for transfer of 60% interest in WWOK Charlotte, N. C., from group of Atlanta businessmen to broadcaster Robert W. Rounsaville filed with FCC Friday. Mr. Rounsaville, who with acquisition of WWOK control would have his FCC limit of seven radio properties, pays $3,000 for 10% share, loans firm $2,000 and receives 50% share for assuming managing direction of WWOK, now under construction. He also holds permits for three new uhf tv outlets.

Colorado Springs Sale

SALE of 50% interest in KRDO-AM-TV Colorado Springs, Colo., by Joseph H. Rohrer, former manager, to other principals reported in application filed with FCC Friday. William J. Gregory, Harry C. and Harry W. Hoth pay Mr. Rohrer $24,500 plus cancellation of $13,000 note due Mr. Gregory. Mr. Rohrer is manager of KIOA Des Moines.

Witness Refuses to Testify

WITNESS identified as Max Wall refused to testify Friday or give his name before FCC Examiner Herbert Sharfman in license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. (early story page 68). Earlier Broadcast Bureau witness, ex-Communist Ernest Courey, testified man named Max Wall accompanied him in 1938 and 1940 to Mr. Lamb's law office in Toledo to collect total of $7 for Communist Party causes [B•T, Oct. 4]. Hearing resumes Thursday.

Petersburg Petition Filed

LOSER in reversed final decision in Petersburg, Va., ch. 8 tv contest, WSSV there petitioned FCC Friday for rehearing, reconsideration and re-argument, contending "minority" of Commission (3-to-2 vote) was insufficient to overrule examiner's recommendation and Commission's own Broadcast Bureau. Final decision favored competitor Petersburg Television Corp. (affiliated with WLEE Richmond, WITH Baltimore) [B•T, Oct. 4].

what's cooking in Coffeyville?

THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.
OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)
ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND ARKANSAS WITH A POPULATION OF 2,750,000.



WEED & CO., National Representatives

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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*Reg. U. S. Patent Office

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the way to a GIANT market is with steps . . .

. . . and so WJTV took two, operating on the theory that if a thing is worth doing at all it's worth doing more than once. The first one was an increase to 250,000 kw a couple of weeks ago, and the second one, a further increase to 500,000 kw, will be completed by January 1, 1955. With giant measures, you get giant results: in this case, the Central Mississippi market . . . including 76%* more viewers in metropolitan Jackson than any other station can claim.

*Most recent Pulse

WJTV

CHANNEL 25 • JACKSON, MISS.

JAY SCOTT, GENERAL MANAGER
FRANK WILLIS, COMMERCIAL MANAGER

Owned by Mississippi's two state-wide newspapers
The Clarion-Ledger • JACKSON DAILY NEWS

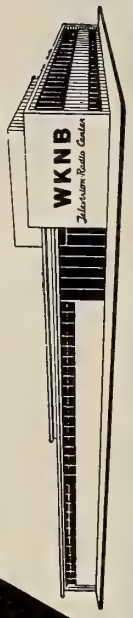
Represented Nationally by the Katz Agency

BASIC CBS AFFILIATE and DUMONT

WKNB-TV DOMINATES the HARTFORD Market

Hartford-New Britain Market 3rd richest in U.S.

You cannot dominate this big Hartford-New Britain Market unless you use WKNB-TV. Scores of proven success FACTS.



FIRST Television station in Hartford County.
FIRST in national and local program popularity.
FIRST in acceptance by local advertisers.

The New WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company

Over 202,000 HOMES delivered CBS

Certified Sept. 1, 1954 figures

LIGHT'S DIAMOND JUBILEE

THE ELECTRICAL industry spent an estimated $1 million on time, talent and facilities to celebrate the Diamond Jubilee of Light. In a four-network, two-hour spectacle [Oct. 24, 9-11 p.m.] the producers raised serious doubts about the wisdom of trying to impress an audience by monopolizing all four networks at once and/or by spending $1 million in two hours.

Unfortunately the anniversary of the electric light turned into (1) a free plug for pleasant but elderly clips from Hollywood shelves; (2) an array of disjointed scenes whose waste of writers, actors and money perhaps surpassed any previous mish-mash in television history; (3) examples of bad taste in pitting amorous scenes against faith and hope, and (4) further proof that Hollywood's hackneyed press agentry and program formats are bad television.

Almost forgotten in the excitement of spending the million dollars were the 75th anniversary of light and the ability of television to dramatize this great scientific story.

Tipoff came in the slow pace of the opening four-and-a-half minutes, marked by dreary sequences of credits and a modest wish that the audience "find something entertaining in this program." Finally action appeared—an "In the beginning . . ." narration by Joseph Cotten, who skimmed over the electrical age into Americana via the famed Tom Sawyer fence-painting clip from an old movie.

This was the first of a series of mysteriously assembled episodes. Judith Anderson suddenly appeared in a Statue of Liberty scene. Four Air Force crewmen of differing heritage but common impulses eagerly ogled a provocative girl seductively reclining in the driver's seat of a Jaguar sport car. Her widowhood was accounted for by arrival of an infant son, which brought on a clutching kiss that startled a willing flyer.

This highly sexed bit somehow inspired a funny Robert Benchley film short of a past decade. A Hollywoodesque roundup of higher education provided a setting for three Eddie Fisher songs and the baffling introduction of his fiancee.

Having disposed for the moment of courtship, the Jubilee depicted marriage via what appeared to be a modified version of an Irwin Shaw story of a married couple suffering through a Sunday outing in New York. Science had a brief turn in a demonstration of push-button magic and a hilarious comedy bit by George Gobel.

An example of talent waste appeared in the Uncle Hardtack story, with Helen Hayes forced to spend endless minutes looking around a pillar while a nightclub vocalist performed in the mating-call manner.

Americana and science received another montage treatment highlighted by the final recognition of Thomas Edison, inventor of the electric light, whose voice appeared through another of his inventions—talking movies.

From covered wagon and plow scenes the Jubilee moved to Grandpa and a bored son-in-law who has tired of the rip-snorting stories of the early West, a rewrite of a John Steinbeck short story. After atom bomb and modern laboratory scenes, along with Valley Forge and Lincoln episodes, President Eisenhower gave an effective fireside talk, by film, on faith, freedom and Hallowe'en. At this point Jubilee was beginning to make sense, only to be marred by another incredible production blunder in the excellent singing of "Bless This House"—Dorothy Warenskjold sang without benefit of camera.

Television suffered a severe setback in two hours but fortunately last night (Sunday) these displaced programs were back in their regular spots: NBC-*Goodyear-Philco Playhouse, Loretta Young, The Hunter;* DuMont—*Life Begins at 80, Rock King;* CBS—*GE Theatre, Celeste Holm, Father Knows Best, What's My Line;* ABC, *Walter Winchell, Martha Wright, Break the Bank, Dr. I.Q.*

If Hollywood were to attempt tv sabotage, the Jubilee spectacle would do a good job. If Hollywood were to use tv to promote Hollywood, Jubilee would help a little despite its pointless array of stars and Americana.

Some day a silver, gold or diamond anniversary will be celebrated on television modestly and with powerful impact, in the ways television knows best. Some day those who spend money telecasting such events will learn how to get their money's worth without phony secrecy, antiquated production gimmicks and dissipation of outstanding artistry—and without angering viewers who might prefer to tune elsewhere.

Production Cost—Approximately $425,000.
Sponsors—More than 300 electrical companies, through N. W. Ayer & Son.
Producer—David O. Selznick; assistant to the producer, Arthur Fellows; production assistant, Shirley Harden; production coordinator, Riley Jackson; associate producer, William Phillipson; supervising film editor, Gerard Wilson.
Script—Ben Hecht, writer-editor; individual scenes by Robert Benchley, Arthur Gordon, Irwin Shaw, John Steinbeck, Max Schulman, Mark Twain, Gilbert Chesterton.
Music—Victor Young, composer-conductor.
Designer—Furth Ullman.
Cast—Judith Anderson, Lauren Bacall, Walter Brennan, George Cayley, Joseph Cotten, Dorothy Dandridge, Brandon de Wilde, Rex Evans, Eddie Fisher, George Gobel, Helen Hayes, Tommy Kelly, Guy Madison, Thomas Mitchell, Harry Morgan, David Niven, Kim Novack, Erin O'Brien-Moore, Alan Ried, May Robson, Dorothy Warenskjold, Will Wright.
Telecast on 425 tv stations via a 4-network hookup, Sun., Oct. 24, 9-11 p.m. EST.

HALLS OF IVY

AFTER much dawdling in its premiere showing Oct. 19, the second episode of the new *Halls of Ivy* tv series, presented last Tuesday night, was a welcome refresher for the viewers. The second film on CBS-TV presented a half-hour of whimsy and folksy humor in the academic manner that has made the series' radio counterpart so palatable.

For some reason, the first *Halls of Ivy* program on tv tried to "establish" the characters—Ronald Colman in the role of Dr. William Todhunter Hall, president of Ivy U.; Benita Hume as Mrs. Hall, and the sundry characters who are professors, maids etc., in this ivy-clad comedy series. This attempt came near to being crushed under its own cumbersome weight and it gave Mr. Colman, a great performer, an unfair burden.

Last Tuesday, the viewers' reaction should have been thrown from reverse into high gear. The whole program came to life. The rapid action, replete with interesting coinage of phrase and pun which made the radio *Ivy* good entertainment, was duplicated on tv.

The first episode dealt with the strain on a university president who awaits word from the board of governors on his re-election to the top post at Ivy U. That's been done so many times that the edge has worn off.

The second chapters of this tv series clears away all this clutter. With our president firmly

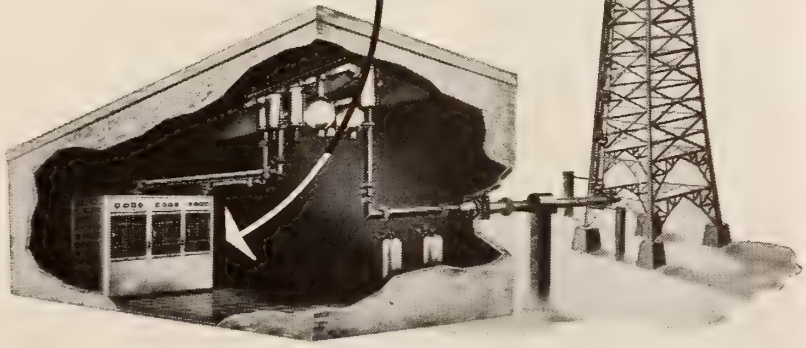


it takes all 3 *to plan your system*

The correct equipment means "Everything" in a TV station operation. Together, the three books shown here constitute a buying guide covering the minutest of details in this field. They are RCA's answer to the question of what is best and newest in antennas, transmission line, transmitters and accessories. The three books fully describe the thousand-and-one items that make up a UHF or VHF television station.

In 300 pages filled with charts, tables and descriptions, these books present a complete and authoritative explanation of station requirements in the language of the station operator.

Ask your RCA Broadcast Representative for your copies or write Dept. J-22, RCA Engineering Products Division, Camden, N. J., on your letterhead. In Canada, address RCA Victor Company Ltd., Montreal.



RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N. J.**

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by THE DETROIT NEWS

NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO.

entrenched in his position, we find him plunged into a delicate situation. A professor at Ivy U. has written a passionate love story with its setting in historical lore. This book, appropriately titled "The Heart of Passion," is a best-seller, but the chairman of the board of governors is in an uproar after his wife, who has carefully culled its contents, decides no decent individual ought to read "Passion" and asks for the professor's head.



Delight after Dawdling

The story is delightful. The actor Arthur Q. Bryan who plays the role of Prof. Warren, the author, is a captivating character. Luckily, the second episode of the *Halls* series managed to climb out of the poison oak and take its place with other top quality tv entertainment.

Production cost: About $45,000.
Sponsors: International Harvester Co. through Leo Burnett Co., Young & Rubicam and Aubrey, Finlay, Marley & Hodgson, and National Biscuit Co. through McCann-Erickson (alternate weeks).
Network: CBS-TV, Tues., 8:30-9 p.m.
Producer: Television Programs of America. Leon Fromkess, executive producer; William Frye, producer; Norman Z. McLeod, William Cameron Menzies, directors.
Creator: Don Quinn.
Writers: Dorothy Merlin and Don Quinn.
Stars: Ronald Colman and Benita Hume.

DISNEYLAND

WALT DISNEY is an individual who never has been dismayed by the vast scope and breadth of his motion picture projects. In his latest undertaking, the *Disneyland* tv series, which was launched last Wednesday on ABC-TV, Mr. Disney brings with him the same spirit of soaring ambition and adventure, promising to enthrall viewers with material that, in some instances, transcends even life itself.

The opening show began with a few quick looks at the Disney studios, then shifted to Mr. Disney's office, where the audience was given a personally conducted tour of the real Disneyland, now under construction, from which next year's *Disneyland* telecasts will originate. The four sections of this place of "knowledge and happiness," as Mr. Disney described it, also comprise the four realms of entertainment to be covered by the tv series, which were previewed on the initial program.

Frontierland was introduced by a scene from "Davey Crockett" with Fess Parker portraying that stalwart Kentucky pioneer. Short looks at a reindeer roundup in Lapland, a Portuguese bullfight, penguins in the Falkland Islands and other strange creatures from faraway places provided enticing samples of the full-scale treatment of Adventureland promised for subsequent programs. A glimpse of a rocket flight to the moon was exciting enough to guarantee a large audience for the Tomorrowland program on that fascinating subject. More familiar fare was presented in the Fantasyland preview, the Disney version of an Uncle Remus story.

Having shown his viewers what to expect in the weeks ahead, Mr. Disney devoted the second half of the premiere *Disneyland* program to a review of the career of the most famous Disney character, Mickey Mouse, beginning with "Plane Crazy," Mickey's first appearance in 1927 and continuing through other adventures, shared with Pluto, Dopey and Donald Duck, to the high point of his dramatic career as "The Sorcerer's Apprentice."

The program's star-spangled opening and closing devices were symbolic of a star-studded series ahead, if the short takes we saw last Wednesday are true samples of what lies ahead. Walt Disney for the past 25 years has entertained us royally at the movies. This year he seems destined to do at least as well by us in our own homes, via television.

Production Cost—$100,000.
Sponsors—American Motors Corp. for half an hour each week through Geyer Adv., and Derby Foods through McCann-Erickson and American Dairy Assn. through Campbell-Mithun Inc. for half an hour on alternate weeks.
Network—ABC-TV, Wed., 7:30-8:30 P.M. EST
Executive producer—Walt Disney.
Additional credits for premiere show—
Producer-writer, Bill Walsh; directors, Robert Florey and Wilfred Jackson; musical score, George Bruns; photography, Charles Boyle; production coordinator, Hal Adelquist.

ALL ABOUT BABY

MOTHERS of new babies, particularly first babies, would unanimously vote DuMont's new Friday afternoon program, *All About Baby*, the best show on tv today, according to the mother of a three-year-old who watched the series' opening program, Oct. 15, with this reviewer.

"I'd have given anything to have a program like this when Mark was an infant," she said, as we watched Ruth Crowley, registered nurse and child expert, explain what every new mother should know about her baby, using five-week-old John Schwartz as a model, while his mother beamed proudly in the background.

Nurse Crowley explained away the natural but groundless fears every parent has over the newborn child's lack of coordination, spindly arms and bowed legs, crossed eyes and other unattractive characteristics exhibited by most bundles from Heaven during their first days on earth. She handled the commercials for Swift's meats for babies with equal skill. Her calm, professional explanation of the place of meat in the baby's diet leaving an impression of honesty and knowledge that packed much more sales punch than the over-impassioned plea to buy which too frequently marks—and mars—the sales pitch of the professional announcer.

All About Baby
DuMont Tv Network, Fri., 2-2:15 p.m. EST
Production Cost, $1,824
Sponsored by Swift & Co., through McCann-Erickson Inc.
Produced by Bernard Miller for Jules Power Productions and directed by Dick Locke.

EX-OKIE HOLDS REIN ON BIG TEXAS' BIGGEST INDUSTRY...

WFAA'S Murray Cox makes hay with Texas' farm-ranch market!



Broadcaster, editor, traveler, promoter Murray Cox has Texas' big, fertile farm-ranch market under thumb. To farmers, Murray is one of them: son of an Oklahoma cotton farmer and former county agent, Murray's feet fit a furrow. Backed by the singularly broad (even for Texas) coverage of radio station WFAA, Murray's first-hand knowledge of farm problems and first-name acquaintance with farm-folks made his broadcasts unusually successful at selling the 35% of Texans who get their living from the land.



Murray goes among 'em for fresh program material. He carries a tape recorder for interviews, often makes remote broadcasts from the field.



On the road as often as on the air, Cox covers about 1000 miles a week. Here he inspects irrigated cotton near Lubbock. A tireless worker for soil conservation and pasture improvement, Murray is recognized "one of the best friends of farmers in Texas."



Wife Polly, farm agent's daughter and home economist, rounds out Murray's breakfast-time program. Her homemaking hints make Murray's visits on the air farm family-affairs. *(Ask Petry & Co. for their revealing presentation on WFAA's coverage of Texas' rural and farm areas and Murray Cox's success selling them.)*



This salesman is a farmer's daughter. New addition to Murray's WFAA farm department Jean Tyra, the "Gal from the Country," mixes farm family and community activities with music.

820 • WFAA • 570
50,000 WATTS DALLAS 5,000 WATTS
NBC • ABC • TQN
ALEX KEESE, Station Manager • GEORGE K. UTLEY, Commercial Manager
EDWARD PETRY AND COMPANY, NATIONAL REPRESENTATIVE
RADIO SERVICES OF THE DALLAS MORNING NEWS

(With apologies to Willie Mays)

say hey! sell in the day over WMCT, Memphis

Sell in the day on WMCT on shows that have established local personalities, in participating programs combining live personal selling with established film and local entertainment vehicles.



Participating spots on

CAPTAIN VIDEO

available at only $1.32 cost per thousand families*

★ Based on August, 1954, Pulse

CAPTAIN VIDEO is heard Monday through Friday over WMCT 5-5:15 P.M. with Trent Wood. Card rate applies—no premium charge for live announcements.

What makes the DAY so BRIGHT over WMCT?

- Preferred low band Channel 5
- Maximum power (100,000 watts transmitting from our 1088 foot tower)
- Audience established since 1948
- The first station in the heart of the Mid-South agricultural and industrial empire serving the largest area with the clearest picture in the Mid-South from Memphis

day time's the smart buy over . . .

WMCT Memphis' first TV station

WMC - WMCF - WMCT

Memphis

Channel 5

NOW 100,000 WATTS

Affiliated with NBC • Also affiliated with ABC and DUMONT

NATIONAL REPRESENTATIVES THE BRANHAM CO.

Owned and operated by THE COMMERCIAL APPEAL

OPEN MIKE

Veritable Handbook

EDITOR:

This is a belated but nevertheless sincere "thank you" for the ON ALL ACCOUNTS sketch of Sept. 13. The mail pull was amazing, with letters from many old friends I feared were lost. . . .

In addition to depending on B•T for an unbiased report on what's happening, I find myself using it as a veritable handbook of source material for the frequent reports and recommendations required from my department. . . .

Faythe Vent
Radio-Tv Director
Rhoades & Davis
Los Angeles, Calif.

Community Service

EDITOR:

The work of radio-television stations in the metropolitan Philadelphia area in serving the community was never better demonstrated than in the aftermath of Hurricane Hazel.

The damage caused by the hurrican resulted in a serious disruption of our bloodmobile schedule. One of our large firms had practically its entire force doing storm work and had to cancel two large visits because it was humanly impossible for its employes to participate.

But we needed 600 pints of blood for patients in local civilian and military hospitals—and turned to radio-television and the press for help. Within minutes after being alerted to the need, the stations made arrangements to help. They gave wide coverage to special copy prepared for the appeal. As always, the public responds when made aware of an emergency—and we were able to collect the necessary amount of blood.

May we use the medium of your news columns to give an editorial pat on the back to the stations management and personnel for their prompt and efficient cooperation. It was wonderful and everybody appreciates it—especially those folks whose lives were saved because the blood was available.

Alan Crawford, Chmn.,
Blood Program
American Red Cross, Southeastern Pennsylvania Chapter, Philadelphia

New South Success

EDITOR:

Can we get 2,500 reprints of article, "In the New South, a New Sales Story," on pages 104-106, Oct. 18 issue of B•T? What would price be? If impossible, do we have your permission to reprint?

John P. Dillon
Promotion Supervisor
WBT Charlotte, N. C.

EDITOR:

We would appreciate receiving about 45 or 50 reprints of the article "In the New South, a New Sales Story." . . .

Frank Gaither
Station Manager
WSB Atlanta, Ga.

EDITOR:

. . . The article is terrific! That is really a fine piece of reporting and a wonderful manner of presentation. Please send 1,000 reprints . . .

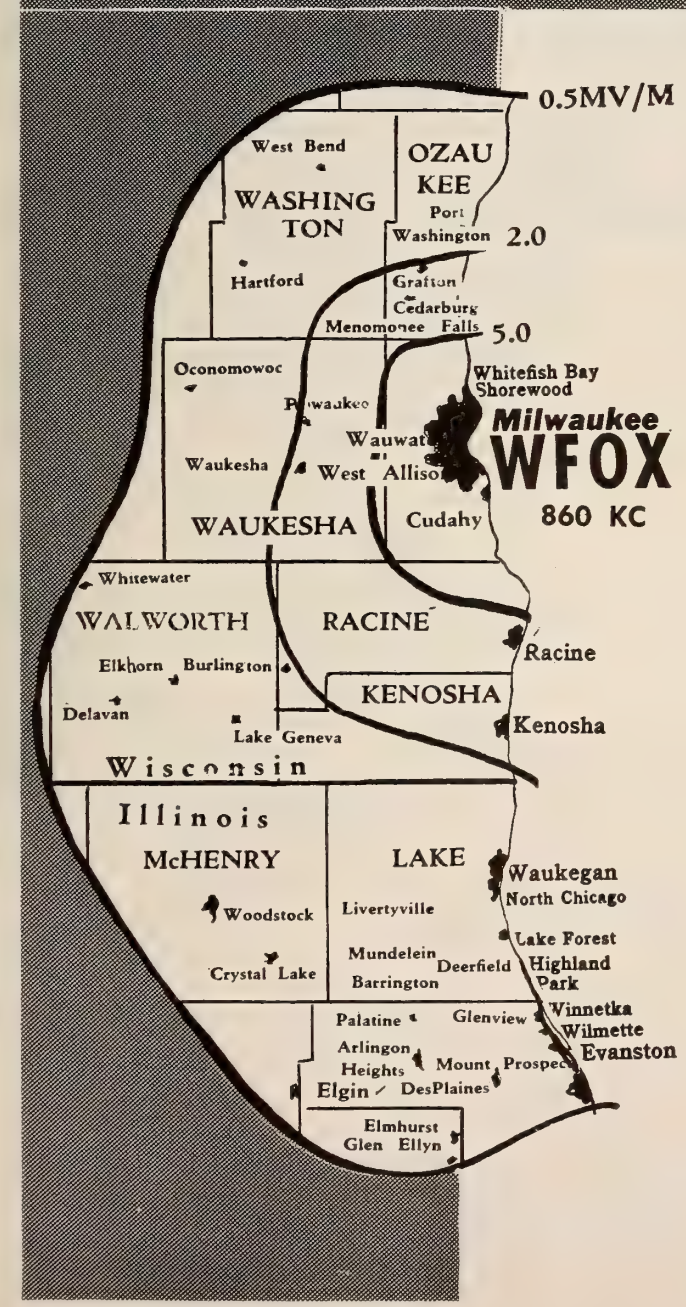
Roger A. Shaffer
Manager
WSPA Spartanburg, S. C.

new ownership

WFOX

Milwaukee 860 KC





Center your Milwaukee advertising in the center of the Dial . . . 860. WFOX offers *Regional* coverage at *Local Rates.*

Your dollar goes farther—covers more radio homes in one of America's biggest, wealthiest markets. A little investment for a large return makes advertisers return and return to WFOX.

NEW REPRESENTATIVE:
ADAM J. YOUNG, JR., INC.

WFOX MILWAUKEE WISCONSIN

DIAL 860

Joseph A. Clark, President
Business Management, Inc.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

waiting to HEAR from YOU...

118,560 families weekly!

92,070 families daily!

59,090 car radio families!

- WDBJ's share of the tuned-in Roanoke audience averages 51 to 59%!
- 25% of Virginia's total retail sales are made in the WDBJ area!

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

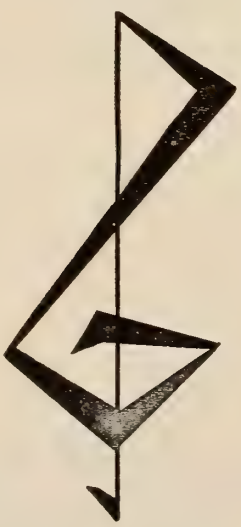
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.



Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

OPEN MIKE

EDITOR:

. . . send us 50 copies . . .

Donald G. Heyne, Pres.
WINA Charlottesville, Va.

EDITOR:

. . . would like to have 50 copies . . .

Frank E. Wimberly, Gen. Mgr.
KWHW Altus, Okla.

EDITOR:

. . . a dozen copies . . .

Bill Harrell
KVOP Plainview, Tex.

EDITOR:

. . . six copies . . .

Frank Harmon, Asst. Mgr.
WBAW Barnwell, S. C.

EDITOR:

. . . ten copies . . .

Walter H. Stamper Jr.
Local Sales Mgr.
WAPO Chattanooga, Tenn.

EDITOR:

. . . ten copies . . .

Johnny Williams, Cmml. Mgr.
WRHT Griffin, Ga.

[EDITOR'S NOTE: Reprints of "In the New South, a New Sales Story" are available at $2 for 50 copies; $3.75 for 100 and additional hundreds at $3.50 each; 500 for $17 and 1,000 for $33. Prices include shipment by parcel post.]

Geography Lesson

EDITOR:

Dick Doty [B•T, Oct. 18] is undoubtedly a good disc jockey and I am sure WHAM is a powerful station with all kinds of coverage. But somebody needs to take a good look at a map of Canada!

Mr. Doty says, "WHAM—late at night covers some forty states, all of Canada etc." Canada is substantially larger geographically than the entire mainland United States and Alaska put together. No 50,000 watt station could come close to covering the single province of Ontario, just one of our ten provinces. Canada even has two more time zones than the United States—our Atlantic time area extending eastward of our own and your own eastern time zone, with the Newfoundland time zone out east of that again. . .

We are prepared to admit that WHAM is a powerful station, but this particular claim does seem just a shade far-fetched!

T. J. Allard, Exec. Vice President,
The Canadian Assn. of Broadcasters
Ottawa, Canada

Tribute

EDITOR:

Your feature story "An Agency Plans New Tv Campaign" in the Sept. 27 issue of BROADCASTING • TELECASTING was very well written and certainly paid a fine tribute to our agency and personnel.

I would greatly appreciate several copies of this issue so that I might have them for my scrapbook.

Clark M. Agnew
Tv Art Director
Lennen & Newell Inc.
New York, N. Y.

Another pace-setting musical sales-builder from GUILD...



the FLORIAN ZABACH show



Set your sales to music, and watch them climb to melodic heights with GUILD's newest musical winner. Produced with the same "personality-magic" that has made GUILD leader in production of TV films with sales impact for sponsors.

- ★ 39 sparkling half-hour shows available for immediate delivery!
- ★ Quality production . . . beautiful settings . . . inspired musical arrangements!
- ★ Featuring the surprise hit of the year . . . vivacious Mary Ellen Terry as Florian's tiny dancing pixie!
- ★ Directed by Duke Goldstone, director of Guild's Frankie Laine and Liberace shows.

LONG ISLAND DAILY PRESS, MONDAY, OCTOBER 4, 1954

The big show on TV last night was the debut of the "Florian Zabach Show" on WPIX from 10:30 to 11 p.m.

THIS SHOW was the big one last night not because its premiere was particularly auspicious, but because this will be one of the most talked-about shows on TV in a very few months.

I don't think there's much doubt about it.

Zabach is a real charmer, possessed of the properties that go to make up a matinee idol.

Filming, production and staging on the series are tops.

* * *

Now 57
A ~~30~~ **Markets Already Gone... New Sales Coming In Daily— Tie-Up Your Market Before It's Too Late!**

the LIBERACE show TV AND RADIO	the FRANKIE LAINE show with CONNIE HAINES	the JOE PALOOKA story with JOE KIRKWOOD	LIFE WITH ELIZABETH starring BETTY WHITE

PRODUCED AND DISTRIBUTED BY

Guild Films COMPANY INC.

420 MADISON AVE.
NEW YORK 17, N.Y.



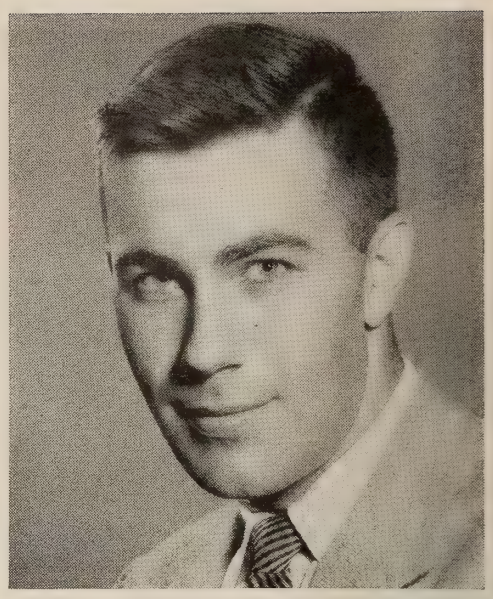
big frog
big pond

A combination you can't beat... the booming voice of an established VHF station with maximum power, 1049 foot tower and CBS, ABC and Dumont programs in a pond that not only includes America's 25th metropolitan market but the entire eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Buy the granddaddy of them all — then watch your sales curve climb.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.



WILLIAM MURPHY

on all accounts

AT 26, William Murphy, timebuyer at Benton & Bowles, New York, has seen service with the Navy and four advertising agencies.

"I'd say that Bill is the 'oldest' 26-year-old I've seen in the business," one of his colleagues volunteered. "He got his maturity in a pressure cooker."

Mr. Murphy began cooking in advertising in 1948 when he joined the Buchanan Agency, New York, as production assistant on *Teentimers Club* on Mutual. He served in production for a year, then turned to the media department as an assistant timebuyer under Bill Smith, then timebuyer at Buchanan on such accounts as Reynolds Metals, Texaco, DuMont Tv, Welch Grape Juice, Paramount Pictures and Eskimo Pies.

In March of 1950, Mr. Murphy moved to Erwin, Wasey, New York, as a full-fledged timebuyer himself. There he handled all of the agency's accounts in radio and television.

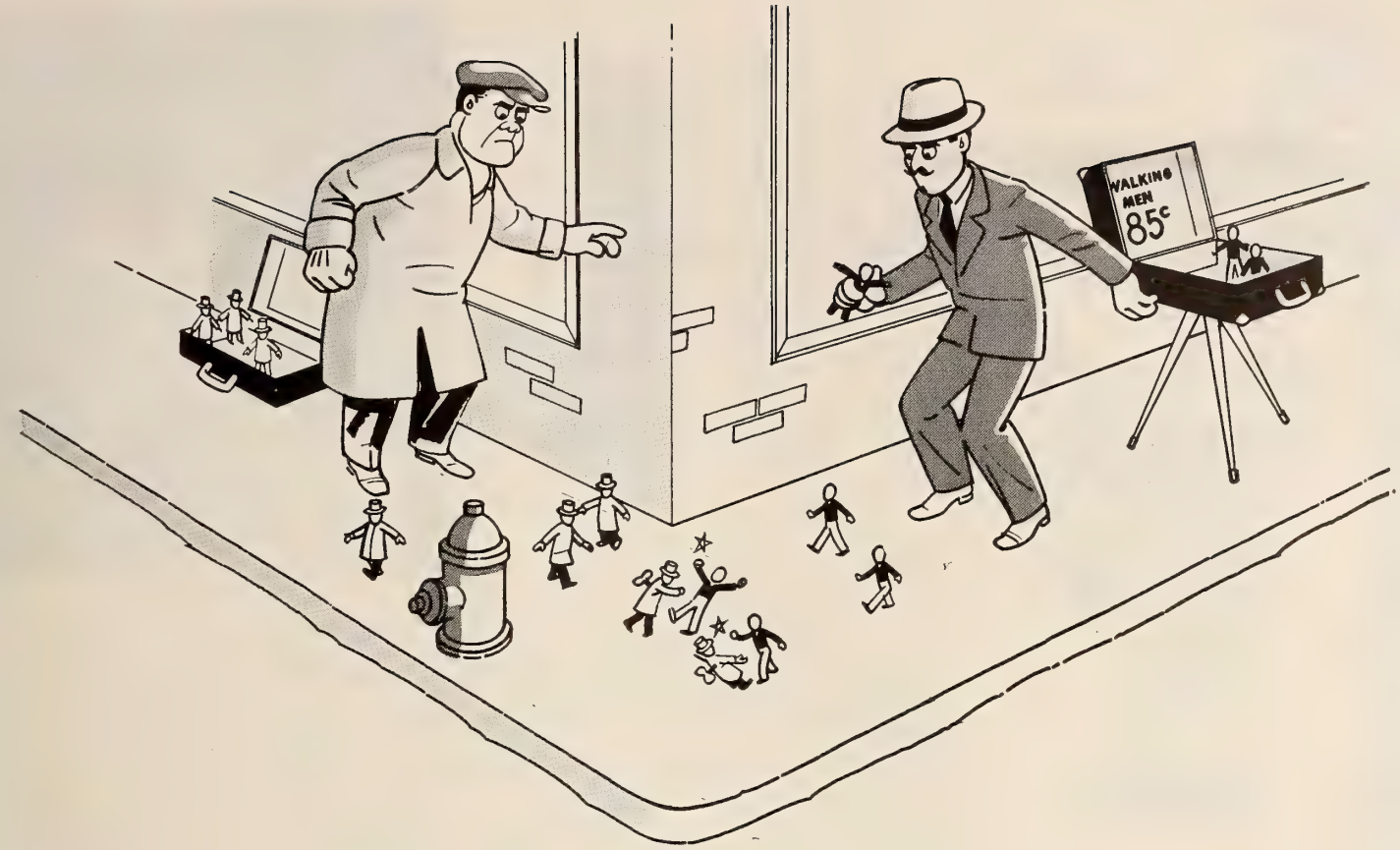
In August 1952 he joined Harry B. Cohen, New York, for a year, transferring in September 1953 to Benton & Bowles in his present position as timebuyer on the General Foods account, Post Cereals Division. Among programs that he has cleared time for are the Roy Rogers show on NBC-TV, *Mama* on CBS-TV and *Portia Faces Life* on CBS-TV, as well as *Galen Drake* on CBS Radio.

Born March 3, 1928, in Teaneck, N. J., he first attended a military school, then Xavier High, after which, at the age of 17 in 1945, he enlisted in the Navy. Upon his return from service he enrolled at Nichols College, Dudley, Mass., where he majored in marketing and advertising. He received his degree in 1948, joining Buchanan immediately thereafter.

Mr. Murphy has the timebuyer's normal concern about the current ratings scramble but is optimistic about what he regards as the fine start being made by the Advertising Research Foundation. He feels that, through this industry-sponsored organization, rating services and research in general can be placed on their proper scientific level and important new fields of advertising knowledge can be explored.

Mr. Murphy married Rita Guthie in April 1952. They have two children, Richard, 15 months, and Mary Beth, one month. The Murphys currently are designing and building their own home in Pound Ridge, N. Y.

Mr. Murphy's hobbies are skiing, tennis and golf.



It's No Draw...in Omaha

YOU can "corner" the television market in the Omaha area at one low cost . . . with one TV station . . . Television Center KMTV.

Omaha area viewers reported in the latest Pulse * that they preferred KMTV's programming in 8 of the 9 time classifications! During the daytime, when Omaha housewives make up their minds about what products to buy, *KMTV has a 63 per cent larger audience than Omaha's second station.*

And when Dad and the kids get home, the dial still stays tuned to KMTV-Channel 3. Omaha families said KMTV has 11 of the top 15 weekly shows and 7 of the top 10 multi-weekly shows. And KMTV's weeknight weather-news summary was named the area's most popular multi-weekly and locally produced show!

These KMTV viewers are actually a *bonus market* for advertisers. Rand McNally's business survey reports that this year Omaha has been among the nation's top 10 cities for business activity more often than any city except New York. Employment is at an all-time high, and measurable family income is $841 above the national average.

You can reach all of this prosperous market by using *only* KMTV . . . because of the flat Nebraska-Iowa terrain and KMTV's maximum power and low channel 3.

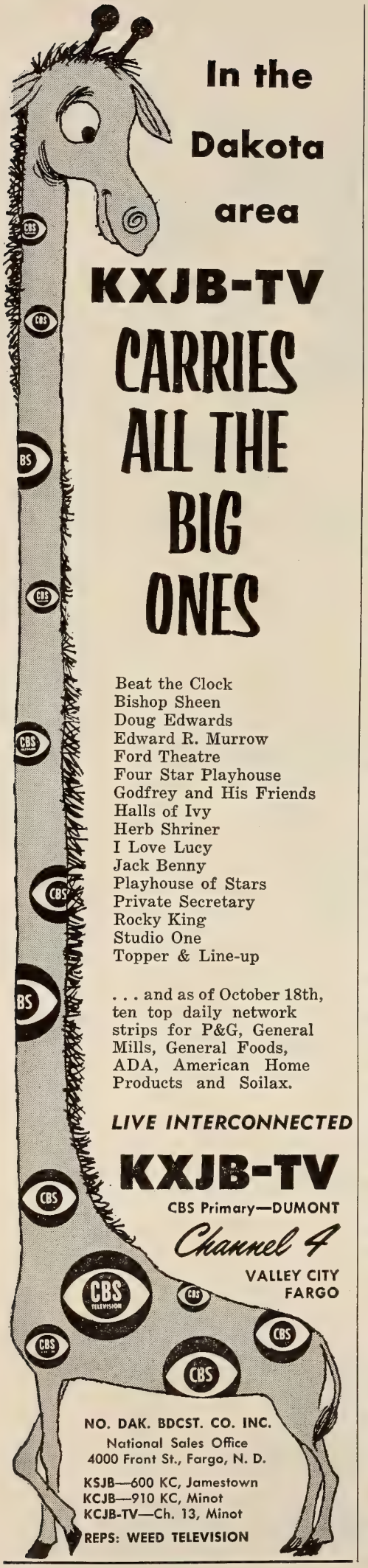
So sell the big Missouri Valley—nearly a 1½ million people with 257,000 TV sets and almost 2 billion dollars to spend—at one low cost with KMTV. Contact your Petry man or KMTV today!

* Pulse—Sept. 7-13

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO



our respects

to GRADY ELGIN COLE



DOWN in the Carolinas they'll tell you that no one will ever know what it was the governor of one state was saying to the other—because that must have been Grady Cole talking to himself.

Although WBT Charlotte's farm editor has never been head of either state officially, it has been said that he could be if he wanted to. One strong deterrent to such a move by Mr. Cole, described by his employers as the Southeast's highest paid radio announcer, is that "I pay more income tax each year than either of them makes."

Last week the WBT management, which can recognize a good thing after seeing it 25 years, climbed on the Cole bandwagon with some tributes of its own after watching honors being extended on every hand to the station's "Mr. Dixie" for a quarter-century.

WBT's "Grady Cole Anniversary Week" ended last Friday night with an hour-long program on the 50 kw CBS affiliate honoring the popular farm editor. Taped anniversary greetings came from CBS President Frank Stanton, Edward R. Murrow, Perry Como, Garry Moore, the governors of North and South Carolina and other national figures. Also paying respects on the program were a farmer, a mill worker, a store clerk, a preacher and other "plain folks"—people the rough-hewn Mr. Cole likes best and to whom he has devoted his career.

The recipient of these honors was born in 1906 in North Carolina's rural Montgomery County, where agriculture was the chief occupation, but where, as Mr. Cole was quoted in a *Collier's* article about him, "the land was so poor the only thing you could raise was a family."

The Cole family accordingly moved to Charlotte where young Grady was sent to Major Baird's Preparatory School. He remembers himself as a highly unregimented pupil and recalls two occasions when the rawboned major disciplined him with a right cross to the jaw.

At 18 he struck out for himself to New York in search of his fortune, but soon found he would never get rich working as a clerk in a coupon redemption center. He returned to Charlotte and began writing for the Associated Press, but wanderlust took hold again after several months and he took a traveling job as advance press agent for a patent medicine firm. His desire to travel subsided after a tour of the nation and he returned to Charlotte a second time from "seeing the world."

Mr. Cole contented himself with being a reporter for the *Charlotte News* until 1929 when he embarked on the "greatest adventure of my life"—one which later brought his name before countless southern homes and influenced the radio listening habits of generations of Carolinians.

In 1929, the *News* and WBT had an agreement providing free plugs for the *News* on WBT in return for sponsorship of a five-minute newscast, with the newspaper supplying the newscaster. The 23-year-old Mr. Cole was given the assignment and his deep-throated, stammering delivery had an instant and captivating effect on the listeners.

He became a staff announcer in 1930, and was fired when the station changed ownership in 1933. In the three days that ensued WBT was flooded with mail demanding that Mr. Cole be returned to the air, the town of High Point, N. C., sending in a petition bearing nearly 10,000 signatures. On the fourth day *Grady Cole and the News* returned to WBT.

Mr. Cole continued his news programs and branched out with other WBT programs, all successful. It has been said his secret is that he knows the likes and dislikes of his audience, their prejudices and their strong points. And he has never gone "high-falutin' " on them. He is one of the South's most sought-after speakers at county fairs, cattle sales and other gatherings of farm folks, and even in urban Charlotte his popularity has never wavered. He explains his success on his early morning program this way: "I am the only one on radio who sounds worse than the listeners feel."

His friendliness and sincerity help make him one of the nation's top radio salesmen. Of the sponsors of his 5:30-9 a.m. *Grady Cole Time,* Comet Rice dates back to 1932 and B. C. Headache Powders even longer. McCoy's gas and Tennessee Coal & Iron Co. have been with him 17 years and Baxter Clothes for eight years.

Mr. Cole has been honored many times for his public service accomplishments, including a presidential plaque for his work in raising funds for a Kentucky flood disaster. One instance of his hold on listeners: some 350 babies in the WBT area have been named for him.

The WBT farm editor is one of the highest paid announcers in the business—but he works for it. He's up daily at 4 a.m., broadcasts until 9 a.m., reads mail and talks to visitors until nearly lunchtime, then is off to address a civic club or farm gathering in a nearby town. He returns to WBT studios in the late afternoon for recording sessions, then is off to emcee a banquet, attend a county fair or judge an amateur show. Then the long drive back to Charlotte and to bed by midnight. He repeats this formula seven days a week, 51 weeks a year, taking off one day, Easter Sunday, in the 52nd week.

WSM ADVERTISERS KNOW A GOOD THING WHEN THEY SEE IT!

Frequent and sudden shifts of media and methods of selling are commonplace in the advertising business. An advertising campaign must produce results or be supplanted by a different approach. Thus, we point to the fact that advertisers such as these have continued their same WSM live talent programs year after successful year. This is notable recognition of proven selling power, pointing the way to increased sales for *your product* in the rich Central South Market.

MARTHA WHITE MILLS, INC.
10 Consecutive Years

R. J. REYNOLDS
15 Consecutive Years

TENNESSEE COAL & IRON
10 Consecutive Years

CARTERS CHICKS
18 Consecutive Years

WARREN PAINT
10 Consecutive Years

RC COLA NEHI CORPORATION
13 Consecutive Years

JEFFERSON ISLAND SALT
6 Consecutive Years

AMERICAN TEA & COFFEE CO.
10 Consecutive Years

O'BRYAN BROS. DUCKHEAD WORK CLOTHES
5 Consecutive Years

FLEMING'S WALLRITE
11 Consecutive Years

COLUMBIANA SEED COMPANY
6 Consecutive Years

DR. LEGEAR
13 Consecutive Years

STUDEBAKER
15 Consecutive Years

WSM

Nashville

Clear Channel

50,000 Watts



Respect for trifles makes WBNS-TV central Ohio's leading station.

WBNS-TV *Props*

Each prop, from buttons to backdrops is minutely checked and rechecked before air-time.

WBNS-TV *Commercials*

Studio facilities include slides, artwork, film production and editing, creative sets and continuity . . . and each trifle of a commercial adds to its perfect production.

WBNS-TV *Merchandising*

Individually styled to suit each clients needs.

WBNS-TV *Market*

Low cost coverage of 423,000 homes in rich, responsive central Ohio area.

WBNS-TV

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

IN PUBLIC INTEREST

Harvest Moon Festival

PERSONNEL of WMAQ-WNBQ (TV) Chicago have been selected to take part in the annual Harvest Moon Festival sponsored by the *Chicago Sun-Times* in that city, with proceeds going to the newspaper's fund for hospitalized veterans. On-the-air auditions and judges will be provided by the stations to boost the project.

Tv for Sick Kids

WCIA (TV) Champaign, Ill., and tv set manufacturers have teamed up to bring hospitalized children a little diversion and happiness. The station is conducting a campaign to raise money for the purchase of 17-inch television receivers to be installed in children's hospital wards before Christmas. Manufacturers are cooperating by selling the sets at cost.

WTRI (TV) Aids Community Chest

A NOVEL TWIST was given to the Community Chest Drive by WTRI (TV) Albany, N. Y., when it filmed sequences of 12 Red Feather agencies in action in their home communities. The films were then worked into the current drive for funds as public service spots.

Diversified Charities

"CRUSADE FOR CHILDREN," a marathon radio and tv show to benefit mentally and physically handicapped children, is scheduled this month by WHAS-AM-TV Louisville, Ky. Funds are not being collected for a specific agency, but any of the recognized charities will be eligible to receive money to be apportioned by a panel of Louisville religious leaders.

Athletic Contribution

WAER (FM) Syracuse, N. Y., helped the Red Cross in a blood drive at Syracuse U. by airing station breaks recorded by university football players. The athletes spoke for increased donations to the drive.

War Waged on Palsy

WFIL-TV Philadelphia has scheduled a 16-hour telethon for the benefit of United Cerebral Palsy. Both locally and nationally known entertainment figures will appear on the show. Proceeds will provide equipment, therapy, and treatment for cerebral palsy victims.

'Porcelain Coffins'

KYW Philadelphia is pushing an attack on the "porcelain coffin"—abandoned iceboxes which have become tombs for children who locked themselves in while playing and could not get out. The campaign is being pushed with special programs, talks on established local shows, station breaks, and the proffering to the public of a safety booklet telling how to render unused iceboxes harmless. KYW hopes that its drive will culminate in the passage of a bill by the state legislature to make it illegal for iceboxes to be discarded without first removing hinges and locks.

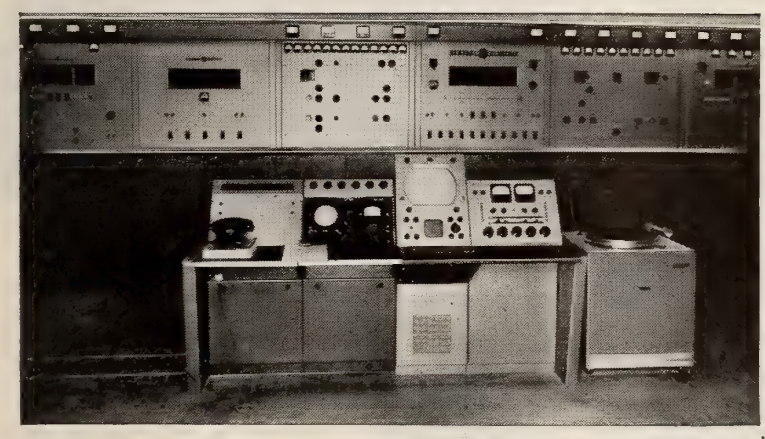
KMOD Promotes Safety

KMOD Modesto, Calif., is promoting a traffic safety campaign with a special series from 6:30-7:30 p.m. Monday through Friday and 10-10:30 a.m. Saturday, called the KMOD School Traffic Safety Program. Wrist watches are given to winners of a traffic safety slogan contest. Slogan winners are interviewed on the air and motorists cited by the police department for their safe driving practices are interviewed by tape-recording.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

FLORIDA'S PIONEER TV STATION—WTVJ—HITS NEW HIGH IN POWER!



Main room of the WTVJ transmitter building showing visual and aural exciters, and amplifiers and control console.



Del Frank reports the "Noon News" in WTVJ Studio "A". Dick Renick is on G-E Camera No. 2; Carl Sell on G-E Camera No. 1; and Dimitry Alexander on the mike boom.

With a new 35 KW G-E transmitter and a new antenna, WTVJ of Miami claims 100,000-watt power. This new high in power is 606% of the former 16,500 watts. Station executives are especially pleased because they now have the power that beckons additional advertising revenue in black and white TV. And this *same transmitter* also serves them for *color*.

According to station executives—with increased power WTVJ beams clear signals as far as Vero Beach, 150 miles north of Miami... also to Fort Myers, 154 miles west, and all the way south to Key West. Thousands of letters from TV viewers testify to the fine reception achieved since the station increased its power with the G-E 35 KW transmitter.

Now WTVJ's fine morning and evening programs reach 400,000 additional viewers. Other television fans who picked up a fringe signal now enjoy clear pictures on their receivers...just as if they were right in the heart of Miami itself!

General Electric Transmitter Housed In New Building

The 35 KW transmitter is housed in an all-air-conditioned transmitter building 20 feet from the base of the new 1,000 foot tower. G-E field men teamed up with station engineers in planning the equipment layout to save steps and keep costs at a minimum. The transmitter delivers a 100 KW effective radiated picture signal, and a 70 KW effective radiated sound signal.

The new building also contains an auxiliary power plant for emergency use. This auxiliary can supply sufficient electricity to light a modern community of 500 homes. Engineers who tend the transmitter and tower use the building for living quarters. The new equipment is manned twenty-four hours a day.

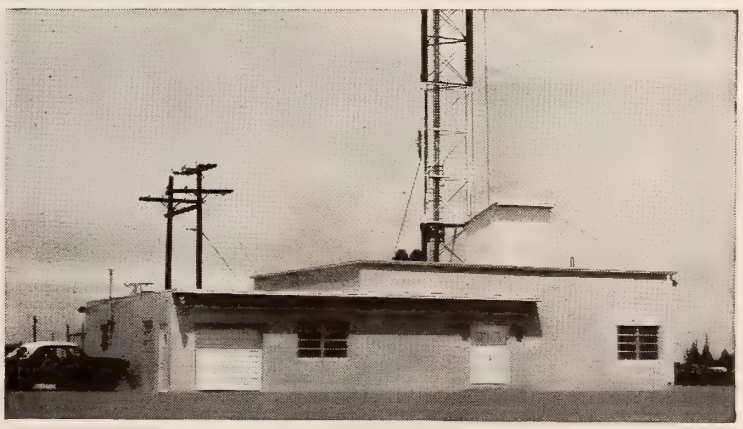
Dependable Performance of G-E Equipment Since Station Started

Here's an interesting statement from Mr. Lee Ruwitch of the station—"WTVJ was Florida's first station to venture into TV. In over five years the G-E transmitter, antenna, and studio equipment have exceeded every promise of performance made for them. Station executives didn't hesitate to call upon General Electric to supply the new equipment. They know that the G-E trademark on a transmitter is a sure sign of superb quality—the industry's finest!"

Equipment Will Operate Even During Hurricanes

Hurricanes occasionally, and lightning storms more frequently... that sums up the weather hazards in Miami. Station executives tell us that even when hurricanes whip up 160-mile-an-hour gales WTVJ stays on the air! The sturdy 83-foot, 6-bay G-E antenna has withstood the fury of violent storms. And the tower is secure. 4½ miles of cable were used for the guy wires. They are fastened to "deadmen" — concrete anchors weighing 360,000 pounds each. Enough concrete and steel to build a big ocean-front hotel went into the 12 "deadmen" supporting the huge tower and antenna.

In extending its coverage the station again shows true pioneering spirit and the courage to move ahead. General Electric is proud that its equipment has contributed to the progress of WTVJ.



WTVJ transmitter building showing base of tower in rear and 13,000 volt power lines.

GENERAL ELECTRIC

still another way WWSW comes close and stays close to the heart of Pittsburgh!





The matchless beauty of a symphony orchestra — the priceless rendition of a complete opera performance captured on high calibre recordings are beyond the reach of many who would treasure the experience of hearing such works.
Knowing this, WWSW has broadcast its Golden Hour of the Classics nearly nightly for over a decade and a half. And, in more recent years full length Sunday evening operas. Another way WWSW comes close and stays close to the heart of Pittsburgh.

WWSW

970 kc. 5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.

BROADCASTING TELECASTING

November 1, 1954 Vol. 47, No. 18

11TH HOUR RADIO-TV VOLLEYS CLIMAX TURBULENT CAMPAIGN

Both parties scramble for the mikes and cameras in closing days of crucial campaign. Claims and counter-claims for equal time mark parties' last-minute jockeying. Even as the last shots are fired networks and stations prepare for record coverage of an off-year election. Important committee chairmanships are in the balance.

A STORMY autumn of political broadcasting, marked by bickering, spending and spirited campaigning for votes, comes to an end tonight (Monday) as major parties stage election eve programs.

Democratic feeling reached fever heat in mid-week after a series of radio and tv broadcasts by President Eisenhower, including the first pickup of a Cabinet session (see story page 29).

Chairman Stephen Mitchell of the Democratic National Committee asked networks for equal time in which to reply to Presidential broadcasts but the requests were denied except in the case of NBC, which promptly became embroiled in another controversy with the GOP, ending with NBC's grant of a half-hour last Saturday to both parties on radio-tv.

The Republican National Committee has preempted *I Love Lucy* on the CBS-TV network (140 stations) from 9-9:30 EST tonight for talks by the President and Vice President Nixon. The talks will be carried simultaneously on Mutual and ABC Radio.

The election eve Eisenhower-Nixon telecast will be carried at 8 p.m. on CST zone stations and at 7 p.m. Mountain Time. The telecast will be carried by hot kinescope on West Coast CBS-TV stations at 9 p.m. PST. President Eisenhower's talk will originate in Washington, while Mr. Nixon's speech, summarizing his findings on his western speaking tour, will originate "somewhere in the West," according to a committee spokesman.

The spokesman said the committee has urged GOP state committee chairmen to purchase adjacent time to the network broadcast for use by respective GOP candidates.

The Citizens for Eisenhower Congressional Committee bought what it termed as the largest paid political telecast in history last Thursday night (9:30-10 p.m. EST), plus a simultaneous network radio lineup. The telecast included 218 tv outlets, comprising NBC-TV, 71 CBS-TV outlets and "a few" DuMont stations. The 471-station radio network, the spokesman said, included NBC Radio and ABC Radio.

The television network broadcast, he said, reached 50 to 60 million people. The President's speech originated at a committee banquet staged at Washington's Statler Hotel.

Intensified last-minute campaigning by the GOP included President Eisenhower's flying trip Friday to Cleveland, Detroit, Louisville and Wilmington, Del.

FCC joined the pre-election turmoil Thursday by ruling that three Nashville tv stations have not violated Sec. 315 of the Communications Act or FCC regulations in refusing to accept paid political broadcasts of candidates.

In a letter to Leonard W. Hall, chairman of the Republican National Committee, the Commission explained its ruling on protests made by Thomas P. Wall Jr., candidate for the U. S. Senate, and Robert Donihi, candidate for Congress, both Republicans.

The Nashville electioneering has involved filing of libel suits by Edward Lamb, station operator now involved in FCC renewal proceedings, and Lacey Reynolds, his Washington representative. The situation became so tense that WSM-TV, WSIX-TV and WLAC-TV refused to sell time to some candidates because of "intemperate" statements.

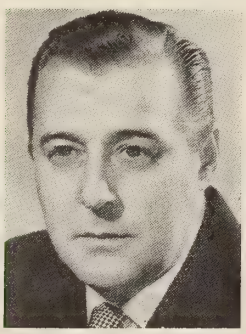
John H. DeWitt Jr., WSM-AM-TV president, in a letter to the FCC had said their attorneys had advised the stations they should not subject themselves to libel for liability in political broadcasts. WSIX-TV stated it seriously doubted the qualifications of Mr. Donihi to run as a legally qualified candidate.

With announcement of the decision and of the Democrats' acceptance and assignment of Adlai E. Stevenson as their speaker in a half-hour free NBC telecast and broadcast slated last Saturday night (8:30-9 p.m. on NBC-TV

IF THE DEMOCRATS WIN

THESE would be chairmen of the Senate and House Interstate & Foreign Commerce committees, which have jurisdiction over most legislation affecting radio and tv.

Sen. Warren G. Magnuson (Wash.) would succeed GOP Sen. John W. Bricker (Ohio) as chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Magnuson served four terms as congressman (1936-44) before his election in 1944 to the Senate, where he now is on his second term, expiring Jan. 3, 1957. Democratic leadership has not favored Sen. Bricker's probe of the networks.



SEN. MAGNUSON

Sen. Magnuson, also a member of the Senate Appropriations Committee, comes from Seattle, and from 1931-35 served as prosecuting attorney of King County (Seattle), in the Washington State Legislature and as assistant U. S. district attorney. He was a lieutenant commander with the Pacific Fleet in World War II. Sen. Magnuson was named to the old Senate Commerce Committee in 1945 and became a member of the Senate Interstate & Foreign Commerce Committee which was organized in 1947.

Rep. J. Percy Priest (Tenn.) would be in line for chairmanship of the House Interstate & Foreign Commerce Committee, replacing GOP Rep. Charles A. Wolverton (N. J.). Rep. Priest currently is on his seventh term (since 1940) as congressman and has been a member of the House Interstate & Foreign Commerce Committee since 1943.



REP. PRIEST

Rep. Priest was ranking House Democrat on a joint committee which worked out Senate-House differences in the McFarland Act of 1952, first major amendment to the Communications Act of 1934. He was a member of the House Commerce Communications subcommittee from 1943 until that unit was discontinued in the 80th (GOP) Congress in 1948. His media experience includes 14 years (1926-40) on the *Nashville Tennessean*—from reporting to the managing editorship.

and 10:30-11 p.m. on NBC Radio) the Republicans came back with a bid for free time of their own in which to answer Mr. Stevenson.

NBC resolved the Democrats-GOP free time hassle late Friday by granting the GOP the 8-8:30 p.m. period last Saturday on NBC-TV and NBC Radio. The half-hour was to be shared by Attorney General Herbert Brownell, cabinet member Oveta Culp Hobby and Bertha Adkins, assistant to the Republican National Chairman.

In his request for NBC time, Democratic Chairman Mitchell referred to "the unusual amount of partisan political content in the talks by Mr. Eisenhower before non-political audiences which have been carried by the national radio and television networks free of charge," but did not mention specific cases. NBC said its decision to grant Mr. Mitchell's request stemmed from "NBC's long-standing policy of maintaining balance and fairness."

Other networks meanwhile stuck to their no's.

In a lengthy telegram replying to a second appeal by Mr. Mitchell, CBS President Frank Stanton on Thursday made plain he is still persuaded "that our denial of your request for free time for Adlai Stevenson to balance time given to President Eisenhower and members of his Cabinet is wholly consistent with the CBS tradition on public service, a tradition which you recognized in your telegram."

"As I previously stated," Mr. Stanton continued, "our position is based on our long-established policy not to provide time to reply to the President or members of his Cabinet when they broadcast as such or are reporting to the people on their official activities."

The CBS president enumerated CBS Radio and Tv broadcasts by the President and Cabinet members during the past two months, totaling about two hours, and the amount granted the Democrats in the last (1950) off-year Congressional elections campaign when Mr. Truman was President, which totaled about eight hours. He concluded:

No 'Blackout,' Says CBS

"We believe . . . that our record in this as well as in prior campaigns establishes that we have achieved that fairness and balance which you request and which is our first objective. I vigorously deny your assertion that there has been any 'blackout of Democratic arguments on public service time' or any 'political discrimination' on the CBS Radio and Television networks.

"While I personally interpreted your Oct. 26 wire as a request rather than a demand, a few of our newscasters did report it as a 'demand.' I regret that this terminology disturbed you. I would respectfully call to your attention, however, that in circumstances such as these the line between 'request' and 'demand' is not always easy to draw and a number of newspapers and wire services similarly described your wire as a demand."

On behalf of Mutual, President Thomas F. O'Neil rejected Mr. Mitchell's request after "careful study" with the statement that MBS' broadcast of recent Eisenhower addresses was in conformity with its "established policy" of affording time to the President and other high officials "when appearing in their official capacities."

"I want to assure you," Mr. O'Neil continued, "that it is our continuing endeavor to present on our network a balanced news coverage of pre-election political activities and to treat with complete fairness the Democratic, the Republican and other political parties."

Turning down the Mitchell request to DuMont, managing director Ted Bergmann wired that DTN "does not recognize any obligation to provide free time for partisan dissertation on behalf of any political party as of this date and feels the presentation of President Eisenhower before the American Jewish Tercentenary Dinner and the Al Smith Dinner constitutes the fulfillment of the public service mission of the network.

"The extraction of the pertinent statement of the Secretary of State during the televised cabinet meeting . . . was in the accomplishment of the news mission of the Morgan Beatty program.

"As in the past, the policy of the DuMont network to provide free time for official non-political broadcasts by the President of the U. S. and other public officials will be maintained. . . ."

ELECTION COVERAGE

THE past few weeks' heightening use of radio and television for pre-election campaigning will reach a climax tomorrow (Tuesday) with radio and television networks set to provide extensive coverage of congressional, gubernatorial and local contests throughout the nation.

As an indication of comprehensive election night activity, ABC, CBS and NBC revealed plans for use of about 750 staffers throughout the country for their coverage, while Mutual's plans will be complete though not so extensive. DuMont will rely on local station coverage.

CBS Radio and CBS-TV operations will begin at 9 p.m. (EST), with one-quarter of the television coverage between 11 p.m. and conclusion sponsored by the Roto-Broil Corp., and an additional one-quarter by National Carbon Co. (Prestone anti-freeze). Radio and television coverage will be under the supervision of Sig Mickelson, CBS vice president in charge of news and public affairs, with Robert Trout and Walter Cronkite as "anchor men" for radio and television, respectively.

Frequent analyses of election night proceedings will be presented by Edward R. Murrow, Eric Sevareid and Samuel Lubell. CBS reporters from New York and Washington who will provide latest developments from time to time include Griffing Bancroft, Winston Burdett, Ned Calmer, Wells Church, Lou Cioffi, Peter Clapper, Ron Cochran, Charles Collingwood, Larry Lesueur, Lowell Thomas and Allan Jackson, among others. CBS again has arranged to use UNIVAC, Remington-Rand's all-electronic high-speed computer, to assimilate past and current election data.

NBC will start its election coverage on television at 9:30 p.m. (EST), and on radio at 10 p.m. Roto-Broil will sponsor one-half the period between 9:30 p.m. and 1 a.m. on NBC-TV. William R. McAndrew, NBC director of news, will supervise election night activities. On the television side, Dave Garroway will serve as on-the-air m.c. from New York headquarters, with Joseph C. Harsh handling national analysis; Bill Henry reporting on returns from the eastern states; Dave Brinkly presenting the overall national picture, and Joseph McCaffery, House returns and analysis of trends.



UNIVAC, the electronic brain, will provide fast computations Tuesday night as CBS covers election returns. Here Charles Collingwood, CBS newsman, sits at the Univac console, said to equal the work of 400 trained clerks.

In Washington, Richard Harkness and Ray Scherer will cover developments in the southern area, and from Chicago, James Fleming will provide coverage on the Midwest. The West Coast region will be reported by John Cameron Swayze, Roy Neal and Elmer Peterson. NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST) will devote its entire program Wednesday to a complete wrap-up of elections. NBC Radio coverage will be under direction of Merrill Mueller, who will be assisted by W. W. Chaplin, Irving R. Levine and Earl Godwin. Chet Hagan will serve as supervising producer.

ABC's returns will be sponsored on radio and television, starting at 9 p.m., by the Chevrolet Motors Division of General Motors Corp. Directing activities will be John Daly, vice president in charge of news, special events and public affairs, and Thomas Velotta, vice president and administrative officer for news, special events and public affairs. Coverage will be provided by area assignments with Erwin Canham reporting on New England; Martin Agronsky, the Mid-Atlantic; Paul Harvey, the East Central section; John Edwards, the South; Austin Kiplinger, the Plains States, and Gunnar Back, the Far West. Special features will be presented by John W. Vandercook, George Sokolsky and Julian Anthony.

Mutual Reports From 15

Mutual's coverage, under the direction of Milton Burgh, director of news, will feature reports from 15 major cities throughout the country. Commentary on returns, which will begin at 9 p.m., will be offered by Fulton Lewis jr. and Harry Flannery, among others.

CBC and NBC-TV meanwhile reached an agreement last Thursday under which NBC-TV will feed its election night coverage from 10:30 p.m. until conclusion to the nine-station Canadian interconnected network, consisting of CBLT (TV) Toronto, CBNT (TV) Montreal, CBFT (TV) Montreal, CFCM-TV Quebec City, CBTT (TV) Ottawa, CHCH-TV Hamilton, CFTL-TV London, CKLW-TV Windsor and CKCO-TV Kitchener. NBC-TV claimed this will mark the "largest 'live' coverage by a single network in the history of television," pointing out that 142 American stations and nine Canadian stations will carry the telecast. On radio, CBC will originate its own coverage from headquarters established in NBC's studio 8-A in New York, and will feed the entire Trans-Canada Radio Network and portions of the Dominion Network 9 p.m.-3 a.m.

To keep viewers and listeners in touch with progress in local elections, networks are making frequent cut-ins available to local stations so that they may present returns on local contests.

In a large station purchase, Hebrew National (kosher wines and delicatessen products) will sponsor returns in New York on WRCA, WCBS and WABC, with a five-minute schedule on WCBS and WABC every half-hour starting at 9:25 p.m. On WRCA, Hebrew National will present returns at 7:05 p.m. and at 7:25 p.m., and starting at 10 p.m. will sponsor complete coverage until conclusion. Business for Hebrew National was placed through Rockmore Co., New York.

Pontiac Div., General Motors, through MacManus, John & Adams, Bloomfield Hills, Mich., will sponsor returns over WCBS-TV New York, presenting five-minute summaries

HISTORICAL PRECEDENT: THE CABINET ON TV



CABINET MEETING, 1954, made political and tv history last Monday. Before a portrait of Abraham Lincoln, a CBS cameraman picks up the proceedings for the network pool. At table (clockwise from l): Secretary of Labor James P. Mitchell; Postmaster General Arthur E. Summerfield; Secretary of State John Foster Dulles; President Eisenhower; Secretary of Defense Charles E. Wilson; Secretary of Agriculture Ezra Taft Benson; UN Ambassador Henry Cabot Lodge; Maxwell W. Robb, Secretary to the Cabinet; Sherman Adams, Assistant to the President; Secretary of the Treasury George M. Humphrey; Attorney General Herbert Brownell Jr.; Secretary of Commerce Sinclair Weeks; Secretary of Health, Education & Welfare Oveta Culp Hobby.

TELEVISION and radio brought the White House and President Eisenhower to the public three times within 24 hours last Sunday-Monday, making governmental history as a Cabinet session was broadcast for the first time.

Echoes of the Presidential appearances were heard all last week as networks were called on by Democratic leaders to give them time to reply on the ground that the broadcasts affected the political campaign (see story page 27).

Most of the controversy followed a Monday simulcast (7-7:30 p.m.) from the Cabinet room of the White House, where Secretary of State John Foster Dulles reported on the recent agreement on European defense. Public reaction to the Cabinet meeting was predominantly favorable, according to the Executive Office.

The broadcasts established Secretary Dulles as an effective speaker before the microphone and camera. His informal story of foreign events, interrupted by several planned and unplanned questions, brought the public an effective outline of what has been happening in Europe in recent weeks.

Prize flub of the broadcast series came during an awards ceremony later that night when President Eisenhower referred to Frank Folsom, RCA president, as "Mr. Stanton," apparently confusing him with Frank Stanton, CBS Inc. president.

Unsolved late last week was an industry mystery: Who asked CBS to ask the White House to telecast the Monday Cabinet meeting?

Mr. Stanton wouldn't tell, apparently being under obligation to protect a confidence.

Murray Snyder, assistant to Presidential Secretary James C. Hagerty, told B•T the President has long felt the public would like to observe a Cabinet meeting, and was convinced Sunday while at his Camp David (Md.) retreat that the Dulles report provided the ideal vehicle for such a simulcast.

Unexplained are the routine steps between the President's decision and the request of networks for permission to pick up the Cabinet meeting.

CBS-TV handled the Cabinet telecast with Sig Mickelson, news-public events vice president, in charge of overall supervision. Larry Beckerman directed and Ted Ayres produced. Lew Shollenberger was announcer. Cameramen were Norman Hicks, Jack Waldron and Jack Lepine. The meeting was unrehearsed, aside from several prepared questions and a 10-minute camera check, the White House having insisted on special-events treatment. Production went so smoothly that many newspaper critics described the meeting as a carefully rehearsed production in which Robert Montgomery had a part. Mr. Montgomery was not involved in any way.

All Monday evening the Cabinet simulcast was presented on the air in delayed versions. NBC-TV carried quick kines on the Camel Caravan (7:45-8 p.m.). DuMont interrupted Morgan Beatty's Alka-Seltzer newscast at 7:15 p.m., devoting most of the quarter-hour to the live Cabinet pickup and inserting commercials with White House permission since Mr. Hagerty interpreted the program as a news event. Edward R. Murrow devoted most of his CBS Radio program to a delayed pickup of the Cabinet meeting.

President Eisenhower appeared later Monday evening in a speech following presentation of the James V. Forrestal award to him by Mr. Folsom, president of the National Security Industrial Assn. The President spoke by film on the Diamond Jubilee of Light program Sunday evening, his remarks dealing with faith, hope and the American way of life.

Newspaper editorial comment on the Cabinet pickup was generally favorable, although in most cases it was observed that the simulcast had political implications.

every half-hour, starting at 9:25 p.m.

WOR New York will present frequent cut-ins from Mutual's coverage under the sponsorship of Harris, Upham Co., New York investment firm, starting at 9:05 p.m. The agency is Lewin, Williams & Saylor, New York.

WMCA New York will broadcast up-to-the-minute summaries of election returns every 15 minutes from the time the polls close, with a 10-minute prediction program scheduled for 7:15 p.m. The entire coverage will be sponsored by Willys Motors Inc., on behalf of its dealers in the Greater New York area, through Canaday, Ewell & Thurber, Chicago.

WNEW New York will turn over its entire broadcast facilities and commercial time to election returns from 7:30 p.m. until crucial contests are resolved.

WQXR New York will devote its entire broadcast schedule to returns, interspersed with musical selections should political activity lag, starting at 7 p.m.

WNHC-TV New Haven will begin its election coverage at 6:15 p.m., presenting local returns until 9:00 p.m., when it will carry NBC-TV coverage.

DuMont's WABD (TV) will present regular news bulletins, starting at 9 p.m. Coverage will be under the direction of James Caddigan

Election Color

WRCA-TV New York reported last Thursday it will present its local "cut-in" coverage of election returns tomorrow (Tuesday) in compatible color, claiming it is the first time that color will adorn such programming. A spokesman said that special teletype paper in various colors will be used on the telecast and Bill Berns, director of news and special events, has asked Democratic and Republican spokesmen to indicate which color they desire for the political "thermometer" which will chart returns. The color cut-ins will be presented for five minutes every half-hour, starting at 9:55 p.m. EST and continuing through 12:55 a.m. Bromo-Seltzer, through Lennen & Newell, has signed to sponsor WRCA-TV's coverage.

and David Lowe. The station was to present a special half-hour filmed program yesterday (Sunday) under the sponsorship of Amalgamated Lithographers Local No. 1 (CIO). The program was to consist of a talk by Franklin D. Roosevelt Jr., candidate for Attorney General in New York, to 3,000 members of the union. The agency is Paul Minor Assoc., New York.

National Carbon Co. (Prestone), for the third successive year, has brought sponsorship of WPIX (TV) New York's coverage. Special bulletins will be presented from 9-11 p.m., when the station will devote its entire schedule to election results.

WAAT Newark will cancel its commercial programs at 9 p.m. to present returns from New York and New Jersey contests. Starting today (Monday) at 7:30 p.m., WAAT will allocate its broadcast time to programs sponsored by the New Jersey Democratic and Republican committees, with the Democrats purchasing 3½ hours and the Republicans 1¾ hours.

Individual stations across the country have reported extensive plans for pre-election and election eve coverage of the election.

WTIC Hartford, Conn., is joining forces with the *Hartford Courant* to bring reports from more than 30 locations throughout the state. Remote crews are scheduled to be present at the headquarters or homes of major candidates. A feed to NBC also is planned.

WIP Philadelphia is covering its local area plus the Pennsylvania and New Jersey state capitals on election night. An assistant professor of political science from the U. of Pennsylvania is to help the news staff analyze trends as they appear.

John Vandercook, ABC commentator, recently originated one of his nightly programs from WFIL Philadelphia. Mr. Vandercook interviewed candidates and looked over the local situation as part of his preparation for the job of handling ABC's coverage on the night of the election.

WMAR-TV Baltimore plans state-wide coverage of the contests there with the help of newsmen and staffers of the Sunpapers owned by the licensee of the station.

WAAM (TV) Baltimore expects to give the election heavy coverage on election eve which is the second day of the station's seventh year of programming.

WTOP-TV Washington, D. C., donated time for a "Meet the Candidates" program during which the nearby congressional candidates spoke. Maryland's gubernatorial candidates are to talk tonight (Monday).

WWDC Washington plans wide area coverage plus MBS national election eve coverage.

WSUN-AM-TV St. Petersburg, Fla., will begin the election roundup, in cooperation with the *St. Petersburg Independent,* shortly after the polls close and will join ABC radio and tv networks later in the evening.

Crosley Broadcasting Corp. plans to televise direct from the State House at Columbus, Ohio, to its tv stations in Ohio. Statewide resumes are scheduled as are pickups from the Ohio Crosley stations.

KLZ-AM-TV Denver, President Hugh B. Terry said, will join forces with the *Rocky Mountain News,* with headquarters at the newspaper's city room. KLZ will move cameras and microphones into the city room after polls close and will broadcast and telecast complete returns from Wyoming and Colorado.

WHIM Providence announced that instead of selling political time for candidates it is setting aside free time for candidates up to the time of elections, offering the time through its public service program, *Political Forum,* handled by Bruce Williamson, news and public affairs director. All qualified candidates for top offices have accepted the offer, the station said.

KPRC-TV Houston also is making free time available to candidates, according to Jack Harris, general manager. He said he had invited all 26 candidates in the race for the city council to make statements on Election Eve (Nov. 1) from 9-10:30 p.m.

KCBS San Francisco aired "Ballot Box 1954" in which were presented candidates' views of themselves and their opinions of local and state propositions to be voted on in tomorrow's election.

KRON-TV San Francisco is featuring live coverage of key political contests throughout the country.

TV IS SURE WINNER IN N. Y. STUMPING

INCREASED use of television as a medium for political election campaigns was pointed up last week by estimates that the Republicans in New York State have spent about 70% of their budget for tv and the Democrats about 80%.

This expanded television activity, according to spokesmen for both parties, has resulted in the elimination of political rallies in such places as Madison Square Garden and the Academy of Music in Brooklyn, which were favorite sites of old-time campaigns. Nor was there as much newspaper political advertising as in former years. Party spokesmen said that overall costs may not have been increased by the extensive use of tv, because, they reported, rental of a large auditorium, plus advance preparation costs, runs into "big money."

In radio, Democrats estimate that spending for the final campaign week was at one-fifth of a pre-television year like 1946. The Republican budget division was said to be 80-20 in favor of tv.

As an indication of rate of political spending for television, estimated costs of expenditures for New York State campaigning only on the seven stations in the New York metropolitan area were reported unofficially last week as follows:

	Repub.	Dem.	Lib.
WATV (TV)	....	$ 840	....
WABC-TV	$15,824	$70,451	$1,413
WABD (TV)	$ 6,180	$19,040	$1,200
WOR-TV	$ 5,000	....	....
WPIX (TV)	$ 4,429	$ 9,145	$1,140
WRCA-TV	$31,144	$32,725	....
WCBS-TV	$42,500	$32,500	....

FOUR ADVERTISERS TAKE NETWORK TIME

Making network purchases last week were Sweets Co. of America, Gemex Watchband Co., Longines-Wittnauer Watch Co. and Buick Motor Div.

SWEETS Co. of America (Tootsie Roll), Hoboken, N. J., led three other advertisers in network buys last week.

Other advertisers active in network signings were Gemex Watch Bands, Longines-Wittnauer Watch Co. and Buick Motor Div. of General Motors Corp.

Sweets Co. of America, for its Tootsie Roll, made two network time purchases, a weekly half-hour children's show effective Nov. 20, featuring Paul Winchell and his dummy, Jerry Mahoney, on NBC-TV, Saturdays, 10:30-11 p.m., and a one-time show Tuesday, Nov. 9 at 8-9 p.m. on NBC-TV, starring Steve Allen with Winchell and Mahoney. The latter buy became available as a result of the trip Bob Hope is making to London Nov. 9. With the comedian off, General Foods, his sponsor, refused to pay for the program time. As a result, NBC-TV sold the time to the Sweets Co. General Foods will sponsor the next Hope show, which will be filmed in London and presented on the air Dec. 7.

Moselle & Eisen, New York, is the agency for Tootsie Rolls. The candy account is also a sponsor of the *Pinky Lee Show* on NBC-TV.

Gemex Watchband Co., through BBDO, New York, becomes the first sponsor of *The Stork Club* on ABC-TV, Nov. 13, Saturdays, 10-10:30 p.m. *The Stork Club* was formerly on another network and is entering its fifth year on television.

Longines-Wittnauer Watch Co. for the sixth consecutive year will sponsor the annual Thanksgiving Day "Festival Hour of Music, Song and Dance," on CBS-TV Thursday, Nov. 25, 5-6 p.m. Highlight of the show will be the pantomime-ballet on the "Sleeping Beauty" fairy-tale theme. Victor A. Bennett Co., New York, is the agency.

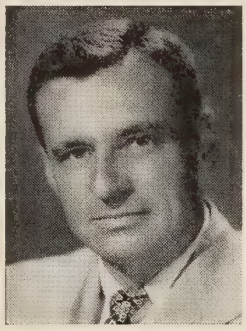
Buick Motor Division of General Motors Corp. will sponsor several time periods on NBC Radio network to introduce its 1955 models. The buys are as follows: one five-minute newsperiod, 9 p.m. on Nov. 18; one participation in *The Great Gildersleeve,* 10:15 p.m. on Nov. 18, and one participation in *Fibber McGee and Molly,* 10 p.m. on Nov. 16.

Client Hosts Networks

THERE's going to be plenty of food for thought—and eating—on CBS-TV and NBC-TV tomorrow night (Tuesday) as those networks tabulate election returns. The networks are going to set up electric Rotobroilers in their studios to feed their staffs at work. Trained crews of the Roto-Broil Corp., Long Island City, will prepare the food, which will be served piping hot to staffers, and special regional and international dishes will be available to foreign and out-of-town dignitaries visiting the tv studios. Roto-Broil is sponsoring portions of the election night returns on both networks.

Promise—Interest—Conviction—Distinction

EVERY good ad should contain four points, Maitland Jones, vice president, Sullivan, Stauffer, Colwell & Bayles, New York, said at a weekly discussion session held last week at the agency. While his remarks primarily related to print advertising, they were also deemed applicable to radio-tv commercial copy.



MR. JONES

The four points: (1) promise; (2) interest; (3) conviction, and (4) distinction.

He explained as follows:

"1. Promise: A clear, concise statement of what your product will do for the reader (or audience) in terms of the reader's self interest. In stating the promise it is better to be specific than general. "Look lovelier in 10 days" is better than "look lovelier soon."

"2. Interest: An ad can do little for your product if it is not interesting to people. Interest comes largely from technique; or the method used to tell your story—i.e., strip, picture and caption, recipe, service, testimonials, etc. Pond's cold cream, for instance, uses testimonials of society women, while Lady Esther uses the personality of Lady Esther herself.

"3. Conviction: It is also pretty obvious that if people don't believe your ad, advertising does the product no good. Most often conviction comes from a strong reason why your product will do what you promise it will. If this reason why is exclusive with your product, so much the better. But conviction can come also from the way you write the ad, from the tone of your copy.

"4. Distinction: By this I mean your ad should not look like everybody else's in the same field. It should stand out, have its own character and style. Most often this is accomplished by the layout and art treatment. But it can also be accomplished by the writing style, though perhaps not so easily or obviously.

"Now, every good ad may not have all these qualities," Mr. Jones added. "But it is pretty certain that if an ad does have them all, it is not a bad ad."

RUTHRAUFF & RYAN RESIGNS MOTOROLA

MOTOROLA Inc., Chicago, last Thursday announced that Ruthrauff & Ryan has resigned its $3-$3.5 million advertising account after a five-year association. Announcement of the severance was made by the electronics firm after a series of conferences involving executives from Motorola and the agency. R & R had handled radio, tv and other advertising for Motorola, which said it does not expect to appoint a new agency for "several weeks."

Severance of the advertiser and agency came one day after Paul Galvin, Motorola president, has announced plans for a vigorous campaign on color receivers at the retailer level (see story page 78).

Admiral Plans Record Budget for Advertising

ADMIRAL Corp. has announced "the most ambitious and comprehensive" advertising program in its history for 1955. Between $1.25 and $1.5 million will be allocated to Bishop Fulton J. Sheen's *Life Is Worth Living* on the DuMont Tv Network starting Nov. 2. It was held possible that Admiral may launch a radio and/or tv spot campaign perhaps next spring or summer.

Spokesmen said that, while details had not been finalized on the budget, the outlay for all media probably would "exceed $15 million," the amount reportedly spent on advertising this past year.

BB Pen Names Fairfax Inc.; Plans Test For New Product

BB Pen Co., Hollywood, with a radio-tv advertising budget of more than $609,000, has named Fairfax Inc., New York, to handle advertising of its ball pens, effective Nov. 1. In addition the company is planning to put out a new product which will be tested in Fresno, Calif., for 30 days, starting in the middle of November.

The firm and its new agency are in the process of working out the 1955 national advertising plan. Meanwhile the radio and television spot campaign currently running will continue through Christmas.

K&E Resigns Natl. Brewing

NATIONAL Brewing Co., Baltimore, National Premium Beer, with an advertising budget of about $1.5 million, has been resigned by Kenyon & Eckhardt, New York, effective Feb. 1. The brewing firm currently is screening other advertising agencies before making an official announcement.

American Dairy to Allot $1 Million for Butter Push

AMERICAN DAIRY Assn. is planning to launch a $1 million advertising campaign on radio, television and in other media to promote the use of butter in American homes. Plans for the drive were to be submitted to the organization's executive committee Friday.

Contemplated is greater allocation of monies to butter as a product on the association's three programs—the *Bob Crosby Show* on CBS-TV, Bob Hope on NBC Radio and *Disneyland* on ABC-TV. American Dairy traditionally allots funds by product groups. The agency is Campbell-Mithun Inc., Chicago.

The campaign is designed to promote butter as a "prestige" product and for use in cooking. It is based on the assumption that Americans are more apt to serve butter to their guests than to members of their families.

Tv Spots in West Coast Cities To Introduce New Crocker Mix

TELEVISION will be used along with other media in six West Coast cities to help introduce the new Betty Crocker Instant Frosting Mix, General Mills, Minneapolis, anonunced last week.

Tv spot and other media will stress the product through California, Washington, Oregon, Idaho, Nevada and Arizona, it was reported. Coupons will be given with Softasilk Cake Flour and Betty Crocker Cake Mix Packages. Size of the tv campaign was not disclosed. Agency is Knox Reeves, Minneapolis.

Barnett, SSC&B Head Drive

JAMES A. BARNETT, vice president of Lever Bros., and Sullivan, Stauffer, Colwell & Bayles, N. Y., have agreed to act as volunteer coordinator and volunteer agency, respectively, for the 1954 Red Cross drive sponsored by the Advertising Council. The same team headed last year's drive, which netted the Red Cross $83 milion. Henry C. Wehde Jr. is the Council executive.



ART LINKLETTER (with cap), star of NBC-TV's *People Are Funny* show, receives a "Christmas present" of a $50 "Diamond Heart" Paper-Mate pen in celebration of Paper-Mate's co-sponsorship of his program on 140 NBC-TV stations. Others joining in the presentation are (l to r): Earle Dugan, Foote, Cone & Belding; Edward E. Ettinger, executive vice president of Paper-Mate, and Jim Beam, advertising director of the pen company. Mr. Linkletter will be featured in all displays and store material of Paper-Mate's $1 million Christmas advertising drive.

Hamm's, Oklahoma Oil Sign For '55 Baseball on WGN-TV

WGN-TV Chicago has renewed exclusive contracts with the Chicago White Sox and Cubs for tv rights to all daytime home games of the two baseball clubs. Theodore Hamm Brewing Co. and Oklahoma Oil will co-sponsor 55 home contests of the Sox and 77 games of the Cubs in 1955. Agencies are Campbell-Mithun Inc., and Maryland Adv., respectively. Oklahoma picked up half of the games when Liggett & Myers (Chesterfield cigarettes) dropped out locally. Agreements cover three years on the Sox and one year with options on the Cubs.

Announcements of the pacts were made jointly in each case by Frank P. Schreiber,



EXCLUSIVE contract for tv coverage of all 1955 Chicago Cubs home games has been completed by WGN-TV Chicago and the National League baseball club. Present at pact-signing ceremonies are (l to r): Frank P. Schreiber, manager of WGN Inc.; Harry Creighton, who will aid Jack Brickhouse on play-by-play, and James T. Gallagher, business manager of the Cubs.

manager of WGN-AM-TV, Frank Lane, general manager of the Sox, and James T. Gallagher, business manager of the Cubs. Completion of negotiations with the Sox marked the seventh consecutive year the station has telecast its games. City series with the Cubs also will be telecast before the regular season gets underway.

Chevrolet Splurges

WHUM-TV Reading, Pa., put out the SRO sign on spot announcements for last Wednesday, Thursday and Friday. A spokesman for the uhf station reported that the Chevrolet Dealers Zone Headquarters in Harrisburg bought all spot announcements from 7 a.m. to past midnight on the three days.

McCann-Erickson Holds S. American Agency Meet

WHAT was said to be the first conference of advertising agency people ever convened in South America will be held at Buenos Aires, Argentina, during the week of Nov. 1 by managers and key personnel of McCann-Erickson's Latin American offices.

"Our clients at home and abroad have expressed such keen interest in the development of locally stimulated Latin American industries," said Marion Harper Jr., president of McCann-Erickson, "that it seemed fitting for us to select one of the larger South American capital cities as the site for this conference."

Frank White, chairman of the board of McCann-Erickson Corp., New York, and Arthur Grimes, vice president of the international agency, also will attend the conference.

Ball & Davidson, Axelsen Agencies Merge in Denver

TWO DENVER advertising agencies—Ball & Davidson Inc. and the Axelsen Agency—have merged, effective Nov. 1, according to an announcement by principals Carl A. Salstrand, president of Ball & Davidson, and Thomas H. Axelsen, head of the agency bearing his name.

Mr. Salstrand, who has headed Ball & Davidson for the past 20 years, will manage the consolidated agency. Mr. Axelsen also operates Axelsen, Bennett & Clark Inc. in Salt Lake City and will devote most of his attention there.

The merged firm will be located at Ball & Davidson's new building at 670 Delaware St. B & D now is in its 36th year. It is a member of the American Assn. of Advertising Agencies.



EXECUTIVES of the combined Ball & Davidson-Axelsen agencies in Denver discussing the merger are (l to r): Thomas H. Axelsen and Carl A. Salstrand, principals of the new agency; Dorothy Jenkins, treas.; Durey Ranck and Malcolm Sills, account execs.

Cardinals Seek Co-Sponsor With Anheuser-Busch in '55

THE ST. LOUIS Cardinals National League club is seeking a co-sponsor along with Anheuser-Busch (Budweiser beer) to pick up the tab for 1955 baseball, it was revealed last week.

Anheuser-Busch plans to share sponsorship of Cards' games on WTVI (TV) Belleville, Ill., and KXOK St. Louis, plus a regional radio network of over 100 stations in over 10 states as it did this past year, it was reported. A national or regional advertiser is being sought for half of each game. The plan is to telecast Cards' road games again next year.

The Budweiser account is serviced by D'Arcy Adv. Co., St. Louis.

W. J. Krebs Dies at 69

W. J. KREBS, 69, chairman of the board of directors of Rogers & Smith, Kansas City advertising agency, died Oct. 19. Mr. Krebs was president of Potts-Turnbull Co., Kansas City, from 1931 until 1954 when the firm merged with Rogers & Smith. Mr. Krebs had been active in the Kansas City agency field since 1909 when he joined the advertising department of the Peet Brothers Co. He is survived by a wife and daughter.



MR. KREBS

Youngstown Agency Changes

THE Simon, William & Roberts advertising agency of Youngstown, Ohio, effective today (Monday) will cease to be a division of The Rosenblum Bros. Co. and will continue with Albert Solomon as operator and sole owner, it was announced last week by S. M. Rosenblum, president of Rosenblum Bros. The agency will be located at its present offices at 226 S. Phelps St., its own building. The Rosenblum Bros. will no longer have any interest in the agency, the announcement said.

AGENCY APPOINTMENTS

Alan Wood Steel Co., Conshohocken, Pa., appoints Doremus-Eshleman Co., Phila.

Max Factor Inc. (cosmetics), L. A., appoints Doyle Dane Bernbach, N. Y. Radio-tv will be used.

Denver Convention and Visitors Bureau appoints Rippey, Henderson, Kostka & Co., same city.

Bond Pickle Co., Oconto, Wis., has appointed Geare-Marston, Phila.

Larus & Brother Co., Richmond, Va., appoints Reach, Yates & Mattoon Inc., N. Y., for Edgeworth and Holiday pipe tobaccos and Holiday and Lord cigarettes, and Cargill & Wilson Inc., Richmond, for Domino cigarettes.

A&A PEOPLE

William Knudsen, vice president, Smith, Hagel & Snyder, N. Y., elected executive vice president.

Arthur W. Cowles, account executive, Henri,

Still looking?

If you're *still* nosing around for the best way to *move goods fast,* follow the lead of some of the smartest advertisers. They know they get real results tracking down sales with *spot radio, on key stations.* Don't search everywhere when a handful of good stations reaches almost everybody. For instance, WJR's coverage includes 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: more than 15,000,000 customers





Time—
and CBS ratings will tell!

WLAC-TV



WLAC-TV offers both:

Choice time (we're new)

and CBS ratings (they're strong)

To reach Greater Nashville and the Great Mid South don't guess—go **CBS** on Channel 5

See the Katz man for complete availabilities market data.

WLAC-TV

100,000 watts Channel 5
CBS Basic Affiliate
National Representatives:
The Katz Agency

Hurst & McDonald, Chicago, elected vice president.

Donald E. Smith, formerly senior account executive, Baker Adv. Agency, Toronto, to Kenyon & Eckhardt Ltd., same city, as vice president and general manager.

William L. Bourke Jr. and **Robert V. Frey,** both formerly with John Shrager Inc., N. Y., to F. Arthur Caso Inc., same city, as senior account executive and radio-tv director, respectively.

James F. Reynolds, formerly account executive, Howard H. Monk & Assoc., Rockford, Ill., to Charles Bowes Adv., L. A., in same capacity.

Bill Chase to Tatham-Laird Inc., Chicago, as account manager.

Archie Foster, formerly vice president and executive committee member, Cecil & Presbrey, N. Y., to Ted Bates, same city, as contact executive.

Malcolm J. Goldie, general manager, laboratories div., Van Camp Sea Food Co. (Chicken of the Sea Tuna), Terminal Island, Calif., appointed sales and advertising director; **Clarence J. Harris,** sales promotion manager, appointed sales manager.

E. W. Falk, formerly plastics sales engineer, General Electric Co., N. Y. office, appointed commercial engineer, Mycalex Corp. of America, Clifton, N. J.



MR. FALK

Franklin J. Cornwell appointed advertising and sales promotion director, merchandising div., Monsanto Chemical Co., St. Louis; **Edward L. Hodge** appointed general manager of sales of div.; **Claude T. Bowen** appointed appliance sales manager; **Harry H. Balthaser** appointed grocery sales manager; **Tom E. Graham** appointed assistant to Mr. Hodge; **Joseph R. Larson** appointed sales promotion manager, advertising and sales promotion dept. of div.; **Frederick T. Lichirie** appointed promotion manager for new products, advertising and sales promotion department.

William T. Reedy, promotion manager, Hixson & Jorgensen Inc., L. A., to Rose Marie Reid, L. A. swimsuit manufacturer, as advertising manager, succeeding **Alicia Kay Smith,** former publicity-advertising manager, who will handle publicity exclusively.

Barbara Cameron, executive secretary, Enterprise Adv. Agency, L. A., to James P. Shelley & Assoc., same city, as office manager and executive secretary.

Lynn H. Hall to Morton & Stanton, Portland, Ore., as production manager.

Charles Bigelow, research associate, Facts Consolidated, L. A., and instructor, U.S.C. extension div. course in psychological methods of measuring public opinion, to McCann-Erickson, same city, as research director.

Sam R. Zaiss, manager, public relations dept., Rexall Drug Co., L. A., appointed assistant advertising manager, Tidy House Products Co., Shenandoah, Iowa.

Arthur Stern, art director, Factor-Breyer Inc. (now Doyle Dane Bernbach Inc.), L. A., to Rhoades & Davis, same city, as art director and production supervisor.

David Dippel appointed assistant art director, Shappe, Wilkes, Gilbert & Groden Inc., N. Y.; **Emory Powers** to agency's copy department.

Helen Davis, formerly timebuyer, Weiss & Geller, Chicago, to Clinton E. Frank, same city, in same capacity; **Rue Dolan,** formerly copywriter, Ruthrauff & Ryan, N. Y., to Frank agency in same capacity.

Robert Wechsler, public information director, National Assn. for Mental Health, N. Y., to Benton & Bowles, same city, publicity-promotion staff.

Betty Morse, account executive and copywriter, W. B. Doner & Co., Chicago, to copy dept., Grant Adv., same city.

Roxane Cotsakis, Compton Adv., N. Y., and **Stephen C. Birmingham,** advertising dept., Gimbel Bros., Phila., to copy dept., Doherty, Clifford, Steers & Shenfield, N. Y.

Allen Gray and **Richard L. Olanoff** to radio-tv staff, Aitkin-Kynett Co., Phila.; **Din Jillson** to agency.

C. Robert Gruver, formerly assistant to general sales manager, Adam Scheidt Brewing Co., Norristown, Pa., to public relations staff, Gray & Rogers, Phila.

Ben R. Donaldson, director, institutional adv., Ford Motor Co., Dearborn, Mich., and treasurer, Adv. Federation of America, elected to newly-created position, vice chairman, AFA; **Franklin R. Hawkins,** advertising director, Libbey-Owens-Ford Glass Co., Toledo, Ohio, elected to succeed Mr. Donaldson as treasurer.

John H. Platt, vice president and advertising and public relations director, Kraft Foods Co., Chicago, and **George C. Dibert,** vice president, J. Walter Thompson, Chicago, elected chairman and vice chairman, respectively, of Audit Bureau of Circulation.

Phil Dexheimer, account executive, KBIG Avalon, Calif., elected president, U. of Southern California alumni chapter, Alpha Delta Sigma, national advertising fraternity, with **Norman Moeller,** president, Moeller & Shedd Advertising, L. A., as first vice president; **Walton E. Brown,** advertising manager, Northrup Aircraft Inc., Hawthorne, Calif., alumni affairs vice president; **James Frost,** director of sales development, CBS Hollywood, campus affairs vice president; **Joe Mohl,** account executive, Ross Roy Inc., Hollywood, secretary; **Thomas O'Connor,** account executive, McCarty Co., L. A., treasurer.

William Bell, writer, McCann-Erickson, Chicago, and **Lee Phillip,** WBBM-TV there, were married Oct. 23.

AGENCY SHORTS

Phil D. McHugh Co., L. A., becomes McHugh-Cather Adv. Agency, with new offices at 186 N. Canon Dr., Beverly Hills; telephone: Bradshaw 2-0233. Mr. McHugh, former radio-tv executive, becomes president while Myers B. Cather, account executive, becomes vice president and a principal.

J. W. Nides Co., Beverly Hills, Calif., merges with **Mort Goodman Adv.,** L. A., under Goodman firm name, with new offices at 614 S. San Vicente Blvd.; telephone: Webster 8-3993. Mr. Goodman is president and Mr. Nides executive vice president.

NTA to Distribute 'Trouble With Father'

NATIONAL TELEFILM ASSOC. Inc., New York, announced last week it has signed agreements with Hal Roach Jr.-Roland Reed Productions to distribute *Trouble With Father,* starring Stu Erwin, in the more than 200 markets in which the series has not been shown.

The transaction involves the 104 half-hour episodes of the series, which already have been produced. For several years, the program had been sponsored by General Mills in a varying number of markets, and currently Chesterfield is sponsoring first-run episodes in 60 markets. NTA stressed that these episodes are not involved in the new agreement.

NTA also reported that it is in negotiations for a national sale of *The Country Doctor,* starring Charles Coburn, under the terms of an agreement reached recently with Desilu Productions. Though NTA's transaction with Desilu covers a short-term period, a spokesman for the company said that NTA has offered to finance the major part of the production of 39 half-hours in this series in the event that a national sale is not achieved and a decision is made to offer it on a regional and local basis.

It was explained that the latter arrangement would commit Desilu to supply "end" money and completion of production funds. The 39-part series, an NTA spokesman said, carries a production budget of "well over $1 million."

Screen Gems Plans Series for Falstaff

PLANS for production after the first of the year of a major tv film series for Falstaff Brewing Co., by Screen Gems, are being announced today (Monday).

An agreement between Screen Gems, tv subsidiary of Columbia Pictures Corp., and Falstaff Brewing (Falstaff beer) provides for a 52-week, half-hour dramatic film series which is expected to be aired about Oct. 1, 1955. As yet untitled, the new series will be Screen Gems' sixth major tv program.

The Falstaff series will be "a dramatic anthology" and will feature top names as stars, writers and directors, according to Screen Gems, which will produce the films at Columbia Studios in Hollywood.

The program will be shown in about 40 cities in the Midwest, Southwest and Far West where Falstaff beer has its principal distribution. Screen Gems will syndicate the series to other local and regional advertisers in the other sections.

The agreement for the films was negotiated by Dancer-Fitzgerald-Sample, Falstaff's agency, which was represented by Al Kabaker, vice president in charge of radio and tv. General Artists Corp. represented Screen Gems.

Prockter, Stephens, Conne Buy American Natl. Studios

GROUP, headed by Bernard Prockter, William Stephens and Edward Conne, has purchased the American National Studios, Hollywood, for an undisclosed sum, buying out the remaining members of the syndicate, which took over the former Eagle-Lion Studios from Chesapeake Industries last January [B•T, Dec. 21, 1953].

Option price of $401,000 has been paid by Mr. Prockter, ANS president and executive producer; Mr. Conne, vice president in charge of the studio; Mr. Stephens, studio manager in

charge of physical production, and a group of New York real estate men. In buying out the other stockholders, including Fred Levy Jr., Edwin Pauley, Daniel Reeves and Bob Hope, the operation of the studio will in no way be changed, according to Mr. Stephens. The syndicate reportedly has made a 30% profit on the original purchase price of $1,100,000.

Currently in production by ANS is the ABC-TV *Treasury Men in Action* with additional programs to be announced shortly. Also filmed on the lot are NBC-TV's *Medic* and *Dear Phoebe.*

Federal Telefilms Sues For Cut in 'North' Series

SUIT for declaratory judgment was filed Tuesday in Los Angeles Superior Court by Federal Telefilms Inc. against John W. Loveton, Virginia F. Loveton, Advertisers Television Program Service Inc. and three John Does. Involving re-runs of the *Mr. and Mrs. North* half-hour tv film series, the suit charges the sum received by the plaintiff last August, which purported to be 15% of the distribution proceeds, was in reality arrived at after Mr. Loveton had deducted 30% for distribution fees. The complaint contends that Federal Telefilms is entitled to its 15% "off the top."

Fox Studios Sale Pends

SALE of 20th Century-Fox's little-used studios at Sunset Blvd. and Western Ave., Hollywood, to the Roller Derby group definitely is pending, according to a 20th-Fox spokesman. Roller Derby, operators and organizers of track roller skating teams throughout the country, plans to use the studios for tv film production of its own and other producers' projects, it is understood.

L. A. Ad Club Briefed On Plans of 'Disneyland'

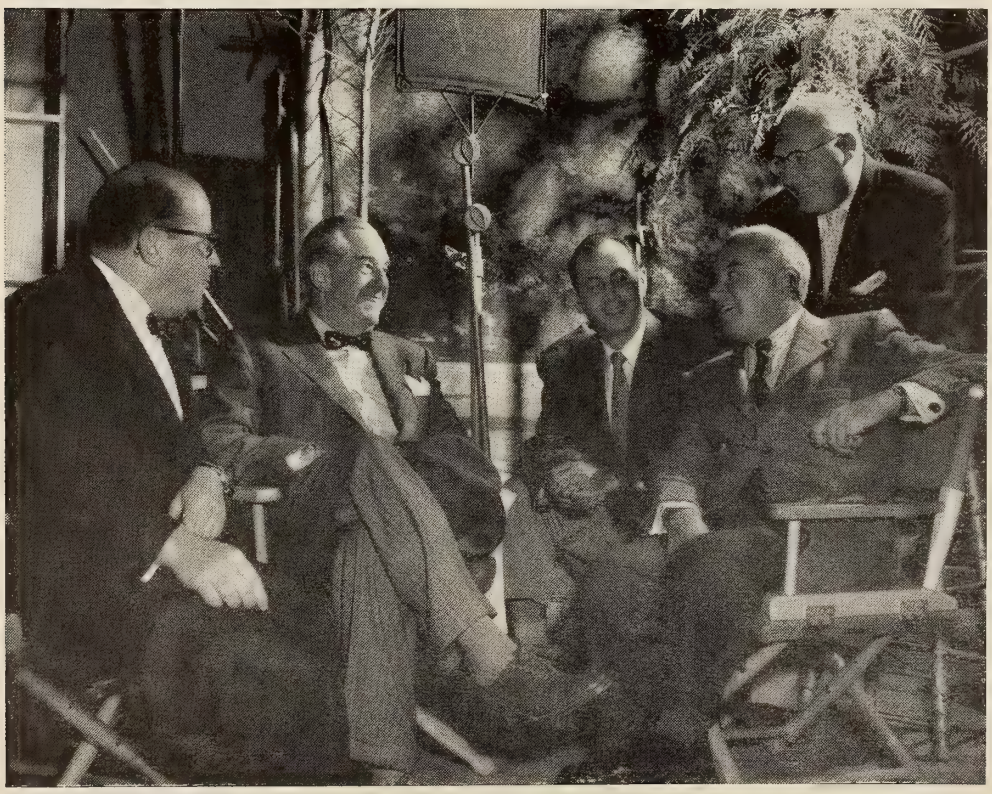
DESPITE eight months' preparation, Walt Disney Studios seemingly jumped into tv overnight, according to Hal Adelquist, studio production coordinator, who discussed "Disneyland" before the Los Angeles Ad Club last Tuesday at the Hotel Statler. Saying that the production of ABC-TV *Disneyland* series is being approached with the producer's "characteristic perfectionism," he said that there are 10 units at work on 22 programs. Four programs have been completed with dubbing currently in progress on two more films. Mr. Adelquist gave members a description of the upcoming programs and showed portions of the first film in the series, which started on ABC-TV last Wednesday.

Speaking on Disneyland, the $9 million amusement park now under construction in Southern California, Sandy Cummins, liaison between ABC-TV and Walt Disney Studios, said that the program will emanate from the park starting with the first show of the 1955 fall season. Of major interest to his audience was the fact that numerous advertisers will sponsor stores and displays in the amusement center.

BIB Directory Advises Checking Film Ownership

ADVERTISERS should check carefully the ownership of television feature films they use since some organizations are distributing films that have outlived their copyrights, according to the latest issue of *Tv Film Program Directory—Feature Film,* released last week.

The directory, published by Broadcast Information Bureau, New York, lists 3,046 feature films available for television, plus 992 "westerns." Julienne Dupuy, editor, noted that the current directory has omitted more than 500 titles that appeared in previous editions because "the quality now has been judged insufficient for telecasting."



BERT KENT (2d l), chairman of the board of P. Lorillard Co., is entertained on Hollywood tv sound stage by Ralph Cohn (l), vice president and general manager of Screen Gems Inc. Others in the group are (l to r) Manuel Yellen, West Coast sales manager, P. Lorillard Co.; Eugene B. Rodney, producer, and Norman Blackburn, executive director, both Screen Gems. P. Lorillard Co., for its Kent cigarettes, sponsors Screen Gems' CBS-TV series *Father Knows Best* (Sundays, 10 p.m.).

FILM SALES

Richard H. Ullman Inc., Buffalo, N. Y., announces *Ad-I-Mation* series of 240 fully animated film clips has been sold or renewed with WGR-TV Buffalo, N. Y., WDXI-TV Jackson, Tenn., WMCT (TV) Memphis, Tenn., WQXI-TV Atlanta, Ga., and Louis E. Wade Inc. (adv.), Fort Wayne, Ind.

Walter Schwimmer Productions Inc., Chicago, has announced sales of its *Championship Bowling* film series to WBKB (TV) Chicago, WTVP (TV) Decatur, Ill., WMUR-TV Manchester, N. H., WSBT-TV South Bend, Ind., KOVR (TV) Stockton, Calif., WFIE (TV) Evansville, Ind., WHIZ-TV Zanesville, Ohio, KFEL-TV Denver, WICU (TV) Erie, Pa., KLIX-TV Twin Falls, Idaho, and KULA-TV Honolulu.

Winik Films Corp., N. Y., has announced sales of its *Madison Square Garden* tv film series for 26 weeks, starting tomorrow (Tues.), to KFEL-TV Denver, WLAC-TV Nashville, KGGM-TV Albuquerque, KMID-TV Midland, Tex., KFIA (TV) Anchorage, Alaska, CBUT (TV) Vancouver, B. C., and CFCM-TV Quebec.

WTHN-AM-FM Huntington, W. Va., has announced signing contracts with RadiOzark Enterprises, Springfield, Mo., and Frederic W. Ziv Co., Cincinnati, for *Tennessee Ernie Show* and *Mr. District Attorney,* respectively.

RANDOM SHOTS

Demby Productions Inc., N. Y., is providing script service for dramatic tv programs, including writing, editing and research.

Television Film Productions has moved to 331 East Town, Columbus 15, Ohio. Richard C. Robbins, formerly with WBNS-TV and WTVN-TV Columbus, has been appointed technical advisor of TFP in conjunction with film production for Ohio Dept. of Highway Safety.

FILM PEOPLE

Edward Yuhl elected vice president, Mercury-International Pictures Inc., Hollywood, and will serve as general production executive.

George Bagnall, president, George Bagnall & Assoc., Beverly Hills, Calif., elected to board of directors, Cathedral Films, Burbank, Calif.

Ted Lowry, formerly with Wilding Picture Productions, Chicago, to Dekko Films, Boston, as creative department head.

John C. Alicoate, formerly N. Y. office head, TeeVee Co., Beverly Hills, Calif., appointed eastern sales manager, Telefilm Enterprises, N. Y.; **Alexander J. Cline,** formerly traffic manager, Shell Oil Co., N. Y., to Telefilm as film traffic manager.

Robert Gannon, director-cameraman, Consolidated Vultee Aircraft Corp. (Convair motion picture division), Burbank, Calif., and **Marjorie Howe,** formerly with Cascade Pictures, Culver City, Calif., to Tv Spots Inc., Hollywood, in same capacity and as production coordinator respectively.

Liberace, star of *Liberace,* syndicated tv film series, signed by Warner Bros. to star in "Sincerely Yours" feature film.

BIG POWER BOOST COMING!



A Booster for our Rooster!

New 316 kilowattage coming up!

Also coming up soon . . . new big brochure with latest coverage map to show what you get in the big 316 kw Channel 10 package! New England's most powerful line-up of live local shows will really dominate the market with stepped up power!

Don't miss your copy of our power boost brochure!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives—WEED TELEVISION

NBC—Basic
ABC DuMont—Supplementary

RETAIL DEALERS PREFER TV TO MOVE GOODS—ICR SURVEY

Study, conducted for CBS-TV by Institute of Communications Research, reveals that 63% of dealers questioned would have the national advertiser use tv in preference to other advertising media.

AMONG retail dealers, 63% look upon television as the medium through which the national advertiser can best help them move his goods.

If they were allocating a million-dollar national advertising budget, these dealers would put $430,000 of it into television, splitting the rest among five other national media.

These are highlight details of a survey, conducted for CBS-TV by the Institute of Communications Research, which also showed that radio, ranking next to newspapers (or in) third place on the most-preferred list, would receive $150,000 of that hypothetical million-dollar national advertising budget.

The study is based on answers given by 3,100 dealers in 17 cities across the country last February-March. There were answers from 1,000 grocers, 1,000 druggists, 500 gasoline dealers, 300 new car dealers, and 300 appliance dealers. The dealers were given a list of six major media (the order in which the media were listed was changed from one interview to the next) and asked two questions:

1.) Which one of these types of advertising placed by the manufacturer helps you the most in selling advertised brands to your customers?

2.) You know that millions of dollars are spent on national advertising. Suppose that a manufacturer with a million dollars to spend left it up to you to decide how that million dollars should be divided. Just how much would you spend in each of these six ways of national advertising?

In evaluating media helpfulness in moving advertised brands, 63% of the dealers put tv at the top of the list; 23% ranked newspapers first; 5% rated radio ahead; 4%, magazines; 3%, billboards, and 2%, Sunday supplements.

In allocating the manufacturer's million-dollar budget, the dealers said they would put $430,000 into television; $210,000 into newspapers; $150,000 into radio; $90,000 into magazines and $60,000 each into billboards and Sunday supplements. Incorporated into a presentation for the use of CBS-TV salesmen, the study showed that "all five retail groups prefer television," as indicated in the following table:

PERCENTAGE OF EACH GROUP RANKING THE VARIOUS MEDIA FIRST:

	Grocers	Druggists	Gas Dlrs.	New Car Dlrs.	App. Dlrs.
Television	72	75	64	50	51
Newspapers	22	13	12	36	30
Radio	3	6	11	4	3
Magazines	1	3	2	5	9
Sunday supplements	1	1	1	2	6
Billboards	1	2	10	3	1

"Compared to the second-ranking medium," the presentation notes, "television is the first choice of more than three times as many grocers . . . more than five times as many druggists . . . more than five times as many gasoline dealers . . . more than one and one-third times as many new car dealers . . . more than one and two-thirds times as many appliance dealers."

The study also noted that television gets first preference regardless of the size of the retail outlet. In a further breakdown, it pointed out that the more the dealers watch, the more they are inclined to rank it first, but that "even those who 'watch least' (those who had not looked at tv the day before the interview) voted it most efficient." Additionally, both chain stores and independents ranked tv on top (65% of chain grocers; 63% of chain druggists; 77% of independent grocers, 81% of independent druggists).

The way in which each group of dealers would distribute a manufacturer's million-dollar budget is shown in the following tables:

	Grocers	Druggists	Gas Dlrs.	New Car Dlrs.	App. Dlrs.
	(Figures in 000's):				
Television	$450	$500	$410	$370	$370
Newspapers	230	180	160	260	260
Radio	150	160	180	120	120
Magazines	70	80	70	120	120
Sunday Supplements	60	50	50	60	80
Billboards	40	30	130	70	50

As in their appraisal of tv's effectiveness, the dealers by all sizes of retail outlets said they would give tv the greatest share of the budget; would give it the most whether they personally watched tv much or little, and would give it a greater share whether they were chain or independent dealers.

BAB Reports Study Of Children's Listening

THE AVERAGE network five-a-week children's radio program in a single month is heard in more than five million radio homes—half the total number of homes in America that have children between the ages of 6 and 12 years—according to the latest cumulative audience study released last week by Broadcast Advertising Bureau, New York. The report has been sent to BAB's member stations.

The size and scope of the children's market available to radio advertisers as well as specifics on listenership to children's programming are covered in the study, titled "The Cumulative Audience of Children's Radio Programs." It is the 12th piece in the BAB series showing the net, or unduplicated, audience for different types of radio programming.

The report is based on data from Nielsen Radio Index. Advertisers and agencies may obtain copies at BAB.

Advertest Research Releases Study on Tv Sporting Events

STUDY of ten televised sports, conducted by Advertest Research, New Brunswick, N. J., reveals that television has been an important factor in increased interest by women in sporting events. The survey, titled "Study of Television Sports Programs" covers interviews with 759 male and female adults in the metropolitan New York area. Also revealed in the study are the following points: (1) approximately half of those interviewed credited tv with increasing their interest in the particular sports; (2) baseball attracts 90% of the male audience, 70% of the female audience, however, 95% of these males are "voluntary" viewers while only 61% of the women watched baseball of their own volition; (3) college football scored the highest percentage of "voluntary" male viewers; (4) horse racing ranked highest for "voluntary" viewing among the female audience; (5) 60% of the men and 70% of the women were satisfied with the number of sporting events on tv, while 32% of the men and 10% of the women thought there should be more televised sporting events.

August Radio Set Shipments Exceed July by 54,000

AUGUST shipments of radio sets to dealers (auto sets not included) totaled 392,652 radios compared to 338,572 in July, according to Radio-Electronics-Tv Mfrs. Assn. Shipments for the first eight months of 1954 totaled 3,054,998 radios, according to RETMA. Following are radio set shipments to dealers by states for the first eight months of 1954:

State	Total	State	Total
Alabama	34,388	Nevada	3,097
Arizona	14,759	New Hampshire	8,178
Arkansas	19,227	New Jersey	149,205
California	232,882	New Mexico	8,426
Colorado	19,638	New York	530,274
Connecticut	56,099	North Carolina	52,637
Delaware	6,542	North Dakota	9,315
District of Columbia	29,941	Ohio	184,696
Florida	67,971	Oklahoma	25,217
Georgia	51,029	Oregon	19,349
Idaho	6,226	Pennsylvania	213,348
Illinois	211,875	Rhode Island	16,339
Indiana	55,985	South Carolina	23,436
Iowa	34,047	South Dakota	9,989
Kansas	23,741	Tennessee	43,566
Kentucky	34,983	Texas	133,202
Louisiana	40,575	Utah	9,568
Maine	14,441	Vermont	5,178
Maryland	52,616	Virginia	47,011
Massachusetts	119,857	Washington	45,184
Michigan	139,280	West Virginia	19,638
Minnesota	45,726	Wisconsin	62,565
Mississippi	20,011	Wyoming	3,821
Missouri	71,500		
Montana	9,286		
Nebraska	18,908	GRAND TOTAL	3,054,998

CBS' Marciano-Charles Bout Tops Nielsen Radio Ratings

FAR OUTPULLING any other radio show during the two weeks ending Sept. 25, according to the latest Nielsen rating, was the Marciano-Charles bout which was not shown on home tv. Only non-CBS-NBC program to show up in the ratings was MBS' *The Shadow*.

Rank	Program	Homes (000)
Evening, Once-A-Week (Average for all programs)		(1,353)
1.	Marciano-Charles Bout (CBS)	10,589
2.	People Are Funny (NBC)	2,519
3.	Gunsmoke (CBS)	2,332
4.	Dragnet (NBC)	2,286
5.	You Bet Your Life (NBC)	2,239
6.	Lux Radio Theatre (NBC)	2,146
7.	Bergen & McCarthy (CBS)	2,099
8.	One Man's Family (NBC)	2,052
9.	Roy Rogers Show (NBC)	2,006
10.	My Little Margie (CBS)	1,912
Evening, Multi-Weekly (Average for all programs)		(1,026)
1.	Amos 'n' Andy (CBS)	1,679
2.	News of the World (NBC)	1,586
3.	One Man's Family (NBC)	1,586
Weekday (Average for all programs)		(1,493)
1.	Ma Perkins (CBS)	2,472
2.	This Is Nora Drake (Toni) (CBS)	2,332
3.	Road of Life (CBS)	2,286
4.	Stella Dallas (Sterling) (NBC)	2,286
5.	Helen Trent (Participating) (CBS)	2,286
6.	Young Dr. Malone (CBS)	2,239
7.	Guiding Light (CBS)	2,239
8.	Helen Trent (Amer. Home) (CBS)	2,192
9.	Young Widder Brown (Sterling) (NBC)	2,192
10.	This Is Nora Drake (Bristol-Myers) (CBS)	2,192
Day, Sunday (Average for all programs)		(560)
1.	Robert Trout-News (2:30) (CBS)	1,073
2.	Shadow, The (MBS)	1,073
3.	Sunday Gatherin' (CBS)	1,026
Day, Saturday (Average for all programs)		(933)
1.	Stars Over Hollywood (CBS)	1,819
2.	City Hospital (CBS)	1,679
3.	Galen Drake (Tasti-Diet) (CBS)	1,493

Everyone has something he does best...



Special jobs—whether repairing power lines or representing television stations—are best done by those with specialized abilities.

We believe in the principle of specialization and apply it wholeheartedly. As the *first* and *only* representative whose sole concern is the TV medium, we bring our abilities and experience exclusively to the needs of the quality television stations below. If you, too, believe that single responsibility produces sounder results, there may be other reasons for learning more about each other.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

NETWORKS' GROSS TIME SALES IN AUGUST EXCEEDED SAME MONTH IN 1953 BY 19%

PIB statistics also show that in August both radio and tv had an increase over July. Tops in both radio and television: P&G. Second in tv was Gillette. In radio it was Miles Labs.

GROSS NETWORK times sales last August showed considerable increases in combined totals over the same period last year, according to compilations based on Publishers Information Bureau reports.

These trends in percentages were marked:

- Combined network time sold in August was nearly 19% above August of last year.
- For the eight months, Jan.-Aug., of this year, the combined network time sold was more than 10% above the similar period last year.
- Compared to July 1954, the August total of gross radio network time sales maintained its level (actually showing about a 0.5% increase) while the total of gross tv time sales was 3% ahead.

In the top 10 list of advertisers for August, the only change from the preceding month was the addition of Swift & Co. in radio, replacing General Foods. Tv's top 10 were the same.

Comparing the top 10 last August to those for the same month a year ago, General Mills, P. Lorillard and Swift & Co. replaced General Foods, Manhattan Soap and Kaiser Motors in radio. A reshuffling of three advertisers in the top 10 tv listing also occurred in August compared to the same month a year ago: Chrysler Corp., General Electric and General Mills replacing Liggett & Myers, Lever Bros. and Philip Morris.

Leading Tv Network Advertisers By Product Groups During August, 1954

Agriculture & Farming	Cooper, Williams & Nephews Inc.	$ 8,018
Apparel, Footwear & Access.	International Shoe Co.	55,337
Automotive, Auto Access. & Equip.	Chrysler Corp	620,421
Beer, Wine & Liquor	Pabst Brewing Co.	219,840
Bldg. Materials, Equip. & Fixtures	Fedders-Quigan Corp.	20,868
Confectionery & Soft Drinks	Pepsi-Cola Co.	128,100
Consumer Services	American Express Co.	38,396
Drugs & Remedies	Serutan Co.	408,598
Entertainment	Loew's Inc.	7,240
Food & Food Products	General Foods	817,664
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	131,082
Household Equip. & Supplies	General Electric Co.	558,263
Household Furnishings	Pacific Mills	56,335
Industrial Materials	Reynolds Metals Co.	174,030
Insurance	Mutual Benefit Health & Accident Assn.	57,410
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	54,230
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	77,373
Publishing & Media	Family Circle Inc.	4,116
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	227,375
Smoking Materials	R. J. Reynolds Tobacco Co.	992,153
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,775,569
Toiletries & Toilet Goods	Gillette Co.	1,341,292
Transportation, Hotels & Resorts	Pan American World Airways	56,970
Miscellaneous	Quaker Oats Co.	107,493

Leading Radio Network Advertisers By Product Groups During August, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,423
Apparel, Footwear & Access.	Cat's Paw Rubber Co.	31,327
Automotive, Auto Access. & Equip.	General Motors Corp.	266,246
Beer, Wine & Liquor	Anheuser-Busch Inc.	153,062
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	103,486
Confectionery & Soft Drinks	William Wrigley Jr. Co.	170,801
Consumer Services	Am. Tel. & Tel. Co.	78,426
Drugs & Remedies	Miles Labs	440,149
Food & Food Products	General Mills	327,692
Gasoline, Lubricants & Other Fuels	The Texas Co.	143,656
Household Equipment & Supplies	Philco Corp.	78,140
Industrial Materials	Reynolds Metals Co.	6,900
Insurance	Prudential Ins. Co. of America	68,638
Jewelry, Optical Goods & Cameras	Quality Goods Mfrs. Inc.	11,221
Office Equip., Writing Supplies & Stationery	Minnesota Mining & Mfg. Co.	68,904
Publishing & Media	First Church of Christ Scientist	17,638
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	72,451
Smoking Materials	P. Lorillard Co.	281,458
Soaps, Cleansers & Polishes	Procter & Gamble Co.	551,794
Toiletries & Toilet Goods	Gillette Co.	412,311
Transportation, Hotels & Resorts	State of Florida	33,000
Miscellaneous	A. F. of L.	116,572

Top Ten Radio Network Advertisers In August, 1954

1.	Procter & Gamble Co.	$ 913,733
2.	Miles Labs	440,149
3.	Gillette Co.	412,311
4.	General Motors Co.	334,711
5.	General Mills	334,523
6.	Colgate-Palmolive Co.	316,169
7.	Lever Brothers	284,069
8.	P. Lorillard Co.	281,458
9.	Sterling Drug Co.	266,006
10.	Swift & Co.	231,818

Top Ten Tv Network Advertisers In August, 1954

1.	Procter & Gamble Co.	$2,006,051
2.	Gillette Co.	1,341,292
3.	Colgate-Palmolive Co.	1,213,313
4.	R. J. Reynolds Tobacco Co.	992,153
5.	American Tobacco Co.	871,975
6.	General Foods Corp.	817,664
7.	Chrysler Corp.	620,421
8.	P. Lorillard Co.	614,252
9.	General Mills	563,034
10.	General Electric Co.	558,263

Gross Tv Network Time Sales by Product Groups for August and January-August, 1954, Compared to 1953

	August 1954	Jan.-Aug. 1954	August 1953	Jan.-Aug. 1953
Agriculture & Farming	$ 8,018	$ 91,510	$ ——	$ 4,303
Apparel, Footwear & Access.	176,241	1,968,641	117,614	1,523,655
Automotive, Auto Access. & Equip.	1,933,657	17,614,552	1,543,040	11,884,278
Beer, Wine & Liquor	622,113	4,531,509	367,757	3,163,068
Bldg. Materials, Equip. & Fixtures	27,309	975,461	——	136,655
Confectionery & Soft Drinks	239,980	3,797,248	231,014	3,457,310
Consumer Services	76,220	553,196	25,512	393,102
Drugs & Remedies	1,137,254	8,940,968	561,749	5,701,429
Entertainment	7,240	7,240	11,428	11,428
Food & Food Products	5,203,210	40,296,679	3,347,824	25,641,816
Gasoline, Lubricants & Other Fuels	228,298	2,022,256	121,532	1,909,784
Horticulture	——	23,406	——	6,113
Household Equip. & Supplies	1,810,855	16,517,742	1,319,164	11,360,479
Household Furnishings	147,659	2,559,674	24,370	1,554,885
Industrial Materials	408,562	3,853,275	150,557	2,712,676
Insurance	57,410	1,015,337	106,282	786,114
Jewelry, Optical Goods & Cameras	88,324	1,665,080	135,193	1,744,582
Office Equip., Stationery & Writing Supplies	272,165	2,994,471	95,652	847,316
Publishing & Media	7,922	88,400	18,372	203,130
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	273,713	5,155,710	252,328	2,321,841
Retail Stores & Direct by Mail	——	42,345	——	23,175
Smoking Materials	3,559,233	27,827,077	2,979,051	22,810,870
Soaps, Cleansers & Polishes	2,798,209	22,057,039	1,889,385	14,341,635
Sporting Goods & Toys	——	42,502	——	51,723
Toiletries & Toilet Goods	4,366,977	29,537,877	2,822,860	22,983,868
Transportation, Hotels & Resorts	56,970	694,400	——	222,774
Miscellaneous	157,392	1,749,193	155,277	1,484,076
TOTALS	$23,664,931	$196,622,788	$16,275,961	$137,282,085

Source: Publishers Information Bureau.

Gross Radio Network Time Sales by Product Groups for August and January-August, 1954, Compared to 1953

	August 1954	Jan.-Aug. 1954	August 1953	Jan.-Aug. 1953
Agriculture & Farming	$ 41,254	$ 574,075	$ 95,347	$ 791,392
Apparel, Footwear & Access.	42,548	387,315	34,765	644,437
Automotive, Auto Access. & Equip.	793,859	6,583,729	678,889	4,377,526
Beer, Wine & Liquor	364,166	2,271,737	129,700	1,162,042
Bldg. Materials, Equip. & Fixtures	111,719	1,172,274	200,361	908,638
Confectionery & Soft Drinks	364,166	2,271,737	232,657	2,039,307
Consumer Services	128,848	922,991	151,524	1,617,021
Drugs & Remedies	1,001,656	11,983,004	1,434,597	14,302,943
Entertainment	——	269	——	——
Food & Food Products	2,087,751	19,371,251	2,456,575	24,080,891
Gasoline, Lubricants & Other Fuels	451,256	3,717,968	396,179	3,276,989
Horticulture	——	124,643	——	107,324
Household Equip. & Supplies	249,235	2,537,028	532,311	4,822,833
Household Furnishings	——	224,901	169,219	1,414,003
Industrial Materials	6,900	393,067	5,404	739,231
Insurance	184,946	1,514,840	234,159	1,395,598
Jewelry, Optical Goods & Cameras	11,221	749,858	19,500	565,370
Office Equip., Stationery & Writing Materials	68,904	824,764	——	366,312
Political	——	302	——	——
Publishing & Media	18,138	422,727	17,854	149,948
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	84,823	1,237,048	217,745	1,545,665
Retail Stores & Direct by Mail	——	——	1,545	10,506
Smoking Materials	612,733	6,987,148	875,960	10,123,313
Soaps, Cleansers & Polishes	1,017,624	9,797,316	1,268,219	10,176,561
Sporting Goods & Toys	——	294	——	——
Toiletries & Toilet Goods	1,244,996	13,338,827	1,964,739	17,926,953
Transportation, Hotels & Resorts	42,280	695,064	79,241	554,708
Miscellaneous	840,780	6,099,467	509,804	3,602,344
TOTALS	$ 9,629,232	$93,755,875	$11,706,295	$106,701,855

Source: Publishers Information Bureau.

HOT DOG!

ABC brings Walt Disney to TV. . . and Disney brings new sponsors to ABC

Last Wednesday you saw ABC's latest premiere of the fall season and the most eagerly awaited: Walt Disney's "Disneyland." Here's a show that literally has everything: fantasy, realism, adventure, documentary . . . and three alert sponsors (two new to the network) who signed up practically before the ink was dry on the storyboards. What a show! What a showman! What a fitting climax to a Fall season filled with new programs, new sponsors, new excitement on ABC!

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



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Census Bureau Figures Show West Gained Most

NEVADA, Arizona and Florida led the nation in their percentage population gain between the time the last census was taken in April 1950, and July 1, 1954, according to provisional estimates issued by the Census Bureau.

Taking the figures by regions, the West was found to have the largest percentage gain, 13.9%. Largest gain in actual population, by states, was recorded in California where 1,800,000 persons were added in the four-year period. Florida ranked second with an increase of 707,000 persons.

The estimate for each state was obtained "by adding to the civilian population on April 1, 1950, an estimate of births, (2) adding or subtracting an estimate of net civilian migration, and (3) subtracting estimates of civilian deaths and of the movement of civilians into the Armed Forces," according to the Census Bureau.

Following are estimates by regions, divisions and states (persons in the armed forces stationed in each area are excluded):

Region and State	July 1, '54	April 1, '54	Percent Increase Decrease
United States	[1]159,084,000	149,634,000	+6.3
REGIONS:			
Northeast	41,029,000	39,344,000	+4.3
North Central	46,901,000	44,369,000	+5.7
South	49,214,000	46,653,000	+5.5
West	21,940,000	19,269,000	+13.9
NORTHEAST:			
New England	9,732,000	9,261,000	+5.1
Middle Atlantic	31,297,000	30,083,000	+4.0
NORTH CENTRAL:			
East North Central	32,427,000	30,337,000	+6.9
West North Central	14,474,000	14,032,000	+3.1
SOUTH:			
South Atlantic	22,398,000	20,860,000	+7.4
East South Central	11,553,000	11,412,000	+1.2
West South Central	15,263,000	14,380,000	+6.1
WEST:			
Mountain	5,634,000	5,021,000	+12.2
Pacific	16,306,000	14,248,000	+14.4
NEW ENGLAND:			
Maine	916,000	912,000	+0.4
New Hampshire	528,000	531,000	—0.7
Vermont	383,000	378,000	+1.5
Massachusetts	4,906,000	4,665,000	+5.2
Rhode Island	790,000	774,000	+2.1
Connecticut	2,210,000	2,001,000	+10.4
MIDDLE ATLANTIC:			
New York	15,368,000	14,801,000	+3.8
New Jersey	5,174,000	4,802,000	+7.8
Pennsylvania	10,755,000	10,480,000	+2.6
EAST NORTH CENTRAL:			
Ohio	8,535,000	7,938,000	+7.5
Indiana	[2] 4,203,000	3,932,000	+6.9
Illinois	9,106,000	8,672,000	+5.0
Michigan	7,010,000	6,361,000	+10.2
Wisconsin	3,574,000	3,433,000	+4.1
WEST NORTH CENTRAL:			
Minnesota	3,098,000	2,981,000	+3.9
Iowa	2,636,000	2,621,000	+0.6
Missouri	4,115,000	3,952,000	+4.1
North Dakota	635,000	620,000	+2.6
South Dakota	659,000	650,000	+1.5
Nebraska	1,358,000	1,322,000	+2.8
Kansas	1,972,000	1,887,000	+4.5
SOUTH ATLANTIC:			
Delaware	362,000	318,000	+13.8
Maryland	2,522,000	2,306,000	+9.4
Dist. of Columbia	820,000	769,000	+6.6
Virginia	3,418,000	3,220,000	+6.1
West Virginia	1,946,000	2,005,000	—2.9
North Carolina	4,162,000	4,014,000	+3.7
South Carolina	2,171,000	2,096,000	+3.6
Georgia	3,561,000	3,402,000	+4.7
Florida	3,436,000	2,729,000	+25.9
EAST SOUTH CENTRAL:			
Kentucky	2,928,000	2,913,000	+0.5
Tennessee	3,344,000	3,281,000	+1.9
Alabama	3,100,000	3,053,000	+1.5
Mississippi	2,180,000	2,164,000	+0.7
WEST SOUTH CENTRAL:			
Arkansas	1,891,000	1,908,000	—0.9
Louisiana	2,901,000	2,670,000	+8.6
Oklahoma	2,232,000	2,218,000	+0.6
Texas	8,240,000	7,584,000	+8.6
MOUNTAIN:			
Montana	624,000	589,000	+5.9
Idaho	611,000	588,000	+3.9
Wyoming	302,000	282,000	+7.2
Colorado	1,408,000	1,307,000	+7.7
New Mexico	752,000	668,000	+12.7
Arizona	974,000	742,000	+31.3
Utah	753,000	687,000	+9.5
Nevada	209,000	157,000	+33.1
PACIFIC:			
Washington	2,459,000	2,317,000	+6.1
Oregon	1,634,000	1,519,000	+7.6
California	12,213,000	10,413,000	+17.3
Alaska	171,000	108,000	+57.6
Hawaii	484,000	477,000	+1.4
Puerto Rico	2,221,000	2,205,000	+0.7
Canal Zone	42,000	43,000	—3.7
Virgin Islands	22,000	26,000	—16.6

[1] Estimated total population of the United States including Armed Forces overseas for July 1, 1954, is 162,414,000.

[2] Estimated civilian population of Indiana for July 1, 1952, is 4,086,000. This estimate is a revision of the figure published in "Current Population Reports," Series P-25, No. 97, and is based on recently corrected public school data for the State.

Full Politz Report Issued on Set Census

TOTAL of 96.4% of U. S. households have radio or television sets in working order.

This is one of the findings in the full report on the radio and tv set census conducted by Alfred Politz Research Inc. for the Advertising Research Foundation, the ARF said Friday in announcing that the full report—which was summarized by ARF a few weeks ago [B•T, Sept. 27]—had now been published and is being distributed in copyrighted form to all ARF subscribers.

Titled *National Survey of Radio and Television Sets Associated With U. S. Households —May 1954*, the report contains 78 tables. It is based on personal interviews completed in 11,020 households located in 1,014 different sample segments distributed over 140 counties in 70 primary sampling units. The survey was requested and underwritten by ABC, CBS Radio, MBS, NBC, and Broadcast Advertising Bureau, and was supervised and validated by ARF.

Objectives, design and scope of the study were approved by the ARF technical committee under Arno H. Johnson of J. Walter Thompson Co. ARF staff members observed actual interviewing in 25 primary sampling areas across the U. S., and ARF supervision and validation also included the checking of tabulations and the preparation of the report. The committee that supervised the project is headed by Harper Carraine, CBS Radio, and includes G. S. Brady, General Foods; E. L. Deckinger, Biow Co., and Kevin Sweeney, BAB.

CBS RADIO-TV TIME SALES STAY ON TOP

Latest Publishers Information Bureau tabulations show NBC trailing CBS by over 4½ million for September time sales.

CBS continued ahead of NBC in both radio and tv network time sales in September by a combined total of nearly $17 million to more than $12 million, according to Publishers Information Bureau tabulations. These figures, however, representing gross time charges, showed NBC to have narrowed the gap slightly over the $16 million to $10 million recorded in August [B•T, Oct. 4].

Each of the four tv networks showed a gain in billings over September a year ago. Network totals were $26,045,177 for September this year compared to $18,395,406 the same month last year.

ABC Radio, which had showed an increase in radio billings for August over that month last year, again boosted its figure for September over the 1953 September total. Its standing as second place among radio networks in August failed to repeat in September with NBC Radio again assuming that ranking.

ABC Radio continued as the only radio network continuing greater billings in 1954 than in 1953 with a January-September total of $21,697,255 topping slightly its $21,502,319 billings for the same period in 1953.

Total network tv billings for January-September were $222,671,874, well ahead of the $155,921,940 total scored in the similar period last year. Radio network billings for the period showed 1954 to be $104,141,823 compared to $118,853,724 in 1953.

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$ 13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,218	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,847,837*	1,481,767	2,127,192	9,555,619*
Aug.	2,160,025	3,871,405*	1,476,383	2,075,531	9,583,344*
Sept.	2,267,810	4,083,940	1,523,161	2,598,635	10,473,546
TOTAL	$21,697,255	$41,517,991	$15,555,041	$25,371,536	$104,141,823

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 2,780,574	$ 10,713,329	$1,445,608	$10,116,937	$ 25,056,448
Feb.	2,502,372	9,865,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484*	23,668,840*
Sept.	2,660,601	12,874,533	802,721	9,707,322	26,045,177
TOTAL	$22,693,361	$102,920,404	$8,841,744	$88,208,365	$222,671,874

* Revised as of Oct. 28, 1954.

NETWORK RADIO

	Sept. 1954	Sept. 1953	Jan.-Sept. 1954	Jan.-Sept. 1953
ABC	$ 2,267,810	$ 2,156,806	$ 21,697,255	$ 21,502,319
CBS	4,083,940	4,990,142	41,517,991	45,944,158
MBS	1,523,161	1,792,736	15,555,041	16,755,203
NBC	2,598,635	3,205,675	25,371,536	34,652,044
TOTAL	$10,473,546	$12,145,359	$104,141,823	$118,853,724

NETWORK TELEVISION

	Sept. 1954	Sept. 1953	Jan.-Sept. 1954	Jan.-Sept. 1953
ABC	$ 2,660,601	$ 1,376,017	$ 22,693,361	$ 13,796,753
CBS	12,874,533	8,503,620	102,928,404	67,946,521
DuMONT	802,721	678,302	8,841,744	7,504,178
NBC	9,707,322	7,837,467	88,208,365	66,674,488
TOTAL	$26,045,177	$18,395,406	$222,671,874	$155,921,940

Free KCMO Feature Foods Merchandising makes sales a cinch!



. . . if you're selling a grocery store product in the Kansas City Market. Here's the merchandising you get FREE in 200 high-volume independent and chain markets:

1. Point-of-purchase merchandising—a minimum of 200 store calls in 13 weeks.
2. A minimum of 75 special one-week displays in top-volume stores each 13 weeks.
3. 50 days of Bargain Bar promotions each 13 weeks, plus demonstrating, sampling, couponing, distribution of recipes or product literature.
4. Full reports twice each cycle on all activity in each individual store.

Nothing is left to chance—the KCMO Feature Foods merchandising staff works in the stores, actually handles the promotion, arranges shelf displays and stocks, pushes your product at the Bargain Bar, and reports fully on every step!

Wrap up the Kansas City market now for your product by calling KCMO or your nearest Katz Agency representative.

KCMO Radio-810 kc. 50,000 WATTS
TV-Channel 5

KANSAS CITY, MO.

Affiliated with Better Homes and Gardens and Succesful Farming Magazines—the Katz Agency, representatives

ATTENDANCE UP AT DISTRICT MEETS

Over 100 more delegates registered for the first 15 NARTB district meetings this year than did for the corresponding time last year. District 16 calls for realignment of districts.

MARKED UPTURN in attendance at NARTB district meetings was noted in the last two weeks as the annual autumn schedule neared an end. Total registered attendance of delegates was 1,436 for 15 meetings compared to 1,333 for the same districts last year.

Districts 10 (Iowa, Mo., Neb.,), 4 (Va., D. C., N. C., S. C.) and 17 (Wash., Ore., Alaska) showed the largest increases over last year, the increases running 34, 31 and 28 registrants, respectively.

The final leg of the meetings resumes Thursday when District 12 (Kan., Okla.) meets at Ponca City, Okla. Director Cy Casper, WBBZ Ponca City, will be presiding at his first meeting since his election to the post. The 17-meeting series ends Nov. 9-10 when District 13 (Texas) meets at Houston, with Kenyon Brown, KWFT Wichita Falls, as director.

District 16 (Ariz., So. Calif., Nev.) met Monday-Tuesday at Phoenix followed by District 14 (Mountain States) at Denver Thursday-Friday.

DISTRICT 16

REALIGNMENT of the NARTB geographic breakdown of the nation into 17 separate districts was advocated last week as District 16 (Ariz., So. Calif., Nev.) held a Monday-Tuesday meeting at Camelback Inn, Phoenix.

A resolution was adopted asking the NARTB board to re-examine the lineup so districts "conform insofar as possible with areas of common interests and mutual problems." Revised districting has been urged frequently by broadcasters in the last decade, with only minor changes having been made although a number of new breakdowns have been submitted to the board in this period by C. E. Arney Jr., secretary-treasurer.

Albert D. Johnson, KOY Phoenix, presided at the District 17 meeting as district director. Named to the resolutions committee were Cliff Gill, KBIG Hollywood, chairman; Harper Phillips, KVOA Tucson, and Howard Stalnaker, KPHO Phoenix. Other resolutions followed the general pattern of the 1954 series.

E. K. Hartenbower, KCMO Kansas City, vice chairman of the NARTB board and District 10 director, appeared as radio guest speaker. Calling radio "the new advertising medium," he said 100,920,000 radio sets have been sold in the last five years compared to 28,450,000 tv sets, with radio having 98.3% home saturation compared to 63% for tv. He added that 32% of homes have two radios and 23% three to seven sets, plus 29 million car radios.

Radio is a mature industry, Mr. Hartenbower said, and is growing within the area of its total existing market rather than expanding its boundaries.

Jack Harris, KPRC-TV Houston, appeared as tv guest speaker, a role he had previously filled at the current series in the far West [B•T, Oct. 25]. RCA held its usual coffee club sessions and was host at cocktails. DuMont, too, was host at cocktails.

Taking part in a tv roundtable were Mr. Harris; James T. Aubrey Jr., KNXT (TV) Los Angeles; George Whitney, KFMB-TV San Diego; Colin Selph, KEYT (TV) Santa Barbara; Richard B. Rawls, KPHO-TV Phoenix; Richard Lewis, KVAR (TV) Phoenix; John Merino, KFSO-TV San Diego, and Charles Garland, KOOL-TV Phoenix.

DISTRICT 14

WITH attendance of 120, nearly double the 1953 registration, Mountain States broadcasters met Thursday-Friday at the Brown Palace Hotel, Denver. Walter Wagstaff, KIDO Boise, Idaho, presided as district director.

Participating in a panel discussion Thursday were James D. Russell, KVOR Colorado Springs; Henry Fletcher, KSEI Pocatello; J. P. Wilkins, KFBB Great Falls; A. M. Caldwell, KOAT-TV Albuquerque; George Hatch, KALL Salt Lake City; William C. Grove, KFBC Cheyenne. Guest speaker at the tv session was Robert W. Ferguson, WTRF-TV Wheeling, W. Va. On the Friday panel were G. Bennett Larson, KTVT (TV) Salt Lake City; Tom Breen, KFEL-TV Denver; C. N. Layne, KID-TV Idaho Falls, E. K. Hartenbower, KCMO Kansas City, was guest radio speaker.

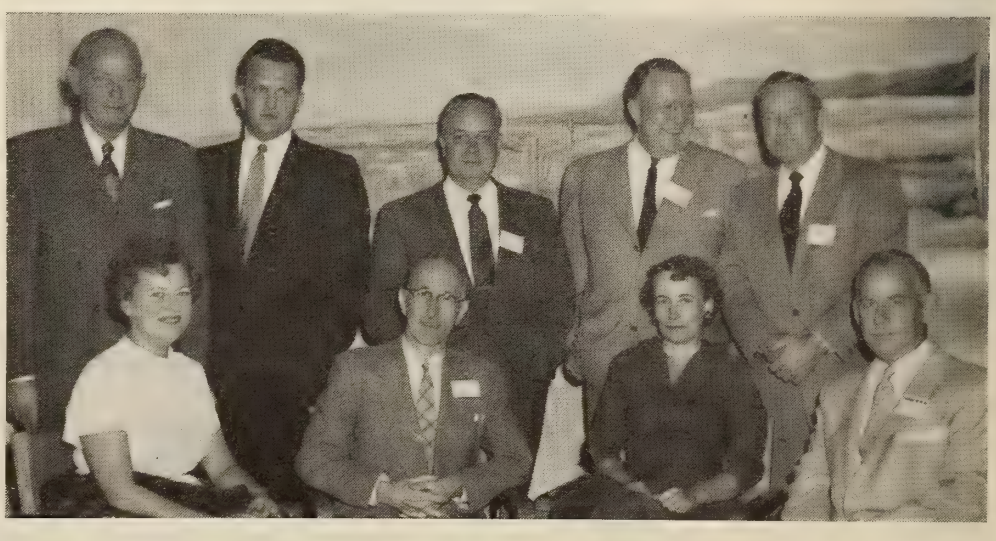
Named to the resolutions committee were Rex Howell, KFXJ Grand Junction; Ian Elliott, KATL Miles City; Frank McIntyre, KLIX Twin Falls, and Don Hathaway, KSPR Casper, Wyo.

Gussner Elected NDBA Head

PAUL C. GUSSNER, KGCU Mandan, was elected president of the North Dakota Broadcasters Assn., succeeding F. E. Fitzsimonds, KFYR Bismarck, at the NDBA's Oct. 16 meeting. Other officers elected were Chester Reiten, KSJB Jamestown, vice president, and William Hurley, KXJB-TV Fargo, secretary-treasurer. Elected to the board were Mr. Hurley; Jack Dunn, WDAY Fargo, and Garry Fox, KFGO Fargo.



DESERT MURAL provides backdrop for this broadcast group at NARTB's District 16 group at Phoenix (l to r): seated, George Whitney, KFMB San Diego; Glenn Snyder, WLS Chicago; Mrs. Charles Garland and Mr. Garland, KOOL Phoenix; Jack Harris, KPRC Houston; standing, Richard Lewis, KTAR Phoenix; Al Johnson, KOY Phoenix, district director; Harold E. Fellows, NARTB, and Richard Rawls, KPHO Phoenix.



ANOTHER District 16 delegate group (seated, l to r): Mrs. Howard Loeb and Mr. Loeb, KRIZ Phoenix; Mrs. Richard Hooper and Mr. Hooper, RCA Camden. Standing, Lee Little, KTUC Tucson; Robert Myers, DuMont; E. K. Hartenbower, KCMO Kansas City; Don Davis, KMBC Kansas City; Calvin J. Smith, KFAC Los Angeles.

BIG draw

Tonight and every Wednesday, Disney's sure-fire appeal will draw millions to ABC

"Disneyland" wraps up in one bright, shiny package all the showmanship, imagination, and fabulous drawing-power (pun intended) that put Disney on top of the entertainment world. And there is no age limit to his unique appeal. The three canny sponsors (American Motors, Derby Foods, and the American Dairy Association) are well aware of this. Through this delightful show, they'll make firm friends with the whole family. And so, of course, will ABC.

You're in smart company on **ABC-TV**

AMERICAN BROADCASTING COMPANY



SMPTE DISCUSSES COLOR TV COSTS

TECHNICAL problems of tv received major attention on the agenda of nearly 900 members of the Society of Motion Picture and Tv Engineers, in convention a fortnight ago in Los Angeles, with discussion and demonstration of color tv, tape use, large screen video and tv filming.

Technological problems need no longer determine whether or not a tv film producer shoots in color, Sidney Solow, vice president and general manager, Consolidated Film Industries, Hollywood, told a color video session. The sole consideration today is if the project can financially sustain the additional costs—estimated at about $5,000 for a half-hour film—to cover increased expense of color film, processing, make-up and wardrobe, Mr. Solow said.

New editing methods now used by Consolidated make possible optical effects, including lap dissolves and fades, at great savings to color tv film producers, he added.

Magnetic sound for color tv film is now possible with the development of the 16mm Magnastriper, a smaller version of equipment presently used to produce stereophonic sound for theatrical Cinemascope productions, according to Edward Schmidt, Reeves Soundcraft Inc., New York.

A new large-screen color tv projection system developed by RCA was described and demonstrated at the meet by John Volkman, from a paper by L. L. Evans and R. V. Little, RCA theatrical equipment engineers. The new theatre tv is basically an adaption of the RCA monochrome system now installed in nearly 100 theatres, with additional optical system, video amplifiers, decoder units and added power, Mr. Volkman said.

Other technical discussions included the use of tv in combat tactical situations, by Capt. Hugh C. Oppenheimer, chief, Tv Branch, U. S. Army Pictorial Service; "Colormetric Aspects of Tv Color Film Pickup," by Skipwith Wathey, General Precision Laboratories; "Multi-Channel Tv Relay Stations," by George R. Sutherlen, U. S. Naval Ordnance Test Station, China Lake, Calif., and "Test Instruments for Color Tv," by John W. Million and Robert K. Hunsicker, Wickes Engineering and Construction Co.

John G. Frayne, director of research, Westrex Corp., Hollywood was elected 1955 president by the SMPTE membership, with Barton Kreuzer, RCA, Camden, N. J., executive vice president; Norwood L. Simmons, Eastman Kodak Co., Los Angeles, editorial vice president; Byron Roudabush, Byron Inc., Washington, convention vice president; and Edward S. Seeley, Altec Service, Los Angeles, secretary.

Honored with SMPTE fellowship awards were Philip G. Caldwell, John R. Clark Jr., Albert A. Duryea, Ralph H. Heacock, Armin J. Hill, Lester Isaac, U. B. Iwerks, George Lewin, Everett Miller, Harry F. Olson, Richard H. Ranger, Reid H. Ray, Hazard E. Reever, Ralph A. Teare, R. Edward Warn and James L. Wassell.



ANNUAL technical awards of the Society of Motion Picture & Television Engineers are presented at the society's 76th semi-annual convention in Los Angeles by Herbert Barnett (l), SMPTE president. Recipients of the awards were (l to r) Ray D. Kell, David Sarnoff Gold Medal award; Lorin D. Grignon, Samuel L. Warner Memorial award, and Armin J. Hill, SMPTE Journal award.

300 Attend RTES Seminar On Timebuying, Selling

A TURNOUT of some 300 persons for the first session in the Radio & Television Executives Society's "Timebuying and Selling Seminar" in New York last Tuesday was described by leaders as "most heartening."

The seminar, consisting of 13 luncheon meetings held Tuesdays at Toot Shor's restaurant, was conceived by RTES to serve "the newer elements in the business" particularly and at the same time to be "a valuable refresher for veterans of buying and selling the broadcast media."

The first session, last week, was devoted to "audience research" and featured Ward Dorrell, research director of John Blair & Co., and Donald Coyle, ABC director of television research, in discussions of "what audience measurements are—and aren't," developing the background and growth of rating services generally and of the various techniques which have been and are employed. Gordon Gray, WOR-AM-TV, was moderator.

Several other sessions will be devoted to audience research, and other meetings will explore such subjects as qualitative research, engineering factors, agency practices, sales practices, networks and how they work, spot sales, markets, merchandising, and color. The roster of speakers includes industry leaders who will discuss their particular fields. Registration fee is $2 for the entire course, with luncheon costs at $3.50 per person per meeting.

BAB Plans for Board, Stockholders Meetings

A ROUND of meetings of BAB nominating, finance and executive committees was held last week at the Ambassador Hotel in New York preparatory to the Nov. 16 board and stockholders meetings, also to be held in New York.

The nominating committee, which decided some time ago to recommend Joseph Baudino, Westinghouse Broadcasting Co., as chairman of the BAB board, reportedly settled on three other nominations to board membership, but their identities were not disclosed. Mr. Baudino, who is chairman of BAB's executive committee, would succeed Charles C. Caley, WMBD Peoria, Ill. Chairman of the nominating committee is John Patt, WJR Detroit.

In its session, the finance committee, headed by Mr. Caley in the absence of Ward Ingrim, Don Lee Broadcasting System, reviewed BAB's budget for the second half of its fiscal year ending March 31, 1955. It is expected the committee will recommend board approval of a 7% increase over the first half year's budget. The group also reviewed suggestions of the executive committee for accelerating BAB's progress toward a million dollar budget.

The executive committee, meanwhile, prepared details for the Nov. 16 board meeting. It also went over BAB's plans for a spring convention, explained sales clinics and other extensions of service it provides its members.

A 20-man plans committee, headed by Donald Thornburgh, WCAU Philadelphia, was to meet Friday to sift BAB's plans for the second half of the year and report on eight major projects on which BAB's management has asked help or suggestions.

Pioneers Fete Heising, Espenschied, Thomas

MORE than 150 members and guests of the Radio Pioneers, including some 50 delegates to the National Assn. of Educational Broadcasters convention (see story page 44), were on hand for a dinner meeting of the club in New York last Wednesday night. FCC Commissioners Rosel H. Hyde, E. M. Webster, and Frieda Hennock were among the dignitaries on hand for the festivities, presided over by Frank Silvernail of BBDO as president of the New York chapter and Arthur Church, formerly of KMBC Kansas City, as national president.

Citations were presented to Raymond A. Heising "for a noteworthy radio career of 44 years and his invention of the system of modulation utilized in almost every standard broadcasting station in the world"; to Lloyd Espenschied "for his brilliant 45-year radio career which included pioneering development of systems of voice communication and the coaxial cable," and to newsman Lowell Thomas "for a vivid chronicle, day by day, over 25 years, of the news of the world he has traveled so widely, always factual and dispassionate, but delivered with a human warmth which makes him a beloved figure to millions." Dr. Heising and Mr. Espenschied were key engineers of Bell Labs for many years before they retired. The presentations were made by William S. Hedges, NBC vice president.

C. E. Butterfield, retiring radio-tv editor of the Associated Press, was presented a radio by G. W. (Johnny) Johnston of the National Assn. of Mfrs. on behalf of the Pioneers Club.

Entertainment, arranged by program chairman Irene Wicker, included skits featuring Mr. Thomas, H. V. Kaltenborn, Lanny Ross and others.



WBKB TOPS all Chicago TV stations in presenting each day outstanding LIVE programs to entertain the moppet set.

Such recognized shows as THE PLAYHOUSE with Angel Casey, TIME FOR UNCLE WIN featuring Win Stracke, THE PIED PIPER starring Art Hern, GARFIELD GOOSE with Frazier Thomas, (pictured here), and SANTA'S NORTH POLE REVUE have won unanimous approval from mothers and their children. These programs offer excellent opportunities for added holiday — as well as year-a-round sales results.

For further details, contact the WBKB Sales Department, 20 No. Wacker Drive, Chicago, Illinois or your nearest BLAIR-TV Representative.

ABC
CHANNEL 7

BLAIR TV
INC.



GOLDEN GATE meeting of NARTB District 15 found this group in a corner of the meeting room (l to r): seated, J. G. Paltridge, KROW Oakland; Don Pontius, Robert Meeker & Assoc.; Morris Mindel, KGST Fresno; Ken Hildebrandt, KEAR San Mateo; standing, Ralph Brunton, radio consultant; A. E. Joscelyn, KOVR-TV Stockton, and Pierre Weis, World Broadcasting System.

Fund for the Republic To Probe Entertainment

Ford Foundation unit's study, principally of hiring and firing practices, is a fair bet to cover radio and television.

THE EXISTENCE—and if so, to what extent —of boycotting, black-listing and censorship in the radio-tv field will be explored as part of a $100,000-budgeted study to be made by The Fund for the Republic, an agency established in December 1952 as an independent unit of the Ford Foundation.

Robert M. Hutchins, president of the Fund, said Oct. 22 that the organization will sponsor "a study of civil liberties in the entertainment industry, with special reference to hiring and firing practices."

W. H. Ferry, the Fund's vice president, told B•T last week in New York that it would be "fair to say" the study would encompass the radio and tv field.

The entertainment industry phase of the civil liberties program of the Fund is but one of many which have been in the process of exploration since the allocation more than a year ago of $15 million for an overall study [B•T, March 2, 1953].

This is the first time that the Fund has narrowed the scope of any inquiry specifically to the "entertainment industry."

It was learned that the Fund already has been active in touching the field on the question of whether it should sponsor a study. As yet, no personnel nor staff has been assigned to the study. Fund spokesmen said "further announcements" as to staffing will be made as appointments and scope of the study are decided by the Fund's board of directors. Decisions may be made within a month, it was said.

The 13-man board is chairmanned by Paul Hoffman, board chairman of Studebaker-Packard. George Shuster, president of Hunter College, is vice chairman. The other 11 members of the board are leading educators and industrialists.

Among other projects being directed by the Fund are studies on restrictions and assaults upon academic freedom, due process and equal protection of the laws and protection of the rights of minorities.

Asked if the controversial *Red Channels* which in 1950 published names of radio-tv people, including performers, writers, producers, directors, etc., with associations of alleged memberships in "subversive" organizations, and which created a stir throughout the industry, would enter the study, a Fund spokesman said "all aspects most likely will be studied."

Actually, three matters in all must be ascertained by the directors before the Fund actively begins its study: (1) extent of the study, (2) method it will pursue and (3) personnel to direct it.

Mr. Hutchins' announcement described the Fund as "an independent organization whose activities are directed toward the elimination of restrictions on freedom of thought, inquiry, and expression in the U. S., and the development of policies and procedures best adapted to protect those rights." The Fund's headquarters are in New York.

Louisiana Assn. to Meet

AUTUMN meeting of the Louisiana Assn. of Broadcasters will be held Nov. 12-13 at the Jung Hotel, New Orleans. Maurice Mitchell, president of Encyclopaedia Britannica Films, and Charles H. Tower, NARTB employe-employer relations manager, will speak on business and economic problems. Ken Davis of the New Orleans AP bureau will head a panel on salability of news. John Arthur, Arthur Adv. Agency, New Orleans, also will speak. Business meeting will be held the second morning, with election of officers scheduled. Willard L. Cobb, KALB Alexandria, is association president. Other officers are Frank H. Ford Jr., KENT Shreveport, vice president, and Dierrell Hamm, KANE New Iberia, secretary-treasurer.

Committee Named to Plan Week Honoring Advertising

PLANS for National Advertising Recognition Week, proclaimed for February 1955 by U. S. Commerce Secretary Sinclair Weeks and jointly sponsored by the Advertising Assn. of West and the Advertising Federation of America, will be formed by a committee consisting of:

Robert J. McAndrews, vice president-commercial manager, John Poole Broadcasting Co., Hollywood, and president, Southern California Broadcasters Assn.; Glad Hall Burnside, account executive, KRKD Los Angeles; Frank Crane, managing director, Southern California Broadcasters Assn.; Robert Coleson, western representative, Advertising Council, Hollywood, and president, Hollywood Advertising Club; Glen Carter, vice president, Bank of America, Los Angeles, and president, Los Angeles Advertising Club; Leland Phillips, manager, Homer Laughlin Enterprises and former Los Angeles Ad Club president; Jacqueline Britton, president, Los Angeles Advertising Womens Club and publicity manager, Smalley, Levitt & Smith Inc., Los Angeles advertising agency; Floyd Maxwell, managing director, Los Angeles Newspaper Publishers Assn.; and Harlan Palmer Jr., assistant publisher, *Hollywood Citizen-News.*

Committee appointments were made by John Kemp, Hollywood advertising agency owner and senior AAW vice president, who stated appointments were confined to the Los Angeles metropolitan area to facilitate planning for event.

The Los Angeles office of Young & Rubicam Inc. has volunteered its services and will prepare all advertising and publicity for the event under supervision of account executive Eric Lefner, Mr. Kemp announced.

Cady Named Assistant To Bronson at NARTB

CHARLES S. CADY, recently producer-public service director of WBNS-TV Columbus, Ohio, has been named assistant to Edward H. Bronson, NARTB director of Television Code affairs, He succeeds Bette Doolittle, who has joined P. Ballantine & Sons, Newark, N. J., in the public affairs department.



MR. CADY

Mr. Cady joins NARTB Nov. 1. His activity will deal with monitoring of tv programs and other administrative assignments. He has been with W B N S-TV five years and during World War II served four years in the Signal Corps, being discharged as a captain. He is a graduate of Ohio State U. and was a tv production instructor in the speech department. In Columbus he was chairman of the Junior Chamber of Commerce public relations committee and board member of the Columbus Council of Churches.

Colorado Broadcasters Meet

PARTICIPATION of broadcasters in civil defense was reviewed at a meeting of Colorado Broadcasters Assn. held Wednesday just prior to the NARTB District 14 meeting in Denver. About 50 delegates attended the state meeting, with James D. Russell, KVOR-KKTV (TV) Colorado Springs, presiding as association president. FCC Comr. John C. Doerfer reviewed regulatory problems at the luncheon meeting. Officers of the association include Frank Bishop, KFEL Denver, vice president, and Elwood Meyer, KYOU Greeley, secretary-treasurer.

This SOIL grows bigger crops— makes better markets!



Here are some basic *facts* about the fabulous Red River Valley that you ought to know. First, read what the Encyclopedia Americana says:

"The surface of the land in North Dakota is made up of three broad steps of prairies, rising half a mile in altitude as they cross the state from east to west. The eastern and lowest step is the fertile and level Red River Valley. *The soil in the Red River Valley is among the most fertile in the world.*"

The Americana hit it on the head. Our hayseeds obviously don't need magic to make farming pay big dividends. The Valley's rich black top-soil averages 16" in depth, and believe us, "no other region in America can make that statement". The result — average gross farm income in the Red River Valley is $9518, as compared with the national average of $6687.

Also, annual per-family retail sales average $4164, as against $3584 for the rest of the U. S.

Right plumb in the heart of the Valley is Fargo — home of WDAY, and the shopping and trading center for a 26-county market which contains almost half a million people.

Many of these facts must have rubbed off on you advertisers long ago, because you've *always* invested heavily in the Red River Valley — especially with radio!

Ever since the Atwater-Kent days back in the twenties, we've made WDAY the Valley's one BIG radio value, outstripping all "competition" by tremendous margins. Fan mail rolls into WDAY by the bagful, averaging more than 400 letters a day, including Sundays and holidays. More than 10,000 families maintain paid subscriptions to "Mike Notes", our monthly WDAY newspaper. Thousands of our listeners apparently never tune to any other station at all.

Let Free & Peters give you all the facts on WDAY. It's quite a story!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC.
Exclusive National Representatives

SALES, APPROVALS TOTAL OVER $14 MILLION IN WEEK

Milwaukee, Pittsburgh channels involved in merger action. FCC approves Storer's purchases of WXEL (TV) and KPTV (TV) and sale of KGBS-AM-TV. Also approved: KTSA-AM-FM sale, KWK-AM-TV reorganization. Also sold: KQV Pittsburgh, WLOK-AM-TV Lima. Cowles reportedly negotiating to buy CBS' 47% in WCCO-AM-TV for about $4 million.

POSSIBLE merger of tv applicants in Milwaukee's ch. 6 hearing while the virtually certain Pittsburgh ch. 4 merger unraveled highlighted tv activities last week which also saw:

- Purchase of KQV Pittsburgh by Tele-Trip Policy Co. for about $700,000.
- FCC approval of the $8.5 million-plus purchase of Empire Coil Co. and its two tv stations (WXEL [TV] Cleveland and KPTV [TV] Portland, Ore.) by Storer Broadcasting Co.
- FCC approval of related sales of KGBS-AM-TV by Storer to the *San Antonio Express*, for $3.5 million and of KTSA-AM-FM by the *Express* to O. R. Mitchell Motors Inc. for $175,000.
- FCC approval of the ownership reorganization of KWK-AM-TV St. Louis and the sale of KXOK St. Louis by Elzey Roberts Sr. to Elzey Roberts Jr. and Chester L. Thomas.
- WIMA-AM-TV Lima, Ohio, has bought WLOK-AM-TV, that city, with Lima to have one radio and one tv station.

Meanwhile, there were repeated reports of negotiations looking toward ownership changes in both uhf and vhf stations. NBC was keeping its situation "flexible," it was said, but hasn't yet decided where it would move. ABC was simply "watching" and while rumors abounded about DuMont, nothing concrete developed.

Negotiations looking to the merger of the applicants for Whitefish Bay's ch. 6 (Milwaukee) were held last week in Washington, with agreement reached in principle for WISN-Hearst, and the non-broadcasting Independent Television Inc. to merge, and for WMIL Milwaukee to withdraw.

The controversial Whitefish Bay allocation is under attack by ch. 25 WCAN-TV Milwaukee in the federal courts. WCAN-TV claimed that the allocation jeopardized its position in the Milwaukee market and violated the tv table of allocations.

The allocation to Whitefish Bay, a suburb of Milwaukee, came after a bitter fight by WISN to (1) remove the educational reservation from ch. 10 Milwaukee, and (2) get ch. 6 assigned to Milwaukee proper. It was on petition by WISN that the Commission finally allocated ch. 6 to Whitefish Bay.

Results of the merger negotiations are expected to be ready for the next hearing conference, scheduled for Thursday.

Independent Television is composed of Detroit and Milwaukee businessmen.

Sale of KQV Pittsburgh by owners Irwin D. Wolf and Earl F. Reed and associates to Tele-Trip Policy Co., aviation insurance specialists, which already own KPOA Honolulu and WTAC Flint, Mich., was announced last week, subject to FCC approval.

Although the purchase price was not disclosed, it was understood to be in the neighborhood of $600,000-$700,000.

The CBS-affiliated 5 kw Pittsburgh station (on 1410 kc) was sold, it was understood, in preparation for the merger agreement in the Pittsburgh ch. 4 case [B•T, Oct. 25]. This, however, has failed to materialize although there is hope that agreement still may be reached.

Until last month, KQV, which was founded in 1919, was 45% owned by CBS. In straightening out its ownership affairs, in order to meet the FCC's multiple ownership rule, CBS sold back to Messrs. Wolf and Reed the 45% interest for $236,250—exactly what it paid for it in 1952 [B•T, Oct. 4].

A cryptic statement in the sale announcement said that Messrs. Wolf and Reed acted "on behalf of themselves and other Pittsburgh people who have been interested in KQV's plan to continue prosecution of a television application. Allegheny as such will have no interest in the television application."

Present Pittsburgh ch. 4 applicants are WCAE and KQV Pittsburgh, WLOA Braddock, Pa., Wespen Television Inc., and Irwin Community Television Co.

KQV sale agreement is for the purchase of all Allegheny Broadcasting Corp. stock by Tele-Trip.

Directors of Tele-Trip include Eugene Dupont III, H. J. Rand, John G. Getz Jr., Henry B. Lamy Jr., Philip Gandert, Joseph P. Kane and Mr. Shaheen.

Tel-Trip bought KPOA from J. Elroy McCaw and John D. Keating for $400,000 earlier this year [B•T, March 29], and WTAC from Trendle-Campbell Broadcasting Corp. last summer for $287,000 [B•T, Aug. 9]. Both stations are owned by Radio Hawaii Inc., of which Mr. Shaheen is president and Finley Hollinger is executive vice president.

Merger of the five Pittsburgh ch. 4 applicants, widely bruited as virtually accomplished [B•T, Oct. 25], fell through early last week when one of the applicants refused to join with the other four contestants. This was Wespen Television Inc., composed of Pittsburgh attorney Scott Fink and Sons, it was understood.

The Pittsburgh ch. 4 hearing, scheduled to begin taking testimony last Tuesday, was continued to Dec. 7 when KVQ's attorney announced that the station was being sold.

A $12.5 million parlay, involving the ownership of three sets of stations, was approved by the FCC last week—over the strident dissents of Comrs. Robert T. Bartley and Frieda B. Hennock.

The Commission, acting 10 months after the application had been filed, approved the $8.5 million purchase by Storer Broadcasting Co. of Empire Coil Co., owner of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore.

It also approved the $3.5 million sale of Storer-owned KGBS-AM-TV San Antonio to the Huntress-*San Antonio Express* interests, and the $175,000 sale of the *Express*-owned KTSA-AM-FM San Antonio to O. R. Mitchell Motors Inc. of that city.

In order to stay within the limits of the FCC's multiple ownership rule—which prohibits any one entity from owning more than seven am or fm stations or more than seven tv stations (of which not more than five may be in the vhf band)—Storer decided to sell the San Antonio stations. In order for the *Express* to purchase these stations, it was necessary for the newspaper to dispose of its radio properties.

Still pending is the application of Storer for FCC approval of the $300,000 purchase of WJW-AM-FM Cleveland from William O'Neil [B•T, Oct. 11]. This would give Storer's newly purchased WXEL (TV) an am sister station in Cleveland.

With last week's sales approvals by the Commission, Storer now owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WGBS-AM-FM Miami, WWVA-AM-FM Wheeling, WXEL and KPTV.

The Portland tv station operates on uhf ch. 27; all the others are vhf stations.

Under present rules, Storer is eligible to own one additional uhf tv station.

Comr. Bartley's dissent (see text on page 52) was based on his belief that the moves would result in greater concentration of control of mass communications. This is in line with his remarks on the subject as expressed in speeches earlier this year at Athens, Ga.; Clemson, S. C., and in April in Dallas, Tex. Comr. Hennock concurred with Mr. Bartley's views, except that she did not agree with his attitude toward network ownership.

Storer bought KGBS-TV (then KEYL [TV])

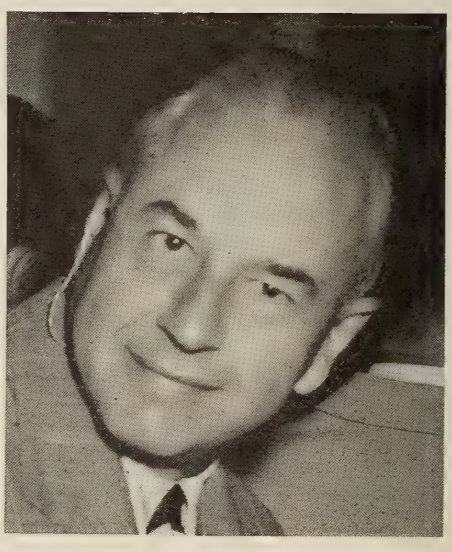
Storer Milestone

STORER Broadcasting Co.'s $8.5 million purchase of Empire Coil Co. and its two tv stations (story this page) is another milestone in the history of pioneer broadcaster George B. Storer. In radio-tv 27 years, Mr. Storer's firm is considered to be the largest independent station business in the field.

It all started at his home in Toledo in his youth in 1912, he recalls, through tinkering with a primitive bread-board transmitter. In 1927, his family oil company discovered radio spots could sell gas—on WTAL Toledo. The campaign was so successful that the Storer firm bought the station.

The WTAL call soon was changed to WSPD for Speedene, the name of the gas then being promoted by the Storer oil firm via the new advertising medium.

Today, WSPD has grown to include fm and tv affiliates as well, the first of a whole family of "Storer Stations."



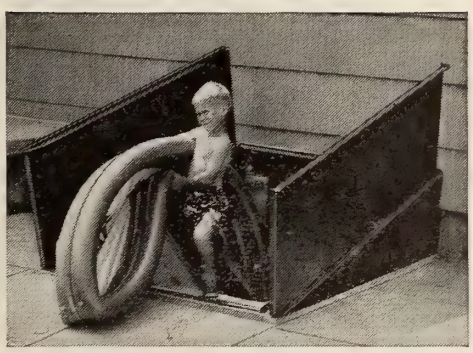
Only STEEL can do so many jobs so well



America's Underground. The gas industry has truly worked a modern miracle by building a vast network of underground pipelines to carry vital natural gas to almost every part of the nation. Because of it, areas far from the gas fields can enjoy the comforts, conveniences and economies of natural gas fuel, at low cost. United States Steel supplies thousands of miles of steel pipe like this for major transmission lines.



Sea-Going Water Heater. This space-saving 7 gallon storage water heater operates on butane gas to provide hot water up to 180° in a 30-foot Tahiti ketch. Running hot water, like many other "comforts of home," is usually ruled out on a small ship because of space restrictions. But this midget heater, made of USS Steel Sheets, is just the ticket for small craft.



Handy Entry! A yard-to-basement entrance like this permits garden tools, lawn furniture, screens and storm sash, children's toys to be moved in and out of storage quickly and easily. Tracking through first floor rooms is eliminated. The burglar- and weather-proof doors come in standard sizes, are made of 12-gauge hot rolled steel sheets produced by U.S. Steel.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.



Suspense! It's always with you when you're drilling for oil. For example, from "Oilwell" Traveling Blocks and Swivels like these are suspended the long strings of rotating steel drill pipe that probe the earth for oil. United States Steel is one of the biggest producers of steel equipment and cement for oil field use.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. · UNION SUPPLY COMPANY · UNITED STATES STEEL EXPORT COMPANY · UNIVERSAL ATLAS CEMENT COMPANY 4-2050

Comr. Bartley Dissents on Storer Buys

COMR. Robert T. Bartley vigorously dissented against approval of the Storer Broadcasting Co. purchase of Empire Coil Co. and its two tv stations as well as the other two station transfers involved in this $12.5 million transaction. Because Mr. Bartley has spoken about his concern with concentration of control of broadcast stations in speeches before station owners and others in recent months, his official dissent is reprinted in full below:

"I am unable, based upon the information before me, to make the necessary statutory finding that the public interest, convenience, and necessity will be served in this series of interrelated applications involving $12,505,000 and service to better than 9% of the total number of television receivers in the U. S. and a much larger percentage of radio receivers.

"In this chain of transactions, the Commission must, in order to clear the way for the succeeding transactions, first act on the application involving the one new entry here into broadcasting. This applicant (O. R. Mitchell Motors) proposes to increase the total broadcast time of KTSA from 126 hours to 128½ hours per week, and increase the total commercial time from 49.23% to 60.5%, and gives as his reason or purpose for requesting transfer to him 'Purchase of capital stock of licensee'. Upon completion of this series of transactions, one standard broadcast station licensee will leave the broadcast service in Cleveland and one television station licensee will retire from Cleveland, Ohio, and Portland, Ore. These stations will then be acquired by a multiple-station licensee.

"The sum total of the transactions here involved is greater concentration of the control of mass communications. I believe, that, as a result of the consummation of these transactions, the nature of competition will be affected in the San Antonio, Tex.; Cleveland, Ohio; Portland, Ore.; Atlanta, Ga.; Birmingham, Ala.; Detroit, Mich.; Miami, Fla.; Toledo, Ohio, and Wheeling, W. Va., radio and/or television markets. Indeed, the effect may involve additional areas, because in order for Storer Broadcasting Co. to make the necessary financial arrangements to consummate these deals, permission was required from a licensee who owns radio and tv stations in Charlotte and Greensboro, N. C., and Florence, S. C., and who also owns 96% of the preferred stock of Storer Broadcasting Co.

"In view of what has happened in recent years with respect to switching of network affiliations after Storer entered a community by purchasing a station, I have no doubt that the effect of these transactions will extend to network affiliation, national spot advertising and local advertising in some, if not all, of these areas. Should this occur, the program service in these areas will be altered. There will be an impact on the listening public and upon competition for advertising business, both national and local. Whether these changes will result in the public interest being served can only be determined, in my opinion, through the development of all the facts in a public hearing.

"As I have stated publicly on several occasions, the reasons for allowing multiple ownership of radio or television stations which impress me are limited primarily to two: namely, the need for station control by networks to originate programs and the needed revenue from operating stations in order to make networking attractive. It will be noted that neither of these elements is present in the transactions involved here.

"When it is realized that if concentrations such as this proposed by Storer are allowed others, then as few as 10 or 11 licensees of television stations in the U. S. can reach every television receiver. I believe it is clear that a more searching analysis than we are able to make on the basis of mere written applications is required in the public interest. To me, the greatest weapon against regimentation of thought ever invented lies in diversified operation of television and, contrariwise, the greatest tool for thought control ever invented is concentrated control of television operation.

"Storer gives as one of the reasons for requesting these transfers the very laudatory purpose 'that the acquisition of these stations represents a great challenge and opportunity which will enable the company to take a step forward towards the goal of developing the company as a strong, public-minded, representative of independent broadcast operations throughout the country.' If, as implied, our present broadcast structure is such that a concentration of this scope is necessary in order to provide 'strong independent operation', then the obstacles, if any, which *prevent* strong independent operation with *less* concentration should be fully explored immediately."

Commissioner Hennock stated:

"I concur with the dissenting statement of Commissioner Bartley except that portion of it in which Commissioner Bartley states his views concerning the reasons for allowing the multiple ownership by networks of radio and television stations."

from original grantees W. L. Pickens, R. L. Wheelock and H. H. Coffield in 1951 for $1.05 million. It went on the air early in 1950 and is affiliated with CBS, ABC and NBC. Storer bought KGBS (then KABC) in 1953 for $700,000 from Texas State Network interests. KGBS operates on 680 kc with 50 kw day, 10 kw night. It is affiliated with CBS.

Both WXEL and KPTV were founded by Herbert Mayer, president and, with his wife, owner of Empire Coil Co., New Rochelle, N. Y. Mr. Mayer, a postwar telecaster, secured the Cleveland grant in 1947 and the Portland grant in 1952 after the ending of the FCC's tv freeze. WXEL began operating in December 1949, and is affiliated with ABC and DuMont. KPTV, the first commercial uhf station in the U. S., began operating in September of 1952. It is affiliated with ABC, NBC and DuMont.

Empire Coil Co., which manufactures coils and transformers for radio-tv manufacturers, also held a uhf grant for Denver, Colo. (which it surrendered to the FCC last year), and was an applicant at several other cities before withdrawing.

Empire Coil for a short time owned and operated ch. 25 KCTY (TV) Kansas City. It sold the station to Allen B. DuMont Labs last Dec. 31 for $1. DuMont relinquished the station March 11.

Reorganization of the ownership of KWK-AM-TV St. Louis from Robert T. Convey and associates to a foursome comprising Mr. Convey and associates, *St. Louis Globe-Democrat,* KSTP-AM-TV Minneapolis-St. Paul, and Elzey Roberts Sr. and associates was approved by the FCC last week.

At the same time, the Commission approved the sale of KXOK St. Louis from the senior Mr. Roberts and associates to Elzey Roberts Jr. and Chester L. Thomas for $300,000 over the dissenting opinion of Comr. Frieda B. Hennock.

St. Louis transaction resulted from a merger agreement among the three applicants for St. Louis' ch. 4 there which permitted KWK to receive the grant. Agreement provided that Mr. Convey and associates would hold 28% of KWK Inc.; *St. Louis Globe-Democrat,* 23%; KSTP Inc., 23%; the elder Mr. Roberts and associates, 23%, and St. Louis residents of then applicant Missouri Valley Television Co., 3% [B•T, April 12].

Because of the Roberts' interests in KWK, it was necessary to sell KXOK (5 kw on 630 kc) in order to come within the provisions of the FCC's duopoly rule. This prohibits one person or firm from owning or controlling more than one station of the same class in the same market. Sale was made to Mr. Roberts' son, the present president of the station, 75%, and to Chester L. Thomas, present general manager, 25%.

Because of the father-son relationship, Comr. Hennock dissented to approval of the sale. She claimed that the ownership remained virtually unchanged, "merely" passing from Mr. Roberts Sr. to Mr. Roberts Jr.

KWK-TV began operating in July of this year, is affiliated with CBS and ABC. KWK, which is 27 years old, operates on 1380 kc with 5 kw, and is affiliated with MBS.

ABC-affiliated KXOK will specialize in music, news and sports, Mr. Roberts Jr. announced the day following FCC's approval of the sale. Mr. Roberts entered radio following his graduation from Princeton U., joining KXOK in 1946 after serving with the Navy during World War II. Mr. Thomas is a 26-year veteran of radio, becoming general manager of KXOK in 1943.

Threat of litigation regarding the KWK grant of ch. 4 evaporated last week when ch. 54 WTVI (TV) Belleville, Ill. (St. Louis) withdrew its protest to the FCC and at the same time dismissed its appeal to the U. S. Court of Appeals in Washington [B•T, July 5, May 17].

The WLOK-AM-TV Lima, Ohio, transfer was filed Friday at the FCC. Under its terms the 750 shares of outstanding stock will be purchased for $1 a share from WLOK Inc. by North Western Ohio Broadcasting Corp., operating WIMA-AM-TV Lima. North Western agrees to assume obligations of WLOK Inc., totaling $188,691 with interest. Discount of the liabilities to not less than $149,250 is to be arranged.

Upon FCC approval of the contract, WLOK Inc. will turn in its radio license and application will be filed for modification of WLOK-TV's television grant from ch. 73 to ch. 35. North Western holds a construction permit for ch. 35.

WLOK Inc. stock is held by the estate of Lloyd A. Pixley, holding 255 shares, and by W. Lyman Case Jr., Ward C. Case and Robert B. Case, along with Standard Realty Inc., owned by the Case interests.

The transfer means that WLOK, 250 w on 1240 kc, will be deleted, with Lima having one radio and one tv station. WIMA operates with 1 kw on 1150 kc. Robert O. Runnerstrom has managed WLOK-AM-TV as executive vice president.

Final negotiations for the sale of CBS' 47% interest in WCCO-AM-TV Minneapolis-St.

WRGB's



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Johnson to Manage KGBS-AM-TV; Other Changes

ALBERT D. JOHNSON, former general manager of KOY-AM-TV Phoenix, Ariz., has been named general manager of KGBS-AM-TV San Antonio, Frank Huntress Jr., president of the Express Publishing Co., announced last week. Acquisition of the San Antonio stations by the *San Antonio Express* and *News* from Storer Broadcasting Co. for $3.5 million was approved last week (see story page 50). Mr. Huntress also announced the appointment of Wayne Kearl, until recently assistant general manager of KGMB-TV Honolulu, as national sales manager of KGBS-TV. "We are not contemplating further changes in the KGBS and KGBS-TV staff," Mr. Huntress said.

Mr. Johnson said he was retaining his 20% interest in KOY Phoenix. KOY-TV was bought by KOOL-TV Phoenix, with which it was sharing ch. 10, earlier this year.

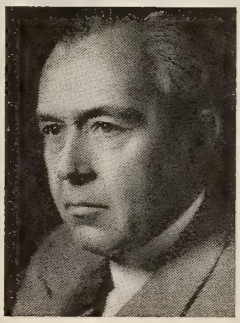
John L. Hogg, president and commercial manager of KOY, has added the position of general manager.



MR. JOHNSON



MR. KEARL



MR. HOGG

Paul to Cowles Broadcasting Co. for about $4 million understood to have gotten underway in New York late last week, with the deal scheduled to be closed possibly this week.

CBS joined forces in 1952 with Mid-Continent Radio-Television Inc., grantee of what was then WTCN-TV by turning over to the merged group its o&o WCCO Minneapolis. For this it received its 47% interest in the present licensee, Midwest Radio-Television Inc. Mid-Continent, the 53% owner, in turn is owned 50% by Northwest Publications Inc. (Ridder newspapers) and 50% by the Minnesota Tribune Co., a holding company, headed by W. J. McNally. The latter firm owns 14.6% of the Star and Tribune Co.

Cowles owns KRNT-AM-FM Des Moines (and is an applicant for tv there), WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa. Cowles publications are the *Des Moines Register* and *Tribune, Minneapolis Star* and *Tribune* and *Look* magazine.

Meanwhile CBS' reported purchase of ch. 9 WSTV-TV Steubenville, Ohio, gained further credence last week. Speculated upon was the report that a price of about $3 million is being considered for the primary CBS affiliate, 33 miles from Pittsburgh, and serving the Steubenville-Wheeling-Pittsburgh area.

Sellers of the Steubenville tv station (the am is not involved) are the Friendly Group (Jack and Louis Berkman, John J. Laux and others). It was reported they are seeking to acquire another radio-tv property in another major market.

Two weeks ago, CBS announced the purchase of ch. 19 WOKY-TV Milwaukee for a sum reported to be in the neighborhood of $335,000. This was CBS' first move into the uhf field, following the effective date of the FCC's revised multiple ownership rule permitting a single owner to have seven tv stations (but only five in the vhf band).

Other multiple owners have not announced any moves, although it is known that NBC will soon file for two uhf stations in major markets. CBS has said it is eyeing another major market for its second uhf application or purchase.

FIVE RENTERS SIGN EMPIRE STATE PACT

OWNERS of five of the seven New York area tv stations operating from the Empire State Bldg.'s 1,472-foot-high tower last week signed new 15-year contracts, with both cancellation and extension provisions, for continued use of the tower at $80,000 a year apiece, a $10,000 annual increase over the past rate.

The two other stations, DuMont's WABD (TV) and General Teleradio's WOR-TV, were still negotiating with the building management over differences reportedly relating not to the $80,000 tower rental but to terms for floor space they respectively occupy within the building. It was generally expected that some agreement would be reached.

Companies signing the new leases were NBC (WRCA-TV), CBS (WCBS-TV), American Broadcasting-Paramount Theatres (WABC-TV), WPIX Inc. (WPIX [TV]), and Bremer Broadcasting Co. (WATV [TV] Newark). The contracts are for 15 years, retroactive to last May 1, but each station has an option at the end of 15 years to continue for five additional years at the same rate. On the other hand, any station may cancel after 10 years by paying an $80,000 penalty.

While the $80,000 annual tower rental per station represents a $10,000-a-year increase, the rate for transmitter and other space within the building is unchanged. Floor space rentals vary among the stations according to size and location. One estimate placed the various floor-space rentals as ranging from around $10,000 a year to about $35,000.

Broadcasting authorities appeared pleased with the new agreements, particularly in view of their long-term range. Additionally it was pointed out that the $80,000 annual tower rental per station compares with the building management's original use, when negotiations started almost a year ago, of a $200,000-per-station-per-year figure, although the station representatives never took that "asking price" seriously.

Signing of the five stations was announced Thursday by Col. Henry Crown, president of the Empire State Building Corp. Owners of two of the outlets, CBS and AB-PT, put out separate announcements. Meanwhile, there appeared to be some divergencies in arithmetic, or in interpretation of it. The building management was quoted as saying the new contracts would bring in more than $11 million over a 15-year period. But even counting all seven stations as "signed," the tower license fees over a 15-year period would amount to $8.4 million and if floor space rentals should come to $150,000 a year from all stations—a figure one source described as "probably high"—the building's total take still would be less than $11 million. And this assumption still counted two unsigned stations as signed—though there was no indication that WOR-TV and WABD would not be able to reach satisfactory settlements with the building management—and also assumed that none of the seven would exercise its option to cancel at the end of 10 years.

WTVW (TV) DEBUTS AS MILWAUKEE'S 4TH

WTVW (TV) Milwaukee began commercial programming last Wednesday as the city's fourth tv outlet and second vhf. The ch. 12 outlet, owned by the Milwaukee Area Telecasting Corp., is affiliated with ABC and DuMont. A special opening film featured appearances by Gov. Walter Kohler and Mayor Frank Zeidler and WTVW officials and staff. The starting date was chosen to coincide with the premiere of ABC's *Disneyland* show.

WTVW will operate from a temporary 300-ft. tower with 100 kw until after the first of the year when it is scheduled to go to 316 kw from a new 1,105-ft. tower.

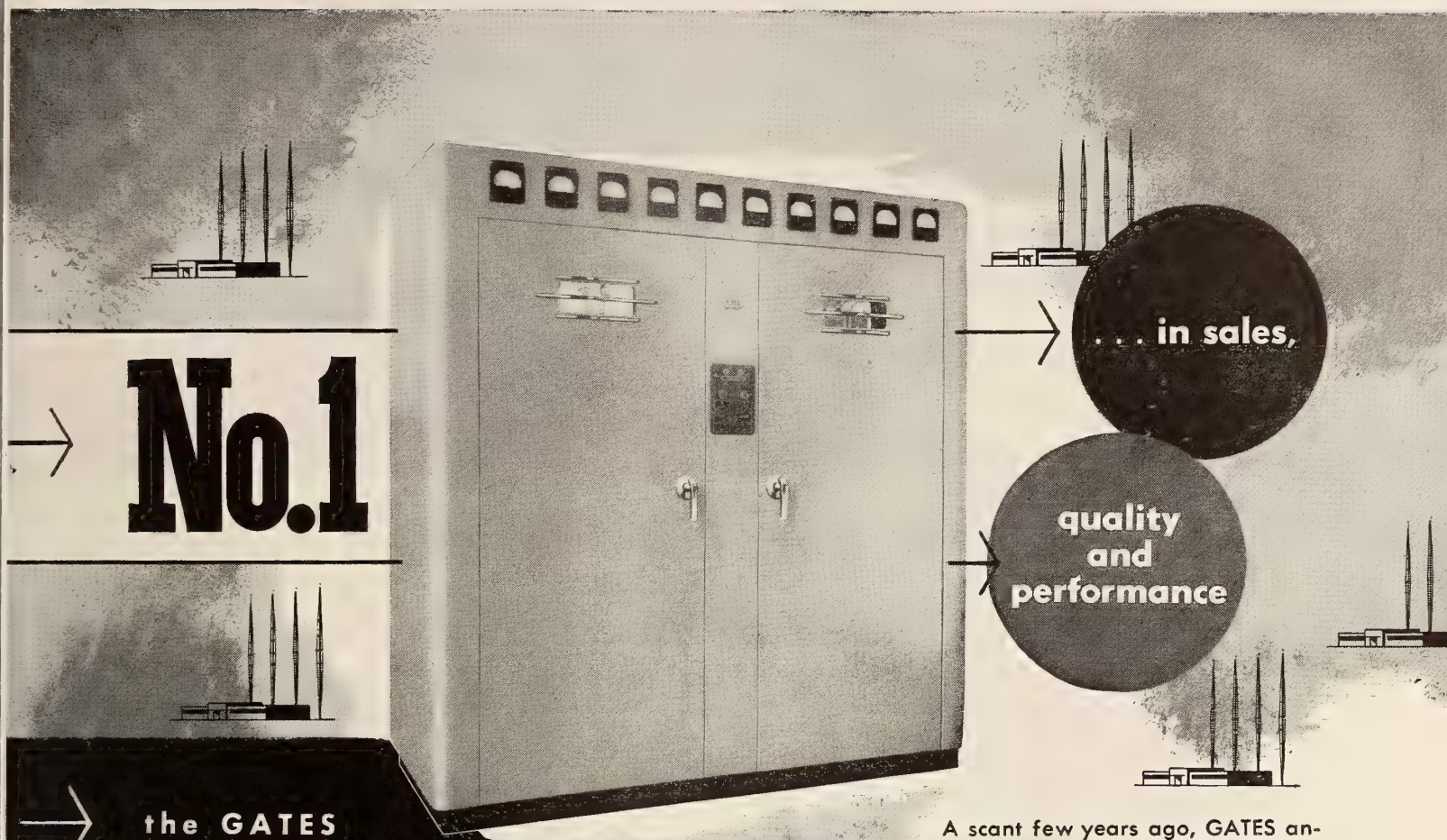
Reports from other stations:

WIRI (TV) Plattsburg, N. Y. (ch. 5), has purchased property and buildings for its plant and expects to air test patterns this month, Joel H. Scheier, president and general manager of permittee Great Northern Tv Inc., has announced. Film properties in excess of $100,000 have been contracted for and are currently being auditioned. James Sharman, formerly of the WPIX (TV) New York engineering staff, is studio technical supervisor.

WEAT-TV West Palm Beach, Fla. (ch. 12), expects to make its debut New Year's Day as a primary ABC affiliate, J. R. Meachem, president and general manager, has reported. Test patterns are scheduled for Dec. 15. Transmitter will be Standard Electronics and the Tower Construction Co. is building the 365-ft. tower. Walter Representation Co. is national representative.

KBET-TV Sacramento, Calif., owned by Sacramento Telecasters Inc., composed mainly of local businessmen, expects to begin operation next February. John H. Schacht, formerly affiliated with KMOD Modesto, Calif., is vice president and general manager of the ch. 10 station. Equipment will be General Electric throughout, including a 50 kw transmitter and eight-bay antenna.

Educational WCET (TV) Cincinnati, which has been operating since July, was dedicated last week at formal ceremonies. FCC Chairman George C. McConnaughey participated in a special program last Monday night and Comr. Frieda B. Hennock addressed a Monday luncheon that was sponsored by the National Citizens Committee for Educational Television. Benjamin Abrams, president of Emerson Radio & Phonograph Co., appeared on a dedicatory program last Tuesday (see story page 76).



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WTRW Two Rivers, Wis.
WCPA Clearfield, Penn.
KDAS Malvern, Arkansas
WOKE Oak Ridge, Tenn.
WBUD Trenton, New Jersey
CFCL Timmins, Ontario, Can.
XEAS Nuevo Laredo, Mexico
WTIM Taylorville, Illinois
KGMC Englewood, Denver
KMMO Marshall, Missouri
WBOK New Orleans, La.
WAKN Aiken, South Carolina
WCMY Ottawa, Illinois
WALK Patchogue, New York
WFVG Fuquay Springs, N. C.
KPBM Carlsbad, New Mex.
WMPM Smithfield, N. C.
WATC Gaylord, Michigan

WOPT Oswego, New York
WLIL Lenoir City, Tenn.
KBKH Pullman, Washington
KTYL Mesa, Arizona
WKCT Bowling Green, Ky.
KPLN Camden, Arkansas
WCEH Hawkinsville, Georgia
KGKO Dallas, Texas
WIMO Winder, Georgia
WTCW Whitesburg, Kentucky
KWHP Cushing, Oklahoma
KOKX Keokuk, Iowa
WKAP Allentown, Penn.
KGAL Lebanon, Oregon
WRIC Richlands, Virginia
WRAY Princeton, Indiana
KILO Grand Forks, N. D.
WFHG Bristol, Virginia
KBOP Pleasanton, Texas
WCTT Corbin, Kentucky
KSMN Mason City, Iowa
WGSM Huntington, N. Y.
WCEN Mt. Pleasant, Mich.
WLYC Williamsport, Penn.
WORD Spartanburg, S. C.

WJPR Greenville, Miss.
WPAZ Pottstown, Penn.
WFUL Fulton, Kentucky
WLEA Hornell, New York
WRAG Carrollton, Alabama
WAIN Columbia, Kentucky
WHJC Matewan, W. Virginia
CKPB Victoriaville, Que., Can.
WDKD Kingstree, S. Carolina
WCBA Corning, New York
WYVE Wytheville, Virginia
KERG Eugene, Oregon
WDZ Decatur, Illinois
WPEP Taunton, Mass.
WKVA Lewistown, Penn.
WCOJ Coatesville, Penn.
KTRM Beaumont, Texas
CKVL Verdun, Quebec, Can.
KGWA, Enid, Oklahoma
WNAH Nashville, Tennessee
WJAT Swainsboro, Georgia
KNED McAlester, Oklahoma
KCRV Caruthersville, Mo.
KMAN Manhattan, Kansas
CJSO Sorel, Quebec, Can.

WEYE Sanford, N. Carolina
CFRA Ottawa, Ontario, Can.
KWOC Poplar Bluff, Missouri
WPAW Pawtucket, R. I.
WARL Arlington, Virginia
WROS Scottsboro, Alabama
WELC Welch, West Virginia
WDEV Waterbury, Vermont
WLCS Baton Rouge, La.
WKSR Pulaski, Tennessee
WIAM Williamston, N. C.
KIUP Durango, Colorado
KPOC Pocahontas, Arkansas
WTIL Mayaguez, Puerto Rico
WGCB Red Lion, Pennsylvania
KWCO Chickasha, Oklahoma
WTRP LaGrange, Georgia
KBLO Hot Springs, Arkansas
KRCH Hot Springs, Arkansas
WBRN Big Rapids, Michigan
KSVP Artesia, New Mexico
City Police Dept., Los Angeles
KBHS Hot Springs, Arkansas
WRMA Montgomery, Ala.

WPEL Montrose, Penn.
KGRI Grand Island, Nebr.
KVSA Dermott, Arkansas
KVSP Lubbock, Texas
WMSC Columbia, S. Carolina
WJVB Jacksonville Beach, Fla.
WAGG Franklin, Tennessee
WBLE Batesville, Miss.
WBBO Forest City, N. C.
WLSM Louisville, Miss.
KDUZ Hutchinson, Minnesota
WPCT Putnam, Connecticut
Pinar del Rio, Cuba
YNBH Managua, Nicaragua
Tampico, Tamps., Mexico
KDAV Lubbock, Texas
WLSD Big Stone Gap, Va.
WNRV Narrows, Virginia
WTTR Westminster, Maryland
WLCM Lancaster, S. Carolina
WITY Danville, Illinois
CHED Edmundton, Alberta, C.
WHUN Huntingdon, Penn.
KDBS Alexandria, Louisiana

WMRE Moultrie, Georgia
WHRY Bogalusa, Louisiana
KTIB Thibodaux, Louisiana
KSIS Sedalia, Missouri
KUAM Aguana, Guam
WEAT Lakeworth, Florida
WCRT Birmingham, Alabama
XEKL Jalapa, Ver., Mexico
Morelia, Mich., Mexico
WGSW Greenwood, S. C.
KWRT Boonville, Missouri
WNOS High Point, N. C.
WFTW Fort Walton, Florida
WRUS Russellville, Kentucky
WKSB Milford, Delaware
WKWF Key West, Florida
WJWS South Hill, Virginia
St. Joseph D'Alma, Que., Can.
WLBN Lebanon, Kentucky
KWPM Thayer, Missouri
WOHO Toledo, Ohio
CHRL Roberval, Que., Canada
KTXJ Jasper, Texas
WAGS Bishopville, S. C.

***Above list excludes all export sales other than Canada. Any domestic omissions are unintentional. Substantial military purchases of this model can not be listed for obvious reasons. Purchases after December 30, 1953, not shown.**

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WCKY	50,000 Watts Independent	5.9
Sta. A	5,000 Watts Network	2.6
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Sta. C	5 kw/1 kw Network	5.3
Sta. D	50,000 Watts Network	3.0

—and WCKY's Hit Parade has maintained a similar dominance, every year since 1947

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Join this list of Prestige Advertisers on

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Dr. Lyons Tooth Powder	Barq Root Beer
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Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

WCKY'S L. B. WILSON DIES UNEXPECTEDLY

Pioneer broadcaster is victim of heart seizure last Thursday at Cincinnati residence.

L. B. WILSON, 63, president and general manager of WCKY Cincinnati, and one of the best known personalities in broadcasting, died unexpectedly Thursday night at his apartment in the Sheraton-Gibson Hotel, Cincinnati. A heart attack—which came without warning—proved fatal before he could be removed to a hospital.

Mr. Wilson had been in apparent good health. He had shown no outward signs of concern over his pending Miami tv application or his affairs generally, his associates said Friday. When he felt badly Thursday at 10:30 p.m. he called his doctor, complaining of a pain in his chest. The doctor arrived in 10 minutes and administered morphine and adrenalin. Mr. Wilson rallied, and while arrangements were being made to move him to a hospital, he began to fade. The end came in about half-an-hour.

Mr. Wilson, with a theatrical background, introduced showmanship in the WCKY operation upon taking over its active management



MR. WILSON

two years after he had established the station in 1929. He was one of the first broadcasters to successfully operate a high powered independent station in a major market after having been affiliated with several networks. He has specialized in mail-order business.

For many years Mr. Wilson had divided his time between Cincinnati and Miami where he and Mrs. Wilson maintained a home. L. B. Wilson Inc., licensee of WCKY, is an applicant for ch. 10 in Miami in a four-way hearing contest now awaiting initial decision.

Mr. Wilson is survived by his widow, the former Jean Oliver of the legitimate theatre, and a brother, Hansford, a retired Broadway actor who created the original role of Lester in "Listen Lester."

L. B. (his christened name, the "L" for his mother and "B" for his father) took over management of WCKY after the station had lost heavily in its first two years. He was new to radio but he knew show business. In addition to having been a performer, he also owned a chain of theatres in Covington, Ky., across the river from Cincinnati, and in Cincinnati.

He was born in Covington on May 20, 1891, the youngest of seven children. L. B. was actually reared in show business, starting in his teens as an impresario for penny neighborhood theatres. In 1912 he spent nine months in Europe with his brother Hansford, doing a turn on the stage as a song and dance man. Back in Covington he managed neighborhood theatres, operated a cigar shop, which became a favorite gathering place for business and professional men, and served for 10 years as executive secretary of the Industrial Club.

In 1910 he got a job on the *Cincinnati Times-Star* covering Covington. His biggest assignment was covering the Republican National Convention in 1912.

In 1923 L. B. re-entered show business and built his first theatre—the Liberty—in Covington. Afterward he built additional theatres, organized a bank and, finally in 1929, established WCKY in Covington. WCKY subsequently was moved to Cincinnati, after an unprecedented promotional barrage which had identified the station as "One Minute from Cincinnati" and "Doing a Job for the Advertiser."

Mr. Wilson, who stood barely five feet, was renowned as a humanitarian and humorist. He abstained completely from alcohol. He claimed his greatest vice was candy and ice cream.

The body lay in state at John J. Gillgan & Son Funeral Home in Cincinnati on Sunday. Services are to be held in Miami Beach on Wednesday, 2 p.m., at the Walsh & Wood Funeral Home, 7140 Abbot Ave., with interment in Woodlawn Park, Miami.

NBC Spot Sales Meets With Stations in N. Y.

MANAGERS of promotion, publicity and merchandising for stations represented by NBC Spot Sales will hold their third annual meeting in New York Thursday and Friday. Theme of the meeting will be "12 giant steps forward." Twelve steps, one for each month of the year, will be developed during the clinic. Ideas will be exchanged among the stations represented at the meeting and a system for a constant exchange of such ideas will be established. Meetings will be held at the Hotel Warwick.

Top management executives who will attend and address the meeting include: Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales Div.; Thomas B. McFadden, director of NBC Spot Sales; Harry Mason Smith, vice president of Crosley Broadcasting Corp., and Hamilton Shea, general manager of WRCA-AM-TV New York.

H. W. Shepard, new business and promotion manager, Mort Gaffin, advertising manager, Max E. Buck, merchandising director, and Robert F. Blake, publicity director, are co-chairmen of the NBC Spot Sales clinic. Among advertising and promotion managers who will attend the session are: Bob Adams, WRC-AM-TV Washington; J. Byron Felter and Frank Goerg, WRGB (TV) Schenectady; Charles Hill, WAVE-AM-TV Louisville; Dick Jones, Crosley Broadcasting Corp.; John Keyes, WMAQ-WNBQ (TV) Chicago; John Kenaston, KRCA (TV) Los Angeles; Tony Kraemer, WRCA-AM-TV New York; Dean Moxley, KNBC San Francisco; Dave Pasternak, KSD-AM-TV St. Louis; Al Perlmutter, WRCA-AM-TV; Clem Scerback, WTAM-WNBK (TV) Cleveland, and Milt Schwartz, WRCA-AM-TV.

Merchandising managers who will be in attendance are: Harry Camp, KRCA (TV) Los Angeles; William Dallman, WTAM-WNBK (TV) Cleveland; Frank Downes, WMAQ-WNBQ (TV) Chicago; David Engles, KNBC San Francisco; Curt Prior, WRC-AM-TV Washington, and William Rich, WRCA-AM-TV New York.

William E. Anderson, WRCA-AM-TV New York; Chet Campbell, WMAQ-WNBQ (TV) Chicago; Robert Horan, WTAM-WNBK (TV) Cleveland; Robert Pelgram, KRCA (TV) Los Angeles, and Jane Morrison, KNBC San Francisco, all publicity managers, also will be present at the clinic.

WFBL's Samuel Woodworth Succumbs to Heart Attack

SAMUEL WOODWORTH, 58, general manager of WFBL Syracuse, N. Y., and pioneer broadcaster in Central New York, died Oct. 23 at Syracuse General Hospital of a heart attack.



MR. WOODWORTH

Mr. Woodworth began as an amateur radio operator in 1912, and during World War II he served with the Signal Corps in France, where he studied French and British radio facilities. In 1920, he was licensed to operate a small radio station at his home in Syracuse, and on Feb. 4, 1922, started regularly scheduled programs from his station, WLAH.

Mr. Woodworth operated WLAH as a hobby while he worked in the radio department of Westinghouse Electric Co. In 1924, WLAH was moved from Mr. Woodworth's home to quarters in the Onondaga Hotel, its present location, as WFBL.

In 1930, the Onondaga Radio Broadcasting Corp. purchased the station. Mr. Woodworth was retained as general manager.

He is survived by his wife, Mrs. Cora Comins Woodworth, two daughters, a brother, two sisters and a grandchild, all of Syracuse.

Henry Steele Lewis, 54, WTAR Vice President, Dies

HENRY STEELE LEWIS, 54, vice president-treasurer of WTAR Radio Corp. (WTAR-AM-FM-TV Norfolk) and president of the *Norfolk Virginian-Pilot* and *Norfolk Ledger-Dispatch*, died Oct. 24 after a long illness. Mr. Lewis had been associated with WTAR since 1932 when he was elected secretary and treasurer. In addition to being a director of WTAR Radio Corp., he was a director of Richmond Newspapers Inc., Norfolk Newspapers Inc., Ledger-Dispatch Corp. and the Seaboard Citizens National Bank. He is survived by his wife, a son, a brother and two sisters.

P. K. Ewing, WGRM-WMIS Dies After Long Illness

P. K. EWING, 62, operating WGRM Greenwood and WMIS Natchez, in Mississippi, died Wednesday after a long illness. He had been in radio many years, and formerly was general manager and vice president of WDSU New Orleans. He had been active in management of WGMR and WMIS until his health failed. Previously he had operated stations in Gulfport, Jackson and Vicksburg, Miss.



with WAVE

you don't buy the palm tree—

YOU BUY THE COCONUT!

If you want to do a top radio job in the best part of Kentucky, you obviously don't need to buy the whole radio "tree" — trunk, roots *and* branches!

WAVE GIVES YOU THE BEST OF KENTUCKY — AT MINIMUM COST. WAVE's 50% BMB daytime area is almost precisely the same as the Louisville Trading Area, which racks up *42.5% of this State's total Effective Buying Income.*

WAVE PROGRAMMING GUARANTEES AUDIENCE. WAVE is *the only NBC station* in or near Louisville. But network attractions are only part of our appeal. 62 good people on *radio* (44 of them working on-the-air activities rather than sales, etc.) give us better news, better sports, better local programming *all along the line.*

WAVE alone in Louisville gives you ALL the coconut, at the *right* price. NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives

KGO-AM-TV MERGES RADIO-TV FUNCTIONS

IN KEEPING with the American Broadcasting Co.-United Paramount Theatres economy program, James Connolly, vice president of ABC's KGO-AM-TV San Francisco, today anounced consolidation of the stations' radio and television operations, effective Nov. 1.

In the announcement Mr. Connolly said he would take active charge of KGO and KGO-TV, with Vincent Francis, formerly the tv station manager, becoming local radio and television sales manager and David Sacks, formerly tv sales manager, becoming national sales manager for both radio and television.

Russ Baker, tv program manager, takes over the same job for the radio station. Roy Grande, formerly program manager for radio, has resigned. Other changes include the resignation of A. G. (Shortie) Evans former business manager for the two stations. Harry Jacobson, formerly chief of tv engineering, has been named chief of engineering and building maintenance for both radio and television.

Additional changes as a result of the consolidations will be announced soon, Mr. Connolly said.

Harley West Named Manager For WKST-AM-TV New Castle

HARLEY M. WEST Jr., formerly manager of WNEM (TV) Bay City-Saginaw, Mich., has been appointed manager of WKST-AM-TV New Castle, Pa., according to Sam W. Townsend, president of the station. Mr. Townsend also announced that A. W. Graham, one of the founders of WKST, has retired to Florida, but will continue as an officer, director and stockholder of the station.



MR. WEST

WJIM-AM-TV Dedicates Elaborate Country House

DEDICATION of the new WJIM Country House of WJIM-AM-TV Lansing, Mich., was scheduled yesterday (Sunday) evening with 200 guests from the nation's public life as well as leaders in advertising and other business lines. Harold F. Gross, WJIM president, arranged the inaugural ceremonies.

The million-dollar expansion project brings to Lansing what is described as one of the most impressive radio-tv structures in the nation, incorporating many new features and providing efficient facilities.

FCC Chairman George C. McConnaughey and Mrs. McConnaughey were honor guests at the formal opening along with Sen. Charles E. Potter (R-Mich.).

An hour-long program included such tv artists as Eddie Fisher, George Gobel, Janice Paige, McGuire Sisters, Tommy & Jimmy Dorsey orchestra, Bud & Cici Robinson and others. Greg Garrison directed and produced the program.

The radio and tv stations have been going through a 30-day shakedown period in the new quarters.

WABD (TV) Sets Color

DuMONT'S WABD (TV) New York was to begin color telecasting yesterday (Sunday) at 6 p.m. with three filmed programs. A color program will be presented by the station each Sunday thereafter at the same time, according to James L. Caddigan, DuMont's director of programming and production. The series, titled *Sunday Supplement,* will consist each week of three "pages." The premiere program was to feature "The Story of Colonel Drake," which recounts the drilling of the first oil well in Pennsylvania, plus cartoon and a travelogue.

WFEA Protests Action Banning Tape Recorders

SHARP protest was delivered by WFEA Manchester, N. H., after the local school board voted 8-5 last fortnight to ban the use of a tape recorder during a board meeting.

The board action was taken after a motion to eject Alan Rock, WFEA news editor, from the hearing was amended to apply only to the recorder.

According to news reports, the motion was invited when Vice Chairman Timothy Landrigan, presiding at the session, said to Mr. Rock that the station staff had been instructed by its "boss" to "go out and attack every city official, and I think that's the nearest thing to a communist program I have ever heard."

WFEA's station manager, Norton I. Virgien, retorted that the allegation "is a plain unvarnished untruth" and that the only "instructions" given his newsmen were "to seek out and report facts of interest to citizens of Manchester and New Hampshire wherever they may be found and regardless of the personalities involved."

To the "communist" allegations, Mr. Virgien declared, "communism will never flourish when news media are permitted to inform the public factually of the activities of their elected officials." He said it appeared that "Mr. Landrigan and his supporters . . . have not been accustomed to the public being so informed of their activities."

Mr. Rock, who for several months had been covering school board meetings with a recorder, was permitted to remain at the hearing and take notes of its proceedings.

Merino Named Manager Of KFSD-TV San Diego

JOHN C. MERINO, in managerial positions with KFSD San Diego since 1946, has been appointed station manager of KFSD-TV there, according to William E. Goetze, new general manager of KFSD-AM-TV.



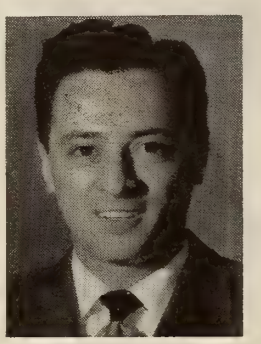
MR. MERINO

Mr. Merino will report to Mr. Goetze, who is selling his interest in Elliott, Goetze & Boone, San Francisco advertising agency, and will take charge of KFSD-AM-TV today (Monday).

The KFSD properties were recently purchased by Fox, Wells & Co. for $2,227,500 from Airfan Radio Corp. [B•T, Oct. 18]. The new corporate name is KFSD Inc.

DUAL WABC POSTS GO TO RENAULT

APPOINTMENT of Michael A. Renault as acting general manager and sales manager of ABC-owned WABC New York is being announced today (Monday) by Robert E. Kintner, president of ABC. Mr. Renault succeeds Ted Oberfelder, who has been named vice president and general manager of ABC's WABC-TV New York [B•T, Oct. 25].



MR. RENAULT

Mr. Renault, who will assume his new post today, joined WABC (then WJZ) in 1950 as an account executive, and was promoted to commercial manager in December 1952. Previously he had been with the representative firms of Donald Cooke Inc. as New York manager and with Headley-Reed Co., New York, as account executive. During World War II, Mr. Renault served five years in the U. S. Army.

CBS Spot Sales Releases New Issue of Market Book

LATEST edition of CBS Radio Spot Sales Market Book is being distributed, Richard F. Hess, director of research for CBS Radio Spot Sales, announced last week. The 21-section, 157-page volume features major-city media information for each of the 14 represented markets, including base rates for radio stations, tv stations and newspapers.

Market data includes a new feature: income and spending unit data by size of spending unit income.

Information in the new volume was summarized mainly from material in the latest Sales Management *Survey on Buying Power* and the farm portion of *Standard Rate & Data's Consumer Markets.*

WKBN-TV Increases Power From 16 Kw to 160 Kw

TEN-FOLD power increase, from 16 kw to 160 kw, has been announced by WKBN-TV Youngstown, Ohio, by Warren P. Williamson Jr., president and general manager. Using its new 12½ kw RCA transmitter, the changeover went into effect on Oct. 17.

Hanrahan Advises Aussie Tv

JAMES C. HANRAHAN, general manager of WEWS (TV) Cleveland, Ohio, was scheduled to leave yesterday (Sunday) for Australia to serve as consultant to the developing tv industry there. A Royal Commission recently formulated allocation plans for commercial and government-owned channels. Mr. Hanrahan expects to be back in the U. S. by Christmas.



MR. HANRAHAN

Reprint from the July 3 Oregon Journal

...debate on tax ... (AP.)

...Spilman, stepfather ... Japan. Spilman married ... mother, adopted boy. Soon after ... began to be pals. (AP.)

...GIRLS ... with a nice fresh worm. Witness reac... Stephenson, 11, getting ready for YMAC "rodeo" ... ton, W. Va., as Tim Lovett looks on. (AP.)

The Lowdown — Radio ★ TV — B MIKE

By William Moyes

A GENT JUST RETURNED from touring across the country . . . with his car radio turned on . . . reports programs are about the same . . . mostly records. The big change is in the announcers.

The old, dignified spielers have either been fired or quit and gone to work . . . and station owners have replaced them with noisy morons they apparently rounded up in pool halls, cocktail bars, under bridges and in the waiting rooms of psychiatrists' offices. Bums that 10 years ago they wouldn't have hired to clean out the washrooms.

★ ★ ★

INFORMALITY is the motto of this new type gabbler. He aims to be as relaxed and limp as a bar rag. Old type spielers used to say "off the air, due to circumstances beyond our control." The up to date lout throws his head back and blasts "Hey! Whatinell's wrong wit the power?"

★ ★ ★

YOU KNOW who's responsible for this new kind of lout. Arthur Godfrey. Today every platter spinner is his own Gortrey. Eating, sneezing, coughing into the mike . . . as relaxed as a busted suspender. He stands at the mike, head down . . . his tongue hanging down like a deflated circus balloon . . . and he never bothers to retract it into his bazoo even while talking.

The chances are he dresses in soiled Hollywood sports clothes, like that other exponent of relaxation, Bing Crosby.

★ ★ ★

THE STATION MANAGER (general manager, that is), who five years ago would have fired the no-good loafer in two minutes, does nothing now . . . because he's got his own troubles. He sits in his office with his legs wound around each other like spliced wire . . . worried stupid over the dropoff in billings.

If he ever thinks of firing this sweat-shirt Psycho at all, it's only to make way for some crazy cowpoke he's heard about in Mississippi who can Yahoo! so loud people can hear him without evening turning their sets on.

★ ★ ★

IT ISN'T ONLY in little cities which you hear while touring that things in radio have become as relaxed as a handful of dead beef liver. A certain big network staton in Los Angeles has gone sloppy too . . . sloppier than anyone else.

Leave us look at what the brains of that big flagship station have come up with in the way of becoming informal.

★ ★ ★

"POSSIBLY the most informal radio program on radio . . .", says the station's press agent (unless he has been fired for economy reasons and it's the janitor who's doing the talking) is Henry (Whosis') "Meet the Melody" program, heard for two hours each afternoon. Close to 100 persons can be accommodated in the studio and they're free to come and go as they please, during the program.

"Essentially a recorded music program, Henry is now incorporating amusing games he plays with the audience, interviews and gallons of coffee for everyone.

"If a guest has any special preference in music, Henry tries to play some records for him."

★ ★ ★

IN FORMER DAYS, Henry wouldn't just "try" to play some records. He'd play them or else he'd be fired. But on this show, it seems even the turntable is informal; it plays only if it wants to.

★ ★ ★

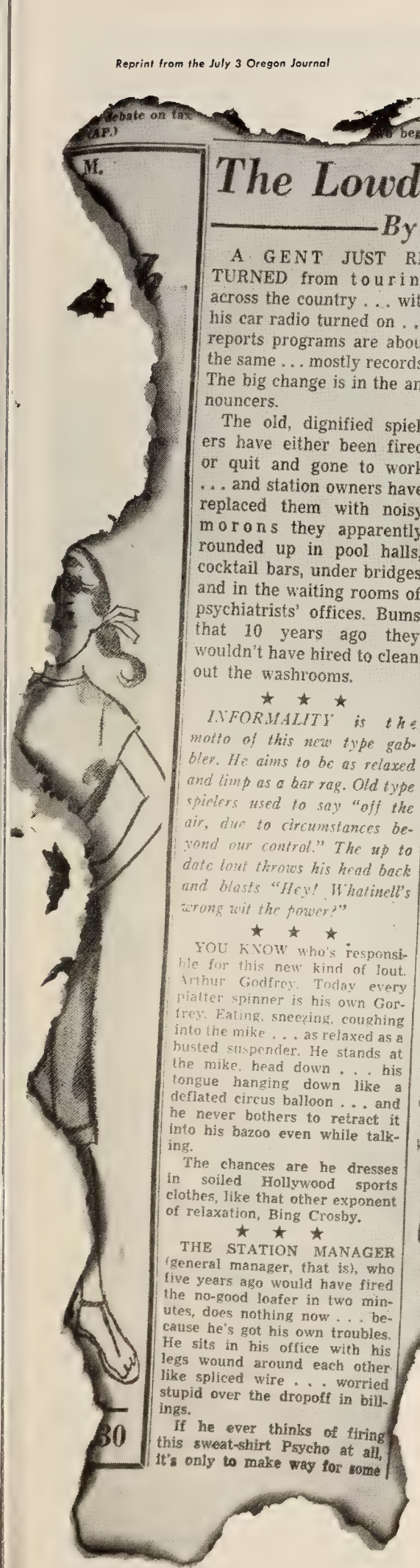
THAT'S modern, informal radio in LA . . . a room with 100 people in it . . . asking each other questions . . . playing games (leapfrog, I suppose) or lying on the studio carpet bubbling at the mouth and wishing the management would turn up the air conditioning or install Turkish baths for use in cold weather. Emceeing this group is old Sloppy himself (probably in bare feet and shorts) pondering on whether to wave at the man in the control booth to try and spin one or two records.

Since presumably there's a mike in the studio, some of the lazy proceedings must be getting out onto the air. And in an office building downtown, the board of directors is probably planning to ask the FCC to let them shut down the transmitter, to save juice, and grant them a permit to operate an oversize jukebox.

★ ★ ★

AT THE LABOR ... tion in Astoria, ... who is sec. of the ... eration of Lab... one of the tal... his busines... the hotel ... partakin... ... ne... "Say... to ...

SIDE GLANCES By Galbraith



We believe that the esteemed William Moyes is a bit too caustic in appraisal of radio personnel in his column — but it is being reprinted in its entirety as a warning to everyone connected in Radio, Television and allied Electronics . . . an honorable profession that must never include the "noisy morons", so cynically referred to by Mr. Moyes . . . We do not agree with him in his castigation of Arthur Godfrey and Bing Crosby . . . Neither needs defense against such criticism . . . Millions of viewers and listeners are proof of that . . . But our industry, because of its very necessity in reaching every home, every family, every child and every adult, must maintain its just dignity . . .

Northwest Radio and Television School is proud that every one of its thousands of graduates has followed through with that principle. The ones now being trained will do the same.

THE NORTHWEST RADIO AND TELEVISION SCHOOL

WILLIAM A. SAWYER, *Director*

PORTLAND, OREGON • HOLLYWOOD, CALIFORNIA • CHICAGO, ILLINOIS

Blair Appoints Harrison To Head St. Louis Office

THOMAS C. HARRISON, director of national spot sales, WSM Nashville, has been appointed manager of the St. Louis office of John Blair & Co., radio station representative firm. He succeeds J. Chris Hetherington, whose retirement was announced last month [B•T, Oct. 25]. Mr. Harrison will join Blair immediately before the first of the year.

For the past three years, Mr. Harrison has been director of national spot sales for WSM. Prior to his association there he was with Brown Radio Production, Nashville. He entered the advertising field in 1946 with the sales and radio promotion department of Ralston-Purina Co., St. Louis.

Lacey Renews WINS Contract

NEW five-year contract has been signed with WINS New York by its seven-year veteran m.c., Jack Lacey, it was announced last week by Robert J. Leder, vice president and general manager. According to Mr. Leder, the salary increase which was included in the contract will place Mr. Lacey in the nation's "top five" disc jockey category, financially. Mr. Lacey, who gave up teaching at Connecticut State Teachers College to enter radio as an announcer, joined the outlet in 1947 and has two radio shows daily.

Von Kaenel, Ferrara to Petry

JOAN VON KAENEL, advertising and promotion staff of National Newspaper Syndicate, Chicago, has joined Edward Petry & Co., that city, to work on tv promotion and service Petry's Midwest accounts. She also will develop sales service information for use by all Petry offices. Mrs. Von Kaenel was formerly with the advertising and promotion department of NBC New York, and promotion assistant at WTAM and WNBK (TV) Cleveland.

Nancy Ferrara, formerly of Hilton & Riggio, has been added to Petry's tv promotion staff in New York as sales service manager.

KPTV (TV) Plans Megawatt

KPTV (TV) Portland, Ore., the country's first commercial uhf station, expects to be operating at maximum 1,000 kw by March 1955, Russell K. Olsen, general manager, announced last week. The project will cost about $350,000, Mr. Olsen said, with construction now underway to replace the ch. 27 outlet's present 210-ft. tower with a new 540-ft. structure. The new tower is expected to be completed by Nov. 15, with delivery of an RCA 25 kw transmitter and 45-gain antenna set for February.

Not Missing a Minute

TEST PATTERN from 10 a.m. to 2 p.m. on WTOM-TV Lansing, Mich., ch. 54 outlet there, has been sold by the station to the newly-formed Radio-Television Assn. of Lansing, organization of appliance dealers and servicemen. Each day over the six-day-a-week schedule a different service station is plugged on the ID with a voice transcription cutting in every hour to identify the particular dealer. In announcing the sale, Tom Shull, station president, said that in addition to increasing WTOM-TV's revenue, dealers have an opportunity to align sets and sell new receivers and converters.

STATION PEOPLE

Reginald P. Merridew, program director, WGAR Cleveland, appointed director of operations.



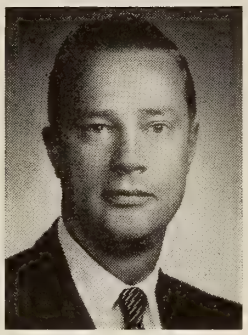
MR. MERRIDEW

J. Frank Doody appointed sales manager, CHSJ-TV St. John, N. B.; **William Stewart** appointed program director; **Fred Blizzard** appointed film editor.

Alexander Field, formerly public relations director, promotion manager and special events announcer, KENI Anchorage, Alaska, to WLW Cincinnati as assistant director, special broadcast services department.

Bill Goodnow, formerly with sales staff, WTMJ Milwaukee, appointed sales manager, WCAN there.

William B. Faber, formerly vice president of tv, Headley-Reed Tv, N. Y., appointed sales manager, WFLA-TV Tampa, Fla.



MR. FABER

Chuck Conner, commercial manager, KTVA (TV) Anchorage, Alaska, and **Jack Markward,** WHAS-TV Louisville, Ky., to sales staff, WOOD-AM-TV Grand Rapids, Mich.; **Charles Robinson,** formerly with engineering staff, WFBM-AM-TV Indianapolis, Ind., to WOOD-AM-TV as assistant chief engineer.

Betty Mattson appointed public relations director, WCFL Chicago.

Benton Paschall, L. A. station representative, appointed L. A. sales manager, KERO Bakersfield, Calif.

Robert J. McIntosh, formerly general manager, WJPS Evansville, Ind., to WWJ Detroit as local sales manager.



MR. McINTOSH

Fred Haner, formerly art director, WROW-TV Albany, N. Y. to WTRI (TV) there in same capacity, succeeding **Charles Cummings,** who moves to Hevenor Adv., same city.

William R. Rollins, announcer-disc m.c., WAYS Charlotte, N. C., transfers to WAYS-TV as chief announcer.

Gordon Lochwood, formerly with KPDN Pampa, Tex., to WELI New Haven, Conn., as disc m.c.

Bill Traphagen, production manager, WTVB-AM-FM Coldwater, Mich., to WKZO-AM-TV Kalamazoo, Mich., as disc m.c.

Sterling Advice

UNPRECEDENTED "institutional" messages, in which an ABC vice president will tell viewers of his station's daytime programming plans, have been announced by the network's o&o WBKB (TV) Chicago. Sterling (Red) Quinlan, vice president in charge of the outlet, will go before the cameras Nov. 6-8-11 for a half hour each evening and explain WBKB's "Half-Nelson" plan of programming blocked for different types of audiences throughout the telecast day.

Thomas W. Thuman, sales manager, WSAI Cincinnati, appointed to newly-created position, national sales manager.



MR. THUMAN

Bob Wolff, sportscaster, WWDC-AM-FM Washington, signed by WPIX (TV) New York as announcer for Madison Square Garden sports events during 1954-55 season.

Jim Brown, announcer, KSON San Diego, Calif., to KFSD there, in similar capacity.

Ed Joyce, announcer, WRGB (TV) Schenectady, N. Y., to WBBM Chicago in similar capacity.

Jim Shirek, formerly news director, KNUJ New Ulm, Minn., to news center staff, WMT Cedar Rapids, Iowa.

Lloyd Perrin, vacation replacement announcer, KFI Los Angeles, appointed permanent announcer, succeeding **Jim Todd,** promoted to farm director.

Gino Da Dan, accounting staff, WMAQ-WNBQ (TV) Chicago, transfers to advertising-promotion staff as writer.

Terry Saint, announcer, WMAZ-TV Macon, Ga., to WJNO-TV West Palm Beach, Fla., in same capacity.

John Hartman, announcer, KWKH Shreveport, La., to WKY-AM-TV Oklahoma City, in same capacity; **Barbara J. Embree** and **Barbara Winkler** to public relations staff, WKY-AM-TV.

Harold Bates, formerly with KONA Honolulu, to KGMB there as announcer.

Irvin M. Kipnes, secretary, Beachview Broadcasting Corp., Norfolk, Va. (ch. 10 applicant), father of boy, Thomas J. B., Oct. 20.

Thomas Blake, 28, former vice president and general manager, KSTV Stephenville, Tex., died Oct. 11.

REPRESENTATIVE APPOINTMENTS

KULA-TV Honolulu has appointed Adam Young Television Corp., N. Y.

KILO Grand Forks, N. D., appoints Everett-McKinney Inc., N. Y., effective today (Mon.).

WTOM-TV Lansing, Mich., has appointed Everett-McKinney Inc., N. Y.

KOSI Denver has appointed Forjoe & Co., N. Y.

WKDA Nashville, Tenn., has appointed John E. Pearson Co., N. Y.





Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

BIG MIKE
THE TRUCKER

This month Big Mike salutes the truckers who play such an important part in getting the livestock, grain and other farm produce . . . as well as manufactured items . . . to market.

Several of the nation's largest and best known trucking firms started and maintain their headquarters in Nebraska. Last year there were nearly 60,000 commercial trucks and more than 78,000 farm trucks registered in Nebraska. Monthly payroll of the industry in Nebraska alone estimated at $40,000,000. These 138,000 trucking units form an important transportation link in connecting the production areas with the market and ultimate consumers and keep Nebraska one of the nation's top markets.

Just as truckers play an important part in the development and progress of the Nebraska Market . . . so does Big Mike. Smart advertisers have recognized the power and the influence of KFAB in the Midwest Empire. Free and Peters will be glad to tell you how you can reach the people who make this area tick by using KFAB . . . or get the facts from Harry Burke, General Manager.

THE MIDWEST-EMPIRE STATION

1110 K.C. **KFAB** 50,000 WATTS OMAHA CBS RADIO

McCONNAUGHEY PUTS HIMSELF ON RECORD AT RTES-NAEB MEET; HENNOCK DISSENTS

FCC chairman takes a strong stand against program censorship. Comr. Hennock explodes at chairman's suggestion that educators explore use of, among other things, community antenna systems. Top industry officials were in attendance.

WITH LESS than a month in the chairmanship of the FCC, George C. McConnaughey strode onto the radio-tv scene Thursday with a maiden speech on the media, drawing an attendance of top industry leaders and also a vigorous "dissent" by FCC Comr. Frieda B. Hennock.

Mr. McConnaughey's speech, made in New York before a record audience of some 600 at a joint Radio & Television Executives Society and National Assn. of Educational Broadcasters luncheon in the Hotel Biltmore, placed the chairman on record with the following:

- A strong stand against program censorship.
- An invitation to educators to do something about idle tv channels reserved for them and also suggestions where they could use tv in other than a broadcast capacity.
- A reminder that commercial broadcasting is free so far as listener and viewer are concerned and dependent on advertisers to keep it alive.
- A caution to broadcasters that the commercial air "should not be confined to just sales plugs interspersed with entertainment."

Miss Hennock's explosive and highly-emotional attack—without reference to Chairman McConnaughey by name—was made during a news conference held by the chairman after his luncheon address.

In attendance at the conference, Miss Hennock, while directing her remarks against "commercial interests" in the broadcast field, challenged those portions of Mr. McConnaughey's speech which dealt with educational tv channels.

Her attack centered on Mr. McConnaughey's suggestion near the close of his talk that educators explore "other non-commercial fm and tv outlets" open to them, including cooperation with commercial stations in the community, "campus networks," closed circuit tv and community antenna systems.

Miss Hennock, vociferously informing newsmen, "I'm fighting mad about this and I don't mind saying so," labeled what she called the suggestions of "commercial interests" for educational exploration other than tv channels an "outrage."

Continuing her attack, Miss Hennock said, "I challenge all four networks to debate" the issue. Educators, she cried, "will not be relegated to closed circuit tv." What have the networks done for educational tv? she asked. Their record on educational tv, she asserted, "is not a pretty one."

No Reorganization Planned

During his news conference, Mr. McConnaughey said the FCC had received the Bricker questionnaire (Senate Interstate & Foreign Commerce Committee investigation into network affiliations) and that FCC's staff was working on it. He also said he did not anticipate any reorganization of the Commission in the wake of his appointment as chairman.

In his speech, Chairman McConnaughey said he favored "as few controls as possible, and only those that are justified and basically necessary in the public interest." He said this applied to federal regulation of other types of electrical communication under FCC jurisdiction as well as to broadcasting.

Congress, he said, "specifically posted a 'hands-off' sign as far as federal censorship is concerned." He quoted President Eisenhower on the "repugnance of thought control" when —in the words of the President—"censorship goes beyond the observance of common decency or the protection of the nation's obvious interests, it quickly becomes, for us, a deadly danger."

"As far as broadcasting is concerned," Mr. McConnaughey said, "the industry is its own policeman. Radio and television groups operate voluntarily under codes of their own."

At another point in his talk, he said:

"Though many people feel, and rightly so, that some commercial blurbs are overdone—that 'now a "word" from our sponsors' has become the longest 'word' in the English language—sight should not be lost of the fact that commercial broadcasting in our country is free as far as the listener and viewer are concerned and, therefore, it must depend upon advertisers to keep going."

On commercial broadcasting which is "confined to just sales plugs interspersed with entertainment," Mr. McConnaughney asserted: "The

What's their whole name?



MARY _____ _____



'VASELINE' _____ _____

Products, like people, are sometimes known by just *part* of their name. In the case of 'Vaseline', this is a mistake. Because, actually, 'Vaseline' is not in itself a whole name. It's the trade mark used to designate a whole line of products, viz: 'Vaseline' Petroleum Jelly, 'Vaseline' Hair Tonic, 'Vaseline' Lip-Ice Pomade, etc. So when you refer to a 'Vaseline' product, won't you please use its *whole* name? We'll appreciate it a lot!

ANSWERS: Mary Margaret McBride
'Vaseline' Petroleum Jelly

CHESEBROUGH MFG. CO., CONS'D



YOU MIGHT SCORE 4 TOUCHDOWNS IN 12 MINS.—*

BUT . . . YOU NEED WKZO RADIO TO BREAK SALES RECORDS IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WKZO, Kalamazoo, scores heavily, eighteen hours per day, in Western Michigan. Pulse figures, left, prove it. On a quarter-hour, 52-time basis, WKZO delivers:

321.4% more afternoon listeners than Station B—and 181.0% more morning listeners—for only 35.3% more money!

Nielsen figures confirm the WKZO audience facts. They credit WKZO with 177.7% more average daily daytime families than Station B!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Red Grange of Illinois did it in the first 12 minutes of the 1924 Michigan game.

public won't stand for that. It also wants some sober thought and enlightenment."

The FCC chairman said he was "apprehensive" at times that use of the term "educational program," "rubs many listeners and viewers the wrong way." To the man who "twists the dials primarily for entertainment, the words recall enforced study in the classroom and imply academic instruction."

Mr. McConnaughey said, "It is impossible to agree on what constitutes an educational program, or where the educational element ceases and the commercial aspect begins." He cited music, news, travel, round-table discussions among many entertainment programs which also could be called "educational."

"To my mind," he said, "there is some degree of education in all types of broadcasting—am, fm, tv, closed circuit "and even amateur conversations on the air."

200 Had Licenses

In reviewing the history of educational broadcasting, Mr. McConnaughey pointed out that by 1925, nearly 200 educational groups held am licenses but when the FCC was created in 1934, "for various reasons most of these stations were off the air." He said about 35 stations licensed to educational institutions still operate in am, a score of these being non-commercial. When FCC in 1938 set aside certain am frequencies for educators, "only a few took advantage of them. Some of those which did so changed" to fm, he said.

After educators pleaded for fm channels, Mr. McConnaughey said, the FCC in 1945 reserved 20 channels. "But the educational response to fm's opportunities has been disappointing," he asserted, despite fm's low-cost in operation. FCC authorized low power operation and later remote-control of fm, he reminded—"yet today this considerable space in an otherwise congested spectrum is still going begging."

In tv, he said, "enthusiasm in educational circles is particularly intense" but the fact that it is the most costly form of broadcasting "is proving to be a considerable stumbling block at the present time." He said: "The economic truth is that more than just 'vision' is required to 'see' educational television."

Noting the slow pace of educational tv grants —33 since mid 1952, Mr. McConnaughey said only seven thus far have made their air debut. Stressing costs, he also warned educators to be aware that color if envisoned by them, will greatly increase budget needs.

With facilities for 252 non-commercial, educational channels open, "it is now up to the educators to use them," he said. "The development and future of educational tv depends upon it. This is a challenge to the educators."

He said cooperation between local commercial am, fm, and tv stations and schools or other educational institutions has been "very successful" with programs aired generally without cost to educators. He said networks, national, state and regional, welcome "suitable programs" which help emphasize what they are doing in the matter of educational service.

Mr. McConnaughey noted, "This is a day of high competitive program selection. The general public is so accustomed to depending upon commercial radio and tv for entertainment, enlightenment and relaxation that educational subjects must be expertly presented in order not to bore a critical viewing or listening public which is quick to turn the knob."

Miss Hennock was highly critical of both the am and fm picture as related to educators drawn by Mr. McConnaughey, in his talk.

Miss Hennock also said that hearings on subscription tv were long "overdue" at the FCC and that she believed they should be held as soon as possible. She also outlined the relationship of pay-as-you-see tv with uhf. On uhf, Miss Hennock was critical of the Potter subcommittee which held hearings on the status of uhf, asking why the group did not publish an interim report.

Washington. N. C., Ch. 7 Granted to WRRF Owners

GRANT for the first new tv station at Washington, N. C., on ch. 7, was issued by the FCC last week to North Carolina Television Inc., headed by W. R. Roberson Jr. He and other members of the Roberson family own WRRF at Washington. Commissioner Hennock dissented.

Other stockholders in the new tv venture include officers and stockholders of WGBR Goldsboro; WVOT Wilson (H. W. Anderson); WELS Kinston (William S. Page); WCPS Tarboro (V. E. Fountain); WHIT New Bern, and WTVD (TV) Durham (Harmon Duncan), all in North Carolina.

The application of North Carolina Tv disclosed affidavits by each stockholder agreeing that separate staffs, management and contracts will be maintained by the tv and each am station and, that no combined rates, purchasing or simulcasts will be permitted.

On the Air

WOHO

THE FINEST BUY IN RADIO

In this billion dollar market you can now reach over 500,000 persons at lower costs than ever before. The rich trading areas of Northwestern Ohio and Southeastern Michigan are awaiting the sales messages of budget-wise, cost-minded advertisers.

TAKE A PROFIT!!! **TAKE WOHO!!!**

1,000 WATTS
1470 KC

TOLEDO, OHIO

FULL TIME

JOHN E. PEARSON CO. — NATIONAL REPRESENTATIVE

(Advertisement)

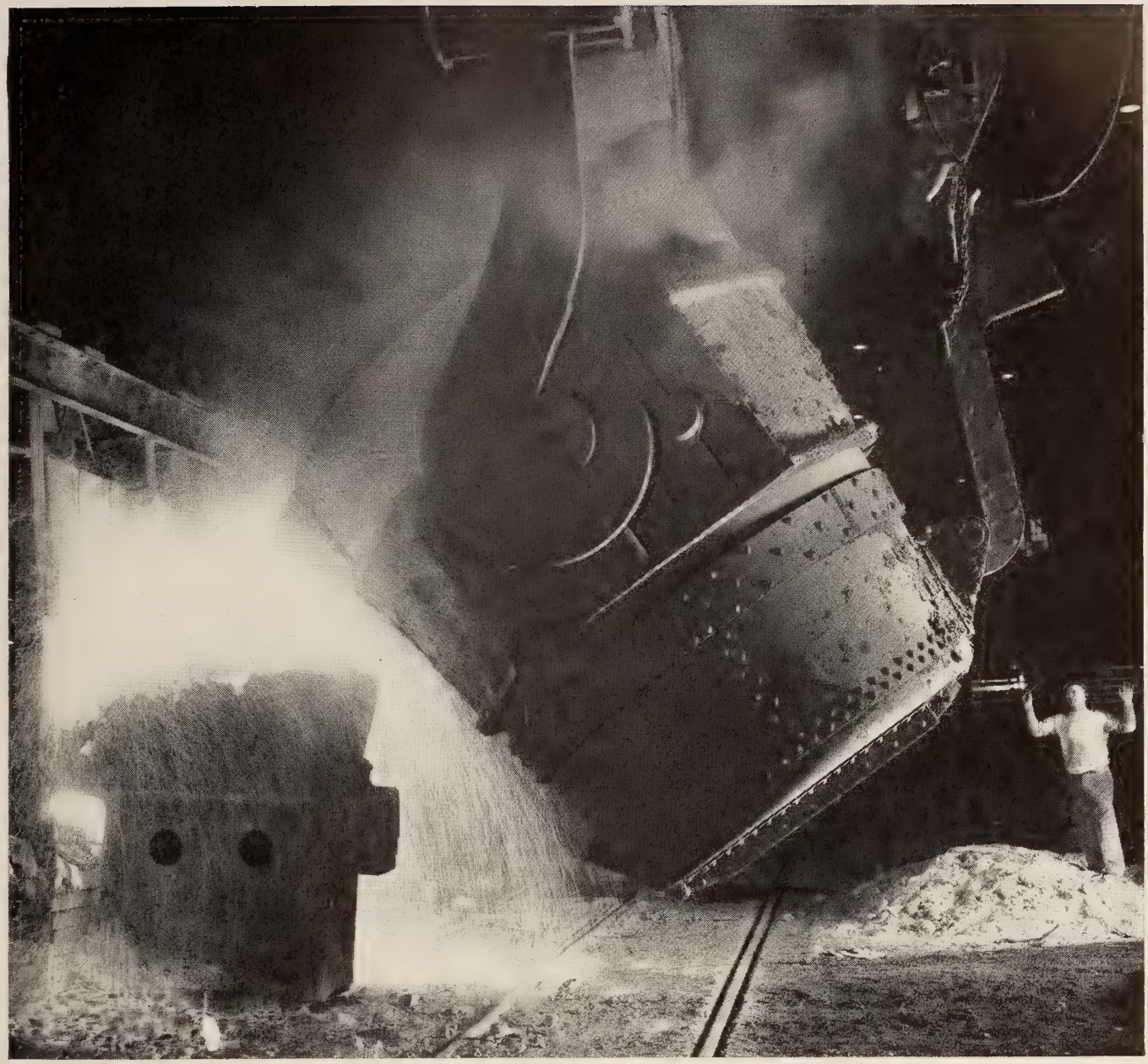


PHOTO GREAT LAKES STEEL CORPORATION, DIVISION OF NATIONAL STEEL CORPORATION.

Suppose steel couldn't price its own product

The steel companies and the railroads have a great deal in common. Each is basic to the nation's economy and defense. Each is a large and good customer of the other.

However, while steel management is entirely free to exercise its judgment in adjusting prices to obtain business and meet competition, railroad management is not. It is prevented from doing this by regulations originally aimed at curbing railroad monopoly, a situation which disappeared many years ago.

Steel can adjust its prices overnight by management decision—which is as it should be in a free economy. The railroads must first submit proposals to the government before they can raise or lower rates, and then are frequently subjected to delay.

Steel can quickly stop the manufacture of any item which dwindling demand causes to be made at a loss. The railroads are prevented from abandoning many unprofitable services without recourse to long and involved regulatory processes—and then are often denied approval and forced to continue unneeded services at heavy expense.

Because of these and many other inequalities, the railroads—vital to the country and its economy—operate under increasing difficulties that handicap their managements in taking steps aimed at giving the best possible service to the public.

The railroads do not seek relief from all regulation. They ask only that the regulations under which they operate be modernized in line with today's highly competitive conditions in the transportation industry . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.





FRANK FOLSOM, RCA president, both gave and received medals last Monday in Washington. Appearing in his role of president of National Security Industrial Assn., he gave the James V. Forrestal medal (left photo) to President Eisenhower. That morning Mr. Folsom was presented the Cross of Commander of the Royal Order of the Phoenix (right photo) for his service to Greece. L to r: Brig. Gen. Sarnoff, RCA-NBC board chairman; Mr. Folsom; Ambassador Athanase Politis of Greece, and Robert T. Stevens, Secretary of the Army.

LAMB CASE HEARS STORY CONFLICTS

Ex-Communist Eugene Stoll, FCC Broadcast Bureau's eighth witness, believes Edward Lamb never accepted Communism in any form.

CONTRADICTION of testimony by earlier FCC Broadcast Bureau witnesses and the opinion that broadcaster-publisher Edward Lamb never accepted Communism "intellectually or any other way," were among highlights of testimony last week by ex-Communist Eugene Stoll in the FCC hearing on license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

The hearing, before Examiner Herbert Sharfman, includes issues whether or not Mr. Lamb falsely represented to FCC that he never had Communist ties [B•T, Sept. 20 et seq.]. Mr. Lamb, who awaits completion of the Broadcast Bureau's case before he can present his evidence and witnesses, has denied any Communist associations and describes the proceeding as a "political frame-up."

Mr. Stoll, who was active in Toledo Communist Party affairs from 1927-1945 and executive committee member, on Tuesday related he first met Mr. Lamb in 1934 and sold him a subscription to the Sunday edition of the *Daily Worker*. He said he visited Mr. Lamb's law office on various occasions through the early 1940s, usually on trade union matters.

The witness, now an electrician at Swanton, Ohio, said he saw Mr. Lamb in June of this year for the first time since 1944. It was at Mr. Lamb's office in Toledo at a meeting prearranged by Sunne Miller, manager of Mr. Lamb's WTOD Toledo, he said.

Asked by Broadcast Bureau counsel Thomas Fitzpatrick what he said to Mr. Lamb at the June meeting, Mr. Stoll related, "I said that I was under the impression that this attack [on Mr. Lamb] was due to the hysteria of the times and that I was only interested in one question.

"I made known to him my position as being opposed to the Communist movement today, to the position of the Communist Soviet Union in world affairs, . . . and that as far as his case was concerned before the FCC, that if he still had any connection with the Communist movement, that there would be no hope for him and I said, 'Man to man, eye to eye and face to face, do you have any connection with the Communist movement?'

"And he looked me straight in the eye and he said, 'Gene, as God is my witness, man to man, eye to eye and face to face, I have no connection with the Communist movement. I never had any connection with the Communist movement and I don't intend to have any.' "

On Wednesday, when Mr. Stoll said he was sure Mr. Lamb never accepted Communism intellectually or any other way, the examiner questioned why Mr. Stoll used the word "still" when he quizzed Mr. Lamb in June. The witness explained "there was a question of timing in this whole thing—what was a Communist Party from 1932 to 1942 and what was it from 1945 to 1954?

"Now, Mr. Lamb worked with unions that had Communist leaders; they had Communist members; and it was to do this union work he had to do business with Communists," Mr. Stoll said.

Under cross examination by Russel Morton Brown, counsel for Mr. Lamb, Mr. Stoll testified he never heard of Communist Party meetings being held in 1936 at the Chittenden Hotel in Columbus, Ohio, and explained that state meetings usually were held in Cleveland.

Mrs. Marie Natvig earlier claimed she met Mr. Lamb at Columbus meetings and on one occasion in 1936 was Mr. Lamb's "guest" at the hotel. She claimed he told her of plans for world revolution, including seizure of U. S. communications [B•T, Oct. 18, 11].

Mrs. Natvig, who claimed she was a Communist Party member from 1935-37 at Toledo, didn't recall making any formal membership application or paying regular dues. Mr. Stoll, who held various party offices, said members had to sign an application and were required to pay dues every month in proportion to their income.

Mr. Stoll's testimony also differed with that of previous witness Ernest Courey as to the location of Mr. Lamb's law office in Toledo's Edison Bldg. during the 1930s. Mr. Stoll said he helped build the Edison Bldg.

Mr. Stoll told Mr. Brown he was expelled from the party in 1946 under framed-up charges, although he had broken with the Communists intellectually the year before. He claimed William Garfield Cummings was responsible for the frame-up and his expulsion. Mr. Cummings, the Broadcast Bureau's first witness against Mr. Lamb when the case opened in September, said he was asked by the FBI to join the Toledo Communist Party in 1942 and report on its activities [B•T, Sept. 20].

Under questioning by Mr. Brown, Mr. Stoll said he never heard of any "must list" of persons to be contacted by the party for financial contributions nor did the local party keep any file boxes of membership, both of which had been alleged earlier by Mr. Cummings.

On Thursday, the Broadcast Bureau introduced its ninth witness in the proceeding, Mabel Flicker, also of Swanton, near Toledo. Miss Flicker testified she remembered seeing Mr. Lamb in 1944 at the dedication of Lincoln House in Toledo, described as Communist

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RICHARD C. CRISLER LINTON WELLS

headquarters for a time. She said she was in the party from about 1934 to 1946.

Miss Flicker recalled that her former husband, Kenneth Osthimer, was "quite a reader" and in 1936 had offered to help Mr. Lamb with a biography of the Russian leader, Nikolai Lenin, but that Mr. Lamb told him he would let him know if he needed any help. Mr. Stoll also testified he had discussed such a proposed book with Mr. Lamb in 1936.

On Monday, Mr. Brown further cross examined Mrs. Natvig about the circumstances of the second of her three marriages and divorces to test her memory. He has challenged her mental competency several times and characterized her as "lunatic" among other descriptions, which have drawn objection by the examiner and Broadcast Bureau counsel.

Mrs. Natvig claimed "personal privilege" and refused to tell what name she used at Radcliffe College during the 1920s. When the examiner said he would strike all her testimony in the case if she did not answer, Mrs. Natvig indicated she was not sure just what name she might have used. Mr. Brown then introduced a Radcliffe letter claiming no one under several names mentioned earlier by Mrs. Natvig had ever attended the college during the period cited.

Mrs. Natvig also disclosed that 10 days previously she had met her first husband, Mr. Harris, in New York and he told her he had been contacted by the FBI about the Lamb case. She said she did not now know his whereabouts. Examiner Sharfman felt the contact was a "breach" of an earlier understanding among counsel since Mr. Brown wanted to see Mr. Harris first for questioning.

FCC Stays KGUL-TV's Move Nearer Houston

MOVE of KGUL-TV Galveston to a new site nearer Houston was stayed last week by the FCC following a protest against the shift by KTRK-TV Houston [B•T, Oct 25]. At the same time, the Commission ordered that a hearing be held Nov. 15 on the complaints of the Houston ch. 13 grantee against the Galveston ch. 11 station's transmitter move.

KTRK-TV charged that the Galveston station was moving closer to Houston in order to maintain its CBS-TV affiliation, and also to sell advertisers on its coverage of the Galveston-Houston market. This violates the tv table of allocations, KTRK-TV said. It also alleged that KGUL-TV had opened studios in Houston before the FCC granted its transmitter move.

In its opposition to the KTRK-TV petition, KGUL-TV claimed that KTRK-TV had no standing as a party in interest and also that since it had been serving Houston with a Grade A signal before it moved the transmitter, no actual change in its coverage is involved.

The Commission ordered that the burden of proof shall be on KTRK-TV.

Four Standard Grants Issued by Commission

PERMITS for four new standard daytime stations were issued by FCC last week. They were for Riverhead, N. Y.; Greer, S. C., and Loveland and Lakewood, Colo.

• At Riverhead, new facilities on 1390 kc with 500 w were awarded to Suffolk County Broadcasting Corp., licensee of WALK-AM-FM Patchogue, N. Y.

• At Greer, a new station on 1300 kc with 1 kw was granted to Greer Radiocasting Co.

• At Loveland, permit for a new station on 1570 kc with 250 w was granted to Loveland Broadcasters.

• At Lakewood, facilities of 1580 kc with 250 w were granted to Lakeland Broadcasting Service.

Examiner Favors Renewal Of CBS' WBBM-TV License

INITIAL decision renewing the license of CBS-owned WBBM-TV Chicago and modifying its license to specify regular operation on ch. 2 instead of ch. 4 there was issued by FCC Hearing Examiner Herbert Sharfman last week. The action followed dismissal of Zenith Radio Corp.'s application for the ch. 2 facility two weeks ago [B•T, Oct. 25].

The examiner also granted WBBM-TV authority to operate with full 100 kw power.

The much-controverted Chicago ch. 2 case began early in 1953 when CBS bought the ch. 4 facilities of WBKB (TV) Chicago for $6 million. This followed the FCC's approval of the merger between ABC and United Paramount Theatres Inc. which saw the new American Broadcasting-Paramount Theatres Inc. owning two tv stations in Chicago (ABC-owned WENR-TV and UPT-owned WBKB). Earlier, the Commission in its 1952 Sixth Report and Order had directed the shift to ch. 2.

Zenith's application for ch. 2 in Chicago had been filed in 1948, but the FCC had dismissed it on the grounds that the radio-tv manufacturer



. . . keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

had not participated in the allocation proceedings or the WBKB renewal case. Zenith appealed this dismissal to the U. S. Court of Appeals in Washington, and the court ordered that Zenith should have a comparative hearing with CBS for ch. 2.

In its agreement settling the ch. 2 case, CBS paid Zenith $575,000 for Zenith's transmitter and other equipment and Zenith bought a quarter segment of *Omnibus* on CBS-TV at about the same cost.

ALL TV'S IN LINE FOR BRICKER PROBE

IT SEEMED pretty definite last week that all U. S. television outlets will be among the groups receiving questionnaires in Sen. John W. Bricker's Senate Commerce Committee investigation of the tv networks and the uhf-vhf situation, provided the whole probe isn't scuttled or its direction turned elsewhere by a Democratic victory tomorrow (Tuesday).

The Ohio Republican's committee investigation staff members, headed by attorney Robert F. Jones, former FCC commissioner and Ohio congressman, seem to have a fairly clear idea of the kind and extent of information they want, but are holding up questionnaires to find out first how much data they can get from the FCC and the networks to whom queries have been sent [B•T, Oct. 25, 11]. To this end, at least two conferences have been held with FCC staff members.

U. S.-Mexican Radio Talks Begin Nov. 4

REPRESENTATIVES of FCC, State Dept. and the radio industry leave the U. S. this week for bilateral talks with Mexico on use of the standard broadcast band, to begin Thursday in Mexico City. Two dozen industry "observers" will attend along with the official U. S. delegation, headed by Comr. Rosel H. Hyde [CLOSED CIRCUIT, Oct. 25].

Lower frequencies, higher power ceilings and prior rights to 540 kc are understood to be primary aims of Mexico, who was not a party to the 1950 North America Regional Broadcasting Agreement. NARBA still awaits ratification by the U. S. Senate.

Vice Chairman of the U. S. delegation will be John S. Cross, State Dept. Telecommunications. Others in the group include Joseph M. Kittner, James E. Barr and Bruce S. Longfellow, FCC Broadcast Bureau; Vera Nordness, secretary to Comr. Hyde, who will be secretary of the delegation, and Raymond L. Harrell, telecommunications attache of the U. S. Embassy at Mexico City. Delegation headquarters will be the Reforma Hotel.

Observers attending in behalf of Clear Channel Broadcasting Service include Hollis M. Seavy, CCBS director; attorney R. Russell Eagan and engineers George W. Curran and George F. Leydorf. Daytime Broadcasters Assn. will be represented by counsel Harry J. Daly while Daytime Petitioners Assn. will be represented by attorney Leonard H. Marks.

Attending in behalf of Westinghouse Broadcasting Co. will be D. A. Meyer, technical field director, and Ralph N. Harmon, vice president. James P. Veatch, manager of RCA Frequency Bureau, and engineer John M. Flynn will represent NBC. CBS representative is James D. Parker while counsel Andrew G. Haley will attend for American Broadcasting-Paramount Theatres Inc. (ABC) as well as Meredith Pub. Co. and King Broadcasting Co.

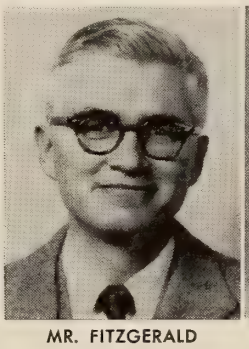
Other observers and the principal stations they plan to represent, according to State Dept., include: Consulting engineer T. A. M. Craven, Storer Broadcasting Co., KRLD Dallas, KFRE Fresno, KING Seattle and WJJD Chicago; consulting engineer George P. Adair, WQXR New York; Herbert E. Evans (WGAR Cleveland); Carl Lindberg, WPIK Alexandria, Va.; Paul R. Bartlett, KFRE Fresno; Benito Gaguine, attorney, Peoples Broadcasting Corp. and WCCO Minneapolis; James A. McKenna Jr., attorney, and John H. Poole, KBIG Avalon and KBIF Fresno, Calif.; Arthur W. Scharfeld, attorney, WCAR Pontiac, Mich., KPMC Bakersfield, Calif., and Head of the Lakes Broadcasting Co.; Harrison T. Slaughter, attorney, WKY Oklahoma City, WDSU New Orleans and Time-Life Stations; Eugene L. Burke, attorney, WCFL Chicago; Burt Buzzini, radio director, California Farm Bureau Federation.

Meanwhile, Mr. Poole made public last week results of a survey of 160 U. S. radio station operating on Mexican clear channels. Of 100 respondents, 91% said they wanted to change the present "gentleman's agreement" between U. S. and Mexico so as to permit nighttime broadcasting. They presently are restricted to daytime operation under the informal pact.

Mr. Poole said 59% of those replying wanted the power ceilings for U. S. stations on these channels to be boosted to 5 kw or more.

FitzGerald to Head FCC Opinions, Review

JOHN L. FITZGERALD, principal land attorney of the Housing and Home Finance Agency, has been appointed chief of the FCC Office of Opinions and Review effective Nov. 15, it was announced last week by the Commission [CLOSED CIRCUIT, Oct. 18].



MR. FITZGERALD



MR. SCHILDHAUSE

The first major staff appointment since Chairman George C. McConnaughey assumed office, Mr. FitzGerald succeeds Broadcast Bureau attorney Sol Schildhause who has been detailed as acting chief of the office for more than a year. Mr. Schildhause will return to the Broadcast Bureau.

Born in Seattle in 1908, Mr. FitzGerald has been a government career employe for 17 years. He has been principal land attorney with HHFA since 1949.

THE SMART BUY
IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

Adam J. Young Jr., Inc., Nat'l Reps.

CBS AM AFFILIATES ACT ON RESEARCH

Affiliates group names liaison members to work with network in developing new motivation research methods.

STEPS to advance a close working relationship between CBS Radio and its affiliates in the development of new methods of motivation research were taken last week at a meeting of the new board of directors of CBS Radio Affiliates Assn.

John F. Patt, WJR Detroit, chairman of the affiliates board, named Herbert L. Krueger, WTAG Worcester, Mass.; Victor A. Sholis, WHAS Louisville, and Don Davis, KMBC Kansas City, to serve as a continuing committee to work with Harper Carraine, the network's director of research, and members of his staff in development and expansion of research projects, some of which already are under way.

In other appointments during the meeting—held Wednesday afternoon and Thursday morning in New York, and including conferences with network officials—Charles C. Caley, WMBD Peoria, was named to head a committee to make plans for a second annual convention of CBS Radio affiliates next summer, and George Coleman of WGBI Scranton was appointed chairman of a committee to consider changes in the association's bylaws. Other members of both committees will be appointed shortly, officials said.

John M. Rivers, WCSC Charleston, S. C., was named to the association's board of directors to succeed Wilton Hall, WAIM Anderson, S. C., who had resigned due to pressure of other business.

Affiliates' board members on hand for the meeting included Chairman Patt; Messrs. Coleman, Caley, and Sholis; Arnold F. Schoen Jr., WPRO Providence, who is secretary-treasurer; C. T. Lucy, WRVA Richmond; F. C. Sowell, WLAC Nashville; Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle, and George B. Storer, Storer Broadcasting Co.

Intermountain Stockholders Re-elect Meyer as President

STOCKHOLDERS of Intermountain Network Inc. held their second annual meeting Oct. 22 and elected the following to the board of directors for the coming year: George C. Hatch; Jack Paige; Reed Bullen; Jack Richards; Wilda Gene Hatch; Lynn L. Meyer; Sydney M. Stoddard; Ernest W. Campbell, and George L. McMillan.

Mr. Meyer, who was re-elected president at the meeting of the board of directors, reported that Intermountain, with 44 affiliated stations, is now one of the largest regional networks in the country. The network celebrated its 15th year of operation on Oct. 1.

Awards for Network Heads

ROBERT E. KINTNER, president, ABC; Ted Bergmann, director of broadcasting, DuMont; Adrian Murphy, president, CBS Radio; J. L. Van Volkenburg, president, CBS Television; Thomas F. O'Neil, president, MBS, and Sylvester L. Weaver Jr., president, NBC, will be honored for "distinguished contributions to the enrichment of our American heritage," at the annual awards dinner of advertising industry, Nov. 11 at Waldorf-Astoria, New York.

We Wouldn't Be In Today's Air Age

—If We Hadn't Had A Free, Competitive Oil Industry

by

RALPH S. DAMON

President,
Trans World Airlines



Ralph S. Damon, president of TWA, has been active in aviation ever since he served as an Army flyer in World War I. In the early 30's he was instrumental in developing such noted aircraft as the Curtis-Wright Junior and the Condor. During World War II he put into high gear the production of the famous P-47 Thunderbolt fighter. By Presidential appointment, he is a member of the National Advisory Committee for Aeronautics.

You can step aboard a plane at noon in New York today and dine in San Francisco tonight. You can breakfast in Washington, D. C. and lunch in Chicago . . . or you can leave New York in the late afternoon and be in almost any capital in Europe for lunch or dinner the following evening. Just a matter of routine, these days—part of the almost 19 billion passenger miles U. S. domestic airlines will fly this year.

Yet this still swiftly-growing industry, which has literally grown into manhood during my own working lifetime, didn't just happen. And while the spotlight has justly been on the swift, shining planes and the men who fly them, it's worth remembering that today's air age as we know it couldn't have come about if we hadn't had a free, competitive oil industry.

Today's planes—and I can say this out of 35 years of first-hand observation—are the result of the closest kind of teamwork between plane designers, engine designers and oil scientists. The whole spectacular history of aviation in this country demonstrates the success of this collaboration. And throughout this history, America's oil companies have surely lived up to their great responsibility for aviation's development.

Abundant supplies of low cost fuels were just a beginning. Year after year, better fuels helped make better, more efficient engines possible. And every step of the way, for oilmen, engine-makers and aviation people alike, the spur has been the driving force of competition—under a system where the opportunity for rewards exists.

This competition in America today is real and it is constant. I know, for when TWA buys aviation gasoline in the U. S. (we used some 107 million gallons last year) we are able to buy in a competitive market, with many companies anxious to bid for our business.

We, in commercial aviation, benefit with quality oil products at the lowest possible prices. And because the airlines are competitive, these benefits are swiftly passed along to you, the public.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

10 MILLION COLOR SETS IN '59—ROBERT SARNOFF

NBC's executive vice president tells Buffalo Advertising Club an estimated 2 million people already have seen color tv.

AT LEAST two million people have seen color tv shows, according to NBC's Executive Vice President Robert W. Sarnoff, who estimated the figure was "banker-conservative," in a talk Tuesday before the Advertising Club of Buffalo. The estimate, he said, was based on the "hundreds of people" who have at least caught a glimpse of color on the 10,000 color sets now in national circulation.

To bolster his estimate, Mr. Sarnoff traced reports he has received from various population centers. He noted a minimum of 150,000 in Philadelphia watched one or more color shows through cooperation of 200 RCA dealers who opened their stores for viewers of both NBC and CBS colorcasts.

He said Walter Damm of WTMJ-TV Milwaukee, NBC's affiliate there, reported 50,000 people in that area saw color; the Chicago estimate was 300,000; Oklahoma City, 25-30,000, and in St. Louis some 5,000 have been registered for each color show thus far.

Mr. Sarnoff took issue with certain claims that only small audiences have tuned in to NBC-TV's color "spectaculars." He said that this type of show "is worth doing" when "one out of nearly four Americans is interested in seeing a big off-beat television show." He said, "We at NBC intend to continue doing them."

He asserted that national ratings have been increasing—since the 37 million audience report for the first such spectacular—for each successive color spectacular.

Other points made by Mr. Sarnoff, who received keys to Buffalo during "NBC-WGR Week" proclaimed by the mayor, included:

Use of tv by advertisers is at its peak with NBC-TV totaling 165 and CBS-TV 85, for a total of 250 advertisers "between us." Local use has been up, too. In 1952, tv's share of all media advertising was 7% which he predicted should be "no less than 20%" in 1956.

Mr. Sarnoff said his confidence in future tv growth was predicated on three important developments of recent years: (1) Lifting of the tv freeze and the subsequent swelling of tv stations, (2) the magazine concept of advertising started by NBC five years ago and (3) color tv—a conservative guess is that five years from now there will be 10 million sets in use.



RECEPTION given by NBC Central Div. past fortnight brought together station and advertising agency executives and personalities at Chicago's Sheraton Hotel. Caught in informal gathering are (l to r): William Weddell, vice president of Leo Burnett Co.; Len O'Connor, newsman at WMAQ-WNBQ (TV) Chicago; Jules Herbuveaux, general manager of NBC o&o outlets, and Robert Brewster, vice president, McCann-Erickson. The reception was held Oct. 19 to help familiarize agency timebuyers and other radio-tv personnel with new NBC Chicago management team of Mr. Herbuveaux and Henry Sjogren, assistant general manager, as well as stations' talent.

Radio Sales Effectiveness Cited by CBS Radio's Karol

A RADIO BUY may be a greater challenge to the advertiser today than it was in 1948 but "the returns can be even bigger than when the medium had all the glamor of a spectacular," John Karol, vice president in charge of network sales, CBS Radio, said Wednesday.

Mr. Karol, in a speech at a Radio-Television-Advertising Executives Club of Boston luncheon, said that in 1948, an evening advertiser reached an average of 4.8 million homes, once-a-week with three minutes of commercial time for $19,000, or more. But today, he said, that advertiser, for less than $15,000 a week, can reach more than 5 million different homes spread over five nights per week with a total of five minutes of commercial time.

"And because the advertiser's message reaches some of these homes more than once, his gross weekly audience is around 9 million homes," he said, while for $30,000 he can have a still bigger audience and 12½ commercial minutes.

He also pointed out that the nation's major advertisers have maintained confidence in radio "as a great selling medium" despite a belief their dollars were being diverted to other media. "In 1948, 28 out of the top 30 advertisers were using network radio," he said. "Today we're doing even better—29 out of the top 30 are using the medium."

Mr. Karol's talk followed the showing of the CBS Radio film presentation, "Tune In Tomorrow."

Craig Succeeds Tatum At ABC Hollywood Post

KENNETH CRAIG, tv program director of ABC Western Div., Hollywood, has been named to succeed Donn Tatum as director of tv affairs for the division. Mr. Tatum has resigned with future plans not announced as yet.

In other western division personnel shifts, Cam Pierce, chief technical director, has been appointed to the newly-created post of engineering coordinator, with Ralph Denechaud as administrative assistant. The resignation of Phillip G. Caldwell as chief engineer also has been announced.

Courtney McLeod, traffic and scheduling supervisor, ABC national and regional radio, Hollywood, adds similar duties for ABC-TV.

Two Tvs Linked to Bell

ADDITION of WSAU-TV Wausau, Wis., and WCNY-TV Carthage (Watertown), N. Y., to the Bell Telephone System's nationwide network facilities was announced last week by the Long Lines Dept., AT&T.

Network programs for WSAU-TV, according to Long Lines, are fed over the Chicago-Minneapolis radio relay route to a tower located near Baraboo, Wis., and from there a new 109-mile microwave link carries the shows to WSAU-TV's transmitter. WCNY-TV receives its programs from the Albany-Buffalo radio relay route via a new 77-mile microwave link.

KEYD-TV Basic DuMont

KEYD-TV Minneapolis-St. Paul (ch. 9) will be DuMont Television Network's primary affiliate in Twin Cities when it starts Jan. 9, Elmer B. Lyford, DTN's director of station relations, announced Friday. Owned by Family Broadcasting Corp., station will operate with 316 kw.

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

FINAL REPORT MADE BY ALL-INDUSTRY LOCAL TV MUSIC GROUP; REFUNDS DUE

Stations that contributed total of $161,288 are slated for a 48% return.

THE FINAL report of the All-Industry Local Tv Music License Committee, formed some five years ago to negotiate television license terms with ASCAP, was mailed last week to the stations which supported it—along with a notice possibly without parallel in the history of the committee.

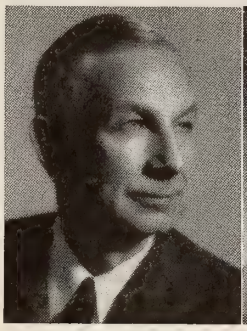
The notice: Contributing stations will get a substantial portion of their money back.

Dwight W. Martin, vice president of General Teleradio and chairman of the committee, notified the stations that $78,510.69 of the $161,288 they had contributed for committee support would be returned to them. The report included an audit by Arthur Young & Co., which showed the refunds to amount to 48% of the station contributions. Mr. Martin said it was the first case on record where an industry committee had returned a substantial portion of its funds.

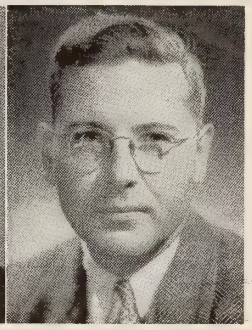
In his letter, Mr. Martin also expressed the committee's appreciation to ASCAP both for the ability of its negotiators and for ASCAP's $100,000 contribution (made after the agreement on license terms was reached) toward defraying costs of counsel fees and other committee expenses. It was the ASCAP contribution, he noted, which enabled the committee to refund so much of the stations' contributions.

The formula for making refunds to contributing stations was spelled out as follows in the report of the auditors, who will mail out the checks to stations entitled to rebates: "The committee decided that the amount of refund, if any, to a local tv station should be the excess of its contributions over the actual net expenses of the committee allocable to that station based generally upon four times its card rate in effect at time of pledge as requested by the committee in its letter of March 13, 1951, after appropriate adjustment for those stations who failed to contribute the required amount."

Mr. Martin also voiced gratitude to the networks for contributing substantial time, effort and financial assistance, even though they were not committee members, and he highly lauded the work of Stuart Sprague and Judge Simon H. Rifkind as committee counsel.



MR. SPRAGUE



MR. MARTIN

The negotiations between the committee and ASCAP reached a successful conclusion early this year when terms agreeable both to the stations and to ASCAP were finally evolved. The committee's final report thus was described as terminating a "long and successful life" of the group. A court action initiated by a group of stations against ASCAP still pends in U. S. District Court in New York but it is expected to be withdrawn as soon as the last of these stations signs with ASCAP. All tv networks and most stations already have signed.

The terms worked out by the committee-ASCAP negotiators and approved by stations and the Society represent an appreciable reduction in rates from those previously paid.

The ASCAP blanket license for stations, which is the one most of them have chosen, calls for a commercial rate of 2.05% of revenue from the sale of time and a sustaining rate of the station's highest quarter-hour card rate per month. The per program license calls for a commercial rate of 9% on net revenue from sale of time or announcements during which ASCAP numbers are used, except that if such numbers are used only as background on films not made primarily for television, then the rate is 4%. The per program sustaining rate is 3.5% of the card rate applicable to each sustaining program period containing ASCAP music, except that the total annual sustaining bill shall not exceed 12 times the station's highest quarter-hour rate.

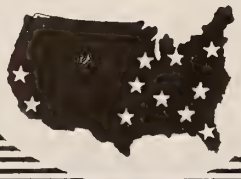
The new licenses, both blanket and per-program, are for four years, retroactive to Jan. 1, 1954.

The networks signed blanket licenses, slightly higher than those for stations.

In his letter to contributing stations, Mr. Martin said the committee believed its efforts "have resulted in benefit not only to you, but

national advertising representatives

BRANHAM



NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE
ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES MIAMI

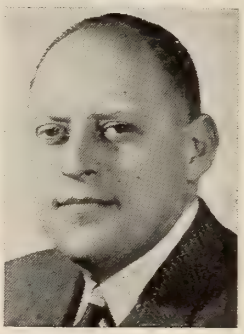
to all television stations in the country, and accordingly it is with pleasant memories that at long last we go out of existence." He thanked "all of you for your support of the efforts of the committee."

Mr. Martin made clear that ASCAP's $100,000 contribution made possible the refunds to stations; that the subject of such a contribution was not even discussed until license terms had been fully settled upon, and that "I am certain that ASCAP was motivated in making the contribution by a desire to remove any semblance of friction which might have been the by-product of this extensive negotiation and inception of litigation."

Committee members: Chairman Martin; Paul Adanti, WHEN Syracuse; Campbell Arnoux, WTAR-TV Norfolk; Roger W. Clipp, WFIL-TV Philadelphia; Wayne Coy, KOB-TV Albuquerque; Walter J. Damm, WTMJ-TV Milwaukee; Jack Harris, KPRC-TV Houston; Gaines Kelley, WFMY-TV Greensboro, N. C.; Philip G. Lasky, KPIX San Francisco; Nathan Lord, WAVE-TV Louisville; Don McGannon, DuMont Labs; W. D. Rogers Jr., KDUB-TV Lubbock; Irving Rosenhaus, WATV (TV) Newark; Robert D. Swezey, WDSU-TV New Orleans; Hugh B. Terry, KLZ-TV Denver; C. Robert Thompson, WBEN-TV Buffalo, and Thad H. Brown, NARTB. (Mr. Brown was a nonvoting observer.)

Hagenah Joins RCA Recorded Prog. Serv.

GUS HAGENAH, vice president of Standard Radio Transcriptions Services Inc., has resigned after 10 years with the firm to join RCA Recorded Program Services. Mr. Hagenah will make his headquarters in Chicago.



MR. HAGENAH

During his association with Standard, Mr. Hagenah supervised national sales for the company, produced recordings in the Chicago studio, and handled managerial duties for United Television Programs Inc. when that firm was operated by Standard.

Before joining Standard, Mr. Hagenah was with SESAC for eight years. In 1936 he entered the company's station relations department. In 1944, he left SESAC, where he was manager of the program department, to move to Standard.

WMTW (TV) Promotion Wins Direct Mail Award

FORMAL presentation of the Direct Mail Advertising Assn.'s "gold mail box award" has been made to WMTW (TV) Poland Spring, Me., owned by Mt. Washington Tv Inc.

WMTW's campaign was prepared by the Simonds, Payson Co. advertising agency of Portland, Me., and included a series of six mailings, scheduled 10 days apart. The campaign got underway last July. WMTW began programming Sept. 25 "practically sold out."

The winners in DMAA's contest were announced two weeks ago [B•T, Oct. 18]. Judges picked 65 winners, with 10 of these receiving the "gold mail box" trophies.

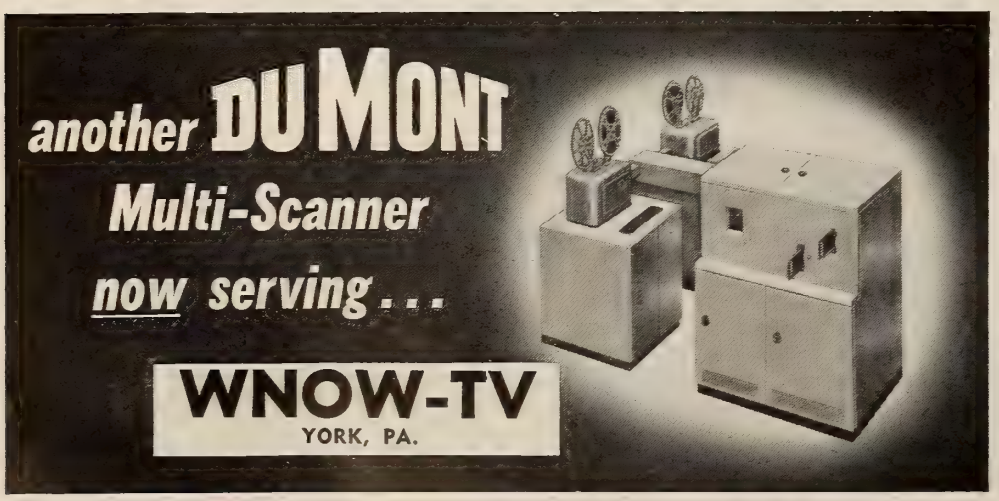


JOHN NORTON (c), vice president and general manager of Mt. Washington Tv Inc., permittee of WMTW (TV) Poland Spring, Me., holds the Direct Mail Advertising Assn.'s "gold mail box" award. He receives congratulations from Reginald Clough (l), chairman of contest judges and publisher of *Tide*. With Mr. Norton is James L. Tabor, vice president of Simonds, Payson Co., Portland, Me.

RETMA, IRE Honor Loughren

PLAQUE honoring Arthur V. Loughren of Little Neck, N. Y., for his "outstanding service to the television industry" through color tv contributions was presented last fortnight at the annual radio fall meeting of the engineering department of Radio-Electronics-Tv Mfrs. Assn. and the Professional Groups Committee of the Institute of Radio Engineers, held in New York.

Mr. Loughren is vice president in charge of research, Hazeltine Corp. He is chairman of the Joint Technical Advisory Committee of IRE and RETMA as well as chairman of the RETMA Television Systems Committee.



France, England Lead Europe Commercial Tv

DuMont's Marx reports on status of European tv after foreign trip. He says Italy holds promise as a market for U. S. sets.

COMMERCIAL sponsorship on a limited basis, now approved in Great Britain and also underway in France, may be expected to supply some spark to Europe's tv growth.

Information brought back from Europe by Ernest A. Marx, director of Allen B. DuMont Labs' International Div., who held a news conference in New York Wednesday, revealed:

• Great Britain: Two additional authorizations have been approved and stations are being constructed for commercial tv use. The country has the greatest concentration of tv sets in Europe, some 3,457,000. It will add four to its present eight stations.

• France, Monaco and Luxembourg: A group is undertaking to build two tv stations for commercial programs, one to be located in the Saar, the other in Monaco (Monte Carlo). Mr. Marx also said there are reports of an eventual tv outlet being located in the Grand Duchy of Luxembourg. France has four stations. The additions will give the area six. Sets number 108,000.

Other European Countries

Mr. Marx' reports on other countries in brief are:

• Italy: This is the most progressive in tv of all continental European countries. It has 50,000 sets served by nine stations. The country has a network of tv stations stretching from near the Swiss border south to Rome. Plans are underway to extend this network as far as Naples and to Sicily. As a market for U. S. tv sets, Italy holds great promise. Interest is high in all American products.

• West Germany: Great strides have been made there. "Germany has continued to forge ahead in the building of television stations and is rapidly expanding her telvision network." West Germany has 17 stations and plans to boost the total to 28. Sets there are 40,000 licensed and about the same number unlicensed. (East Germany is said to have four tv stations.)

• Belgium: This nation has two stations and plans are to double that number. Some 19,000 sets are operating there. A handicap, however, is the existence of four distinct tv systems in the country and the dual language problem—Flemish and French.

• Switzerland: Still a newcomer to tv. Only one station exists here although there are plans for another. The operating tv outlet closed down for the summer months. Sales of receivers are slow with about 4,000 now in operation.

Mr. Marx emphasized that the set figures are approximate and were computed as of last August.

He also emphasized that commercial tv in Europe will not duplicate the American system because advertising itself has not progressed to the extent it has in the U. S. He also noted the European mind is attuned differently than the American, barring any tv commercial growth there as has mushroomed in this country.

Mr. Marx declared actual tv growth on the continent has been "rather slow" in comparison with U. S. development of tv in its early phases. This is due largely to "the fact that

programming, since it is government sponsored, is not as much enjoyed as our type of commercial programming," and because the high standard of living of the American middle class does not exist on any large scale in Europe. Thus, purchases of tv sets by average Europeans represent a very much higher percentage of annual earnings.

He also predicted greater use of the European television network, which he said gained wide success early last summer.

CJON Bests CBC For St. John's Tv

THE Canadian Broadcasting Corp. has been turned down by the Canadian government for a license for a television station at St. John's, Newfoundland. CJON St. John's has been granted a license to operate a tv station on ch. 2 there, the 29th in Canada. The ruling of the Canadian government is the first time that the government-owned CBC has been refused a license for an am or tv station.

When the CBC board held its meeting at St. John's on June 18-19, CJON executives C. W. Stirling and D. Jamieson appeared with their application. The CBC board in its recommendations following this meeting recommended that the CBC be licensed for a tv station, the first in Newfoundland [B•T, June 28]. In its recommendation it emphasized the need of a CBC station there for its national tv network. It recommended CJON for a license if the government did not approve of a CBC tv license for St. John's.

The government ruling has interesting interpretations, although no reasons were advanced in the official announcement of Transport Minister George C. Marler on Oct. 20. However, it is felt in radio industry circles that the move may be the government's gradual realization that CBC tv stations and programming have not met complete public approval and that the government is beginning to listen to the groundswell of discontent with CBC policies discussed at Liberal party (the government is Liberal) conventions, especially among young Liberal groups and central Canadian Liberal group meetings. The ruling also is interpreted as forecasting an early change in government policy to permit establishment of independently-owned tv stations in major market areas now having only CBC stations.

Guatemala Tv Station Under Active Planning

PLANS for a Guatemala tv station are under active consideration by that Latin American country's communication officials, it became known last week. The station would be based at mile-high Guatemala City and operated by an independent group under the control of the Guatemalan Ministry of Communications, it was understood.

Among those involved in the bid to build and operate the station, it is understood, are J. C. Wilson Jr., director in Guatemala of Pan American Airways; A. Frank Katzentine, owner of WKAT Miami Beach, Fla., and Paul A. Porter, former FCC chairman and now in private low practice in Washington. Others in this group are Guatemalan citizens, it was said.

Hammond to Head CAAA

G. C. HAMMOND, Cockfield Brown & Co. Ltd., Montreal, was elected president of the Canadian Assn. of Advertising Agencies at its 31st annual meeting at Toronto Oct. 21. Mark Napier, J. Walter Thompson Co., Toronto, and Elton Johnson, Locke, Johnson & Co., Toronto, were elected vice presidents.

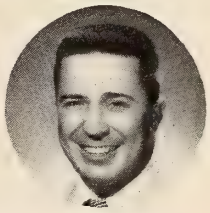
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See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

UNESCO PLANS TELEVISION SERIES TO DRAW FROM WORLD-WIDE POOL

Even Russia indicates interest in project which envisions documentary comprised of five-minute film sequences taken in each nation.

SERIES of three television projects are under consideration by the United Nations Educational, Scientific and Cultural Organization, in which countries throughout the world would participate.

The projects were outlined by Henry Cassirer, head of tv for UNESCO with headquarters in Paris, who described at length a plan under which countries throughout the world would participate in the filming of international tv documentaries. A former CBS news editor and freelancer, he is on a brief visit to the U. S.

As Mr. Cassirer envisioned this project, tv stations or some other organizations in each country would shoot a five-minute film sequence on such topics as health services, children's games, the winter season or street music, and these segments would be put together as a world-wide documentary, available to all participating stations. He said the plan has received "enthusiastic support" in many countries, and reported that Soviet representatives were "highly interested."

Other projects proposed by Mr. Cassirer were the establishment of a clearing house for tv information on what programs in what countries are available for exchange, and the organization of a series of international seminars to be held in Latin America and Europe next year. He said the seminars would be attended by production experts concerned with the exchange of "technical experience and ideas."

Mr. Cassirer said he would like to see the international documentary project set in motion by the beginning of 1955. He added it would operate under his expanding tv unit, for which he expects "a considerable increase" in budgetary funds, to be voted next month.

Mr. Cassirer explained his work with UNESCO is to help member nations develop tv stations and the use of television through interchange of experts and information. His office, located at 19 Avenue Kleber, Paris 16, France, does not produce programs, however.

He reported 30 nations now have tv stations in operation while another 30 countries are actively planning or constructing outlets. The French pattern of community viewing groups in the country schoolhouse appears to be a solution for the spread of tv in underdeveloped countries, he suggested. The practice also stimulates community unity and action, especially for government health or agricultural education films, he noted.

"Television has a much greater hold on people than radio ever had," he commented, citing the impact on a community when the group viewing project began.

U. S. Experiences Cited

In other countries, he said, television is often the subject of heated discussion, with the experience of the United States as background. Three points of dispute most frequently mentioned are (1) sponsor influence in programming, (2) crime shows and children and (3) excessive hours of viewing and their effect on the individual.

Many nations, he explained, could not economically support a commercial tv system patterned after the U. S. if they wanted to.

In his report of the first international study course for producers and directors, sponsored by UNESCO last July 5-24 in London with the BBC as host, Mr. Cassirer said delegates from the U. S. and 11 other countries, including Russia, discovered many common problems in tv.

Chiefly, he said, these included viewer passivity and efforts to get the viewer to take action; television "snobbism," or the feeling of the intellectual or well-to-do that tv is "all right for the masses but not for me," and audience research, especially qualitative analysis.

Mr. Cassirer noted that the U. S. delegates to the London study conference planned a follow-up meeting last week in New York at the National Assn. of Educational Broadcasters (story this page).

Response was "overwhelmingly" in support of Eurovision, the international exchange of programs over a single European network last summer, he said, citing results of a survey made in various countries.

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Educational Tv Needs Help From Governments—Abrams

EDUCATIONAL television must receive public funds from federal, state and municipal governments in order to become established firmly and survive as an education force, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., New York, declared last week.

Mr. Abrams offered this commentary last Tuesday in a talk at formal dedication ceremonies of educational station WCET (TV) Cincinnati, to which he presented a check for $10,000. WCET is the sixth station to comply with the terms of the Emerson $100,000 Educational Television Grant, under which the first 10 tv stations to begin broadcasting on channels allocated by the FCC for non-commercial educational purposes will receive $10,000 each.

Mr. Abrams asserted that if all 252 channels reserved by the FCC for non-commercial educational use are to be built, financial support must come not only from government but also from "all segments of our society—from individuals, foundations and industry." He noted that Emerson's motive in establishing the $100,000 grant was to "stimulate active participation by others on behalf of educational tv, to cultivate additional financial and moral support for this medium."

NAEB SESSIONS HELD IN NEW YORK CITY

Educational television heads list of topics discussed by more than 250 delegates.

NATIONAL Assn. of Educational Broadcasters' 30th annual convention was held in New York last week at the Hotel Biltmore, with more than 250 business and civic leaders, educators and representatives of radio-tv in the final registration, according to Seymour N. Siegel, director of WNYC New York and chairman of the convention committee.

The Oct. 27-30 convention was preceded by meetings of the convention committees, NAEB board of directors and a number of engineering seminars which began Oct. 24 and ended Oct. 26 with a dinner for the board of directors given by Arthur Hays Sulzberger, president and publisher of the *New York Times*.

On Wednesday morning, delegates were welcomed to New York by Mayor Robert F. Wagner, who accepted an award from NAEB on behalf of WNYC New York. The station was cited for "its long years of distinguished service to the citizens of New York City; in recognition of the outstanding leadership provided by Seymour Siegel and for the support given this service by Mayor Robert F. Wagner."

A special reception followed at United Nations where NAEB members were addressed by Ambassador Henry Cabot Lodge Jr. and toured the UN and its communications facilities. Radio Pioneers dinner in honor of NAEB was held Wednesday evening.

The association's business meetings got underway Thursday morning with a session devoted to committee reports, followed by the keynote session under the chairmanship of Dr. Edwin S. Burdell, president of the Cooper Union.

NAEB members heard Dr. Buell G. Gallagher, president of the College of the City of New York and Leo Rosten, editorial advisor, *Look* magazine.

At the same session, Prof. Charles Siepmann, chairman of the department of communications, New York U., addressed the delegates on "Clues to the Future Success of Educational Broadcasting." Prof. Siepmann praised the NAEB for advances it has made since it organized 30 years ago. He expressed the belief that the solidity of the educational broadcaster could be traced to his ability to serve the individual. It is this kind of service that basi-

cally distinguishes educational from commercial broadcasting which serves a mass audience, he said. Although both forms of broadcasting are essential, their roles are different and in their difference lies their respective strengths, Dr. Siepmann stated.

FCC Chairman Frank C. McConnaughey addressed a combined luncheon meeting of NAEB and Radio & Television Executives Society at noon on Thursday (see story, page 64), and in the afternoon workshop sessions were held. The promotion, publicity and audience building group heard Sydney H. Eiges, vice president in charge of NBC press and publicity, and Joseph Cook, supervisor of the tv network's on-the-air promotion, while at another meeting Joel Tall, CBS tape editor, discussed and demonstrated tape editing.

A panel discussion was held on programming an educational radio station, with the following as panelists: Marie Scanlon, chairman, supervisor of radio-tv, board of education, Newark, N. J.; D. D. Lusty, CBC; Margaret Tyler, director, WOSU Columbus; Harry Lamb, director, WTDS Cleveland; J. J. Stillinger, Cleveland public schools; Gale Adkins, Radio House, U. of Texas, and Cecil Suferin, WNYE New York.

Another session, with Dorothy Klock, production supervisor of WNYE, as chairman, was devoted to the utilization of the educational radio program. James MacAndrew, director of broadcasting for the New York City schools, headed a discussion on "The Nature of the Audience." An engineering technical session was held at WNYC New York, where Clarence Lebel, president of Audio Instruments Inc., led the discussions and demonstrations on testing and maintenance of tape recorders and the use of audio testing techniques.

Baxter Addresses JCET

A 8 p.m. a general session of the Joint Committee on Educational Television was addressed by Dr. Frank Baxter, U. of California, on "Shakespeare and Tv." Ralph Steetle, executive director of the Joint Committee, gave a progress report on educational television.

Friday morning's general session was chairmanned by Dr. William Jansen, superintendent of New York City schools. Speakers were Dr. George Stoddard, chairman of the board, Educational Television Center, New York U.; Robert Saudek, director, Ford Foundation Radio & Tv Workshop; Dr. W. R. G. Baker, vice president, General Electric Co.; Raymond Wittcoff, chairman, St. Louis Television Commission, and Raymond Hurlbert, president, Alabama Educational Television Commission.

Dr. Baker expressed the belief that for the next few years educational tv will "go through a period of trial and error, advancing slowly, and even slipping back a step or two on occasion." But, he added, at the end of such a period, educational tv should "emerge as one of the most effective teaching tools since the printed book. . . ." Dr. Baker, speaking as a businessman who looks at the potential of educational tv, pointed out the strong connection between the medium and the business world. If "25% of those who are dropping out of school before completing high school could be convinced through educational tv they should continue their educations it would give impetus to the increasing technology of the nation, to the creation of new jobs calling for greater skill and learning, to the advancement of our standard of living," he said.

A Friday afternoon panel discussion under Warran Kraeutzer, director of radio-tv for New York U., on programming for the educational tv station, was followed by a color demonstration and a visit to rehearsals of CBS-TV's *I Remember Mama.* Samuel Brownell, Commissioner of U. S. Office of Education, addressed the Friday dinner meeting. Awards and citations were presented by Graydon Ausmus of the U. of Alabama, president of NAEB, to Richard B. Hull, director of WOI Ames, Iowa, and Harold B. McCarty, director of the Wisconsin State Broadcasting Service, Madison, Wis.

Convention was to close Saturday morning with a business session.

WTTW(TV) Names Robertson To Program Manager Duties

APPOINTMENT of Ellis J. Robertson as program manager of WTTW (TV) Chicago was announced last Monday by John W. Taylor, executive director of the educational, noncommercial ch. 11 outlet. Mr. Robertson will assume his new duties Nov. 15 after seven years in a similar capacity with WTMJ-TV Milwaukee, the *Journal* outlet. WTTW plans to commence operation sometime next year.

He formerly was program director of WNAM Marinette, Wis., in 1942 and the following year held a similar post at WCLO Janesville, Wis. Mr. Robertson joined the staff of WTMJ Milwaukee as announcer-producer in December 1943 and was appointed program manager in January 1946.

CBC Undertakes Extensive Educational Tv Experiment

DURING NOVEMBER the Canadian Broadcasting Corp. and the Canadian National Advisory Council on School Broadcasting will undertake "the most extensive experiment in classroom television programs yet attempted anywhere in the world," CBC has announced.

The experiment, called *Let's Take a Look,* will be carried by all Canadian tv stations now on the air at approximately 2 o'clock in the afternoon Tuesdays and Wednesdays during November. The CBC has obtained the cooperation of all Canadian independent stations to go on the air that early in the day with live network or kinescopes of the eight programs, four of which are designed for grades 5 and 6, and four for grades 7 and 8. The programs are all 15 or 20 minutes in length, and were prepared by the CBC Toronto tv studios and the National Film Board at Ottawa.

The Radio-Television Mfrs. Assn. of Canada has placed tv sets in some 75 schools throughout Canada, thus assuring wide coverage for the experiment in all geographic sections of Canada. A manual has been prepared for teachers to accompany the tv lessons.

The grade 5 and 6 programs deal with "How Columbus Navigated," with safety, art education and an adventure story to encourage reading of Canadian books. Programs for grades 7 and 8 deal with a tour of historic Mackenzie House at Toronto, with development of iron ore deposits in Labrador, with methods of soil conservation and with current events.

Educ. Tv Progress Brochure

COLORFUL new brochure on the progress of educational television, issued by the National Citizens Committee for Educational Television. Ring Bldg., Washington 6, D. C., points out that $15 million worth of assets are on hand or committed to the non-commercial outlets. Of this amount, the brochure notes, $9 million has been pledged by national and local foundations and $2.5 million contributed by commercial broadcasters. The other $5 million has been raised through contributions from corporations and individuals.

RCA Tube Division Promotes Holleran

APPOINTMENT of Lee F. Holleran, sales manager, as general marketing manager of RCA's Tube Division, was announced Tuesday by Douglas Y. Smith, vice president of the division.



MR. HOLLERAN

Mr. Holleran, 20-year veteran of RCA sales and product activities, succeeds to the marketing post held by Mr. Smith prior to the latter's elevation as top executive of the division.

As general marketing manager, Mr. Holleran will have direct administrative responsibility for planning, production, scheduling, promotion and sales of all RCA Tube Division product lines. These include color and black-and-white picture and camera tubes, receiving tubes, cathode ray and power tubes, electronic components, test equipment, and radio batteries.

Faber to RCA Tube Post

APPOINTMENT of Peter J. Faber to the newly-created position of manager of commercial administration-midwest, Tube Division of RCA, was announced last week by Lawrence S. Thees, general manager of the division. Mr. Faber, who will headquarter in Chicago, will be responsible for establishment and maintenance of top-level contact with major RCA Tube Division customers in the Middle West and will assist in commercial and sales planning affecting the division. Before joining RCA, Mr. Faber was manager of the radio-tv and electronics division of Montgomery Ward & Co., Chicago.

RCA, GE Stay Request Set for Argument Today

ORAL ARGUMENT will be held today (Monday) in U. S. Court of Appeals, Chicago, on the request by RCA and General Electric Co. for a stay in the $16 million anti-trust patent dispute involving Zenith Radio Corp. and its subsidiary, Rauland Corp.

Three judges in the appellate court are expected to hear arguments on both sides over the RCA-GE plea for a writ of mandamus, which Zenith challenged two weeks ago. Zenith claimed such a writ "would permit corporations of the size of RCA and GE . . . to destroy completely an effective remedy available to the ordinary litigant in the federal courts."

Earlier, RCA and GE had challenged a ruling by Federal District Judge Michael Igoe that they should not be issued a stay. They held that Judge Igoe erred on several counts, including his contention that the Chicago trial should proceed without regard to the outcome of action on a similar suit in a Delaware district court.

Zenith is supporting Judge Igoe's decision in the $16 million suit charging RCA, GE and others with a monopoly in patents. The Zenith suit is in the form of a counterclaim to RCA's charge that the former infringed on certain patents.

Lawrence Granted Patent On Chromatron Color Tube

PATENT No. 2,692,532 covering basic concepts of the Lawrence Chromatron color television tube was presented personally last Monday by Comr. Robert C. Watson of the Patent Office to Dr. Ernest O. Lawrence, inventor.

Several Chromatrons are on display at the Dept. of Commerce, Washington, with network tv programs shown to the public. One section of the display is devoted to an exploded layout of the new rectangular color tube, single-gun type. Dr. Lawrence developed the tube as a director and consultant to Chromatic Television Labs., Paramount subsidiary to which the patent is assigned. Chromatic will not make tubes but will license their manufacture.

Mr. Lawrence said color tv sets using the Chromatron can be produced at a lower price than sets using other types of color tubes. In granting the patent, covering fundamental concepts in the design of single and multiple-gun types "in which post deflection electron focusing and color switching or focusing alone is used," Comr. Watson said, "the patent which Chromatic is receiving covers an accomplishment of years of research culminating in this tube, which is no doubt of the greatest value to the people of this country."



Dr. Lawrence at display of rectangular tube.

DuMont Says Lower Prices Will Key Color Acceptance

WIDE public acceptance of color—still several years away—will come about once the price of color receivers drops below the $500 level, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, said last week.

Dr. DuMont was guest speaker at the 13th annual luncheon held Wednesday by The Pulse Inc. at the Roosevelt Hotel, New York. He was presented a plaque by Sidney Roslow, president of The Pulse.

The current cost of the color cathode ray tube, which is about $175, must come down in price to the $50-100 level of the black-and-white tube before color can capture about 70% of the set market, Dr. DuMont said.

He also noted the importance of programming color. According to Dr. DuMont, only those network shows which are produced with color in mind are worthy of the addition of color—specifically he noted the "spectacular" type of variety program. Panel and dramatic shows which have been telecast in color would have done as well without color, he said.

Looking to the future, Dr. DuMont added his predictions to those of RCA and GE leaders, that the set with the new look will consist of a large screen, a few inches deep, hung on the wall and controlled by a small-sized cabinet. Experimental work aimed at such a receiver is underway by manufacturers, he said.

In time, he said, uhf transmitters will close the gap which now exists between uhf and vhf signal transmission. Already, he said, the industry is watching with interest the 1,000 kw transmitters now available for uhf.

Dr. DuMont once again hit at FCC's tv allocations, criticizing intermixture of markets. He said FCC in accepting the theory that mixed markets would enhance uhf's development, proceeded along this path—"so they mixed and messed them up quite a bit." But, he said, the situation of too few stations in populated markets is now being rectified by FCC in granting high power to stations, which had been allocated in nearby locations.



HOLDING the answer to Reeves Soundcraft Corp.'s Reel-off-the-Answer Game at the Audio Fair in New York two weeks ago are Frank B. Rogers Jr., Reeves vice president and general manager, and Kim Hunter, Broadway comedy star. Nearly 5,000 people played the game to guess the number of feet on a 14½-inch reel of the firm's Plus 50 magnetic recording tape—7,726 feet, six inches. A dozen prizes were awarded to those closest.

Motorola Monochrome Sales Reach Record for Company

UNIT sales of monochrome tv receivers are the highest in the history of Motorola Inc., Chicago, and automobile sets are again in full production after a dropoff in the third quarter, it was announced last week by Paul Galvin, president of the firm.

At the same time, he revealed that the company is mapping a "vigorous merchandising" program for color television in the weeks ahead.

Motorola last Thursday announced the resignation of Ruthrauff & Ryan as its agency and said that appointment of a successor to R&R would not be disclosed for several weeks (see story page 31).

The company expects to complete introduction of its 19-inch receivers in about 85 markets at the retail level within a fortnight.

Motorola also reported an increase in net income during the third quarter over last year's period and a dropoff in earnings. Profits for the past three months (July-September) hit $1,731,766, or 90 cents per share, as compared to $1,536,158, or 79 cents a share for that period in 1953. Sales were off from $49,070,159 to $47,038,843. Earnings were $4,590,067 against $6,176,837 for that quarter last year. Third quarter sales decreased from $158,603,127 to $139,504,053.

'Fortune' Folsom Feature

NOVEMBER ISSUE of *Fortune* magazine carries a story complete with pictures of the Folsom Center, nearly-completed $5 million structure which is located five miles east of Camden, N. J. Total floor space is 320,000 sq. ft., or about that in a 35-story office building, and will serve as headquarters for RCA Victor's Radio-Tv Divisions and for the RCA Service Co., the article states. The center consists of four separate buildings connected by bridges and is named after Frank Folsom, RCA president.

MANUFACTURING PEOPLE

Will James, plant operations director, CBS-Columbia, Long Island City, N. Y., appointed operations director; **David Baer Monoson** appointed regional manager, national sales force, covering Louisiana, Mississippi, Tennessee and Arkansas.

Clifford M. Rigsbee, manager, commercial service, RCA Service Co., Gloucester, N. J., appointed administrator, consumer products analysis, product planning, RCA, Camden, N. J.; **Conrad R. Odden** succeeds Mr. Rigsbee.

James L. Brown, formerly sales executive, General Electric Co., Syracuse, N. Y., appointed regional manager, midwest sales, CBS-Hytron, Danvers, Mass.

Roger L. Thaxter, formerly with Muzak Corp., N. Y., to Magne-Tronics Inc., same city, as salesmarketing director.

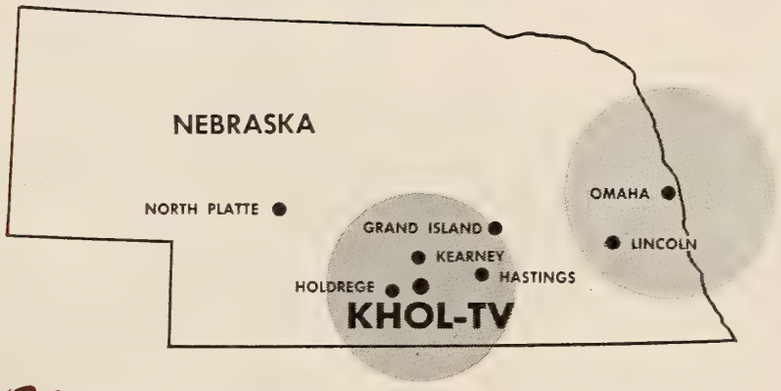
Ruben E. Carlson appointed high fidelity products coordinator, Fairchild Recording Equipment Co., Whitestone, N. Y.

Norman Lorber appointed public relations director, Chromatic Television Labs, N. Y., succeeding **Sol Sanders,** who has moved to McGraw-Hill, same city.

Louis Silver, vice president, Wilcox-Gay Corp., N. Y., resigns to establish manufacturer's sales representative office in that city.

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Time for more of the best in TV entertainment

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STORY TIME

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Winding up our first big year of award-winning TV theatre . . . already set for the second. Watch for more top stories like "P. O. W." and "The Last Notch"... more top stars like Paul Douglas, Helen Hayes, Dorothy McGuire. Remember, when it's time for TV drama at its best, it's time for the Steel Hour.

originating
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on ABC-TV

on alternate Tuesdays
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(New York time)

features

• Television and United States Steel. Page 82.

• The diversification controversy. Page 86.

A DISC JOCKEY TRIES THE VIEW FROM BEHIND THE OWNER'S DESK

By Joe Monroe
KJOE Shreveport

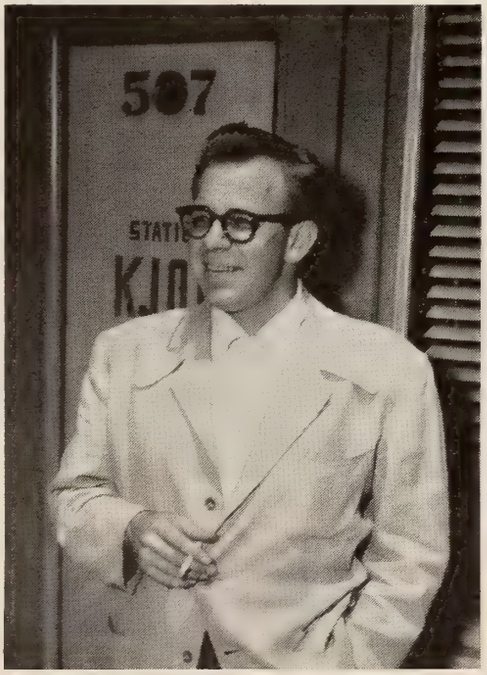
MAYBE radio people are natural gripers, or maybe they have a sincere desire to improve the industry, but you do hear a lot of complaints, always prefaced "boy, if *I* owned this station . . ." Not many of us ever get to own the station and do whatever it was we would do if we did, so I thought the boys might like to hear how one of the rank and file feels on the other side of the desk, and how he got there.

I first became eligible to start saying "boy, if *I* owned this station . . ." about eleven years ago. I had been a musician—first trumpet player with some pretty good name bands. When I got tired of one-nighters, I decided on radio as an interesting profession where a background of music might be useful. So I got my first job announcing at a small station. Several small stations later, I concluded that announcing wasn't my forte —managers kept firing me! They said I didn't "conform".

Not being sure what that meant, I came to Shreveport in 1947, and told the station manager I was a disc jockey, and the whole thing worked out all right. Actually, I just disc jockeyed the same way I had been announcing. You see, I was a single man at the time, with a habit of staying up late . . . probably a hangover from my musician days. I guess I did talk sort of slow and gravel-voiced, due to the hangover. Anyway, the boss soon gave me a good raise, and everybody was acclaiming me as a character . . . which seems to be an all right thing if you're a disc jockey and not an announcer.

For the benefit of any announcers who are toying with the idea of becoming characters so they can become high-priced disc jockeys, I do want to say that the reputation, once acquired, is impossible to live down. Since I've settled into the respectable habits of married life, I've become quite a "joiner" . . . frequently passing along some of my deepest and most serious thinking to the boys at the Elks or Optimists. But they just keep slapping their knees or each other's backs and saying "Oh, that Monroe!"

You're probably wondering what all this has to do with me building KJOE. It's just that over the years I got pretty close to the people, and got to know what they liked. One thing they kept telling me they liked was the popular music I always played, and one



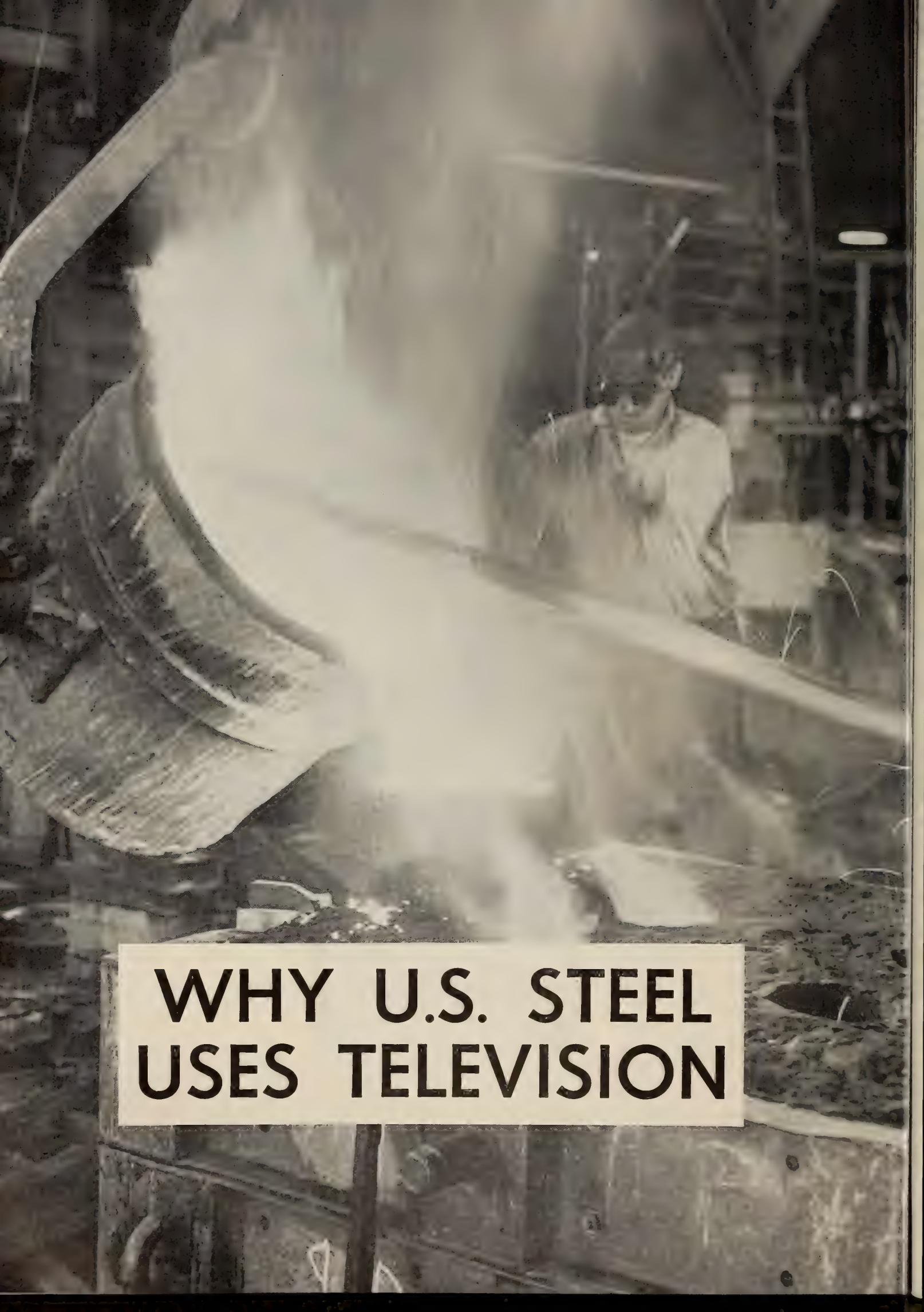
JOE MONROE

thing they *didn't* like was the excessive amount of hillbilly and race programs on all the stations in town. A lot of them even went so far as to say that after I came off the air in the morning, they couldn't find anything to suit their musical taste until I came back on in the afternoon. I told the station manager what the people were saying, but he didn't take any action on it program-wise. That's when I started thinking about giving the people an all-popular music and news station.

It wasn't too hard to sell 50% of the stock to people who believed in me and the idea. We got a good lawyer and formed Audiocasting Inc. I'll admit I got pretty itchy wading through the legal forms and red tape involved in building a station, but we finally got on the air August 1, complete to the call letters KJOE, which I requested for obvious reasons.

I guess the people really are pleased to have an all-popular music station . . . we've gotten over 700 pieces of mail saying they are. It's been tough on our switchboard operator, who single-handedly took over a thousand calls the first week, but the doctor says she can leave the hospital as soon as she stops thinking she hears bells. All the sponsors are happy with the direct results they are getting. There are quite a few of them, too . . . enough to put us in the black for the first month of operation.

As for me, things don't look too much different from the other side of the manager's desk, where I sit when I'm not on the air. I've put a lot of my own production and policy theories into effect, and I believe they make for a smoother operation. Anyone who works at KAY-JOE and feels an urge to say "boy, if *I* owned this station . . ." knows he's welcome to come in and tell the guy who owns it. We've put a lot of those ideas into effect, too, for a happier, more efficient organization. Regarding sales, I must admit that some of my friends at the Elks and Optimists *have* taken on a peculiar illusion . . . sometimes a strange halo forms over their heads spelling out "potential advertiser," but I plan to have my eyes examined. Meanwhile, I just keep passing along some of my deepest and most serious thinking at the meetings, and they keep slapping their knees and saying "Oh, that Monroe" as they sign their contracts.



WHY U.S. STEEL USES TELEVISION

LAUREL-LADEN, THE 'U.S. STEEL HOUR' ENDS ITS FIRST YEAR

By Patricia Kielty

ON OCT. 27, 1953, the television curtain rose on the initial program of one of the most anxiously awaited and highly publicized regular dramatic series in tv history. An avalanche of news releases, spot announcements, posters and newspaper ads had proclaimed that on that Tuesday evening *The United States Steel Hour,* sponsored by United States Steel Corp., the world's largest steel manufacturer, and produced for the company by Theatre Guild, would launch its alternate-week series of hour-long drama shows on ABC-TV.

Last week, U. S. Steel completed its first year in tv. For the television industry, the year had meant increased revenue of some $2,300,000, the estimated sum spent annually on the *Steel Hour.* For U. S. Steel, it had been a year crowded with highly successful productions of every dramatic type which had won the *Steel Hour* a sizable audience, a healthy network rating, a number of top awards and enough favorable press clippings to feed a blast furnace.

U. S. Steel, as the biggest steel production firm in the world, had a sales volume of $3,860,000,000 last year. Its steelmaking plants, which dot the nation, poured out more than 35 million ingot tons of steel during 1953.

Since U. S. Steel's products don't turn up with any degree of frequency on the grocer's shelf or the housewife's shopping list, there rises natural speculation as to why it chooses to spend well over $2,000,000 a year in television, the medium *par excellence* for moving products out of markets, shops and stores into the consumer's home. Why does U. S. Steel use tv?

J. Carlisle MacDonald, assistant to U. S. Steel's chairman of the board, told B•T that the corporation uses tv drama to tell its story to a vast audience as a direct means of communicating information on its plans and activities and to remind viewers that "only steel does so many jobs so well." Tv keeps the corporation in touch with the public, and the public familiar with steel products.



U. S. STEEL's Hazel, blast furnace and cast house, Morrisville, Pa.

Aside from the basic audience acceptance and popularity of dramatic shows, the company feels they are ideally suited for commercial messages at the end of each act—another important reason for selecting this type program in preference to any other. Almost without exception, U. S. Steel messages are geared to increase the public's understanding of the corporation's contributions to industry and the general welfare of the nation. There is no "hard sell" in commercial segments. The first is handled by George Hicks, who has been delivering institutional messages for U. S. Steel since 1945, first on radio and now on tv. A second commercial message, aired during the second and third act intermissions, is concerned with steel products and their use in the American home. Mary Kay and Johnny, a personable husband-and-wife team, appear in informal "at home" scenes to demonstrate the many every-day uses of steel.

U. S. Steel commercials, as well as the plays themselves, are ambitious and well handled. On one occasion a full-scale house, fabricated with U. S. Steel components, the largest product ever offered for sale on tv, was a feature of Mary Kay and Johnny's sales presentation.

Response to the house commercial increased U. S. Steel's mail count by over 50,000 letters, a clear indication that the corporation's between-act messages are watched and listened to. All such responses are handled by the Market Development Dept. at U. S. Steel offices in Pittsburgh, except in cases where products are manufactured by subsidiaries of U. S. Steel. Mail stimulated by the house commercial was sent to Gunnison Homes Division. In instances where detailed answers are demanded, extra personnel is hired or mail is forwarded to an outside mail answering service. When letters request it, names of dealers who handle the advertised product in the letterwriter's area are identified.

U. S. Steel points out, however, that the emphasis in both the Mary Kay and Johnny and the Hicks commercials is not on direct sales but on building goodwill for manufacturers of products made with steel. One commercial used on the show last Tuesday, for example, was an explanatory message on a number of films made by the corporation.

"They are produced by U. S. Steel as a public service to tell the exciting story of steel making," said Mr. Hicks at the outset of the announcement. Picking up a film catalog folder, he continued: "This catalog, which we will be happy to send you, lists them all, but let's take a look at a few." This opening was followed by concise to-the-point copy supplemented with camera cuts from one scene in the manufacture of steel to the other, lending visual impact to Mr. Hicks' script. After showing highlights of two U. S. Steel films, the camera again focused on Mr. Hicks, who said, "Other films tell of the construction of the United Nations Headquarters in New York . . . the building of America's newest and most modern steel plant, Fairless Works at Morrisville, Pa. . . . erecting the San Francisco-Oakland Bay Bridge. . . . These are just a few of the films listed in this catalog. They are available to you for the asking. . . . Just write to me, George Hicks, care of Film Distribution Center, U. S. Steel, Pittsburgh 30, Pa." The commercial ended with a dissolve to a title card bearing U. S. Steel's address.

For the general viewing public as well as for the professional onlooker who appraises tv with a critical eye, U. S. Steel's entrance into television was a welcome event and one that was long overdue. The semi-monthly series, under the theatre-wise guidance of Theatre Guild, was destined to add new entertainment value to the viewing schedule. Rosy predictions made for these teleplays were grounded in U. S. Steel's previous dramatic activity. The television debut was preceded by an eight year "run" in radio under the title, *Theatre Guild on the Air.* These weekly broadcasts, exploring radio as a dramatic tool and bringing audio drama techniques to near perfection, were "must" listening in countless homes.

Early in 1953, at the conclusion of the radio series, U. S. Steel began to consider moving to television. Top management, including Banjamin F. Fairless, chairman of the board, and Roger M. Blough, vice chairman, had watched closely tv's development.

A number of new program ideas for television were advocated, but since drama had served the corporation so well in radio a decision was made to stay with the dramatic format. The Theatre Guild, an established and outstanding theatrical production organization for 35 years, was retained as producer, the same

function it performed on *Theatre Guild on the Air*. In the early planning stages, the name of the proposed series was changed to *The United States Steel Hour* as a means of more positive sponsor identification.

To maintain top-quality production, characteristic of U. S. Steel's radio shows, the television schedule was decreased to two programs a month because of the heavy demands tv makes upon actors, directors, writers and production personnel. U. S. Steel selected ABC for its series when that network proposed to produce its own hour-long drama which would alternate with the *Steel Hour*, Tuesdays at 9:30 p.m. An added attraction of ABC was the network's ability to clear time that was not highly competitive on a desirable number of stations. Since U. S. Steel's commercial time is devoted largely to institutional and public service messages, the company had no desire to split an audience by competing with a firmly established show on another network. It was searching primarily for an available audience with which it too could become quickly established in markets of its own choice.

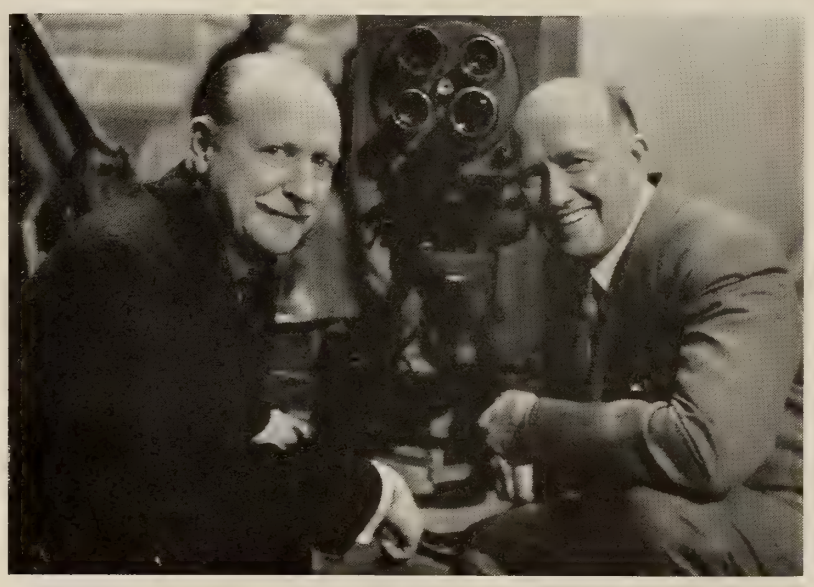
When network negotiations were completed and time was cleared for the new series, the next matter of major significance was the selection of a director. Alex Segal, who at a very early point in his directorial career had won a Peabody award for ABC's experimental *Actor's Studio*, was offered the assignment and accepted it. Mr. MacDonald, who is in charge of all the corporation's public relations activities, feels that the polish and success of the *Steel Hour*'s productions during the first season clearly illustrates that the selection of Mr. Segal as director of the series was a wise one.

Finding a play of particular distinction for the opening telecast was the next step toward getting the series underway. "What we needed," Mr. MacDonald recalls, "was a theme of enormous scope. GIs returning from prisoner-of-war camps in Korea with their stories of enemy brutality and communist 'brain-washing' were receiving wide coverage in the daily press." David Davidson, novelist and tv writer, was asked to submit a script based on this general theme. His teleplay was titled "P.O.W." Among many scripts considered, it was the unanimous choice of U. S. Steel, BBDO, agency handling the account, and the Theatre Guild.

Critical coverage following the premiere was equally unanimous. Jack Gould of the *New York Times* called it "One of the season's noble achievements. Superbly directed and beautifully played, it was topical theatre of both potency and power." The *New Yorker* said, "One of the finest, most stirring, most honest, and most disturbing plays ever projected onto a television screen." "Top-notch dramatic fare," reported the *New York Daily News*. "Powerful, outstanding, wonderful," said the *Chicago Daily News*. C. E. Butterfield of Associated Press wrote, "Applause from all directions has been pouring in on the Theatre Guild and its sponsor for the outstanding dramatic presentation." It appeared that U. S. Steel on television, like television itself, was certainly here to stay.

When U. S. Steel made its tv debut, it brought along a $2,300,000 yearly television budget. This figure represents the estimated total production and station time costs for the series. Of this amount, approximately $1,050,000 is allocated for production expenses while $1,250,000 is for time costs covering 102 outlets.

Credit for the superiority of the *Steel Hour*'s dramatic production rests largely with Theatre Guild; Mr. Segal; S. Mark Smith, script editor; John Haggott, associate producer; Albert Heschong, set designer; Gene Coffin, costumer, and U. S. Steel's Mr. MacDonald, who takes an active interest in the series and is top supervisor of the entire *Steel Hour* production.



U. S. STEEL officials at rehearsal for a *Steel Hour* production: Clifford F. Hood (r) is president of the U. S. Steel Corp.; J. Carlisle MacDonald, assistant to the board chairman, supervises the show's production for the corporation.

Theatre Guild members Lawrence Langner, Theresa Helburn and Armina Marshall meet weekly with U. S. Steel personnel under Mr. MacDonald's direction as well as with representatives from BBDO. At these meetings, scripts—for which U. S. Steel pays from $1,500 to $3,000 each—are proposed and discussed, casting suggestions are made and general policy matters relevant to the series are talked over. Tv writers such as Arthur Arent, Irving Gaynor Neiman, Ira Levin and N. Richard Nash have had plays produced on the program.

Casting of each show is handled by Mr. Segal, the Theatre Guild and representatives from BBDO. Among the stars who have made appearances on the series are Howard Lindsay, Gertrude Berg, Julie Haydon, Diana Lynn, Gary Merrill, Walter Hampden, Teresa Wright, Thomas Mitchell and Dorothy Gish.

Rehearsals for each *Steel Hour* show extend from the Monday of the week preceding the telecast through Tuesday's show date, a total of some 44 hours. The group meets for the first time in Mr. Segal's office on Monday for a five-hour reading. Actors take Tuesday off to memorize lines. Wednesday through Sunday rehearsals run anywhere from four to six and a half hours a day. On the following Monday the cast moves into Studio TV-1 at ABC to start camera rehearsals. These sessions last through Tuesday until the show goes on the air at 9:30 p.m.

In addition to the director a minimum technical staff of 42 people operates behind the camera to get the *Steel Hour* on the air. This number includes 22 technicians who handle electronic equipment, eight stage hands, three pages, two make-up men, two costume dressers, two floor managers and three assistants on the director's staff.

Since the opening of the series a year ago, subsequent shows have varied in subject matter and treatment. In a range from light comedy to serious drama, shows which primarily reflect a segment of American life have been selected and produced. Among them have been *Hope for a Harvest*, treating racial discrimination in a story of California wine growers; a lively comedy titled *Man in Possession*, which starred Rex Harrison and Lilli Palmer in their debuts as tv co-stars; *Hedda Gabler*, in which Tallulah Bankhead made her tv bow as the heroin of the Henrik Ibsen classic, and a live tv "western" called *The Last Notch* which many critics called television's answer to filmland's epic movie "horse opera."

Although Mr. MacDonald feels that awards do not necessarily indicate the real quality of any particular tv series, he points out that they are significant as indicators of press and public opinion. In its first year, *Steel Hour* was named top dramatic program of the year by a number of trade and general readership publications; it won two "Emmys" from the Academy of Television Arts & Sciences as "best dramatic show" and "best new show" of the year, and was cited by *Saturday Review* and Town Hall Club for production excellence and outstanding commercials. A Christopher award and a medal from the Freedoms Foundation for "P.O.W." are two other honors received by the series in its first tv year.

With 102 tv outlets currently carrying the series, U. S. Steel reaches an estimated audience of 15 million viewers with each show it presents. It is the ability to reach this audience which really explains U. S. Steel's two-fold interest in television. "A backlog of favorable public opinion is a valuable asset but we do not desire goodwill as an end in itself," Mr. MacDonald stressed. "Through our television programs we are also seeking greater acceptance of our products by customers and potential customers in addition to a favorable attitude toward our policies on the part of the public and its representatives. Progress toward these goals is being aided considerably by the use of the television medium."

The show must go on . . .

And this sponsor's show will—even though the star does seem to be tied up for a while. Someone, you see, had the foresight to **SHOOT IT ON EASTMAN FILM.**

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137 North Wabash Av
Chicago 2, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Cali

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Fort Lee, N. J.; Chicago, Ill.; Hollywood, California

DIVERSIFICATION: ITS CASE HISTORY

FCC DENIES DISCRIMINATION, BUT NEWSPAPERS STILL LOSE OUT

By Earl B. Abrams

THERE'S a churnin' and a burnin' in newspaper circles today.

Publishers have a large suspicion that the FCC is sharpshooting at newspapers that want to go into tv.

The facts seem to bear the suspicions out.

Since the tv freeze was lifted in 1952, there have been seven, after-hearing, final decisions involving newspaper-owned or affiliated applicants. Only one of these was in favor of a newspaper.

In the other six such decisions, the fact of newspaper ownership was counted as a strike against the applicant. It served to throw the weight of preference to the non-newspaper applicant.

The theme of the Commission's attitude toward newspaper applicants—and the same thing applies to multiple broadcast station owners—is diversification. This is the long-established FCC policy that newspaper ownership, or other station ownership, counts against an applicant in a comparative hearing. Only a superior showing in several of the criteria on which the Commission bases its judgment as to who shall receive a grant has prevailed against the onus of newspaper or multiple station holdings.

These other tests involve such things as local ownership, integration of ownership and management, program proposals, staffing, equipment, etc.

Applicants for tv stations who had newspaper connections lost out after hearings in Fort Wayne, Ind., Portland, Ore., Tampa-St. Petersburg, Fla.; Sacramento, Calif., and Beaumont-Port Arthur, Tex.

There were two tv hearings for Ft. Wayne and for Tampa-St. Petersburg.

Only in the first Tampa-St. Petersburg, Fla., hearing was the newspaper involved successful.

Multiple broadcast ownership played a part in decisions in Flint, Mich.; Portland, Ore., and Denver, Colo. Only in Denver did the broadcaster win out over a newcomer.

Before this bleak recital starts anyone muttering about discrimination, damned socialists, and other epithets directed to government bureaucracy, it should be pointed out that the FCC has no rule—repeat, none—barring grants to newspapers or multiple station owners.

In fact, of the more than 500 tv stations authorized as of the beginning of 1954, 23.2% were affiliated in one way or another with newspapers. This is 129 to be specific.

The snapper, of course, is that most of these received their grants without opposition. It is rare indeed for the Commission to turn down an unopposed applicant, unless it can be shown that he is disqualified on one of the basic requirements—legal, financial or technical.

The touchstone of the FCC's attitude toward newspaper and plural station ownership was given in 1944 when the Commission issued its report following the abortive newspaper investigation begun in 1941.

In that latter year, the FCC under the chairmanship of James Lawrence Fly, proposed to bar newspapers entirely from radio station ownership.

During the three-year-long investigation, the full fury of newspapers was directed at the FCC. Newspaper groups are still touchy where broadcasting aspirations are concerned. Only 30 days ago Cranston Williams, general manager of the American Newspaper Publishers Assn., directed an inquiry to the Broadcast Bureau of the FCC, asking whether it were true, as he had been informed, that the Bureau held that newspapers should not be accredited as broadcasters. The Broadcast Bureau replied that it was only carrying out FCC policy that newspaper ownership was a factor in comparative hearings and that there was no bar to the ownership of a broadcast station by a newspaper.

The 1944 announcement by the FCC, in essence, held that although there would be no prohibition against newspapers owning radio stations, the principle of diversification would be followed wherever possible.

From that time on, this principle has been used by the FCC whenever it had two or more applicants applying for the same facility. In television it was used immediately following the end of World War II and the resumption of commercial telecasting.

In the very first tv hearing case, that for the four channels allocated to Washington, D. C., the Commission used the diversification issue in two ways: In the one case, it granted a channel to the *Washington Evening Star* (WMAL) because the Washington newspaper was outstanding in local ownership. In the other case, the FCC granted Bamberger Broadcasting Co. (WOR New York) another channel because it did not then have a tv station whereas others competing already were licensees of video outlets.

From then until recently there were v[illegible] no instances where the question of diversification in a tv case was a problem. Indeed for almost four years, from 1948 to 1952, tv application processing was at a standstill while the Commission struggled with uhf, color tv, and station separation. This was the famous tv "freeze." Competitive hearings for tv outlets began in the latter part of 1952, and the first final decision following a hearing was not issued until early in 1953. This was in the Denver ch. 7 case.

However, there was one pronouncement during that video ice age which, indirectly, involved a tv station. This was in the WBAL Baltimore renewal fracas, which is considered to be the happy ending to the ominous Blue Book accusations issued by the FCC in 1946.

The Hearst-owned WBAL's license was set for renewal hearing, following the application for the same facilities by Public Service Radio Corp. (Drew Pearson and others).

That case involved not only newspaper ownership, but also multiple ownership, for the Hearst organization also owned WISN Mil-

THE TEXT of the FCC's 1944 notice on diversification reads as follows:

FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C.

PUBLIC NOTICE JANUARY 13, 1944

The Commission today closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 79A relating to newspaper ownership of radio stations.

The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

Aside from the specific question of common ownership of newspapers and radio stations, the Commission recognizes the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the Commissioners agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

In the processing of individual applications for licenses, the Commission will inquire into and in its decisions give expression to "public interest" considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business. However, it does not intend in granting licenses in the public interest to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee.



What can you do with $296?

For $296, you have dozens of choices. You could buy a new set of tires for your Hispano-Benz. Or take a modest flyer in some Uranium stock. Or even send your better half on a shopping spree!

But if you're interested in a real radio buy, just remember this:

ON WOAY, $296 will buy 13 quarter hours!

WOAY, Oak Hill, is West Virginia's second most powerful station.

WOAY covers 21 West Virginia counties.

WOAY delivers a total Nielsen audience of 102,200 radio homes — an average daily Nielsen audience of 51,320 radio homes!

Write direct for full details.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

**=% of Radio Homes in Area*

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

ONCE AROUND THE PARK

THIS ONE always wows 'em at bar association dinners.

Seems a gal asked a large, plush, Wall Street law firm to represent her in a breach of promise suit against the scion of one of the oldest families. She claimed she was violated one festive night in a hansom cab while being driven through Central Park with her, at that time, beau.

The senior member of the law firm instructed a junior to check the law library for cases which might be used in this suit. Weeks later the law clerk reported chagrined back to his chief. There had never been any case in the history of American jurisprudence which involved rape in a hack.

Although this article on the FCC's principle of diversification looks like a legal brief with its extensive quotations from FCC tv decisions, there is method in the writer's format. This is that each quotation, albeit seemingly similar to others, is based on a separate set of facts and contains nuances that are not the same in any other case. Like the legal profession's "Rape in a Hack" story, there are no two cases exactly alike. In order, therefore, to give the flavor of each decision, it was thought best to reprint the Commission's exact words. Where the decision repeats something already set down, it has been paraphrased.

waukee and through a related company, WCAE Pittsburgh. Although not directly at stake, WBAL-TV's license was also in jeopardy if Hearst was found disqualified to own a radio station.

The license of WBAL was renewed. In the final decision, the Commission discussed the diversity principle in these words:

The weight to be given to the principle of desirability of diversification of control of media of mass communications will, in those instances involving licensees of existing facilities, vary with the facts in each individual case. We believe that normally diversification is not a controlling element where a person has been licensed by the Commission for more than one station and operates these stations in the public interest; where the licenses held are not in violation of our rules; and where the record does not clearly establish from facts pertinent to the individual case, that the control of other radio facilities would make a renewal of the license not in the public interest. In the instant case our rules governing multiple ownership are not being violated and we do not believe the last made point has been established by the record. The stations owned or controlled by Hearst interests serve three widely separated communities (WISN Milwaukee, WCAE Pittsburgh, and WBAL Baltimore). Each of these communities has several stations assigned to it. The dangers which might arise from concentration of control in a single community, or in contiguous areas, with limited choice of radio services, are not here present. Accordingly, the fact that greater diversification might result from a preference of the application of Public Service Radio Corp. is not considered to be a determining factor in this case.

Similarly, the fact that Hearst interests control one of the two daily newspapers in Baltimore [Baltimore News-Post] and a number of newspapers and perodicals in other cities and that stockholders in the Public Radio Service Corp. have no proprietary interests in Baltimore area newspapers is not considered determinative under the circumstances in this case. Newspaper ownership does not automatically disqualify an applicant. It is a factor which is considered, but only in relation with the other aspects of comparative determination and as it bears upon the final decision of whether a grant to the applicant in question is in the public interest. The record does not show that the common control of WBAL and the Baltimore newspaper has been employed adversely to the interests of the listening public, and an inference can reasonably be drawn that these conditions which have previously obtained will continue.

But, the then FCC Chairman Wayne Coy had other ideas. To him the diversity dogma was practically over-riding. This is what he said:

The Commission is committed to the principle that unless there are over-riding considerations, preference should be given to a non-newspaper, non-multiple owner applicant as against an applicant which publishes a newspaper or has other broadcast stations in order to encourage the greater diversification of control of the media of mass information. This principle, unlike that of integration and local ownership, is not grounded on the fact that there is any basis for assuming that one applicant is more likely to carry out its program proposals than the other, but is a reflection of the Congressional policy expressed in the Communications Act and that the public interest is best served by having as wide an ownership as possible of the media of mass communications.

I recognize that where there are over-riding considerations the Commission has preferred a newspaper applicant to a non-newspaper applicant on the basis of qualifications, or a multiple-owner applicant to an applicant with no other broadcast interests on the basis of a demonstrated record of superior program service. None of these elements are present in this case. . . .

In the first post-freeze final decision, the Denver ch. 7 case, the issue of an existing broadcaster vs. a newcomer was paramount. The Commission decided in favor of Aladdin Radio & Television (KLZ Denver) and against non-broadcaster Denver Television Co. on the ground that KLZ was so superior in other respects that it outweighed this advantage for Denver Television Co.

The Commission said, in this respect:

It is contended that because of Aladdin's present radio operations and the radio interests of its officers and directors, it would be more in the public interest to approve the application of Denver Television which does not have such interests, for there would result a diversification in the ownership of the media of mass communication. The Commission has in the past held that diversification of control of media is desirable and that, in the absence of countervailing considerations, a grant to an applicant who has fewer broadcast interests better serves the public interest since it results in greater diversification of radio and tv ownership. Thus a grant to Denver Television would bring a qualified newcomer into the field as opposed to Aladdin which presently operates an am station in Denver, and whose stockholders hold substantial interests in a number of other stations in the country. In the absence of other comparative considerations, a grant to Denver Television would be indicated. As has heretofore been shown, however, Aladdin has demonstrated its superiority in all other material respects where there is a difference between the applicants. This superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and tv interests.

So far, so good. Although the FCC talked about the diversification issue, it did not penalize a tv applicant for being newspaper connected or for including broadcast properties among its holdings.

But, beginning late in 1953 and throughout this year, wherever the issue has come up, it has become a heavily weighted factor. The tide seemed to be turning toward a harsher attitude on this point. It is ironic, but since the advent of a Republican administration, the FCC seems to have gone farther and farther along the path of acknowledged New Deal-inspired diversification righteousness.

In the one exception to this seemingly closed-mindedness on newspaper ownership, the Commission decided in favor of the *Tampa Tribune* (WFLA) for Tampa-St. Petersburg ch. 8, and denied the *St. Petersburg Times* (WTSP) and non-newspaper, non-broadcaster Tampa Bay Area Telecasting Corp.

In this case, the Commission held that neither the *Tribune* nor the *Times* intended to employ joint rates in the sale of tv time and that a grant to either would not lessen competition.

This is how the Commission majority said it:

The Commission, in the past, has held that diversification of control of the media of mass communication is desirable and that in the absence of countervailing considerations, the grant to an applicant who has fewer broadcast interests or is not affiliated with other radio or newspaper interests better serves the public interest. This factor, important as it may be, is only one of the numerous comparative factors we have weighed in reaching our decision. The weight to be accorded this factor is dependent upon the circumstances of each case. This record shows that neither Pinellas [*Times*] nor Tribune proposes or intends to employ joint rates in the sale of tv time; that there is no indication that the operation of a tv station by either Tribune or Pinellas would lesson effective competition; that there are competing radio stations and newspapers now operating in Tampa and St. Petersburg as well as a variety of media in the proposed area to be served; and that both have demonstrated their capacities to function in the public interest. Under these circumstances, we conclude that even though Tampa Bay warrants a preference over Tribune and Pinellas in this area of comparison, it is not determinative of this proceeding. . . .

But Comr. Frieda B. Hennock thought otherwise. She said:

Among the three applicants for this channel, two are owners of local newspapers and radio stations. The third owns no mass media in the area.

I dissent from the majority's grant here to the Tribune Co., which publishes the *Tampa Tribune* and is also the licensee of radio stations WFLA and WFLA-FM in Tampa, on the same ground on which I have consistently based my dissents in other cases where a choice was available between owners of local newspapers and other qualified applicants.

One of the most important responsibilities of the Commission is to license use of spectrum space in a manner consistent with the greatest possible diversification of control over mass media. This basic criterion is especially important in a case like the present one where the newspaper interest to which the grant is being made does not reflect appreciable integration of ownership and management where so few of its owners and board members are residents. . . .

In this case, the Commission agreed with the hearing examiner who had also favored granting the Tribune.

In the other six cases the Commission turned thumbs down on newspapers.

In the Fort Wayne ch. 33 case, the Commission picked WKJG Fort Wayne and turned down the *News-Sentinel's* WGL. It particularly did not like the forced combination rate for national and classified advertising which the *News-Sentinel* and the *Journal Gazette* practiced as part of their joint mechanical, advertising and business departments. This was also the view of the examiner.

The very same combination practices, involving the same newspapers, impelled the Commission in the Fort Wayne ch. 69 case. Here the FCC picked WANE Fort Wayne (identified in ownership with WISH-AM-TV Indianapolis and WHBU Anderson, Ind.) over Anthony Wayne Broadcasting Co., whose principals are Paul V. McNutt and James R. Fleming. Messrs. McNutt and Fleming are major stockholders in the *Journal Gazette*. In this the Commission reversed the examiner.

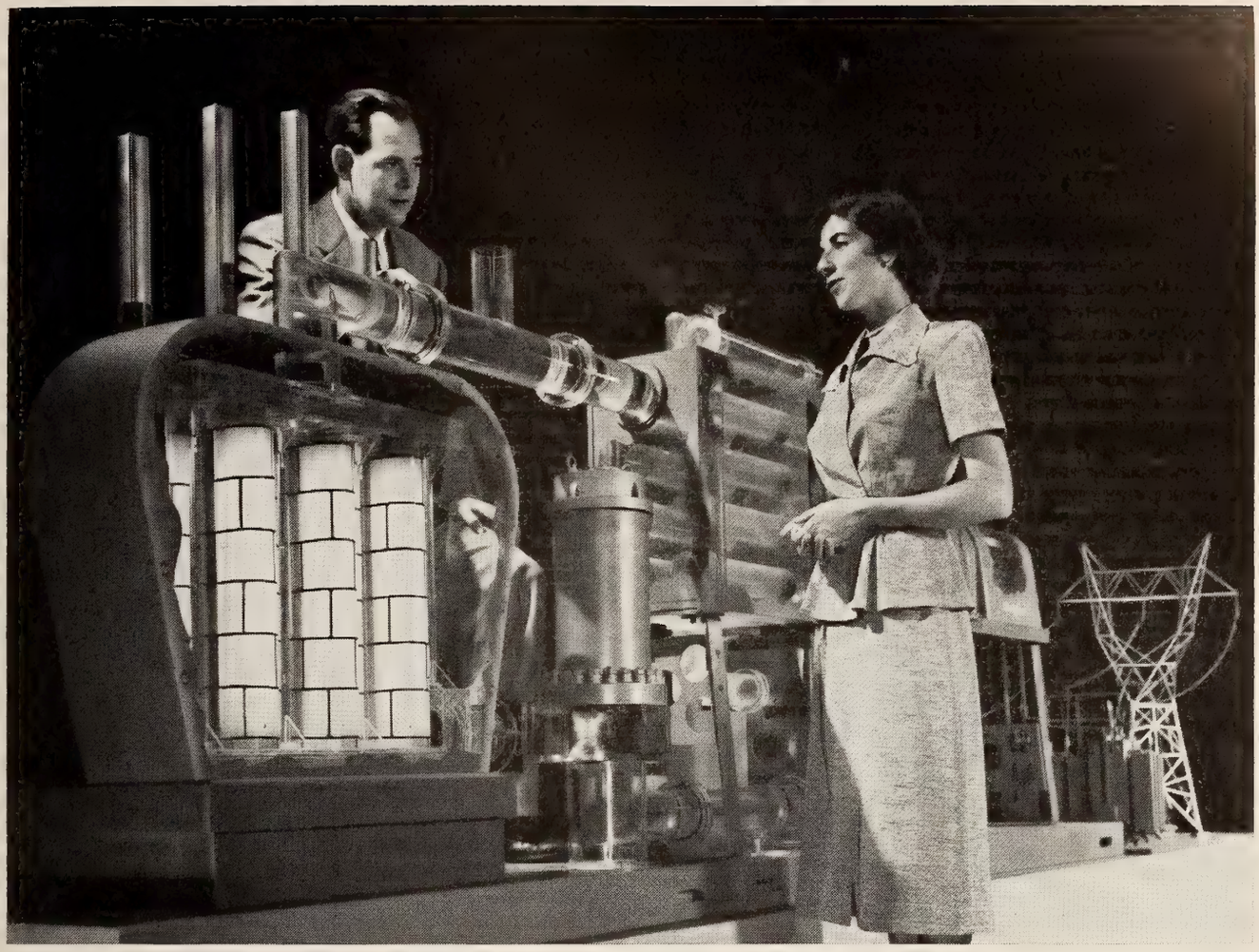
Fort Wayne Ch. 69

This matter of forced combination rates has tended to become more and more important to the Commission in recent hearing cases. This is what the FCC said in the Fort Wayne ch. 69 case:

By forming a combination which has resulted in the imposition of forced combination rates upon advertisers in their newspapers, News Publishing and Journal Gazette have used their dominant positions as publishers of Fort Wayne's only major newspapers in a manner inconsistent with the public interest as we conceive it. We are of the view, moreover, that these advertising practices seriously reflect upon the comparative qualifications of Anthony Wayne to be a licensee of this commission. It is true that Messrs. McNutt and Fleming cannot dictate the advertising practices of the agency corporation. Being able to control the Journal Gazette Co., however, they are able to control that company's attitude with respect to these advertising practices. Because of their announced intention not to take steps to bring about the abandonment of these practices unless a court of last resort declares them to be illegal, responsibility for the practices must be imputed to them. Accordingly, a substantial preference is due Radio Wayne whose representation that it will not employ combination rates if its tv application is granted is supported by the history of its past operation of its four standard broadcast stations [same interests had owned WHOT South Bend, Ind.]. . . .

In another section of its Fort Wayne ch. 69 decision, the FCC said:

We are reluctant, however, to subject a broadcast facility to possible misuse by entrusting it to an applicant whose principals have not seen fit to object to practices so obviously contrary to the public interest. The use of dominant position to deprive advertisers of a choice of advertising media does not recommend this applicant to us. We do not care to assume the risks



Richard Noble and his wife inspect a small model, about 1/30 actual size, of the nuclear power plant he is helping to design. This plant, except for its heat-producing unit (foreground), will look much like any other power plant. It is to serve as a "laboratory" from which much will be learned about using the atom as a fuel to help fill future needs for more and more electricity.

Electric Companies to Make Power from the Atom



"YOU ARE THERE"—CBS television—
witness history's great events

The picture above shows Richard and Gerry Noble, a pioneer family in the atomic power age.

For Mr. Noble, an engineer, is working on the first power plant that will use the heat of nuclear energy to produce electricity for homes, farms and factories. His wife may be among the first to use electricity produced this way.

Mr. Noble is employed by one of the electric light and power companies now studying the future promise of nuclear electric power. Co-operating with the Atomic Energy Commission in this research, they are hunting ways to make electricity from nuclear energy both practical and economical, so that its benefits will be available to customers.

The nation's electric companies have much to contribute to the development of nuclear energy's usefulness.

These companies have had nearly 75 years' experience in turning the energy of other fuels into electric power efficiently and economically. And they have brought low-price electricity—and plenty of it—to every corner of the United States.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

**Names on request from this magazine*

attendant upon preferring an applicant involved in practices which, if carried over into the broadcast field, would raise serious public interest questions.

In the Portland, Ore., ch. 12 case, the Commission picked Oregon Television Inc., composed of local businessmen, and turned down KPOJ—*Portland Oregon Journal,* Wesley I. Dumm (owner of KSFO and then owner of KPIX [TV] San Francisco) and Northwest Television and Broadcasting Co., one third owned by John D. Keating (whose interests include 50% in KYA San Francisco, 25% in KONA (TV) Honolulu and 25% in WINS New York).

Following the lead of the examiner, the Commission held that diversification was one of the issues and that the newspaper ownership in the KPOJ bid was disqualifying. In addition the other broadcast ownerships involved in the KPOJ and Northwestern were also disqualifying, the FCC held. In this case, Comr. Robert T. Bartley dissented, favoring the KPOJ application.

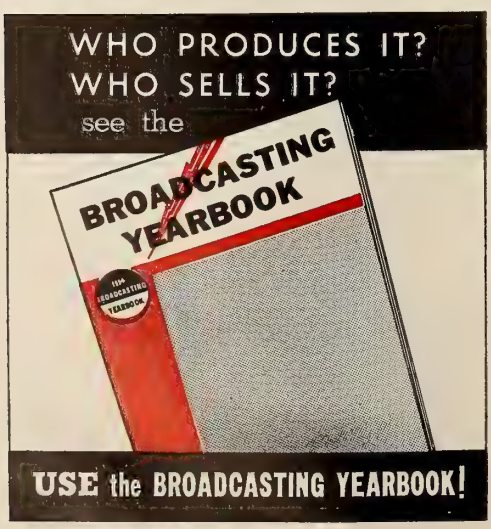
The Beaumont-Port Arthur ch. 6 case was tricky. KRIC-*Beaumont Enterprise* and *Journal* was in opposition to KFDM Beaumont, whose major stockholder, D. A. Cannan, also had an interest in KFDX-AM-TV Wichita Falls, Tex., and to KTRM Beaumont, which had made an arrangement for selling one third interest to the *Houston Post* (KPRC-AM-FM-TV). The examiner favored KTRM, but the Commission frowned on its connection with the Houston Post and the fact that KPRC-TV covered part of the Beaumont area and granted the channel to KFDM. Comrs. Rosel H. Hyde, John C. Doerfer and Robert E. Lee dissented on that one.

Here is what the FCC said about the Beaumont-Port Arthur diversification issue:

With respect to the factor of diversification and concentration of media for mass communication, the examiner awarded no preference. We are of the view, however, that Beaumont Broadcasting [KFDM] merits a clear superiority in this important area of comparison. There being no other significant difference among the applicants, there are no factors offsetting Beaumont Broadcasting's superiority in this regard and the examiner's ultimate decision awarding the grant to KTRM must be reversed. Having concluded that this factor of diversification and concentration is the determinative feature in this proceeding, it is well to set forth some of the principles which have guided us in awarding a preference to Beaumont Broadcasting.

As a general rule, tv facilities should be distributed among as many qualified persons as possible. Where we are faced with a choice between two applicants, therefore, one of whom has a tv station and another who does not, it is our view, other factors being substantially equal, that the public interest is better served by a grant to the applicant without a tv station. . . . Where each of the applicants has an existing tv station, a party placing a signal into portions of the area proposed to be served suffers in comparison with the other party, even though the prospective overlap does not amount to a disqualifying factor. Also to be considered is the important factor of the concentration of control of the media of mass communications within any particular area, including media other than broadcast facilities. . . . Thus, although the ownership by an applicant of a newspaper in the principal community to be served does not foreclose comparative consideration of its application, the Commission has, on numerous occasions, favored the applicant having no newspaper connections. . . .

In summary of the foregoing, then, in determining which of two applicants should be preferred on the basis of diversification and concentration of control, consideration must be given to the type, the extent and the location of the parties' existing media of mass communication, including media other than broadcast facilities.



The Tampa-St. Petersburg ch. 13 case was almost one in which the Commission purposely tripped up the examiner.

It will be recalled that the Commission had awarded Tampa-St. Petersburg ch. 8 to the Tribune. It had held, there, that the non-newspaper affiliated applicant should receive a preference on the diversification issue, but that this was not determinative.

Tampa Times Loses Out

In the ch. 13 case in the same market, the Commission picked Tampa Television Co., 80% owned by local businessmen and 20% owned by WALT Tampa, reversing the examiner who had found for the Tampa Times Co. (WDAE). The third application in that contest was in the name of Orange Television Co., comprised of local businessmen including a small interest by the owners of WTVJ (TV) Miami.

Now let's see what the Commission said in that case:

The factor which remains to be considered under this category is diversification of the media of mass communication. In a long line of cases, we have established the principle that diversification of the media of mass communication is desirable, and that in the absence of countervailing considerations, a grant to an applicant with fewer broadcast interests or who is not associated with other radio or newspaper interests, better serves the public interest. *Scripps-Howard Radio, Inc.* v. *FCC,* 189 F. 2d 677, *cert. denied,* 342 U. S. 830. We adhere to that principle here, and accord a preference to Orange and Tampa Tv in view of Times' ownership of Stations WDAE-AM and FM and one of the two daily newspapers (and the only evening newspaper) in Tampa. In connection with Tampa Tv, we note here Tison's promise to sell WALT in the event Tampa Tv is the successful applicant. And in connection with the preference to be accorded, we have taken into consideration the competing radio stations and newspapers now operating in the area (see Pars. 15-17) and the fact that Times does not intend to employ joint rates in the sale of television time and, therefore, there will be no lessening of competition for the advertising dollar.

Times argues that the diversification principle should be employed only where the grant of a license would result in a monopoly of the sources of information in a given area, and that clearly, the instant case is not such a situation. We agree that no monopoly is here involved. But Times mistakes the applicability or purpose of the diversification principle: It is not limited to monopoly because its purpose, as its name connotes, is to promote diversification in the sources of information. It is therefore of general applicability to all comparative cases. As expressed by the Court of Appeals in the leading case in this field, *Scripps-Howard Radio, Inc.* v. *FCC, supra,* at p. 683: ". . . where one applicant is free of association with existing media of communication, and the other is not, the Commission, in the interest of competition and consequent diversity, which as we have seen is a part of the public interest, may let its judgment be influenced favorably toward the applicant whose situation promises to promote diversity." Congress made no change with respect to this principle in its consideration in 1952 of appropriate amendments to the Communications Act; rather, it indicated its agreement with "the present law." Both Congress, the courts and this Commission are in agreement that a permit should not be withheld from an applicant because it is otherwise engaged in the dissemination of news; the diversification factor is simply one more criterion to be considered in the comparative process. As shown by recent cases, its significance may be more than offset by other criteria. See e.g., *Aladdin Radio and Television, Inc.,* 9 RR 1; *The Tribune Company,* FCC 54-1027.

Perhaps the most direct and detailed explanation of the FCC's attitude toward newspaper ownership was given earlier this month in the Sacramento, Calif., ch. 10 case. The examiner favored the grant of Sacramento ch. 10 to the McClatchy Broadcasting Co. and proposed to deny Sacramento Telecasting Inc. McClatchy owns KFBK Sacramento, KERN Bakersfield, KWG Stockton, and KBEE (FM) Modesto, all California, and KOH Reno, Nev., and publishes the *Sacramento Bee, Fresno Bee* and *Modesto Bee.* Sacramento Telecasting is principally owned by John H. Schacht, half-owner and general manager of KMOD Modesto. The Commission disagreed with the examiner and ruled in favor of Sacramento Telecasting.

This is what the Commission said on the crucial diversification issue:

Finally, we come to the contention which we consider to be determinative in this proceeding—diversification of control of the media of mass communication. While recognizing that the Commission has in the past preferred non-newspaper applicants over newspaper applicants and newcomers to the field over existing licensees, it is the examiner's view that where monopoly or the threat of monopoly does not exist, such precedents lose force. Further, the examiner found that the multiplicity of other mass communication media in the area and the presence of one other daily newspaper, four other am stations and two other fm stations in Sacramento, assures that McClatchy's viewing and listening audience would not be solely dependent upon it as a source of public information. From these circumstances, the examiner concluded that McClatchy, licensee of multiple radio facilities and the owner of large newspaper interests, should prevail over an applicant composed, in the majority, of public spirited businessmen, who, entering the broadcast field for the first time, propose an entirely unobjectionable operation. We cannot agree with the examiner's conclusion. The touchstone for our determination in a comparative proceeding must be the statutory standard—public interest, convenience and necessity. Our basic aim is to select the applicant which would better serve the public interest. The Court of Appeals in *Scripps-Howard Radio, Inc.* v. *FCC, supra,* stated "in considering the public interest the Commission is well within the law when, in choosing between two applicants, it attaches significance to the fact that one in contrast with the other, is dissociated from existing media of mass communication in the area affected. *See Stahlman* v. *Commission,* 75 U. S. App. D. C. 176, 126 F. 2d 124 (1942), and *Plains Radio Broadcastng Company* v. *Commission,* 85 U. S. App. D. C. 48, 52, 175 F. 2d 359, 363 (1949). This is not to say a permit should be withheld from an applicant because it is otherwise engaged in the dissemination of news. *Stahlman* v. *Commission, supra.* But where one applicant is free of association with existing media of communication, and the other is not, the Commission, in the interest of competition and consequent diversity, which as we have seen is a part of the public interest, may let its judgment be influenced favorably toward the applicant whose situation promises to promote diversity." Our decisions have shown that the Commission ordinarily will incline toward an applicant not associated with the local channels of communication of fact and opinion over an applicant having such association. Such affiliation does not, of course, exclude that applicant from comparative consideration. *The Tribune Company, supra.* Although an important factor, it is weighed along with all other considerations to determine which of the competing applicants will better serve the public interest and, as shown by recent decisions, the diversification factor may be counter-balanced by other factors. *Aladdin Radio and Television, Inc.,* 9 RR 1; *The Tribune Company, supra.*

McClatchy Evaluated

In evaluating the factors in this case, we find that McClatchy is the holder of a construction permit for a television station at Fresno, California; operates the only 50 kw am station in Sacramento; publishes one of the two daily newspapers in Sacramento; publishes the only daily newspapers in Fresno and Modesto; runs identical editorials and editorial page cartoons on national and international issues in all its newspapers; and operates radio stations in Fresno, Bakersfield, Stockton and Modesto, California. Certain personnel used by both the radio and newspaper operations will be utilized by the television station. The news gathering facilities of the newspaper organization, as well as carbon copies of all news stories written for the Sacramento paper, would be available to the television station. All of the aforementioned stations and newspapers are located within the Central Valleys of California, an area approximately 400 miles long and 100 miles wide. In addition, it operates a radio station in Reno, Nevada. Combined rates are offered national advertisers using three or more of its am stations. However, joint rates are not contemplated for advertisers using the Fresno and Sacramento television stations. In the other scale of the balance, we find numerous other mass commmunication media in the area to be served, including 51 broadcast stations serving various parts of the area, 28 daily newspapers and 68 weekly newspapers. In Sacramento there are one daily newspaper, four am stations, two fm stations and two uhf television station permittees not associated with McClatchy. The fact that there may be some diversification of ownership in the communities as a result of the existence of a competing newspaper and other individually owned broadcast stations does not mean that the principle of encouraging further diversification is no longer valid, although, of course, the weight to be given to the factor will depend on such considerations.

Telecasters, we find, has no broadcast or newspaper interests. Mr. Schacht, Telecasters' proposed general manager and its only stockholder having an interest in a broadcast station, will dispose of his other broadcast interest.

In sum, the Congress, the courts and this Commission are in agreement that a permit should not be withheld from an applicant be-

cause it is otherwise engaged in the dissemination of news. The diversification factor is simply one more criterion to be considered in the comparative process. *Tampa Times Company*, FCC 54-1132. Our policy favoring diversification is not directed primarily against the monopoly aspects of concentration of station ownership. The important factor of the concentration of control of the media of mass communication within any particular area, including media other than broadcast facilities must also be considered. *WJR, The Goodwill Station.* Further, we reiterate our view expressed in *Bamberger Broadcasting Service, Inc.*, 3 RR 914, 925, "that where there is a choice between two applicants, one of whom has a television station and another which does not, public interest is better served by granting a license to the newcomer other factors being substantially equal rather than to the person already having a television station. Under this policy, it is possible for the maximum number of qualified people to participate in television and not have it restricted to a few large interests." Weighing these considerations in the light of the public interest standard, we conclude that Telecasters warrants a substantial preference in this area of comparison.

In final analysis, there must be appraisal of the relative importance of the several factors around which center our comparison of the applicants. We cannot simply total the factors as to which each is superior and decide according to the numerical result. Such an inflexible procedure would eliminate the exercise of judgment as to where lies the greater public interest. The facts in this case boil down to a comparison of an applicant with an excellent record of past performance with all the attendant advantages that accrue, and on the other hand, an applicant without a record of past performance but affording assurances that its operation will be in the public interest. We conclude that under these circumstances the superiority McClatchy has demonstrated with respect to certain factors does not outweigh the comparative advantages adhering to Telecasters because of its freedom from ties with other radio, newspaper and television interests in Sacramento as well as throughout the Central Valleys. Telecasters will bring a new view and another directly competitive service to the area which will not be just a further extension of an existing service.

Another recent case regarding newspaper ownership involved the Commission grant of Clarksburg, W. Va., ch. 12 to WBLK there, after opposing WPDX withdrew. The Clarksburg Publishing Co. (*Clarksburg Exponent* and *Telegram*) protested to the Commission, claiming among other things that the grant favored concentration of control. This was based on the fact that WBLK is 90% owned by the News Publishing Co., which publishes nine daily newspapers in West Virginia and owns 34% of WTRF-AM-FM-TV Wheeling and 100% of WPAR-AM-FM Parkersburg, W. Va. The newspapers are *Wheeling Intelligencer* and *News-Register, Fairmont Times* and *West Virginian, Parkersburg News* and *Sentinel, Elkins Inter-Mountain, Martinsburg Journal, Point Pleasant Register, Weirton Times, Welch News* and *Williamson News.*

The Commission gave the publishing company the right to be heard, but denied its protest on the ground that no concentration of control was involved since the News Publishing Co. publishes no newspapers in Clarksburg.

Legal Sanction

Now, the FCC has not, by any means, used the diversification yardstick without legal sanction. The most outspoken decision on this subject was in 1951 when the U. S. Court of Appeals in Washington held that the Commission could take into consideration newspaper ownership or lack thereof in a comparative hearing. This was where Scripps-Howard Radio Inc. and Cleveland Broadcasting Co. both sought the same 1300 kc facility. The Commission decided in favor of Cleveland Broadcasting (WERE), and among its findings was one on the diversification issue.

The court said, in denying the Scripps-Howard appeal:

> An element of preference for the Cleveland Company also resided in the circumstance that the grant of the permit to it "would undoubtedly be conducive to a greater diversification of the media of mass communication in the Cleveland area than would a grant of the application of Scripps-Howard Radio, Inc." This conclusion followed recital of the fact that, although there are now located in Cleveland five am broadcast stations as well as two daily newspapers and a large number of other publications with which appellant has no connection, appellant is owned and controlled by the same interests which control a third newspaper, the *Cleveland Press*, with which the Cleveland Company would necessarily compete in the collection of news. In Associated Press v. United States, 326 U. S. 1, 20 (1945), the Supreme Court, in answering the contention that the application of the Sherman Act to the Associated Press might interfere with the freedom of the press protected by the First Amendment, said that the Amendment rests on the assumption that "the widest possible dissemination of information from diverse and antagonistic sources" is essential to the public welfare. While uttered in a different context, this thought is the key to the present question. Inherent in the thought is the realization that news communicated to the public is subject to selection and, through selection, to editing, and that in addition there may be diversity in method, manner and emphasis of presentation. Such variations may arise from numerous causes. In considering the public interest the Commission is well within the law when, in choosing between two applications, it attaches significance to the fact that one, in contrast with the other, is dissociated from existing media of mass communication in the area affected. See Stahlman v. Commission, 75 U. S. App. D. C. 176, 126 F. (2d) 124 (1942), and Plains Radio Broadcasting Co. v. Commission, 85 U. S. App. D. C. 48, 52, 175 F. (2d) 359, 363 (1949). This is not to say a permit should be withheld from an applicant because it is otherwise engaged in the dissemination of news. Stahlman v. Commission, supra. But where one applicant is free of association with existing media of communication, and the other is not, the Commission, in the interest of competition and consequent diversity, which as we have seen is a part of the public interest, may let its judgment be influenced favorably toward the applicant whose situation promises to promote diversity.

The Stahlman case referred to in the court's decision involved the power of the FCC to subpoena James G. Stahlman of the *Nashville Banner* in the 1941-44 newspaper investigation. The court held that the Commission's subpoena must be honored because, although the FCC could not discriminate against a newspaper applicant, it could hold the investigation for fact finding purposes.

Sauce for the Goose

In the Plains case, the Commission grant of a radio station to Lubbock Broadcasting Co. (KSEL) was appealed by Plains Radio Broadcasting Co. (KFYO). The court held that whereas the Commission had found that Plains was affiliated with newspaper ownership, it had made no finding regarding Lubbock Broadcasting's newspaper and multiple station ownings. This the court said was discriminatory. If such a finding was made on one applicant, it said, it also must be made on the other applicant.

In the question of other broadcast interests, the pattern has not been set solidly in tv as yet. In the Denver ch. 7 case, KLZ was given the grant over newcomer Denver Television Co. In the Flint, Mich., ch. 12 decision, the multiple owner (Harry M. Bitner interests) lost out to WJR Detroit. And, in the Portland, Ore., ch. 12 case, the multiple owners were found substandard on the diversification issue. These were KPOJ-*Oregon Journal*-Wesley I. Dumm, and Northwest Television and Broadcasting Co. (John D. Keating).

This propensity of the Commission to use the diversification issue as a strike against a newspaper owner—more times than not—has not escaped the attentive eye of Congress. In the original McFarland Bill, a prohibition against discrimination was included.

This provision, however, was deleted in conference as unnecessary since the Commission had no regulation barring newspapers from broadcast station ownership.

The conference's statement on this issue read as follows:

> It is the view of the conference committee that under the present law the Commission is not authorized to make or promulgate any rule or regulation the effect of which would be to discriminate against any person because such person has an interest in, or association with, a newspaper or other medium for gathering and disseminating information. Also the Commission could not arbitrarily deny any application solely because of any such interest or association.

Back in 1944, when the Fly-led FCC crusade against newspaper ownership was in full swing, a bill had been introduced to forbid the Commission from taking any action which would dis-

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criminate against newspapers. But this languished until the genesis of the McFarland bill in 1949.

No review of the Commission's diversification principle would be complete without a word about the position of hearing examiners and of the Broadcast Bureau on this subject.

Those junior judges who are examiners, whose function it is to sit and hear comparative cases and then hand up recommendations to the Commission, have had some sour experiences in trying to keep up with the Commission's decisions in this field. Like any subordinates, examiners scan carefully each decision of the FCC in order to get a line on the Commission's thinking. It is not surprising, then, that their plight has not been a happy one when they find that in one case the Commission will hold that newspaper ownership, or multiple station ownership, is "determinative," while in another case the Commission will hold that this criterion should only be used "comparatively."

Considered by many to be the *reductio ad absurdum* of the Commission's diversification policy, and a prime example of how examiners must torture their decisions in order to hew to the FCC line is the Evansville ch. 7 case.

In this, one of the few decisions that sparkle with wit and unusual frankness, the examiner found that he liked WEOA Evansville and WGBF Evansville better than non-broadcaster Evansville Television Inc., but that, under the Commission's diversification principle, he was forced to find in favor of the non-broadcaster. WEOA is part of the Bitner interests (WFBM Indianapolis, WOOD Grand Rapids and WFDF Flint, Mich.).

The Broadcast Bureau, it must be said, has held to a clear and consistent line in its filings on this subject. It has maintained that the diversification issue is paramount, unless superiority in other criteria is so overwhelming as to overcome this disability.

There has been an angry reaction to this attitude, but it has not caused the Bureau to swerve from its path. It maintains that its purpose in continuously bringing up the question of diversification is only to ensure that the Commission's decisions take note of this fact and resolve it.

It is obvious that the Commission has hewed to no consistent bias against newspapers; it has not automatically turned down a newspaper applicant for tv. It is also apparent, however, that a newspaper applicant has to be prepared to prove that it is not only better, but superior to its opponent. This has given rise to a cynical attitude among some observers of FCC activity that the diversification issue will not be shed lightly while it can be used to reward friends, or, more effectively, to deny enemies.

PROGRAMS & PROMOTION

SNOWY BLEACH PROMOTION

SINGER Jo Stafford is to be the center of a promotional campaign beginning Nov. 9 over 85 CBS-TV stations for Gold Seal's "Snowy" bleach. Miss Stafford has made special recordings of "St. Louis Blues" and "I Only Have Eyes for You" which will not be sold in record shops, but which will be available for 25 cents plus a Snowy bleach boxtop. The record and the bleach tie-in will be promoted for a month on Miss Stafford's nationally televised show originating in Hollywood. Special Snowy packages displaying the record offer on three panels also have been designed to augment the campaign.

KSOO RIOT COVERAGE

KSOO Sioux Falls, S. D., provided quick coverage of a recent riot which broke out at the South Dakota State Penitentiary. Fifteen minutes after the outbreak, KSOO's mobile transmitter was feeding bulletins from the scene. Regular programs were interrupted during a 20-hour period to bring listeners the news as it occurred. In addition, Ray Loftesness, KSOO program director, was given permission to tape-record interviews with non-rioting prisoners who wished to make their grievances known.

KSD-TV NEWSPAPER ADS

KSD-TV St. Louis has placed 50,000 lines of advertising in the *St. Louis Post-Dispatch* to run in a three and a half month period, promoting all programs carried by the station and the NBC spectaculars in particular. Ads range in size from 100 lines to a series of seven full page ads, three of them in color. Although KSD-TV and the newspaper are owned by the Pulitzer Publishing Co., the station is paying the regular advertising rate.

PRESS TRUCKS PLUG WDTV (TV)

WDTV (TV) Pittsburgh recently made use of some previously unavailable advertising space to call attention to its *News at Noon* programs. The space—the sides of *Pittsburgh Press* delivery trucks—never had been used before for anything else but *Press* promotion.

SHEEN PROGRAM RETURNS NOV. 2

DUMONT TV Network will resume Bishop Fulton J. Sheen's *Life Is Worth Living* Nov. 2 on a predominantly live hookup of over 110 stations, it was announced last Tuesday by Admiral Corp., sponsor of the 26-week series for the third consecutive season. The contract represents an expenditure of between $1.25 million and $1.5 million for time and facilities. Edmond I. Eger, Admiral vice president for advertising, said teletranscriptions will be used on the West Coast and in certain non-network cities. Because of the three-hour time difference, live coverage would be "impractical" for the West Coast, it was explained.

HALL SHIFTS AT WITH

SHIFT in programming spot has been completed at WITH Baltimore for Russ Hall, personality of that station. Mr. Hall, who since 1935 has been in radio, tv and screen work, has been director of the station's *All Nite Show*. His new program, *Musical Show Case,* is heard from 6:05-9 p.m. and is the only feature length show on the air in Baltimore during those hours, WITH reports. Succeeding Mr. Hall on the *All Nite Show* is Dick Coleman, disc m.c. who formerly had the same spot and who has been on a leave of absence to complete his college studies.

RELIGIOUS PROMOTION

EXTENSIVE radio and television promotion is planned by the Advertising Council for its sixth annual campaign, slated this month, to increase attendance in the nation's churches and synagogues. Specially prepared kits are being sent by the Council to 385 tv stations, the four tv networks and 285 local radio stations, with some 200 network commercial radio shows set to promote the "Religion in American Life" drive.

WJOB FLOOD COVERAGE

WJOB-AM-FM Hammond, Ind., stayed on the air continuously from 7 a.m. Sunday until 12:01 a.m. Tuesday during the recent midwestern floods to bring up-to-the-minute information to the stricken populace. Realigning its programming, the station instituted "Weather Watch," utilizing its entire staff to cover the floods. Live pickups and tape-recordings were originated from 50 locations including a direct broadcast from an airplane surveying the scene. Numerous studio interviews with victims also were aired.

'ELLERY QUEEN' PROMOTION

TELEVISION PROGRAMS of America, N. Y., is promoting its *Ellery Queen* film series by means of Ellery Queen paper-bound fiction books. Sealy Mattress Co., which sponsors the show in Baltimore and Washington, and the Lee Optical Co., advertiser in Dallas, have purchased 11,000 copies of the books for distribution to customers using Sealy's 200 retail outlets and Lee's three stores. Customers may select one of 20 different "Queen" books, which contain a letter inviting the recipient to view the series and giving appropriate information as to time, day and station.

NBC-TV SLATES BASKETBALL

NBC-TV is presenting an 18-game series of professional matches of the National Basketball Assn., starting last Saturday, it has been announced by Thomas S. Gallery, sports director of NBC, and Maurice Podoloff, president of NBA. The telecasts will be carried weekly through Nov. 27, immediately following NBC-TV's coverage of Canadian professional football games.

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Station Authorizations, Applications

(As Compiled by B • T)

October 21 through October 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,602	535	112
CPs on air	14	24	†316
CPs not on air	121	14	150
Total on air	2,616	559	428
Total authorized	2,737	573	578
Applications in hearing	137	2	167
New station requests	155	3	12
New station bids in hearing	76	0	151
Facilities change requests	128	8	15
Total applications pending	658	83	182
Licenses deleted in Sept.	0	2	0
CPs deleted in Sept.	2	0	8

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Oct. 27

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,637	2,610	130	160	76
Fm	559	538	36	5	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	260	315	575[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	289	117	406
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	934	337	724	528	1,253[2]
Educational	55		28	27	55[3]
Total	989	337	752	555	1,306[4]

[1] One hundred-three CPs (18 vhf, 85 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 608 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Washington, N. C.—North Carolina Tv Inc. granted vhf ch. 7 (174-180 mc); ERP 251 kw visual, 138 kw aural; antenna height above average terrain 480 ft., above ground 519 ft. Estimated construction cost $345,362, first year operating cost $150,000, revenue $200,000. Post office address % W. R. Roberson Jr., Bank of Washington Bldg., Washington, N. C. Studio and transmitter location: Hwy. 118, 2.1 miles E. of center of Grigg Griffton, N. C. Geographic coordinates 35° 22′ 17″ N. Lat., 77° 23′ 56″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer, George C. Davis, Washington. Principals include President-Treasurer **W. R. Roberson Jr.** (3.58%), president-treasurer-27% stockholder WRRF Washington, N. C.; Vice President **H. W. Anderson** (16.67%), president-60% stockholder WVOT Wilson, N. C.; Secretary **William S. Page** (16.67%), 80% stockholder WELS Kinston, N. C.; **R. M. Fountain** (16.67%), 36.6% stockholder WCPS-AM-FM Tarboro, N. C.; **Harmon L. Duncan** (8.34%), licensee WHIT New Bern, N. C., 10% stockholder WTVD (TV) Durham, N. C.; **Floyd Fletcher** (8.34%), 25% stockholder WTVD (TV); **W. R. Roberson Sr.** (3.58%), 25% stockholder WRRF; **J. P. Roberson** (3.5%), vice president-24% stockholder WRRF, and **Kenneth C. Royal** (7.6%), ex-Secretary of the Army. Granted Oct. 27.

Washington, D. C.—Metropolitan Television Corp. granted uhf ch. 20 (506-512 mc); ERP 188 kw visual, 97.2 kw aural; antenna height above average terrain 520 ft., above ground 400 ft. Estimated construction cost $370,413, first year operating cost $250,000, revenue not estimated. Post office address 1125 Vermont Ave. N.W., Washington. Studio location 1121-25 Vermont Ave. N.W. Transmitter location E. Broad St. and Wilson Blvd., Falls Church, Va. Geographic coordinates 38° 52′ 27″ N. Lat., 77° 09′ 19″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Sher, Oppenheimer & Harris, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **M. Robert Rogers**, Chairman of the Board **Morris Rodman**, Vice President **Irwin Geiger**, Treasurer **Pierson Underwood**, Secretary **William P. Bernton** and **Laurence M. C. Smith**. The Good Music Station Inc., licensee of WGMS-AM-FM Washington, holds 100% of voting stock. Granted Oct. 21.

APPLICATIONS

Fairbanks, Alaska—Northern Tv Inc. (KTVA [TV] Anchorage), vhf ch. 11 (198-204 mc); ERP 2.76 kw visual, 1.38 kw aural; antenna height above average terrain minus 51.4 ft., above ground 165 ft. Estimated construction cost $133,824, first year operating cost $135,000, revenue $140,000. Post Office address Mt. McKinley Bldg., 4th & Denali St., Anchorage. Studio and transmitter location 3rd & Lacey Sts., Fairbanks. Geographic coordinates 64° 50′ 35.7″ N. Lat., 147° 42′ 47.6″ W. Long. Transmitter RCA, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer Jack M. Walden, Anchorage. Principals include Pres. **A. C. Thiebert** (27.6%); Vice Pres. **Jack M. Walden** (6.7%); Sec. **James E. Weir** (3.0%), and Treas. **Robert H. Romig** (4.1%). Filed Oct. 20.

Mayaguez, Puerto Rico—Supreme Bcstg. Co. (WJMR-AM-TV, WRCM-FM New Orleans), vhf ch. 3 (60-66 mc); ERP 15.03 kw visual, 8.56 kw aural; antenna height above average terrain 505 ft., above ground 161 ft. Estimated construction cost $20,000, first year operating cost $120,000, revenue $142,000. Post office address 1500 Canal St., New Orleans. Studio location Darlington Apts., Mendez Vigo St., Mayaguez. Transmitter location 2 miles S.E. on Sanatoria Rd. to Hosp. de TB. Geographic coordinates 18° 11′ 28″ N. Lat., 67° 07′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Owens, Levy & Voelker, New Orleans. Consulting engineer George A. Mayoral, New Orleans. Principals include Pres. **Chester F. Owens** (96%); Vice Pres. **Flora Shields Owens** (2%), and Sec.-Treas. **Robert E. Jeffers** (2%). Filed Oct. 21.

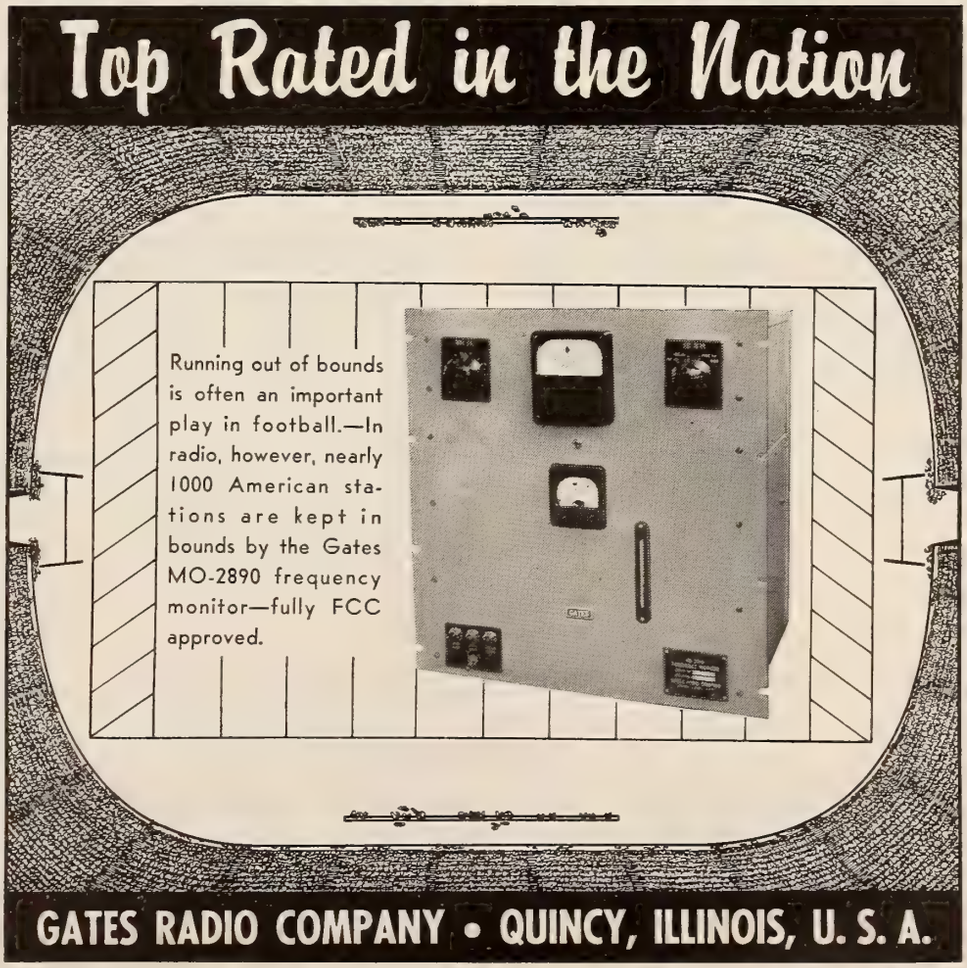
APPLICATION DISMISSED

Hollywood, Calif.—KFWB Inc. FCC dismissed bid for new tv station on ch. 34 at request of attorney. Dismissed Oct. 26.

Existing Tv Stations . . .

ACTIONS BY FCC

WXEL (TV) Cleveland, Ohio—Empire Coil Co. granted mod. of CP for ch. 8 to change ERP



to 316 kw visual and 191 kw aural. Granted Oct. 21; announced Oct. 26.

KOIN-TV Portland, Ore.—Mt. Hood Radio & Tv Bcstg. Corp. granted mod. of CP for ch. 6 to change description of transmitter location to 5516 S.W. Barnes Rd., Portland, and to change studio location to 140 S.W. Columbia, Portland. Granted Oct. 21; announced Oct. 26.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. granted mod. of CP for ch. 7 to change ERP to 83.2 kw visual, 41.7 kw aural; antenna height above average terrain 626 ft. Granted Oct. 21; announced Oct. 26.

KOKE-TV El Paso, Tex.—Trinity Bcstg. Co. granted mod. of CP for ch. 13 to change ERP to 28.2 kw visual, 17.0 kw aural; antenna height above average terrain 120 ft. Granted Oct. 18; announced Oct. 26.

APPLICATIONS

WSM-TV Nashville, Tenn.—WSM Inc. seeks mod. of CP for ch. 4 to change aural ERP to 50 kw; transmitter location to Eaton Creek Rd., Joelton, Tenn.; antenna height above average terrain 1,542 ft. Filed Oct. 20.

WDAN-TV Danville, Ill.—Northwestern Pub. Co. seeks mod. of CP for ch. 24 to change ERP to 14.1 kw visual and 7.63 kw aural. Filed Oct. 26.

KREM-TV Spokane, Wash. — Louis Wasmer seeks mod. of CP for ch. 2 to change aural ERP to 60.3 kw; change description of studio and transmitter location to 4103 S. Regal St., Spokane; antenna height above average terrain 837 ft. Filed Oct. 21.

New Am Stations . . .

ACTION BY FCC

Beaufort, N. C.—Richard Ray Cummins granted 1400 kc, 250 w unlimited. Post office address General Delivery, Beaufort, N. C. Estimated construction cost $14,275, first year operating cost $31,000, revenue $36,000. Mr. Cummins is chief engineer-5.55% stockholder WMBL Morehead City, N. C. Grant is subject to condition that Mr. Cummins divest himself of all interest in WMBL. Granted Oct. 21.

APPLICATIONS

Sterling, Colo.—High Plains Bcstg. Corp., 1490 kc, 250 w unlimited. Post office address % Robert Petteys, Sterling. Estimated construction cost $23,643, first year operating cost $50,000, revenue $62,500. Principals include Pres. **Anna C. Petteys;** Vice Pres. **Russell M. Stewart,** ⅓ owner KNEB Scottsbluff, Ark.; Sec. **Robert Petteys;** Treas. **Byron R. Joachim,** ⅓ owner KNEB; **John R. Jirdon,** ⅓ owner KNEB, and **A. Petteys.** Each will own ⅙ interest. Mrs. Anna Petteys and her son Robert are associated with the Advocate Pub. Co. & Farm Journal Pub. Co., Sterling. Filed Oct. 21.

Ft. Knox, Ky.—B. E. Cowan & Gerald W. Howard d/b as Ft. Knox Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % B. E. Cowan, P. O. Box 328, Elizabethtown, Ky. Estimated construction cost $31,155, first year operating cost $60,000, revenue $72,000. Principals in equal partnership include **Byron Earl Cowan** and **Gerald W. Howard,** jobbers of industrial equipment. Filed Oct. 25.

Harrodsburg, Ky.—Pioneer Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % C. H. Hulse, Box 647, Lebanon, Ky. Estimated construction cost $17,735, first year operating cost $31,500, revenue $40,000. Principals include Pres.-Sec. **Clarence H. Hulse** (40%); Vice Pres. **Charles R. Shuffett** (30%), and Treas. **Frances Hulse** (30%). Messrs. Hulse and Shuffett are owners of WLBN Lebanon, Ky. Filed Oct. 18.

Monticello, Ky.—James Shacklette & Clifford Spurlock d/b as The Wolf Creek Bcstg. Co., 1570 kc, 250 w daytime. Post office address % Clifford Spurlock, WTCO Campbellsville, Ky. Estimated construction cost $11,000, first year operating cost $40,000, revenue $47,500. Principals in partnership include **Clifford Spurlock** (49%), and **James Shacklette** (51%). Applicants are minority stockholders of WTCO Campbellsville. Filed Oct. 19.

Mayodan, N. C.—G. E. McDaniel, 1420 kc, 500 w daytime. Post office address Mayodan, N. C. Estimated construction cost $19,995, first year operating cost $25,500, revenue $42,000. Mr. McDaniel is stockholder of WFMB (FM) and deals in real estate and furniture. Filed Oct. 19.

Statesville, N. C.—Walter A. Duke d/b as Iredell Bcstg. Co., 550 kc, 500 w daytime. Post office address Box 464, Springfield, Tenn. Estimated construction cost $13,400, first year operating cost $36,000, revenue $50,000. Mr. Duke is ⅓ owner of WDBL Springfield, Tenn. Filed Oct. 25.

Greenville, Ohio—The Greenville Bcstg. Corp., 1550 kc, 1 kw daytime, directional. Post office address % Donald F. Roney, 505 Fountain Square Bldg., Cincinnati. Estimated construction cost $17,958, first year operating cost $36,000, revenue $60,000. Principals include Pres. **John D. Kennedy** (30%), announcer WLWD (TV) Dayton; Vice Pres. **E. J. Seiler** (8%), operator of tree nursery; Sec. **Donald F. Roney** (30%), attorney, and Treas. **Wallace H. Booker** (2%). Filed Oct. 22.

Cameron, Tex.—E. Glenn Abercrombie, 1330 kc, 500 w daytime. Post office address 404 W. Main St., Albertville, Ala. Estimated construction cost $14,930, first year operating cost $26,000, revenue $36,000. Mr. Abercrombie is manager-48.6% stockholder WCRL Oneonta, Ala. Filed Oct. 19.

APPLICATIONS AMENDED

Quitman, Ga.—Emerson W. Browne & John Franklin Proctor d/b as Brooke County Bcstg. Co. amend bid for new am station on 1490 kc 250 w daytime to change name to Emerson W. Browne tr/as Quitman Bcstg. Co. Filed Oct. 21.

Trenton, Mo.—S. W. Arnold, Samuel A. Burk & S. M. Arnold d/b as Trenton Bcstg. Co. amend bid for new am station on 1490 kc 100 w unlimited to specify 1600 kc 500 w daytime. Filed Oct. 22.

Dover, N. H.—Granite State Bcstg. Co. amends bid for new am station on 1270 kc 1 kw daytime to specify 5 kw unlimited, directional day and night. Filed Oct. 21.

Memphis, Tenn.—Sam C. Phillips, Clarence A. Camp & James E. Connally d/b as Tri-State Bcstg. Service amend bid for new am station on 730 kc 250 w daytime to specify 1430 kc 1 kw, directional. Filed Oct. 22.

Post, Tex.—Wallace Simpson amends bid for new am station on 1220 kc 250 w daytime to specify 1370 kc 500 w. Filed Oct. 22.

Altavista, Va.—Harry A. Epperson Jr. amends bid for new am station on 1050 kc 1 kw daytime to specify 250 w. Filed Oct. 22.

Thermopolis, Wyo.—Thermopolis Bcstg. Co. amends bid for new am station 1240 kc 250 w unlimited to specify 1050 kc daytime. Filed Oct. 21.

APPLICATIONS DISMISSED

Gulfport, Miss.—Denver T. Brannen. FCC dismissed bid for new am station on 1390 kc 1 kw daytime at request of attorney. Dismissed Oct. 25.

Rochester, N. Y.—Liberty Bcstg. Corp. FCC dismissed bid for new am station on 640 kc 5 kw, limited operation, directional at request of applicant. Dismissed Oct. 25.

Existing Am Stations . . .

APPLICATIONS

KOSI Aurora, Colo.—David M. Segal tr/as Mid-America Bcstg. Co. seeks mod. of CP to change from 1 kw to 5 kw on 1430 kc. Filed Oct. 20.

WALM Albion, Mich.—Calhoun Bcstg. Co. seeks CP to change from 500 w to 1 kw on 1260 kc daytime. Filed Oct. 25.

STATION DELETED

WPJB Providence, R. I.—Providence Journal Co. granted request to cancel license and deleted call letters for am station on 1420 kc. Deleted Oct. 20; announced Oct. 26.

Existing Fm Stations . . .

STATIONS DELETED

WGUY-FM Bangor, Me.—Murray Carpenter granted request to cancel license and delete fm station on ch. 226. Deleted Oct. 22.

WIBX-FM Utica, N. Y.—WIBX Inc. granted request to cancel license and delete fm station on ch. 245. Deleted Oct. 19; announced Oct. 26.

Ownership Changes . . .

ACTIONS BY FCC

KCLF Clifton, Ariz.—Dwight Harkins Amusement Enterprises Inc., d/b as The Saguaro Bcstg. Co. granted voluntary assignment of license to Gila Bcstg. Co. for $15,000. Principals include Pres. **D. F. Long** (5%); Vice Pres. **Grant Greenhalgh** (10%); Sec.-Treas. **Earl Hunt** (15%), and **Paul Merril** (15%). Gila Bcstg. owns KGLU Safford, KWJB Globe, KCKY Coolidge, and KVNC Winslow, all Arizona. Granted Oct. 27.

WPRY Perry, Fla.—E. P. Martin, A. B. Martin, Elmo B. Kitt, John A. Branch & John D. Goff d/b as Pasco Bcstg. Co. granted voluntary assignment to identical partnership d/b as Taylor County Bcstg. Co. Principals also own WDCP Dade City, Fla. Granted Oct. 18; announced Oct. 26.

WGAU-AM-FM Athens Ga.—J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland d/b as J. K. Patrick & Co. granted assignment of license to J. K. Patrick Bcstg. Co., new corporation in which partners retain same ownership. Granted Oct. 18; announced Oct. 26.

WEBQ-AM-FM Harrisburg, Ill.—Harrisburg Bcstg. Co. granted voluntary assignment to parent company First Trust Assn. Granted Oct. 18; announced Oct. 26.

KDBS Alexandria, La.—Dixie Bcstg. Service granted voluntary assignment of license to John Anthony Lazorne & Irving Ward-Steinman d/b as Dixie Bcstg. Service for $25,000. Principals include **John A. Lazorne** (50%), real estate and cafe owner, and **Irving Ward-Steinman** (50%), attorney. Granted Oct. 27.

KSYL Alexandria, La.—KSYL Inc. granted voluntary transfer of control to Milton Fox through purchase of 50% interest from Mr. and Mrs. Wheelahan for $25,000. Mr. Fox will now be sole owner. Granted Oct. 21; announced Oct. 26.

WMAX Grand Rapids, Mich.—WMAX Bcstg. Co. granted assignment of CP to WMAX Inc. No consideration involved as equal partners Joseph C. Hooker & Charles A. Sprague retain identical interests. Granted Oct. 21; announced Oct. 26.

KWK-AM-TV St. Louis, Mo.—KWK Inc. granted voluntary transfer of control to Robert T. Convey, voting trustee; Globe-Democrat Pub. Co., KXOK Inc. and KSTP Inc. Transfer is to effectuate merger agreement for the ch. 4 facility and will realign ownership as follows: Robert T. Convey and associates (28%); *Globe-Democrat* (23%); KSTP-AM-TV Minneapolis-St. Paul (23%); KXOK Inc. (23%) and St. Louis residents of Missouri Valley Tv Co. (3%). Transfer also includes am station at Haines City, Fla. Granted Oct. 27.

KXOK St. Louis, Mo.—KXOK Inc. granted voluntary assignment of license to KXOK Bcstg. Inc. for $300,000. Principals include **Elzey M. Roberts Jr.** (75%) and **Chester L. Thomas** (25%), general manager of KXOK. Sale was necessitated by FCC condition to grant of KWK-TV. Granted Oct. 27.

KATZ St. Louis, Mo.—Sam Johns tr/as St. Louis Bcstg. Co. granted voluntary assignment of CP for new am on 1600 kc 1 kw daytime to Cora Lee Garrett (51%) & Bernice Schwartz (49%) d/b as St. Louis Bcstg. Co. for $1,170 for expenses incurred in acquiring the permit. Granted Oct. 27.

KLPW Union, Mo.—Leslie P. Ware tr/as Franklin County Bcstg. Co. granted voluntary assignment of license to wholly owned company Franklin County Bcstg. Co. Granted Oct. 21; announced Oct. 26.

KGFW Kearney, Neb.—Central Neb. Bcstg. Corp. granted voluntary assignment to partnership d/b as Central Neb. Bcstg. Co. for $96,509. Principals in partnership include **George Peter-**

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

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son (20%), real estate and restaurateur; **George Kotsiopulos** (20%), dry cleaning; **Peter J. Paul** (20%), restaurateur; **A. C. Mitchell** (10%), real estate; **George Mitchell** (10%), government employe, and **John C. Mitchell** (10%), attorney. Granted Oct. 27.

WOSC Fulton, N. Y.—Cassill Radio Corp. granted voluntary transfer of control to Richard C. Mitchell through sale of 76.9% stock for $1,700. Mr. Mitchell is an attorney and dairy farm owner. Granted Oct. 27.

WHLD-AM-FM Niagara Falls, N. Y.—Niagara Falls Gazette Pub. Co. granted voluntary assignment of license to Earl C. Hull for $5,000. Mr. Hull is vice president of *Niagara Falls Gazette*, in charge of radio. Granted Oct. 27.

WXEL (TV) Cleveland, Ohio; KPTV (TV) Portland, Ore.—Empire Coil Co. granted transfer of control to Storer Bcstg. Co. for $8.5 million. Storer Bcstg. owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WRBC-AM-TV Birmingham, WGBS-AM-FM Miami, WWVA-AM-FM Wheeling, W. Va., and WGA-AM-FM-TV Atlanta, Ga. Storer has purchased WJW Cleveland subject to FCC approval. Granted Oct. 27.

WOIC Columbia, S. C.—Frank A. Michalak granted assignment of license to Michalak Bcstg. Co., new firm in which he is 99% owner. No consideration. Granted Oct. 20; announced Oct. 26.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. granted involuntary transfer of control to Hal Peterson, W. C. Fawcett, Charles H. Johnston, as a family group. Granted Oct. 18; announced Oct. 26.

KGBS-AM-TV San Antonio, Tex.—San Antonio Bcstg. Co. granted voluntary transfer of control to Express Publishing Co. through sale of all stock for $3.5 million. Express Pub. Co. publishes the *San Antonio Express*, and is owner of KTSA-AM-FM there. KTSA is being sold contingent on grant of this transfer. Principals include President **Frank G. Huntress Jr.** (18.1%); Vice President **Mrs. Carrie S. Frost** (11.4%); **Mrs. Millard Wood Hazzard** (14%); **Mrs. Jane G. Dabney** (11.4%), and **George W. Brackenridge Estate** (33.3%). Granted Oct. 27.

KTSA-AM-FM San Antonio, Tex.—Sunshine Bcstg. Co. granted transfer of control to O. R. Mitchell Motors for $175,000. Mitchell Motors has Dodge-Plymouth dealership in Southwest. Principals include President **O. R. Mitchell** (88.7%); Vice President **I. R. Moore** (10.7%); Secretary-Treasurer **L. Rynning** (0.3%), and **Patricia Jean Mitchell** (0.3%). Granted Oct. 27.

WBPA Virginia Beach, Va.—J. S. Banks, J. P. Guzzy, J. L. Hoarty Jr., W. W. McClanan Jr. and J. P. Sadler d/b as Virginia Beach Bcstg. Co. granted assignment of permit to Virginia Beach Bcstg. Corp., new firm of same ownership. Granted Oct. 20; announced Oct. 26.

APPLICATIONS

WGAD Gadsden, Ala.—Coosa Bcstg. Co. seeks voluntary transfer of control to Radio Muscle Shoals Inc., licensee of WOWL Florence, Ala., through sale of all stock for $5,000 and assumption of mortgage for $27,500. Principals include **WOWL** (50%); Pres. **James L. Garrett** (25%), assistant manager WOWL, and **Richard B. Biddle** (25%), president-52½% owner WOWL. Filed Oct. 18.

WMGA Moultrie, Ga.—John F. Pidcock seeks voluntary assignment of license to John F. Pidcock and Roy F. Zess d/b as Radio Station WMGA through sale of 35% interest to Mr. Zess, WMGA station manager, for $28,000. Filed Oct. 21.

KCHE Cherokee, Iowa—Cherokee Bcstg. Co. seeks voluntary assignment of license from partnership to corporation under the same name. No consideration involved as partners Marguerite Louis Shimp, Charles Reznikov & Russell A. Hickman retain identical interests. Filed Oct. 25.

WRTA

Altoona, Pa.

Thirty years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

WIHL Hammond, La.—Nicholas and Anthony V. Cefalua d/b as Cefalua Radio Station seek voluntary assignment of license to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstrs. for $40,000. Principals include **C. Reddoch** (⅔), one-half owner **KDLA DeRidder** and **KREH Oakdale**, both in La., and **Ralph L. Hooks** (⅓). Messrs. Reddoch and Hooks each own ⅓ interest in KDBS Mansfield, La. Filed Oct. 19.

WPGC Morningside, Md.—Harry Hayman seeks voluntary assignment of license and CP to WPGC Inc. through sale of ½ interest to Maxwell Richmond for $10,000. Mr. Richmond is partner in Philadelphia advertising agency. Filed Oct. 18.

WTPA-TV Harrisburg, Pa.—Harrisburg Bcstrs. Inc. seeks transfer of control from Donald E. Newhouse to the *Patriot-News* for $250,000. The *Patriot-News* is owned equally by the *Long Island* (N. Y.) *Daily Press* and the *Staten Island* (N. Y.) *Advance*. All three newspapers are owned by Samuel I. Newhouse. Filed Oct. 21.

Hearing Cases . . .

INITIAL DECISIONS

WBBM-TV Chicago, Ill.—FCC Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of Columbia Bcstg. System Inc. for renewal of license of station WBBM-TV Chicago, Ill., on ch. 4; modified the license to specify ch. 2 in lieu of ch. 4, and granted authority for regular operation on ch. 2 with 100 kw visual power and 50 kw aural power. Action Oct. 25.

Bluefield, W. Va.—New tv, ch. 6. FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of Daily Telegraph Printing Co. for a CP for new tv station on ch. 6 in Bluefield, W. Va. Action Oct. 21.

OTHER ACTIONS

Buffalo, N. Y.—Ch. 7 proceeding. FCC by Memorandum Opinion and Order dismissed the petition of Greater Erie Bcstg. Co., Buffalo, N. Y., filed Aug. 12, requesting deletion of an issue as to petitioner's financial qualifications in the proceeding re applications for ch. 7 in Buffalo. Action Oct. 21.

Offset Carrier Designations—The Commission finalized proposed rule making of Sept. 2 and changed the offset carrier designations for tv ch. 11 in Fargo, N. D., from 11 even to 11 plus, and in International Falls, Minn., from 11 plus to 11 even, effective Dec. 1. Action Oct. 20.

Raleigh-Durham, N. C.—By Memorandum Opinion and Order, the Commission denied a petition filed July 1 by Sir Walter Television Co. requesting the elimination of "commercial intermixture" in the Raleigh-Durham, N. C., area by shifting the educational reservation in Durham from uhf ch. 40 to vhf ch. 11, and in Raleigh from uhf ch. 22 to vhf ch. 5. Action Oct. 20.

WKBI St. Marys, Pa.—FCC dismissed the proceeding in the matter of Cease and Desist Order to be directed against Elk-Cameron Bcstg. Co., licensee of am station WKBI St. Marys, Pa., and granted renewal of license of station WKBI for the regular period. Action Oct. 21.

Tv Allocations—By Notice of Proposed Rule Making and Order to Show Cause, the Commission invites comments before Nov. 1 to the following proposal for changes in tv channel assignments in order to permit greater latitude in the selection of sites for greater coverage in the Fort Lauderdale, Fla., area: proposal by the Commission to substitute ch. 39 for ch. 27 in Miami, and ch. 27 for ch. 25 in Belle Glade; with order to WMIE-TV to show cause why it should not shift to ch. 39.

At the same time, the Commission granted WFTL-TV an STA to operate from a new transmitter location, ERP 195 kw, antenna 856 feet, until April 21, 1955, subject to any action the Commission may take with respect to the above rule making and show cause proceeding, and subject to being modified or cancelled without prior notice or hearing. Commissioner Bartley dissented to this STA grant. Action Oct. 21.

Tv Assignments—By Report and Order, the Commission finalized rule making in Docket 11190, effective immediately, and amended its tv table of assignments by substituting ch. 19 for ch. 74 at North Adams, Mass., and modified the outstanding authorization of Greylock Bcstg. Co., permittee of tv station WMGT North Adams, accordingly. Also involved is the substitution of ch. 54 for ch. 19 (recently surrendered) at Utica-Rome, N. Y.; substitution of ch. 15 for ch. 19 plus at Portsmouth, N. H., and ch. 74 plus for ch. 33 at Bennington, Vt. Action Oct. 20.

WCLE Cleveland, Tenn.—By Memorandum Opinion and Order, the Commission modified CP granted Aug. 18 to WCLE for new am station at Cleveland, Tenn., on 1570 kc, 1 kw, D so as to make it subject to any interference that may be caused as a result of a grant of an application by WAGC Chattanooga, proposing to change frequency from 1450 to 1560 kc and increase power from 250 w to 10 kw; dismissed protest of WAGC to WCLE grant. Action Oct. 20.

Houston-Galveston, Tex.—FCC by Memorandum Opinion and Order, granted in part and denied in part the "Protest and Petition for Other Relief" filed Sept. 29 by KTRK-TV (for-

WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV
CMQ	KHOL-TV	WMBR-TV
WKNY-TV	WJHP-TV	WLOK-TV
WINK-TV	WHIZ-TV	WMAZ-TV
KCEB-TV	WEEK-TV	WHP-TV
WGEM-TV	WARD-TV	WDAN-TV

STAINLESS INC.

Partial List of our TV Towers

NORTH WALES PA.

Write, wire or phone

WLBR-TV	WREX-TV	WEEU-TV
WRAY-TV	WHUM-TV	WOC-TV
WERC-TV	KOAM-TV	WCOS-TV
WKLO-TV	WNOK-TV	WLAM-TV
WMRC-TV	WWOR-TV	WHBQ-TV
KTSM-TV	KHOL-TV	WMBR-TV
WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV

merly KTLJ), ch. 13, Houston, Tex., directed against Commission's action of Sept. 1 granting without hearing application of KGUL-TV, ch. 11, Galveston, Tex., for Mod. of CP to change transmitter site and make other changes; designated for hearing on Nov. 15 said application and postponed the effective date thereof pending final determination in this proceeding. Action Oct. 27.

Waco, Tex.—By Memorandum Opinion and Order, the Commission denied a petition filed August 19 by Central Texas Television Co. requesting a limited deintermixture of vhf and uhf assignments by substituting ch. 66 for ch. 10 in Waco, Tex., and to stay the grant of a CP on ch. 10 pending outcome of rule making. Comr. Hennock not voting. Action Oct. 20.

Routine Roundup . . .

October 21 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

WBBM-TV Chicago, Ill., Columbia Bcstg. System Inc.—Rescinded the timetable in hearing order of June 30, 1954, as subsequently revised, and scheduled hearing on Oct. 22 on Order to Show Cause and Renewal of License of WBBM-TV (Dockets 10906, 10990).

By Hearing Examiner Hugh B. Hutchison

Chattanooga, Tenn., Greenwood Bcstg. Co.; Murphy, N. C., Cherokee Bcstg. Co.—Scheduled a pre-hearing conference for Oct. 22 in re CP's for am facilities (Dockets 11101-02).

Arlington, Tex., Mid-Cities Bcstrs.; Grand Prairie, Tex., Jesse Mae Cain; KLIF Dallas, Tex., Trinity Bcstg. Corp.—Scheduled pre-hearing conference for Oct. 22 in re am facilities (Dockets 11024 et al.).

By Hearing Examiner Elizabeth C. Smith

By Memorandum Opinion and Order, granted petition of Alleghany Bcstg. Corp., McKeesport, Pa., for leave to amend its application for tv ch. 4 (Dockets 7287 et al.).

By Hearing Examiner James D. Cunningham

WMAJ State College, Pa., Centre Bcstrs. Inc.—Granted petition for continuance, without date, of hearing scheduled for Nov. 1 in re Cease and Desist Order (Docket 11136).

By Hearing Examiner Basil P. Cooper

WAKU Latrobe, Pa., Clearfield Bcstrs. Inc.—Granted petition for continuance of hearing in re Cease and Desist Order (Docket 11137) from Nov. 1 to Jan. 10, 1955.

October 21 Applications

ACCEPTED FOR FILING

License for CP

WNTM Vero Beach, Fla., Central Florida Bcstg. Co.—License to cover CP (BP-8862), as mod. which authorized a new standard broadcast station (BL-5488).

Modification of License

WHDH Boston, Mass., Matheson Radio Co.—Mod. of license to change name of licensee to WHDH Inc. (BML-1604).

Renewal of License

WLOS Asheville, N. C., Skyway Bcstg. Co.—(BR-1623).

WSSB Durham, N. C., Public Information Corp.—(BR-2061).

WCNC Elizabeth City, N. C., Albemarle Bcstg. Co.—(BR-1023).

WFVG Fuquay Springs, N. C., J. M. Stephenson tr/as Radio Station WFVG—(BR-2289).

WNAO Raleigh, N. C., Sir Walter Television Co.—(BR-1961).

WRXO Roxboro, N. C., Roxboro Bcstg. Co.—(BR-2286).

WTAB Tabor City, N. C., Tabor City Bcstg. Co.—(BR-2965).

WADE Wadesboro, N. C., Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon and Son—(BR-1595).

WACA Camden, S. C., Camden Bcstg. Corp.—(BR-2576).

WOIC Columbia, S. C., Frank A. Michalak—(BR-2970).

WTYC Rock Hill, S. C., Tri-County Bcstg. Co.—(BR-1996).

Modification of CP

KCOA Corona, Calif., KOWL Bcstg. Co.—Mod. of CP (BPCT-1494) which authorized a new comm. tv broadcast station to extend completion date to 5-16-55 (BMPCT-2561).

October 22 Applications

ACCEPTED FOR FILING

Modification of CP

WMTA Central City, Ky., L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co.—Mod. of CP (BP-8951) which authorized new standard broadcast station for approval of antenna, transmitter location; specify studio location as Empress Bldg., 1st St., Central City, Ky., and change type transmitter (BMP-6670).

Remote Control

WBMD Baltimore, Md., Key Bcstg. Corp.—(BRC-558).

WMCH Church Hill, Tenn., Thales E. Wallace—(BRC-556).

Modification of License

WHDH-FM Boston, Mass., Matheson Radio Co.—Mod. of license to change name to WHDH Inc. (BMLH-78).

Renewal of License

WEWO-FM Laurinburg, N. C., Schotland Bcstg. Co.—(BRH-764).

Modification of CP

WRAK-FM Williamsport, Pa., WRAK, Inc.—Mod. of CP (BPH-1768) as mod. to replace expired permit (BPH-1974).

KREM-FM Spokane, Wash., Louis Wasmer—Mod. of CP (BPH-1824) as mod. to extend completion date (BMPH-4953).

Remote Control

WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co.—Transmitter to be operated by remote control from studio, 222 Commerce St., Kingsport (BRCH-114).

October 25 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

On petition of Gulf Coast Bcstg. Co., Corpus Christi, Tex., the Commission on Oct. 25 postponed indefinitely the oral argument scheduled for Oct. 26 in re applications for ch. 6 (Dockets 10559-60).

The Commission on Oct. 22 gave notice of an extension of time to Oct. 29 in which to file replies to comments in the matter of Amendment of Sec. 3.606 of the Table of Assignments, Rules Governing Television Broadcast Stations (Docket 11168).

By Commissioner Robert T. Bartley

Wichita, Kan., Wichita Tv Corp.—Granted petition for an extension of time to and including Nov. 18 in which to file reply to exceptions in re applications for ch. 3 (Dockets 10259 et al).

On petitions of the Chief, Broadcast Bureau, granted an extension of time to and including Nov. 1, within which a reply may be filed to "Response to Show Cause Order and Motion for Reconsideration," filed by the following parties: WKRZ Inc., Oil City, Pa. (Docket 11139); Curt Doelicke, Emporium, Pa. (Docket 11135), and WEMR Emporium, Pa. (Docket 11134).

By Hearing Examiner Herbert Sharfman

WBBM-TV Chicago, Ill., Columbia Bcstg. System Inc.—Issued a correction to the Order of Oct. 20, to delete the words "with prejudice" in re dismissal of Zenith's application (Docket 8917).

By Hearing Examiner Hugh B. Hutchison

Long Beach, N. Y., Long Beach Independent Taxi Corp.—The Commission on its own motion, continued without date, the hearing scheduled for Oct. 25 in re Order to Show Cause (Docket 11131).

By Hearing Examiner Thomas H. Donahue

By Memorandum Opinion and Order, denied petition of 220 Television Inc., applicant for ch. 11 in St. Louis, Mo., for order directing that certain depositions not be taken, etc. (Dockets 8809 et al).

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs.—Advanced hearing in re ch. 2 to Oct. 26, and ordered that KFJI is relieved from the obligation of exchanging or filing its exhibits relating to the comparative issues which have been rendered moot (Docket 10980).

October 25 Applications

ACCEPTED FOR FILING

Modification of CP

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—Mod. of CP (BP-8664) as modified, which authorized increase in daytime power, install new transmitter and employ a different DA system for daytime operation for extension of completion date (BMP-6674).

Renewal of License

WEWO Laurinburg, N. C., Schotland Bcstg. Co.—(BR-1626).

Modification of CP

WFMF (FM) Chicago, Ill., Functional Music Inc.—Construction permit to make changes in licensed station to change antenna system (BPH-1975).

Renewal of License

WORG-FM Orangeburg, S. C., WTND Inc.—(BRH-717).

Modification of License

WILD Birmingham, Ala., Pilot Bcstg. Corp.—Mod. of license to change name of licensee to The Pilot Corp. (BML-1605).

KREM Spokane, Wash., Louis Wasmer—Mod. of CP (BP-8712) which authorized changes in the antenna system for extension of completion date (BMP-6671).

Remote Control

WMTA Central City, Ky., Central City-Greenville Bcstg. Co.—(Contingent on grant of BMP-6670) (BRC-559).

WKPT Kingsport, Tenn., Kingsport Bcstg. Co.—(BRC-555).

WTRB Ripley, Tenn., West Tennessee Radio Service—(BRC-557).

(Continued on page 101)

Midsouth Independent
$52,500.00

A profitable daytime operation located in one of the top small middle south markets. Fixed assets far above average. Remote control installation, excellent technical position. An outstanding situation for an owner-operator. Working capital included. Financing available.

Appraisals • Negotiations • Financing

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DESIGNERS • BUILDERS • INSTALLERS
record libraries, office partitions, reception desks, special consoles, fine custom cabinet work.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*1953 ARB Projected Readership Survey

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager. Outstanding financial future and opportunity for successful sales manager. Salary, liberal commission and travel expenses. Box 979E, B•T.

Station manager. For daytime independent radio —under absentee ownership. This is top small market property in midwest and position available requires an experienced radio operator of highest calibre to take full charge and responsibility. Stock available out of station earnings to right man. Send photo, complete resume and references to Box 81F, B•T. Our employees know of this ad.

Sales manager—experienced in local selling—independent station—attractive proposition—state full experience—send photo. Box 104F, B•T.

Commercial manager and salesmen with experience in negro markets for new station. Outstanding opportunity for the right man. All replies held in strictest confidence. Include all details first letter. Box 188F, B•T.

Salesmen

Salesman needed, 20 million dollar, small town and country middle eastern market. Good draw against 20 percent commission. Photo, resume, first letter. Box 56F, B•T.

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copywriters**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

RADIO

Help Wanted—(Cont'd)

Sales staff expansion requires two experienced radio time salesmen. NBC affiliate in large southern market. Excellent local programming. You'll like our pleasant city. Permanent position to right men. Write giving history, present earnings and references. Box 97F, B•T.

WGAU-CBS, Athens, Georgia, needs combination salesman-newscaster. Good salary with splendid opportunity for advancement. Box 149F, B•T.

Experienced salesman wanted for nineteen year old CBS affiliate. If you are making less than $10,000 a year and can qualify, contact WAIM, Anderson, S. C.

Salesman for live wire independent, soon to go 5000 watts fulltime. Block of accounts to start with. Will give good salary and commission with incentive plan, plus car allowance. Call Sales Manager, WCOJ, Coatesville, Pa., 2100.

Daytime 1000 watt station wants experienced advertising salesman. Salary and commission. References required. WTND, Orangeburg, S. C.

Hawaii! Honolulu's leading radio station has excellent opportunity for aggressive time salesman. Excellent earning opportunities and possibility sales executive. Air mail Box 1479, Honolulu.

Announcers

1st combo, salesmen and announcers. Indiana. Box 485E, B•T.

Wanted—a good morning DJ with ratings to prove it. Major market top station. Also need good afternoon or evening DJ—no would be's or has been's. Box 80F, B•T.

Network station in Detroit wants a top announcer —mature and hard working. We offer good pay and excellent working conditions in return for the right man. To qualify you must be capable of doing top job with popular records, as well as general staff duties. Outstanding opportunity for the right man. Send tape, picture and resume. Box 154F, B•T.

Announcer. 1st phone, some copy writing. Arizona Network. $1.65 hour. Box 158F, B•T.

Announcer—1st phone, for independent music, news and sports station. Emphasis on announcing. $275.00 to start with, increases for 44 hour week. Forward tape, photo and references to Johnny Special, KGBC, Galveston, Texas.

DJ experienced! Excellent position for DJ who enjoys having audience visit him. South's finest drive-in broadcasting studio. 5 hour nightly show. Send data, tape, photograph immediately. Good Pay. WBBQ, Augusta, Georgia.

Announcer with control board experience for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. 2100. Our staff knows of this ad.

Announcer—Florida gold coast radio station covering rich combination market. A real profit bonanza awaits a smart capable man with good air experience. Send audition tape and full background details to S. R. Sague, President, Delray Broadcasting Corp., Radio Station WDBF, Delray Beach, Florida.

Immediate opening: Announcer with experience. Permanent position for reliable person. State background, salary requirement, first letter. WMLT, Dublin, Georgia.

Technical

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Expanding Illinois independent needs outstanding girl Friday. Copywriting, shorthand, typing, air work. No bookkeeping. Top salary. Extras. Future. Shoot resume, typing, shorthand speeds to Box 993, B•T.

Program director for aggressive independent station. Must have experience and ability. Give complete details. Excellent opportunity in outstanding market. Box 61F, B•T.

Texas fulltime station needs man, gather and present local news, also sports announcer and permanent salesman. Box 66F, B•T.

Wanted: Experienced male copywriter to spend 80% time writing commercial copy, 20% servicing and announcing. Leading station in southern California isolated valley. Send copy samples, voice audition, and expected salary. Box 156F, B•T.

Newsman—gather, write, air local news. Top rated independent. Rush tape, photo, background to Johnny Special, KGBC, Galveston, Texas.

Continuity writer needed immediately. Send sample copy, photo, experiences and salary desired to WPIC, Sharon, Pa.

Situations Wanted

Managerial

Experienced general manager, fifteen years, all phases radio. Excellent references. Box 913E, B•T.

General manager. Experienced in all phases of radio and television. Strong sales background. Local, regional, national. Age 38. Presently employed in above capacity in major market both tv & radio stations. No floater, seven years with present firm. Desire larger market. Box 47F, B•T.

Sales and audience promotion/director of sales development, marketing and research. Now with advertising agency but itching to return to broadcasting-telecasting field. Network and independent station experience. Exceptionally effective sales presentations have habitually hit their targets. Have developed attention-compelling direct mail campaigns. Worked closely with sponsors and agencies in creating merchandising programs in supermarket and drug outlets. Market-research minded; believes in giving salesmen all the facts they need. Knows how to dig out those facts. Well versed in audience research techniques. Can write and place publicity stories. Excellent speaker for station participation in community activities. If you want a practical, shirt-sleeve promotion man who can originate sales ideas and prepare sales packages, let's have a talk. Box 75F, B•T.

Manager-sales manager—over twenty years constructive radio and tv background. Not a has been but a go getter, strong on sales. Relocation desired. Best of references. Box 122F, B•T.

General manager—married, children. Aggressive, can assume full responsibility. Successful experience all phases radio—pulled present operation out of the hole for friend. Desire to relocate permanently, medium market. Presently midwest. Box 139F, B•T.

Let my seven years experience manage your station. First phone. Box 169F, B•T.

Mr. Broadcaster! Looking for a manager to increase profits on a percentage basis? Box 185F, B•T.

Salesman

Salesman, announcer, DJ. 1st phone. 26, married. Hollywood school grad. Radio or tv. Available in 4 weeks. Box 148F, B•T.

Experienced salesman desires job in Kentucky or Carolinas. Can announce. Family man. Write Box 172F, B•T.

Announcers

Hey there . . . looking for a deejay with humor, personality, who likes variety of music and chatter, plays musical instrument? Look no further. Family man wishes to settle down. Third class ticket. Operate board. Box 95F, B•T.

Sportscaster, experienced. Strong on basketball. Draft exempt. Will travel. Box 98F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, newscaster; disc jockey; copywriter; 3rd class ticket. Available immediately. Box 101F, B•T.

Sports director—experienced play-by-play, daily commentary. My sports shows have built large audiences, are real money makers. Salary plus talent. Box 123F, B•T.

Announcer: 2½ years. Strong news. Convincing commercial delivery. Act, character voices. Prefer midwest network station. Box 124F, B•T.

Open for genuine offers—no commercial experience—some college staff. Box 140F, B•T.

Sports announcer. 5 years minor league baseball, college basketball, football. College education. Interested only in top sports station; present station de-emphasizing sports. Family man. Available immediately. Box 141F, B•T.

Announcer — news, sports, DJ, musical background, copy writer. Experienced in control board operation. Third class restricted radio telephone license. Box 142F, B•T.

Let's share the profits of big sports season. Sportscaster with 5 years experience desires opportunity with year-round sports station. Play-by-play football, basketball, hockey, boxing and baseball. Good enthusiastic voice that'll sell product, sport and self. College graduate. Presently employed sports-sales. Air-checks available. Make offer. Box 143F, B•T.

Morning man—If you're looking for a wake-up show that's easy to sell, here's your man. Currently top gross and top rating in competitive market. Family man looking for bigger opportunity with progressive station. Resume and tape on request. Box 147F, B•T.

Announcer. Smooth, relaxed personality deejay and news. Four years experience. College graduate, 26, veteran, married. Wants large market. Northeast location. Box 155F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 160F, B•T.

Sports director—capable of heading up your sports programming. Family man. 8 years high school, college, football, basketball, baseball, boxing. Limiting tv experience. Prefer southwest. All replies answered. Bonus, 1st phone. Box 163F, B•T.

Canadian team of engineer and announcer to work on same shift. Three and five years experience all phases. Draft exempt, references. Box 164F, B•T.

Newsman desires sports-combo. Excellent news and sportsman. Capable DJ. Met. market. Box 166F, B•T.

Staff-news announcer. Four years network independent station experience seeks metropolitan market. Outstanding news style. College graduate; family man. Box 167F, B•T.

Good lady announcer-copywriter. Clear, friendly voice, strong commercial. Woman's features, disc jockey. Knowledge classical music. Copywriting ability. Little experience, lots potential. Need me? Write Box 168F, B•T, for tape, resume.

Staff announcer. Veteran, 24. Recent Midwestern graduate. Good commercial voice. Prefer midwest location. Tape, photo, resume, available. Box 174F, B•T.

Announcer—experienced. Exceptionally strong news, commercials, enteraining DJ. Audition. References. Box 175F, B•T.

Announcer, salesman, clever deejay, smooth news, commercials. Some experience. Single, veteran, travel, tape. Box 176F, B•T.

Announcer—veteran, college graduate, light experience, write copy, available immediately. Box 177F, B•T.

Negro DJ, experienced 18 months, not afraid of work. Emphasis announcer. Very ambitious. Box 178F, B•T.

Experienced announcer, newscaster, DJ. Would like opportunity to gain sports experience. Married, will travel. Box 179F, B•T.

RADIO

Situations Wanted—(Cont'd)

Sportscaster—special events. Eleven years background. Run gamut in radio. Some tv. Eleven years football, seven basketball, three baseball, plus boxing, horseracing, etc. Audience participation shows, man on street interviews, currently doing Princeton games in New York. Wish to relocate on music-sports station in live southern or western market. Top agency and sponsor references. Available December first. Box 180F, B•T.

Looking for second break—will travel. Ray Cascone, 85 Hillside Ave., Mt. Vernon, New York.

Experienced, versatile announcer. Easy delivery. Draft exempt, car. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Radio-tv announcer with six years commercial experience desires good position. Worked 2 years at WGAR, 50,000 watt CBS affiliate in Cleveland, as substitute for service man. Present job as summer relief announcer at NBC's owned and operated Cleveland radio and tv stations, WTAM and WNBK, will end by the 15th of November. Member of AFTRA. Good references. Contact Guy Ewing, 12951 Lake Ave., Lakewood 7, Ohio.

Staff announcer. Board, copy. DJ and news. Third ticket. Bill Hauk, Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Announcer, newscaster, DJ-idea man. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Combo . . . first phone. 7 years experience. Morning man specialty. Write all first letter. Lew Kennedy, Room 203, 111 E. Fourth Street, Cincinnati, Ohio, or call ELmhurst 3554.

Experienced announcer. Humorous DJ, MC. Strong news, sports. College grad. 28. Reply Room 457, 2 Broadway, New York 4, N. Y. Telephone: Whitehall 3-6535.

Technical

Engineer—university graduate with 10 years experience now employed as chief in midwest 5kw DA am station. Dependable family man who wishes to relocate and establish permanent home. Box 152F, B•T.

First phone, am-fm-tv experience, age 30, car, available immediately. Write, wire: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Top caliber newscaster—special events man seeks location in major market. 5 years experience. College grad. Presently employed in large market. Box 76F, B•T.

Available, experienced, diversified, newsman, deejay. Good air salesman. Familiar with copy, program work. Box 138F, B•T.

RADIO

Situations Wanted—(Cont'd)

Woman tv-radio writer, some production, now employed established tv-radio agency, desires change. Attractive, dependable. 14 years experience tv-radio publicity, business background, traffic, continuity, commercials. Top references. Interview . . . Chicago please, available one week notice. Box 182F, B•T.

Award winning newscaster and writer, tops in mature delivery, ten years experience, thirty-three, married, two children, presently employed. Box 184F, B•T.

Continuity, mike work, traffic. Serious minded. Excellent references. Jean Gilligan, Belmond, Iowa.

TELEVISION

Help Wanted

Managerial

Tv sales manager. Established medium market major network station has opening for top sales manager. Must be the best in every way for this is a really excellent opportunity. The man we select will have full authority and responsibility of sales department. Salary plus bonus plan guarantees earnings satisfactory to top man. Send resume, references and photo to Box 82F, B•T. Our personnel know of this ad.

Administrative assistant for midwest tv station with major network. Prefer radio or tv background in budget control. Accounting experience desirable. State age, experience, salary expected. Box 58F, B•T.

Salesmen

Experienced tv salesman only vhf station in Vermont. 75,000 sets now—100,000 potential market. Multiple network. Went on air in September. Guarantee and liberal commission. Real opportunity for producer. Write complete information plus references first letter. S. T. Martin, General Manager, WMVT, Burlington, Vt.

Technical

First class engineer for 100 kw vhf station. Must have video experience. Permanent position with good organization. Box 135F, B•T.

Production manager and two (2) video engineers with first class license. Only experienced personnel need apply for position with vhf network station in southeast. Box 162F, B•T.

Maximum power vhf station has opening for experienced film cutter and electronic maintenance man. Write or call: Chief Engineer, KGUL-TV, Galveston, Texas.

Production-Programming, Others

Aggressive writer-reporter experienced at working local beat. Mid-south key network tv outlet. Box 50F, B•T.

COMPLETE HIGH POWER
VHF TRANSMITTING PLANT
AT AN ATTRACTIVE PRICE

GE TT-6-E Driver
GE TY-4-A 20 KW Amplifier
TY-28-H 12-Bay Antenna
1000 Feet Andrew T-453
6⅛" Transmission Line

Presently equipped for Channel 11.
Can be modified for Channels 7 thru 13.

ABOVE EQUIPMENT AS IS AND WHERE IS $130,000

KGUL-TV Galveston, Texas

TELEVISION

Situations Wanted—(Cont'd)

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Experienced account executive—age 29—over six years in advertising, sales and sales promotion seeking managerial position local sales. Top earner over year with one of the nations leading uhf stations in major market. Background includes radio-tv, retail merchandising, station advertising and promotion and advertising manager for wholesale appliances. Family man, willing to relocate for right opportunity. Now available for personal interview. Box 146F, B•T.

Announcers

Talented radio announcer-producer seeks television opportunity. Seven years experience. Box 170F, B•T.

Technical

First phone—experienced in commercial radio-tv. B.S. electrical engineering. References. Dave Marshall, 1825 N. Kingsley, Hollywood 27, California.

Production-Programming, Others

Operations manager—now employed state tv-radio network. Former program director with rating success story three station market. Confidential. Box 15F, B•T.

Capable SRT graduate, musical background, desires camera, film or programming, production position. Reliable, married, veteran. Salary secondary. Locate anywhere. Box 77F, B•T.

Network retrenchment makes available television camera-operations man. Small station and network experience. Excellent references. Box 107F, B•T.

Tv publicity-promotion—Number 1 or 2 man, 5 years experience: Speaking — writing — special events—ideas: My strength: Want to sink roots with ambitious, growing organization. Box 144F, B•T.

Television production manager. Presently employed. Best references. Knowledge all phases. Box 949E, B•T.

Television production manager and director—six years experience. Versatile. Willing to go anywhere. Top references. Box 150F, B•T.

Producer-announcer. 10 years experience large NBC station; theatre MC background. Age 31, married, reasonable salary to prove ability. Box 151F, B•T.

Experienced tv program director, operations director. 6 years tv, 6 years radio. 30, married. Midwest only. Wire for personal interview. Box 157F, B•T.

Experienced tv cameraman (studio and field) also audio and boom. Immediate availability. Box 159F, B•T.

Seeking executive position in programming, production, or continuity, in medium or large market station. Six years experience, including PD in radio and television stations. Have put two television stations and one radio station on air. College education. Best references, including current, previous employers. Available for personal interview or immediate employment. Box 161F, B•T.

One desire: Tv production assistant's job with station. College graduate; major-film techniques and creative writing; age 24; single; relocate USA. Box 183F, B•T.

FOR SALE

Stations

Pacific northwest. Good for sales-minded manager. Profitable operation. $25,000 with good terms. Box 137F, B•T.

Florida west coast 5000 watter for sale or will trade for midwest radio or tv property. Box 153F, B•T.

For Sale—(Cont'd)

Eastern Virginia uhf station. Established major city uhf market. $95,000.00. Small down payment, very attractive terms. Wire or write Box 173F, B•T, for details.

Negro race station, deep south metropolitan market, priced at $90,000, approximately the amount of current billings. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Tennessee daytimer, single station market, healthy going business, with price based on current earnings. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Tucson, Arizona. Recording studio, health forces sale. Opportunity! Sam Howell, 628 N. Stone. Phone 2-5641.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

3kw GE fm transmitter, including tubes, monitor, console and crystals for 98.7. Approximately 400 feet Andrew transmission line. In daily use. Excellent condition. Make offer. Box 118F, B•T.

Tower. Am, Truscon, self-supporting, base-insulated, galvanized, 285 feet. Excellent condition. Priced for immediate sale. Located midwest. Box 136F, B•T.

Collins am transmitter, expertly modified for 250 or 500 watt operation. Guaranteed to meet all FCC specifications. One year component warranty. Price $960 with crystal for your frequency. Box 145F, B•T.

1500 feet new three-eighth inch 70 ohm coaxial line, lot $400. Box 186F, B•T.

Presto model Y 16" disc recorder. Excellent condition, $350.00, FOB, KOSI, Aurora, Colorado.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Seeburg selectomatic, model 200, like new. Cost $650.00. Will accept best offer. Station WEOK, Poughkeepsie, New York.

1—125' Blaw-Knox self supported tower, 1—85' IDECO self supported tower, 1—65' G.E. fm antenna pole mast, 2—65' RCA, tv antenna pole masts, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, 7/8, 2 5/8 and 3 1/8 coaxial lines and fittings. Alliance Engineering and Construction Company, 82 West Washington St., Chicago 2, Illinois, or phone Central 6-1606.

For Sale—1 kw fm transmitter, Westinghouse with tubes, spare parts and antenna. Communications Dept., American University, Washington 16, D. C.

Wanted to Buy

Stations

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Needed immediately: used frequency monitor, regardless of condition or age. Rush details to Box 46F, B•T.

RCA-770 or BK11A microphones—transcriptions turntables—Gray 106SP or 108B transcription arms—Gray 602 equalizer. Box 70F, B•T.

1000 watt transmitter—modulation monitor—insulated tower 240'-280'. Box 71F, B•T.

Wanted, surplus RCA equipment TK 11 A studio camera and TD 3A pedestal with friction head; TS 10A switching system to include TA 5C or D stabilizing amplifier and TM 5A master monitor. Box 87F, B•T.

Ten kilowatt am transmitter in good operating condition. Box 165F, B•T.

Wanted 250 watt am transmitter, turntables, etc. Box 181F, B•T.

Wanted steel cabinets, new, used or containing obsolete equipment, suitable for new transmitter construction. Must be in good condition. Send photograph, dimension and price. Box 187F, B•T.

Wanted to Buy—(Cont'd)

Surplus RCA TP-6 A or Eastman model 250 projector and RCA MI-26521 field power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.

Wanted 5kw broadcast transmitter in good condition. Please send complete information to Loren Dorough, Chief, WVOP, Vidalia, Georgia.

Am modulation monitor. Particulars to Engineering Co., 2279 Allesandro Street, Los Angeles, California.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

COMPLETE STAFF

. . . for new daytime station approximately December 1st.

Sales Manager

Salesmen

Program Director

(with air qualifications)

Announcers (specializing in popular and hillbilly disc jockey shows, with or without first class ticket.)

Girl Friday

All Personnel must be capable of air work Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

C. LESLIE GOLLIDAY
Radio Station WEMP
Martinsburg, W. Va.

TELEVISION

Help Wanted

Salesmen

TELEVISION ACCOUNT EXECUTIVE

Sales Representative for ten top-rated TV syndicated film properties. Generous compensation plan. Excellent exclusive territories. Experience in the sale of TV syndicated programs or in agency TV purchasing preferred.

Write or Call

UNITED DIVISION OF
U. M. &M. TV INC.

2449 CHARLOTTE STREET
KANSAS CITY 8, MISSOURI

Telephone BAltimore 5100

TELEVISION

Situations Wanted

RADIO ENGINEER

B.S. degree, 5½ years experience, completing Air Force tour as R&D Electronics Officer in January. First phone, former chief, small AM. 1 year announcing. Knowledge of TV, FM, fax, radar, audio, photography. Sales potential. Married, father-to-be, residing in Washington, D. C. Could produce best results for consultant, TV broadcaster or as field engineer. Will consider serious offer with permanence and challenge. Box 171F, B•T.

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continued from page 96)

Modification of CP

WMSL-TV Decatur, Ala., Tennessee Valley Radio and Television Corp.—Mod. of CP (BPCT-1488) as mod. which authorized new tv station to extend completion date to 1-30-55 (BMPCT-2567).

KCCC-TV Sacramento, Calif., Capital City Tv Corp.—Mod. of CP (BPCT-1330) as mod. which authorized new tv station to extend completion date to 1-3-55 (BMPCT-2566).

WRDW-TV Augusta, Ga., Radio Augusta Inc.—Mod. of CP (BPCT-1086) as mod. which authorized new tv station to extend completion date to 2-16-55 (BMPCT-2568).

WBRZ (TV) Baton Rouge, La., Louisiana Television Bcstg. Corp.—Mod. of CP (BPCT-1665) as mod. which authorized new tv station to extend completion date to 5-25-55 (BMPCT-2569).

KPTV (TV) Portland, Ore., Empire Coil Co.—Mod. of CP (BPCT-925) as mod. which authorized new tv station to extend completion date to 5-31-55 (BMPCT-2570).

KREM-TV Spokane, Wash., Louis Wasmer—Mod. of CP (BPCT-920) as mod. which authorized new tv station to extend completion date to 3-1-55 (BMPCT-2571).

October 26 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of October 22

Remote Control

WTRB Memphis, Tenn., West Tennessee Radio Service.—Granted authority to operate transmitter by remote control.

Granted License

KFRB Fairbanks, Alaska, Alaska Bcstg. Co.—Granted license covering change in facilities and installation of a new transmitter; 900 kc, 10 kw U (BL-5478).

KFQD Anchorage, Alaska, Alaska Bcstg. Co.—Granted license covering change in facilities and installation of a new transmitter; condition 730 kc, 10 kw U (BL-5484).

KORT Grangeville, Idaho, Far West Radio Inc.—Granted license for am broadcast station; 1230 kc, 250 w U (BL-5486).

KGLM Chehalis, Wash., Mid-State Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 1 kw D (BL-5473).

KLGN Longan, Utah, Atlas Engineering Co.—Granted license for am broadcast station; 1390 kc, 1 kw D (BL-5493).

WWKY Winchester, Ky., Winchester Bcstg. Co.—Granted license for am broadcast station; 1380 kc, 1 kw D (BL-5482).

Remote Control

WKPT Kingsport, Tenn., Kingsport Bcstg. Co.—Granted authority to operate transmitter by remote control.

Granted License

WNTM Vero Beach, Fla., Central Florida Bcstg. Co.—Granted license for am broadcast station; 1370 kc, 1 kw D (BL-5488).

WSRC Durham, N. C., Southern Radiocasting Co.—Granted license for am broadcast station; 1410 kc, 1 kw D (BL-5492).

WNIC DeKalb, Ill., Northern Illinois State Teachers College.—Granted license for Noncommercial educational broadcast station; ch. 216 (91.1 mc), 10 w U (BLED-159).

KMDO Fort Scott, Kan., Fort Scott Bcstg. Co.—Granted license for am broadcast station; 1600 kc, 500 w D (BL-5480).

Modification of License

WDIX Orangeburg, S. C., WRNO Inc.—Granted Mod. of license to change name of licensee to WDIX Inc. (BML-1603), and Mod. of CP to change name to WDIX Inc. (BMP-6669).

Modification of CP

The following was granted Mod. of CP for extension of completion date as shown: WMSL-TV Decatur, Ala., to 1-30-55.

Actions of October 21

Remote Control

The following were granted authority to operae transmitters by remote control: WMCH Church Hill, Ten.; WBMD Baltimore, Ml.

Granted License

WMSN Raleigh, N. C., Merchants & Farmers Station.—Granted license for am broadcast station; 570 kc, 500 w D (BL-5494).

Modification of CP

WPAQ Mt. Airy, N. C., Ralph D. Epperson—Granted Mod. of CP for change in type transmitter; condition (BMP-6672).

The following were granted Mod. of CP's for extension of completion dates as shown: WHP-FM Harrisburg, Pa., to 2-10-55; WMVT (TV) Montpelier, Vt., to 5-12-55; KOOL-TV Phoenix, Ariz., to 5-20-55.

Actions of October 20

Granted License

WMOZ Mobile, Ala., The Gadsden Radio Co.—Granted license covering installation of new transmitter (BL-5479).

Remote Control

WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co.—Granted authority to change remote control point of operation (same city).

Granted License

WBEN-FM Buffalo, N. Y., WBEN Inc.—Granted license for changes in fm station ch. 293 (106.5 mc), 52 kw U (BLH-1001).

WJW-FM Cleveland, Ohio, WJW Inc.—Granted license for changes in fm station; correction in geographical coordinates (BLH-999).

Granted CP

WBOC Salisbury, Md., The Peninsula Bcstg. Co.—Granted CP to install new transmitter as an alternate main transmitter, at present location of the main transmitter, to be operated on 960 kc, 1 kw DA-N (BP-9503).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WMVO-FM Mount Vernon, Ohio, to 11-11-54; WITH-TV Baltimore, Md., to 5-14-55.

Actions of October 19

Granted License

KAWL York, Neb., The Prairie States Bcstg. Co.—Granted license for am broadcast station; 1370 kc, 500 w D (BL-5464).

WFAR Farrell, Pa., Sanford A. Schafitz.—Granted license for am broadcast station; 1470 kc, 500 w D (BL-5458).

KLEA Lovington, N. M., Prosperity Land Bcstg. Co.—Granted license covering installation of new transmitter (BL-5461).

WRCD Dalton, Ga., Whitfield Bcstg. Co.—Granted license for am broadcast station; 1430 kc, 1 kw D (BL-5475).

KEYJ Jamestown, N. D., James River Bcstg. Co.—Granted license for am broadcast station; 1400 kc, 250 w U (BL-5412).

For Sale—(Cont'd)

WANTED TO BUY FOR CASH!!

Small Station Within 300 Miles of Charlotte, N. C.

Write

Box 79F, B•T

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



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35 West 53rd St., New York 19 • PL 7-6385

FOR SALE

THREE HOP MICROWAVE RELAY SYSTEM

(Complete package or any part)

WSAZ-TV inter-city relay system, operating successfully for over four years—discontinuing to take AT&T service. Length of hops—38 miles, 43 miles and 48 miles. Separate audio and video equipment. Video—50 watt, 2000mc. Raytheon. Audio—895mc. RCA. (1) 100 foot tower, (1) 200 foot tower. Screens, dishes, stand-by generators, etc. Immediate delivery. Also have experienced operating personnel available. For details contact:

Leroy E. Kilpatrick
WSAZ-TV
Huntington, West Virginia
Phone 4-4126

For local and national
programs the Atlanta audience
depends on WSB-TV,
the great *area* station
of the Southeast

EVIDENCE:

According to Pulse, Inc., in the month of September the top 5 programs of all surveyed were on WSB-TV. These programs were Dragnet, Fireside Theatre, Circle Theatre, Truth or Consequences, I Married Joan. According to American Research Bureau, WSB-TV carried 4 of the top 5.

In the same month on the night when all three Atlanta stations were programming election returns of the Georgia Democratic Primary, WSB-TV had an average audience 40% greater than station B and 80% greater than station C according to Pulse, Inc.

CHANNEL 2 — 1062-FT. TOWER — 100,000 WATTS

wsb-tv
Atlanta, Georgia

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution

KAMO Rogers, Ark., Radio Station KAMO.—Granted license for am broadcast station and specify studio location (BL-5449).

WEQR Goldsboro, N. C., Eastern Carolina Bcstg. Co.—Granted license covering changes in fm broadcast station; transmitter and studio location redescribed (BLH-1003).

WCAU-FM Philadelphia, Pa., WCAU Inc.—Granted license for changes in fm broadcast station; studio location redescribed, etc. (BLH-1002).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: KSBR San Bruno, Calif., to 5-12-55; WKAT-FM Miami Beach, Fla., to 5-12-55; WSM-TV Nashville, Tenn., to 5-4-55; WHEC-TV Rochester, N. Y., to 5-14-55; WDAY-TV Fargo, N. D., to 5-13-55; WLBT Jackson, Miss., to 4-26-55.

Actions of October 18

Detroit, Mich., Burns Avenue Baptist Church.—Granted extension of authority to transmit programs from Burns Ave. Baptist Church to Station CKLW, Windsor, Ontario, Canada, for period beginning 8-1-54 to 7-24-55.

Granted CP

WHA-FM Madison, Wis., State of Wis. State Radio Council.—Granted CP to replace expired permit (BPED-238) which authorized changes in noncommercial educational fm station; ch. 204 (88.7 mc), 22 kw U (BPED-263).

WNAS New Albany, Ind., School City of New Albany.—Granted CP to replace expired permit (BPED-242) which authorized changes in licensed noncommercial educational fm station; ch. 201 (88.1 mc), 800 w U (BPED-264).

Modification of CP

WSPD-TV Toledo, Ohio, Storer Bcstg. Co.—Granted Mod. of CP to install new transmitters (BMPCT-2499).

The following were granted Mod. of CP's for extension of completion dates as shown: WPFD Darlington, S. C., to 2-28-55; KFMB-TV San Diego, Calif., to 4-12-55; WVET-TV Rochester, N. Y., to 5-14-55; WBOC-TV Salisbury, Md., to 5-11-55; KFUO-TV Clayton, Mo., to 4-4-55.

STANDARD BROADCAST APPLICATION RETURNED

WAYB Waynesboro, Va., Waynesboro Bcstg. Corp.—Voluntary transfer of control of licensee corporation from Judson T. Phillips and John A. Brown to N. Wilbur Kidd (filed on wrong form) (1490).

October 27 Decisions

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WOKW Sturgeon Bay, Wis.; WXGI Richmond, Va.; WGLC Centreville, Miss.; KIPA Hilo, T. H.; WEAN Providence, R. I.; WGTH Hartford, Conn.; WNAC-AM-FM-TV Boston, Mass.; WOR-AM-FM-TV New York, N. Y.

By Memorandum Opinion and Order, granted in part and denied in part the "Protest and Petition for Other Relief" filed Sept. 29 by Houston Consolidated Tele. Co., permittee of tv station KTRK-TV (formerly KTLJ), ch. 13, Houston, Tex., directed against Commission's action of Sept. 1 granting without hearing application of Gulf Tele. Co., licensee of KGUL-TV, ch. 11, Galveston, Tex., for Mod. of CP to change transmitter site and make other changes (BPCT-1875); designated for hearing on Nov. 15 said application and postponed the effective date thereof pending final determination in this proceeding.

October 27 Applications

Accepted for Filing

Renewal of License

WFMC Goldsboro, N. C., Southern Radio and Television Corp.—BR-2681.

Renewal of License Application Returned

WDIX Orangeburg, S. C., WDIX Inc.—(Section II dated after Section I) BR-1360.

Construction Permits

KABC-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Construction permit to make changes in existing auxiliary antenna facilities located at main transmitter site to add currently licensed main transmitters as auxiliary transmitters (BPCT-1914).

WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—Construction permit to make changes in existing auxiliary antenna facilities located at main transmitter site to add currently licensed main transmitters as auxiliary transmitters (BPCT-1915).

WABC-TV New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Construction permit to make changes in auxiliary transmitting equipment, to use main transmitters specified in BMPCT-855 in lieu of those specified in BMPCT-831 (BPCT-1913).

TELESTATUS

November 1, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Alabama Educational Tv Comm. (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 39,200
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/1/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 99,814

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 99,108
►KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 32,240

Yuma†—
►KIVA (11) NBC, DuM; Grant; 23,809

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

New Starters

The following tv stations are the newest to start regular programming:

KAKE-TV Wichita, Kan. (ch. 10), Oct. 19.

WCNY-TV Carthage, N. Y. (ch. 7), Oct. 23.

WTVW (TV) Milwaukee (ch. 12), Oct. 27.

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) Initial Decision 10/15/54
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

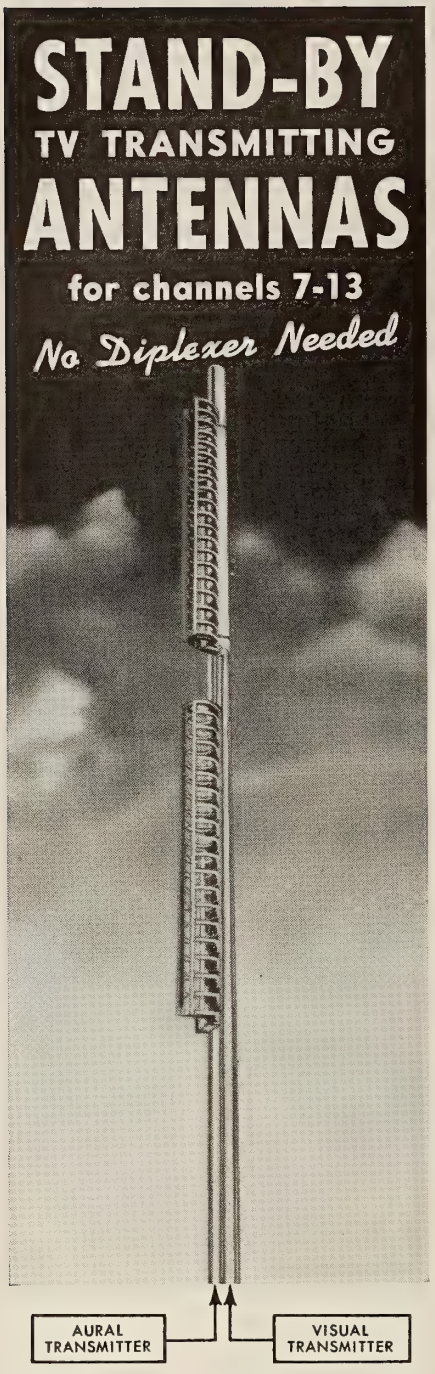
CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 78,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
406,804
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company



A simple, versatile and economical system consisting of two separate bays of type 1020 slotted-ring antenna can be used with a 50 kw transmitter. No diplexer of any kind is needed. The aural and visual transmission lines need not be of equal lengths. Write for Bulletin T-854.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI **ALFORD** *Manufacturing Co. Inc.*
299 ATLANTIC AVE., BOSTON, MASS.

Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 17,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,901,124
► KHJ-TV (9) DuM; H-R; 1,901,124
► KNXT (2) CBS; CBS Spot Sls.; 1,901,124
► KRCA (4) NBC; NBC Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,901,124
► KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Unknown
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,005,960
► KPIX (5) CBS; Katz; 1,005,960
► KRON-TV (4) NBC; Free & Peters; 1,005,960
► KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 51,615
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 636,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 612,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 19,500
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 79,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 105,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC; Weed; 39,324
► WJNO-TV (5) ABC, CBS, NBC, DuM; 216,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-11/21/54
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 78,111
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 52,060
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 173,140
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 73,207
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) ABC, NBC, DuM; Raymer; 101,500
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 76,800
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 199,660
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 241,290
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 117,167
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/15/54
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311
Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) Weed
► KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 166,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 61,500
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
► WCSH-TV (6) NBC; Weed; 130,988
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 568,020
► WBAL-TV (11) NBC; Petry; 568,020
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 568,020
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

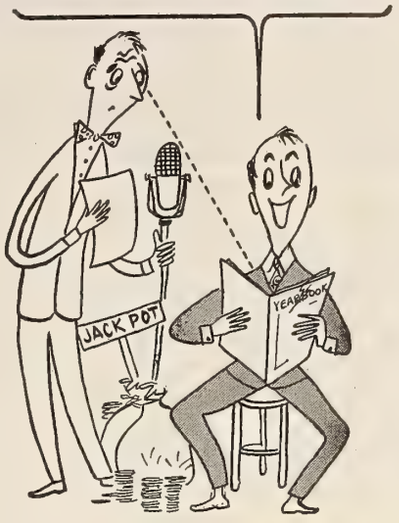
Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,210,581
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,210,581
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 154,800
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 148,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 62,212

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 455,596
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400

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Name _____

Firm _____

Street _____

City _____ Zone _____

State _____

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 511,000
► WTCN-TV (11) ABC, DuM; Blair; 487,910
Rochester—
► KROC-TV (10) NBC; Meeker; 85,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 490,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 95,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
► KSWM-TV (12) CBS; Venard; 66,177
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 426,783
► KMBC-TV (9) CBS; Free & Peters; 426,783
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 426,783
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 108,755
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 59,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) 11/1/54
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 50,000
► KGGM-TV (13) CBS; Weed; 50,000
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,218

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 120,000
► WTRI (35) CBS; Headley-Reed; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 416,840. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 16,500
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700

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Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 348,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 350,000
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,000
► WLOS-TV (13) ABC, DuM; Venard; 204,907
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/12/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 233,375
► WTOB-TV (26) ABC, DuM; H-R; 73,400

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 687,514
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,051,090
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 397,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,800
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
Woodward Bcstg. Co. (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 40,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 281,522
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-Dec. '54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,600
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 84,591
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 43,752
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,767
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 175,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 174,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 188,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

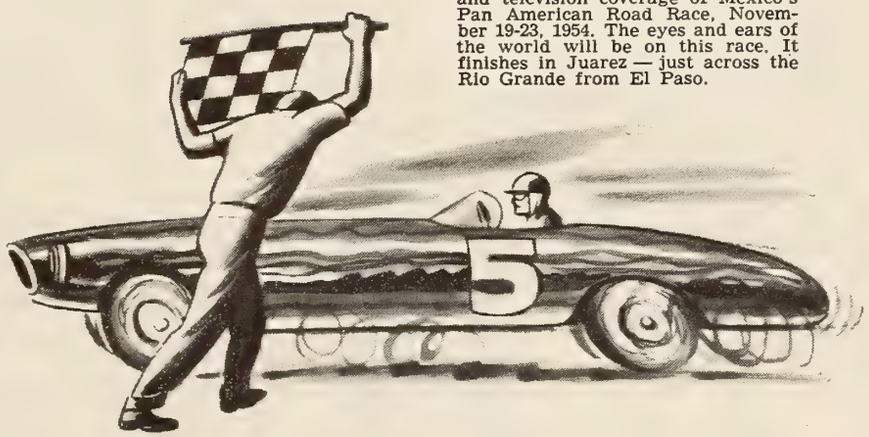
RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,-201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown

KROD and KROD-TV will give radio and television coverage of Mexico's Pan American Road Race, November 19-23, 1954. The eyes and ears of the world will be on this race. It finishes in Juarez — just across the Rio Grande from El Paso.



LEADERS IN PERFORMANCE

EL PASO'S per capita income is 9% above the national average*, but this by no means measures the true quality of the market. In SALES PERFORMANCE, El Paso is 32% higher than the national average in propoftion to population.* This means that the El Paso Southwest, covered by KROD-TV, is one of America's strong PLUS MARKETS.

Call your Branham man for complete information.

*Sales Management—1954

KROD-TV
CHANNEL 4 • EL PASO, TEXAS
Affiliated with the CBS, ABC and DuMont Television Networks

Affiliated with KROD-600kc—5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM Company.

Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
►WUSN-TV (2) NBC, DuM; H-R
Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 63,000
►WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
►WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
►WBTW (8) ABC, CBS; CBS Spot Sls.
Greenville—
►WFBC-TV (4) NBC; Weed; 301,892
►WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

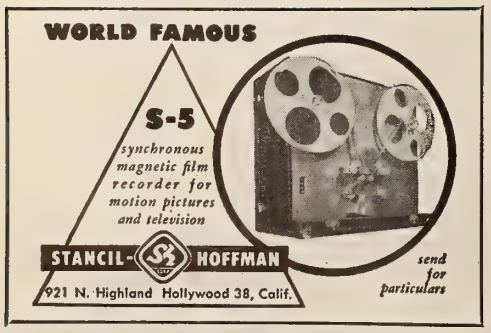
Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 104,728

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/15/54
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 88,940
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
►WHBQ-TV (13) CBS; Blair; 297,746
►WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
►WSM-TV (4) NBC, DuM; Petry; 198,045
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
►KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194
Amarillo—
►KFDA-TV (10) ABC, CBS; Branham; 58,033
►KGNC-TV (4) NBC, DuM; Katz; 58,033
KLYN-TV (7) 12/11/53-Unknown
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 88,965
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
►KVDO-TV (22) NBC; Young; 25,300
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 406,804
►WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 59,106
►KTSM-TV (9) NBC; Hollingbery; 55,270
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
►KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 44,380
Houston—
KNUZ-TV (39) See footnote (d)
►KPRC-TV (2) NBC; Petry; 362,000
KTRK-TV (13) ABC; Blair; 2/23/54-Dec. '54
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown



Longview†—
►KTVE (32) Forjoe; 24,171
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 63,843
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 63,843
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
►KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
►KTXL-TV (8) ABC, CBS, NBC, DuM; Melville; 38,573
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
►KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
►WOAI-TV (4) NBC; Petry; 212,750
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 89,349
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
KETX (19) See footnote (d)
►KLTV (7) ABC, NBC; Pearson
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
►KANG-TV (34) ABC, DuM; Pearson; 44,911
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 43,126
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 76,100
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
►KTVT (4) NBC; Blair; 166,800
►KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC, DuM; Weed; 75,000

VIRGINIA

Danville†—
►WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
►WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 335,832
WTOV-TV (27) See footnote (d)
►WVEC-TV (15) See Hampton
Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 465,873
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 271,399

WASHINGTON

Bellingham†—
►KVOS-TV (12) DuM; Forjoe; 116,299
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 378,300
►KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) ABC, NBC; Katz; 82,743
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Petry; 3/18/54-11/4/54
Tacoma (Seattle)—
►KTVW (13) Branham; 378,300
►KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
Daily Telegraph Printing Co. (6) Katz; Initial Decision 10/20/54
Charleston—
►WCHS-TV (8) CBS, DuM; Branham
►WKNA-TV (49) ABC; Weed; 42,946
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
►WSAZ-TV (3) NBC; Katz; 411,140
WHTN-TV (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Nov. '54
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
►WMBV-TV (11) See Marinette
La Crosse†—
►WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 61,000
►WMTV (33) ABC, NBC, DuM; Bolling; 59,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 408,900
►WOKY-TV (19) DuM; Bolling; 350,080
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
►WTVW (12) ABC, DuM; Petry
Neenah—
►WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
►KDAL-TV (3). See Duluth, Minn.
Wausau†—
►WSAU-TV (7) CBS; Meeker

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 12,000
►KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC; NBC Spot Sls; 60,000
►KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
►CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
►CFRN-TV (3)
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
►CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



London, Ont.—

► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—

► CBFT (2) CBC French; CBC; 221,216

► CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—

► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—

► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—

► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—

► CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—

► CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—

► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091

Toronto, Ont.—

► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—

► CBUT (2) CBC; CBC; 30,000

Windsor, Ont.—

► CKLW-TV (9) CBC, DuM; Young

Winnipeg, Man.†—

► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—

► XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—

► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 413; total cities with stations on air: 276. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,463,647.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK

BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58TH STREET
NEW YORK 22, N. Y

ELDORADO 5-0405

UPCOMING

NOVEMBER

Nov. 4: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Nov. 4-5 (2:30-3 p.m.): *Art Linkletter's House Party,* participating sponsors.

Nov. 5 (7:45-8 p.m.): *Perry Como Show,* Liggett & Myers Tobacco Co. through Cunningham & Walsh.

Nov. 9 (7:45-8 p.m.): *Jo Stafford Show,* Gold Seal Co. through Campbell-Mithun.

Nov. 10 (10-11 p.m.): *Best of Broadway,* "Panama Hattie," Westinghouse Electric Co. through McCann-Erickson.

Nov. 14 & Nov. 21 (6:30-7 p.m.): *You Are There,* Electric Cos. Adv. Program through N. W. Ayer & Son and Prudential Insurance Co. through Calkins & Holden, alternating sponsors.

Nov. 17 (12:30-12:45 p.m.): *Search for Tomorrow,* Procter & Gamble Co. through Biow Co.

Nov. 18 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 28 (9:30-10 p.m.): *Honestly Celeste,* Bristol-Myers Co. through Young & Rubicam.

NBC-TV

Nov. 4 (9:30-10 p.m.): *Ford Theatre,* "Remember to Live," Ford Motor Co. through J. Walter Thompson.

Nov. 7 (7:30-9 p.m.) *Max Liebman Presents,* "Fanfare," Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

Nov. 11 (9:30-10 p.m.): *Ford Theatre,* "The Road Ahead," Ford Motor Co. through J. Walter Thompson.

Nov. 15 (8-9:30 p.m.): *Producers' Showcase,* "State of the Union," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Nov. 18 (9:30-10 p.m.): *Ford Theatre,* "Summer Memory," Ford Motor Co. through J. Walter Thompson.

Nov. 20 (9-10:30 p.m.): *Max Liebman Presents,* Oldsmobile Div. of General Motors Corp. through D. P. Brothers Co.

Nov. 25 (9:30-10 p.m.): *Ford Theatre,* "The Legal Beagles," Ford Motor Co. through J. Walter Thompson.

Nov. 28 (4-6 p.m.): *Hall of Fame,* "Macbeth," Hallmark cards through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Nov. 4: National Television Film Council, color tv lecture, Warwick Hotel, New York.

Nov. 4: Selection committee, Tv Bureau of Advertising, New York.

Nov. 4-5: First district, Advertising Federation of America, Hotel Sheraton, Worcester, Mass.

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-9: New Jersey Broadcasters Assn., Essex House, Newark.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 18-20: Radio Television News Directors Assn., Chicago.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

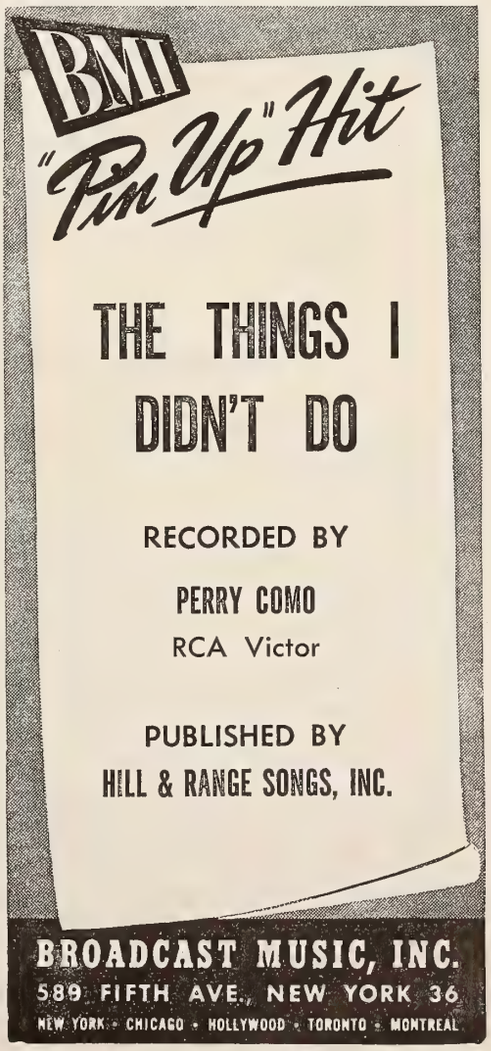
Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.



The Great Game of . . .

IT IS unfortunate that the historic appearance of the President's Cabinet on television was marred by an air of artificiality.

To begin with, the performance should never have been described in advance as a Cabinet meeting. It was simply a report by the Secretary of State—a clear, earnest and impressive report, which needed no phony trappings to enhance it. The presence of the other Cabinet members added nothing to the occasion and indeed detracted from it.

The lesson here is that when a government has an important message to deliver to its people, there is no need to hoke it up. If Mr. Dulles has a message as significant as the one he brought home from Europe, he can deliver it more effectively by talking directly to the people via television than by pretending to let the people eavesdrop while he talks to his Cabinet colleagues. Such a pretense cannot help but make the presentation less convincing.

. . . Tv Politics

THOUGH it certainly did not damage the Republican cause and may even have been arranged with the thought of political advantage in mind, the Cabinet telecast was not, in the true sense of the phrase, a political broadcast.

The international agreements which Mr. Dulles explained were the accomplishments of an administration which happens to be Republican and which happens to have as much Democratic as Republican support for its European policy.

Hence, the Democrats' appeal for equal time was wholly unjustified. It was, however, in character with the general jockeying for free time that the Communications Act and FCC interpretations of it encourage.

The answer of Frank Stanton to the Democrats' demands was eminently sound:

"Our established policy has been not to provide time to reply to the President of the United States or members of his cabinet appearing and speaking as such, or reporting to the people on their official activities over our facilities. . . . We have applied [this policy] alike to Republican and Democratic administrations."

The night after Dr. Stanton issued that statement, a Democratic candidate for Congress from New Jersey, was granted an appearance on *Strike It Rich* on CBS-TV because his Republican opponent had appeared on the show earlier.

Aspirin, anybody?

Sanity in Selling

EVERY now and then a daring department store, defying the cherished but antiquated axioms of the retailing craft, takes a plunge into radio.

Sometimes the radio money is spent unwisely. When it is spent well, the results are good—as in the case of The Aug. W. Smith Co., of Spartanburg, S. C. [B•T, Oct. 18].

The Spartanburg radio story opens a line of retail thinking that no department store can ignore, no matter how much its staff loves the printed sketch of a gown or the thump of a studhorse headline. Goaded by high-handed newspaper pressure, the store simply diverted the bulk of its budget to radio. It bought time—carefully selected time—on all stations in the city and sat back to observe results. The results: A series of radio success stories.

Being realists, operators of the store expect to restore newspapers to a prominent place in their media planning. When that happens, newspapers will be budgeted on an equality with radio. The old 70-30 newspaper-radio ratio has been cast aside.

The Aug. W. Smith Co. likes all media. Three months of radio-dominated advertising, tied into other promotion, taught this enterprising store that radio can do the basic department store advertising job.

What happened in Spartanburg should be studied by every thoughtful retailer—and every broadcaster, too. In the heat of competition, newspapers have belittled radio in the selling, and vice versa. Advertising history has proved that there is room for all major media. Retailers have been slow to adopt radio, mainly because they have been newspaper-minded for generations and because broadcasters haven't done an effective sales job.

Both should heed the suggestion of Tom McGee, president and treasurer of The Aug. W. Smith Co.: "Stores that use radio for a month or two don't give it a fair test. Retailers should decide to spend a certain amount of money for a year and then go ahead and do it."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Convincing sales are made in private!"

Down Mexico Way

NOW THAT the "radio is here to stay" stalwarts have established a firm beach-head in this high-flying television era, it behooves them to turn their attentions to an almost forgotten problem—radio allocations on the North American continent.

Since 1950, when all North American nations except Mexico agreed to an allocation of the standard broadcast band (NARBA), little more than cursory attention has been given to am assignments. Without an understanding, the broadcast band could be shot through with interference. There are now serious interference problems in some areas of this country.

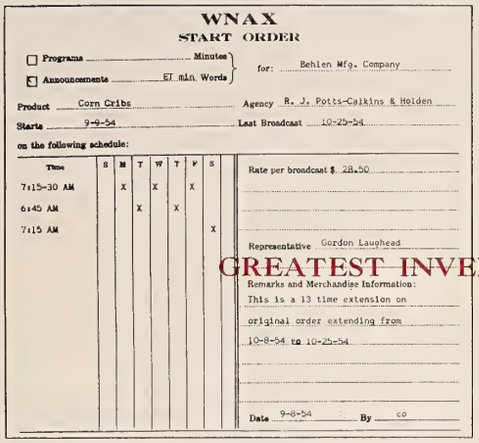
This week, official delegations of the United States and Mexico meet in Mexico City to negotiate a bilateral agreement which would bring Mexico within the scope of NARBA. There is no assurance that an agreement can be reached, but our delegation is encouraged because Mexico took the initiative.

Mexico, it is indicated, wants more lower channels, higher power and prior rights to 540 kc, the most recent addition to the standard broadcast band. Four years ago Mexico walked out of the NARBA conference, nullifying the hope of an all-embracing agreement.

The United States has an able delegation, headed by FCC Comr. Rosel H. Hyde, who was chairman of the 1950 sessions. Engineering and legal observers representing the various domestic broadcasting interests will be present. The delegation will be prepared to act if Mexico's proposals are reasonable and equitable. They were not in 1950.

Because radio is the only all-inclusive medium of communications, it becomes more essential than ever in this atomic age that service be maintained and, where possible, improved in the remote areas of the United States. The U. S. delegation will not be disposed to deal on any proposals that would further degrade this service or barter away our rights.

International conferences are a matter of give-and-take. But compromises must be sound. An agreement should take into account national needs, good engineering standards mutually applicable and rigidly enforced, protection of national service, and those difficult but essential ingredients of equity and fairness. The climate and the timing seem to be right for an accord.



WNAX
START ORDER

☐ Programs ____ Minutes
☑ Announcements ____ ET min. Words } for: Behlen Mfg. Company

Product Corn Cribs Agency R. J. Potts-Calkins & Holden
Starts 9-9-54 Last Broadcast 10-25-54
on the following schedule:

Time	S	M	T	W	T	F	S
7:15-30 AM		X		X		X	
6:45 AM			X		X		
7:15 AM							X

Rate per broadcast $ 28.50

Representative Gordon Laughead

Remarks and Merchandise Information:
This is a 13 time extension on original order extending from 10-8-54 to 10-25-54

Date 9-8-54 By co

GREATEST INVENTION SINCE THE WHEEL

This is the form that starts wheels rolling in Big Aggie Land. In this case the "wheels" are attached to corn cribs. But it could be for practically anything that rolls, flies, walks, stands, moves, eats or is eaten, or helps farmers or townsfolk.

WNAX-570 has been putting its voice to the wheel for 32 years in Big Aggie Land—Minnesota, the Dakotas, Nebraska and Iowa. Wheels within wheels start turning with a WNAX Start Order. Distributors perk up their salesmen. Retailers get calls; displays get displayed. Consumers consume.

To be a big wheel in this market, see the Katz Agency.



WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.



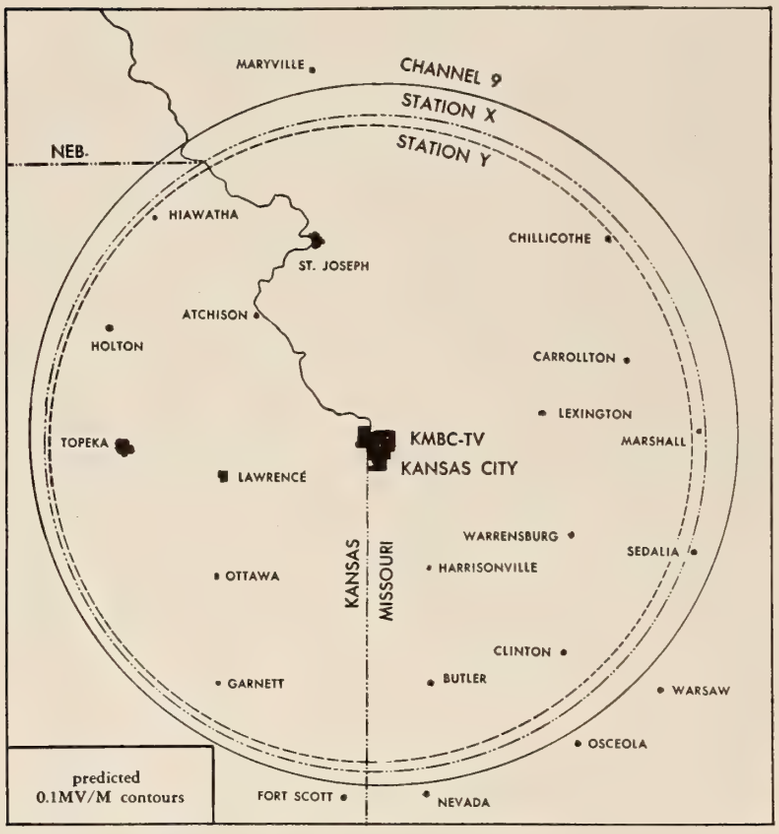
The BIG TOP is UP in Kansas City!...

KMBC-TV TALL TOWER WILL SOON BE IN OPERATION

EQUIPPED FOR RCA COLOR TRANSMISSION

1,079-foot tower—316,000-watts power

KMBC-TV will out-tower, out-power, and out-perform every television facility in the Kansas City market. With a 1,025-foot tower—1,079 feet above average terrain and 1,946 feet above sea level—and with 316,000 watts maximum power, Channel 9 is the undisputed BIG TOP TV Station in the Heart of America. The predicted 0.1 mv/m coverage map below, prepared by consulting engineer A. Earl Cullum, Jr., shows how KMBC-TV dominates the Kansas City market—a market offering close to one-half million TV homes!



BIGgest power TOPmost tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage *plus* the audience-holding programming of CBS-TV . . . the nation's leading network . . . combined with KMBC-TV's own great local shows.



Get on the CHANNEL 9 Bandwagon NOW!

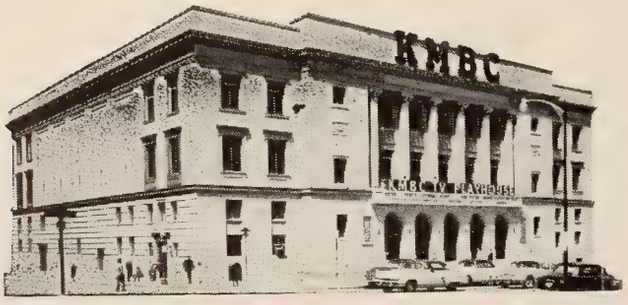
Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.



FREE & PETERS, INC.
Exclusive National Representatives

CBS TELEVISION

Kansas City's Most Powerful TV Station
Basic Affiliate • CBS-TV



ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.



KMBC-TV

The BIG TOP Station in the Heart of America

Don Davis, Vice President

John T. Schilling, Vice President and General Manager

George Higgins, Vice President and Sales Manager

. . . and in Radio it's KMBC, Kansas City, Missouri

KFRM for the State of Kansas

NOVEMBER 8, 1954

35c PER COPY

BROADCASTING TELECASTING

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Begins on Page 91

24TH year

THE NEWSWEEKLY OF RADIO AND TV



WEEI is a Boston landmark! In Boston, great landmarks are part of the natural setting. Any way you turn there's a symbol of the American heritage. And WEEI—now enjoying its Thirtieth Anniversary of Broadcasting—is a landmark, too. So much so that for the past five years it has remained Boston's most listened-to station...with the largest average share of audience day and night, month after month! In Boston, no other station is so attuned to Boston tastes. That's why advertisers who want to make *their* mark in the nation's sixth biggest market use the biggest attraction in Boston today...CBS Owned WEEI.

A. Park Street Church
B. Concord Minute Man
C. Faneuil Hall
D. Trinity Church
E. Charles River Esplanade
F. Bunker Hill Monument
G. Longfellow House
H. The Most Listened-to Station in Boston—Represented by CBS Radio Spot Sales
I. Boston Fish Pier
J. "The Appeal to the Great Spirit"
K. Paul Revere House
L. "The Line of the Minute Men" Monument
M. Boston Public Library
N. Old North Church
O. The Pilgrim Maiden
P. The Boston Public Garden
Q. The State Capitol
R. Harvard University
S. U.S.F. Constitution, "Old Ironsides"
T. Massachusetts Institute of Technology
U. Old State House



THE AMERICAN TOBACCO COMPANY

Traditionally in the Public Confidence

One of the rewards of acquiring and maintaining the public confidence is loyalty. As the American Tobacco Company fulfills its trust to America's millions of smokers, so do the Havens & Martin, Inc., Stations perform a complete job in providing superior programming in line with the public interest to its loyal listeners. As a result, *WMBG, WCOD* and *WTVR* have built up a large and responsive audience throughout Virginia—one of the South's richest areas. Like its audience, Havens & Martin advertisers have confidence in Richmond's only complete broadcasting institution—*WMBG-AM—WCOD-FM—WTVR-TV*. Join with confidence the First Stations of Virginia for your advertising needs.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

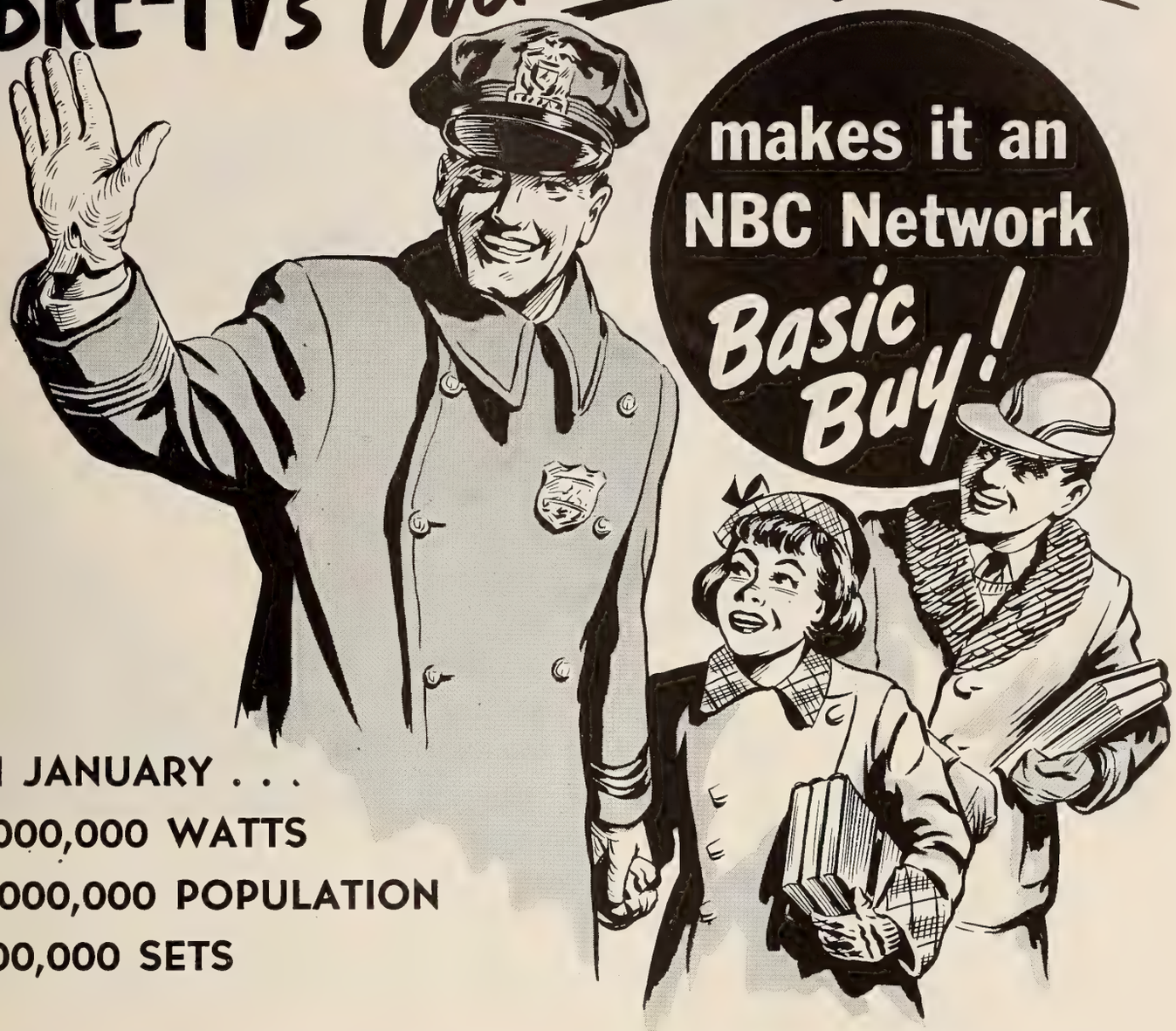
WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.



WBRE-TV's *Overwhelming Influence*



IN JANUARY . . .
1,000,000 WATTS
2,000,000 POPULATION
200,000 SETS

America's Finest network is composed of radio and television stations throughout the country whose audience acceptance in their respective service areas is particularly outstanding.

This overwhelming influence is like the protective arm of the law which guards time buyers and their clients against advertising accidents.

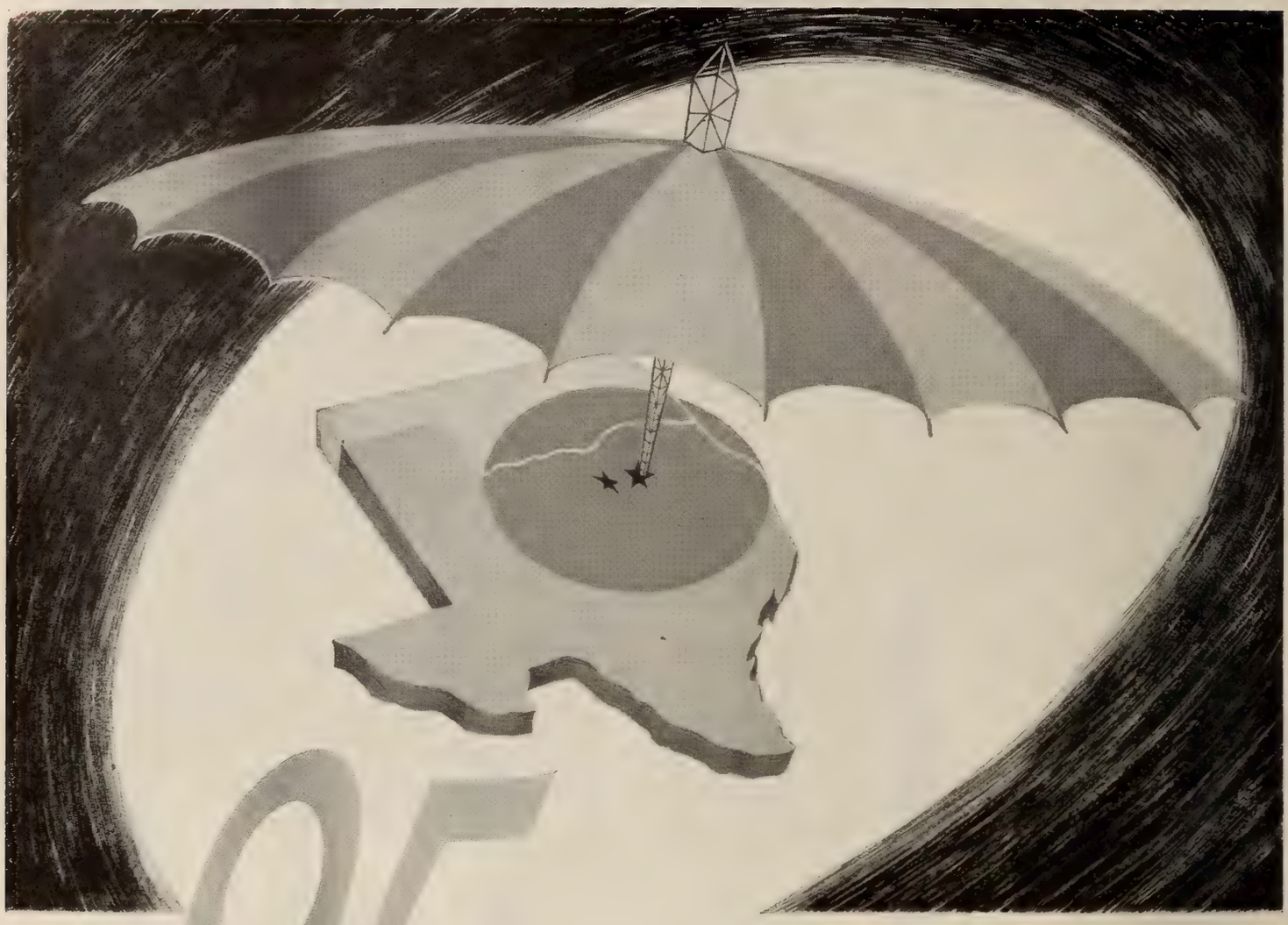
We are proud of our 30 years in radio and television, and we are happy to announce that on January 1, 1955, WBRE-TV (in only 24-months of operation) will be a member of the Basic NBC-TV Network.

Engineering know-how! The best quality picture! Complete schedule of NBC shows! Outstanding local productions! A news service which covers the Northeastern quarter of the state! RCA-NBC Color! Power! Coverage! Population! Audience! Results! That's . . . . . .

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



1009 cities and communities are under the KRLD umbrella

95% MORE RADIO HOMES SINCE 1940

The KRLD-CBS RADIO AUDIENCE has increased 95% since 1940 . . . and continues to GROW! That's the amazing story as shown by Broadcasting-Telecasting's breakdown on Radio Families within the KRLD radio primary coverage area, or the 0.5 Mv line.

1009 smaller cities and communities are under the "umbrella" of KRLD Radio coverage according to the United States Official Postal Guide. A total population of more than three and one-half million.

Today 1,038,587 radios are tuned regularly to KRLD Radio within its primary listening area. Never before has KRLD been able to offer so much for each advertising dollar invested.

KRLD Radio blankets at ONE COST an Area in which 68 Secondary Stations are located. KRLD is the 9th largest Coverage Station among CBS 213 Radio network affiliates in the nation.

RADIO FAMILIES

KRLD 1954	1,038,587
KRLD 1940	536,686
INCREASE	491,901
1954 POPULATION PRIMARY COVERAGE AREA	3,555,300

Exclusive Outlet for CBS Network Radio Programs
The world's greatest names and entertainment

KRLD

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, *Chairman of the Board* — Clyde W. Rembert, *President*

closed circuit®

ONE OF biggest headaches for advertising agencies placing tv national spot is rising rates of stations in metropolitan areas. Whenever major market station being used by agency hikes rates based on increased circulation, agency finds it necessary to lop off some secondary market station until budget readjustments can be made.

★ ★ ★

WHILE costs have limited public demand for color tv receivers, there's another basic reason only 14,000 sets have been made in 1954. That reason centers around apathy and thrift on part of several major set and tube manufacturers who are sitting atop their pioneering budgets while RCA, Columbia and few others proceed with costly experiments. Reluctant manufacturers feel critical problems in tube design and mass production are still unsolved, and they await engineering achievements—by other manufacturers.

★ ★ ★

TRADE TALK projecting Vitapix-Guild Films merger as new "film network" giving battle to existing networks and spot tv sales methods, is deprecated by Vitapix Chairman John E. Fetzer. He emphasizes that sole purpose is to increase spot business on member stations through organization equipped to deal through conventional sources, including advertising agencies and station representatives.

★ ★ ★

ROBERT K. RICHARDS, former administrative vice president of NARTB and since Oct. 1 Washington public relations counsel specializing in telecommunications, has been retained by reorganized Vitapix-Guild Programs as consultant.

★ ★ ★

"THIRD PARTY" who negotiated CBS purchase of WOKY-TV Milwaukee ch. 19 [B•T, Oct. 25] was Thad Holt, of Norton & Holt, broadcast consultants of Birmingham, and former president-general manager of WAPI-WAFM-TV. Option was procured at asking figure of approximately $335,000 and turned over to CBS, it's understood.

★ ★ ★

WHILE CBS hasn't yet disclosed where it intends seeking its second uhf, it's known that consideration is being given to Hartford-New Haven area. First experimental uhf operation was conducted by NBC in that area in 1950-1953.

★ ★ ★

WITH CONVENING of Senate today (Monday) to consider McCarthy censure measure, there will be activity in at least one other quarter—Interstate & Foreign Commerce Committee which has before it nomination of George C. McConnaughey as member and chairman of FCC. Comr. Robert E. Lee logically has been designated as Senate contact to marshal forces on approval of nomination. Comr. Lee, prior to his FCC appointment, was director of surveys and investigations of House Appropriations Committee and knows Capitol from sub-basement to dome.

★ ★ ★

IT WILL BE either ten days or four to six weeks duration for bi-lateral NARBA discussions between Mexico and U. S. which began Nov. 4 in Mexico City. If conferences get nowhere during first week, it's likely that U. S. delegation, headed by Comr. Rosel H. Hyde, will propose to call it quits. If, on other hand, there are indications of area of agreement which will not do violence to existing U. S. standard broadcast allocations, then sessions will proceed, probably to run into December.

★ ★ ★

POLITICKING already has begun on replacement for FCC Comr. Frieda B. Hennock, whose seven-year term expires June 30. While she's an avowed candidate to succeed herself, there's plenty of opposition. Among names mentioned are Gov. Gordon Persons, of Alabama, whose term expires Jan. 17, former operator of WSFA Montgomery; Eva B. Adams, of Wyoming, attorney and former administrative assistant to the late Sen. Pat McCarran, and Mrs. Ann Rutherford of Nashville, Tenn., executive secretary of State Funding Board and formerly staff member of Tennessee Railroad and Public Utilities Commission.

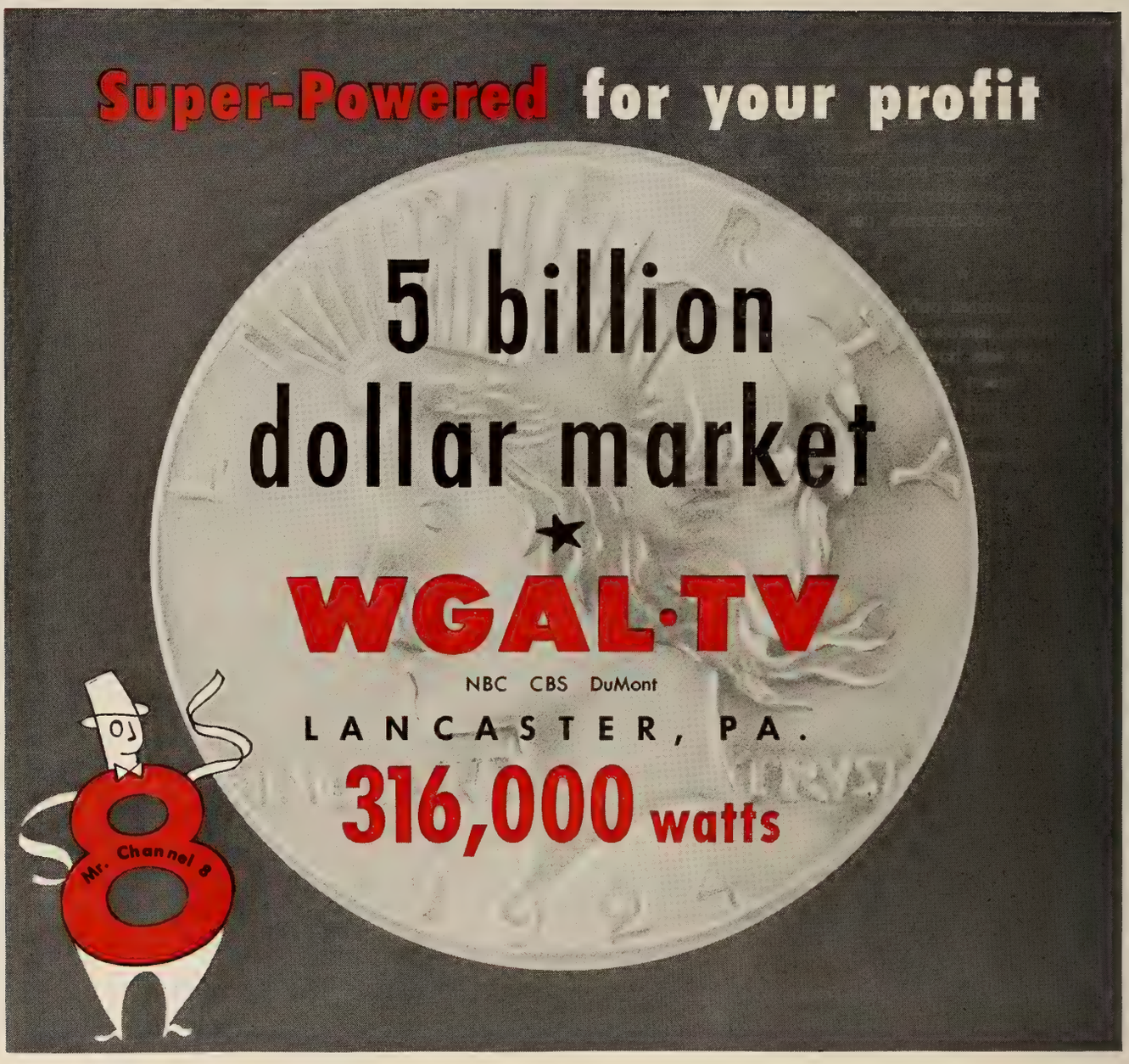
★ ★ ★

EASTCO Inc. (Clearasil), White Plains, N. Y., may be signaling industry trend with its plans, currently under consideration, to test radio spot announcements in television markets. Through Ruthrauff & Ryan, New York, Clearasil may place 13-week radio spot announcement—saturation type—campaign in four or five major television markets. Results will determine if radio or television will get more of budget next year. Test, if approved, is scheduled to start about Nov. 22.

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Super-Powered for your profit



a wonderful combination!

A *rich market* with 967,300 families who have an annual effective buying income of over five *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

at deadline

Speedy Confirmation of McConnaughey Sought by Bricker, 'Lifelong Friend'

NOMINATION of George C. McConnaughey as member of FCC will be submitted to Senate today (Nov. 8), and Senate Interstate & Foreign Commerce Committee will hold open hearing on confirmation tomorrow, Sen. John W. Bricker (R-Ohio), committee chairman, announced Friday. (See earlier story, page 48.)

President Eisenhower already has appointed Mr. McConnaughey chairman of FCC, but only membership—not chairmanship—is subject to Senate approval.

Sen. Bricker said he set hearing tomorrow because he wanted to be present. Next day he will leave for Australia with Joint Congressional Atomic Energy Committee and will not return until late December.

In statement Sen. Bricker said he was lifelong friend of Mr. McConnaughey and, while governor of Ohio, appointed Mr. McConnaughey to state public utilities commission. Sen. Bricker also pointed out that Senate had already confirmed Mr. McConnaughey once for high federal post—membership on Renegotiation Board, of which he became chairman, leaving to take FCC appointment.

Confirmation hearing tomorrow will be held at 10 a.m. in room G-16 of Capitol.

One new face is expected on Senate Commerce Committee when McConnaughey nomination goes before that group tomorrow for hearing. Last week Nebraska's GOP Gov. Robert Crosby said he is designating Mrs. George P. Abel (R-Neb.) to fill unexpired Senate term of late Sen. Dwight Griswold, which ends Jan. 3.

Since Mrs. Abel was elected Tuesday to replace Sen. Eva Bowring (R-Neb.), who has been serving unexpired term under appointment, Republican action to place Mrs. Abel in Senate Commerce Committee seat left vacant by Sen. Bowring can be expected.

Although Nebraska voting results are not certified until Nov. 22, Gov. Crosby said he is designating Mrs. Abel to serve in special Senate session on strength of returns which elected her last Tuesday.

C. H. Topmiller Elected Head of WCKY Cincinnati

C. H. (Top) TOPMILLER, executive vice president and station manager of WCKY Cincinnati, last Friday was elected president and general manager, succeeding late L. B. Wilson, who died Oct. 28 of heart attack. Board meeting was held at Miami Beach, Fla.

Thomas A. Welstead, eastern sales manager, was elected vice president and will continue to headquarter in New York. Jeanette Heinze, executive secretary of Wilson Co., was elected corporate secretary, and Mrs. Constance F. Wilson, of Miami Beach, widow and principal heir, was elected treasurer. All officers, veteran employes of WCKY were bequeathed stock and were elected to board of directors.

Mr. Topmiller said WCKY will continue to operate under policies established by Mr. Wilson. He announced also that company "intends to prosecute its ch. 10 application with utmost vigor in keeping with Mr. Wilson's expressed wishes as a resident of Miami Beach."

Wilson estate was understood to be in excess of $1 million. Mrs. Wilson and Miami Beach First National Bank were named executors.

WCOL Names Spencer

WILLIAM H. SPENCER appointed station manager of WCOL Columbus, Ohio. Roy Marsh, acting manager, will stay with WCOL in his former capacity as account executive. Appointments announced by John Pattison Williams, executive vice president of Air Trails Networks which, in addition to WCOL, operates WING Dayton, WIZE Springfield and WCMI Ashland, Ky. Mr. Spencer formerly served at WDWS Champaign, WIRE Indianapolis, and WIZE Springfield.

Cadillac Boosts Budget

CADILLAC MOTOR CAR DIV., General Motors Corp., will increase 1955 advertising budget 21% to $8 million, J. M. Roche, general sales manager, has announced to Chicagoland dealers. Firm signed last week for national saturation group plan instituted by John Blair & Co., station representative, to advertise new car line (see separate story). Cadillac radio-tv budget earlier was pegged at $250,000 for 1954-55 and it was not immediately learned whether broadcast media would be increased [B•T, Oct. 4].

View-Master Buys Spots

SAWYER's Inc., Portland, Ore., for its View-Master, 3-D story reels for children, buys Nov. 17 and 30, Dec. 9 and 14 participations on NBC-TV's *Home* show (seen Mon.-Fri., 11 a.m.-noon EST). Agency: Carvel, Nelson & Powell, Portland.

PROTESTS HELP

CBS-TV affiliation renewal with KHOL-TV Holdrege, Neb., for two years effective Feb. 2, 1955, reported Friday by Duane Watts, station manager, as aftermath of some 80,000 communications in protest to announcements last Monday that 21 network programs would be dropped early next year.

Letters and phone calls poured in last week from chambers of commerce, civic groups, service organizations, local merchants and viewers, with drive spearheaded by South Platte United Chambers of Commerce and other chamber groups in central Nebraska. Demonstrations in Holdrege and Kearney also reported.

• BUSINESS BRIEFLY

INSURANCE NEWSCAST • Bankers Life & Casualty Co. (White Cross hospital plan), Chicago, signs to sponsor *Paul Harvey-News* on ABC Radio, Sun., 10-10:15 p.m., effective Jan. 2, but possibly with program re-named to avoid confusion with Beltone Hearing Aid Co.'s sponsorship of program on same network Sun., 6:15-6:30 p.m. Bankers Life agency: Grant, Schwenk & Baker, Chicago.

FLAKO TO DURSTINE • Flako Products Corp., New Brunswick, N. J., names Roy S. Durstine Inc., N. Y., as advertising agency for its products, including Flako pie crust mix, Flako cupcake mix, Flakorn corn muffin mix, Flako popover mix, Flako biscuit mix and Flako cookie mix.

MERCURY TO PROMOTE • Mercury cars, through Kenyon & Eckhardt, New York, to promote new 1955 model will use spot campaign in more than 400 radio markets and half-dozen television stations, with varied starting dates between Nov. 22 and Dec. 2. All contracts will run through Dec. 18.

NESCAFE EXPANDS • Nestle's Nescafe coffee, through Bryan Houston Inc., New York, which placed saturation spot campaign on West Coast on Oct. 25, is expanding list to include nine Midwest radio markets, starting early this month. Contracts run through Dec. 12.

CARTER'S USING 40 • Carter's Little Liver Pills, through Ted Bates Inc., New York, using television spot announcement campaign in about 40 markets, starting early in November. Schedule runs through March.

KRAFT PLANS • Kraft Foods, through J. Walter Thompson Co., Chicago and New York, has decided to sponsor *Space Cadets* for its child show, but has not yet picked television network or time period. NBC-TV Saturday morning time, which that network plans to open, is among spots considered.

Censorship Planning Group Set Up for Civil Defense

ESTABLISHMENT of government war-time censorship planning committee was announced last week by National Defense Mobilizer Arthur S. Flemming. Committee is headed by retired Army Lt. Gen. Willard S. Paul, ODM assistant director. Committee was established, Gen. Paul said, to study problem of censorship during national emergency. ODM is White House agency for preparedness planning, he pointed out, and censorship is one of these activities.

Acknowledging effectiveness of World War II voluntary censorship, under leadership of Byron Price, Gen. Paul said he was sure government "would carry on the voluntary system." Gen. Paul is author of Army's present-day personnel classification system, served as Army General Staff G-1 following World War II service as Yankee Division commander.

Initial membership of censorship committee will include representatives of such government agencies as State, Treasury, Defense, Justice, Commerce, Post Office, Civil Defense, FCC, Central Intelligence, and others, Gen. Paul said.

As Basic As Bread



It's a fact! WJBK-TV is as basic to your advertising budget as bread is to the nation's table! Get the biggest slice of the sales in the rich midwest industrial area with WJBK-TV's commanding Channel 2 dial position, top CBS and local programs, 1,057 foot tower and 100,000 watt power.

WJBK-TV
DETROIT

Represented Nationally by THE KATZ AGENCY

A STORER STATION

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

AAAA Eastern Conference Includes Radio-Tv Panel

RADIO-TV panel slated for first day session of Nov. 22-24 agenda of American Assn. of Advertising Agencies' eastern annual conference at Roosevelt Hotel, N. Y.

Panel speakers on broadcast media are Edgar Kobak, station owner, business consultant and president of Advertising Research Foundation on "Radio: Very Live in '55"; Rodney Erickson, vice president, radio-tv account planning, Young & Rubicam, on "Around The World With Script and Stopwatch," and John F. Devine, J. Walter Thompson, on "1955 Talent Union Problems and Predictions." Color tv production workshop also will be held that afternoon.

Convention gets underway Nov. 22 morning with Hal Davis, vice president, Kenyon & Eckhardt, speaking on "Today's AAAA Public Relations-Publicity Department." John Sasso, vice president, G. M. Basford, also will talk on public relations. Case histories will be given on campaigns for new products, test marketing, community relations, radio-tv show promotion and other facets. Among panel members to discuss public relations: Howard Johnson, vice president, Cunningham & Walsh; Frank Brill, vice president, Cecil & Presbrey; Frank Leonard, public relations director, Campbell-Ewald; Richard Fehr, vice president, Doherty, Clifford, Steers & Shenfield.

Meeting on media to be held Tuesday afternoon with Adrian Murphy, CBS Radio president, handling radio segment, and Ted Bergmann, DuMont's managing director, taking tv session. General meeting same afternoon will be chairmanned by Donald K. Clifford, president, Doherty, Clifford, Steers & Shenfield, with speakers: William R. Baker Jr., board chairman, Benton & Bowles; David Ogilvy, president, Ogilvy, Benson & Mather, and Charles H. Brower, executive vice president, BBDO.

Management sessions fill Wednesday morning agenda. Harold Reingold, president, Reingold Co., will chairman session for agencies with billings up to $2 million; Robert Daiger, executive vice president, Van Sant, Dugdale, for agencies $2 million to $10 million; John P. Cunningham, executive vice president, Cunningham & Walsh, for agencies over $10 million. Among subjects to be discussed will be tv commercials. Management luncheon Wednesday will be addressed by Richard N. Heath, executive vice president, Leo Burnett Co.

Praise From Queen Mother

PROGRESS of communication, including radio-tv, was complimented Friday by Queen Mother in comments at radio-tv-press reception at Washington's Hotel Statler. Welcome included tribute by Ruth Crane, director of women's activities at WMAL-TV there and president of American Newspaper Women's Club. Her Majesty said in part: "Certainly no country has developed the technical machinery of the press—including communications, radio, television and the newsreels—to a greater perfection than you have. It is not the least of the many common traditions of our two countries that we share this precious freedom of communication and ideas."

EARLY BIRD

THOUGH projected radio-tv spot campaign for Cats Paw Rubber Co. is four months away, S. A. Levyne Co., Baltimore agency, is asking availabilities already in letter to representatives.

Sidney A. Levyne, agency president, told B•T he is lining up availabilities well in advance of campaign to obtain best possible time and to allow for preparation of printed material to be used in merchandising campaign. Spot campaign expected to be based on 13-time schedule.

NBC Spot Sales Plans New Advertising Campaign

NEW advertising campaign for NBC Spot Sales to be launched in near future in trade and general press, officials disclosed Friday at third annual meeting of publicity, merchandising, and promotion managers of stations represented by NBC Spot Sales.

Winding up two-day meeting, held in New York, 50-man group also developed total of 32 points dealing with improvement of promotion, publicity and merchandising operations during coming year. Thomas B. McFadden, director of NBC Spot Sales, was in charge. Hamilton Shea, general manager of WRCA-AM-TV New York, was principal Friday speaker (see earlier story page 77).

NARTB District 12 Urges Industry Meeting Study

AT closing session of NARTB District 12 (Kan., Okla.) in Ponca City, meeting joined other districts in calling for study of industry meeting problem. Resolution pointed out that multiplicity of meetings makes heavy demands on management time and called for inquiry into whole problem. Other resolutions followed usual pattern of 1954 NARTB meetings (early story page 37).

G. Pearson Ward, KTTS-TV Springfield, Mo., speaking on "Televisionitis," reviewed economic problems facing stations.

RCA Ships Transmitter

RCA reports shipment Nov. 3 of 25 kw transmitter to KTVK (TV) Phoenix (ch. 3) and power increase from 1 to 12.5 kw on Oct. 29 by WTVP (TV) Decatur, Ill. (ch. 17).

UPCOMING

Nov. 8: Texas Assn. of Broadcasters, Rice Hotel, Houston
Nov. 8: New Jersey Assn. of Broadcasters, Essex House, Newark
Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York
Nov. 9: Maine Assn. of Radio-Tv Broadcasters, Eastland Hotel, Portland
Nov. 10-13: Sigma Delta Chi, Columbus, Ohio

For other Upcomings see page 129

PEOPLE

EDWARD B. O'BERST, research analyst, CBS Radio Spot Sales, New York, appointed assistant director of research, replacing **VINCENT MEADE,** who has been appointed account executive for organization.

ERNEST LUKAS, formerly producer-director at WGN-TV Chicago on *They Stand Accused* and other programs, to Kling Film Productions, same city, as director.

LEONARD E. HAMMER, Adam Young Tv Corp., to MCA Tv Ltd., N. Y., as salesman.

WILLIAM J. MURRAY, CBS Radio Spot Sales, to H-R Television Inc., N. Y., on sales staff.

EDMUND A. LAPORT, formerly chief engineer, RCA International Div., named to research and engineering staff, RCA, as administrative engineer, communications.

Witness Denies Knowledge Of Any Lamb Contributions

EDWARD LAMB never contributed to Toledo Communist Party to knowledge of Paul Prosser, ex-party official who testified under further cross examination Friday in FCC license renewal hearing on Mr. Lamb's WICU (TV) Erie, Pa. (early story, page 62).

Mr. Prosser Thursday recalled Mr. Lamb's name on 1939 list of those to be "touched" for funds. Friday, witness said list was not limited to party members and he didn't know if Mr. Lamb ever was solicited.

Witness said he never heard of term "must list" of those to be contacted. Earlier, William Garfield Cummings testified Mr. Lamb's name was on "must list." Mr. Prosser said Mr. Cummings' had "bad" reputation in Toledo for telling truth.

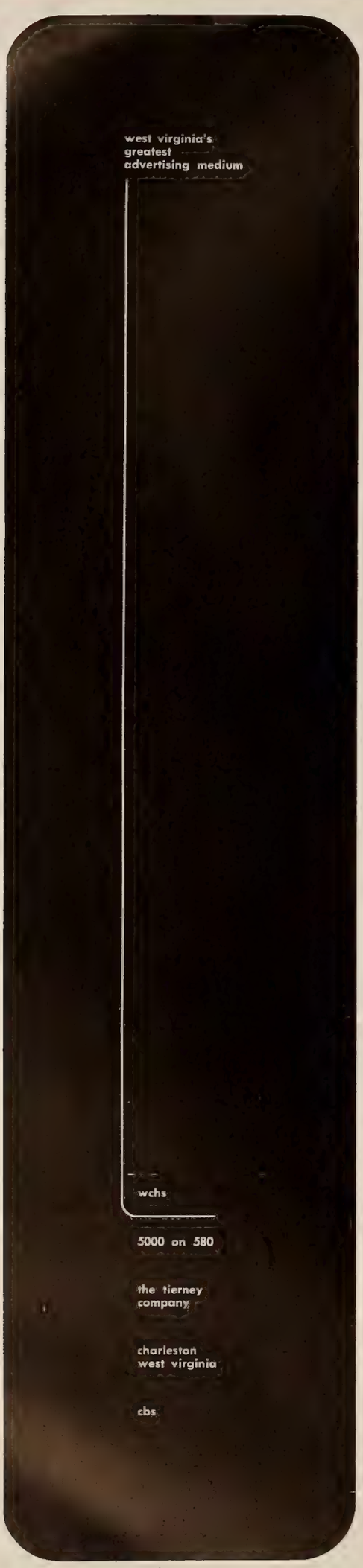
Testimony conflicting with another earlier Broadcast Bureau witness, Ernest Courey, also was given Friday by Mrs. Lourine King. She said she "joined" party for short time in 1940 to help Mr. Courey make reports on activities. Mr. Courey said he was private detective. Hearing resumes Tuesday before Examiner Herbert Sharfman.

CBS Shifts Foreign Staff

SHIFTS of CBS' foreign correspondents in overseas news-gathering expansion announced Friday by Edward P. Morgan, news director. London and Paris offices obtain their second CBS news correspondents while Paris and Rome each gain staff cameraman. Alexander Kendrick, former Vienna correspondent, joins CBS' chief European correspondent, Howard K. Smith in London; Blair Clark, who covered Geneva, Brussels and London conferences, teams with David Shoenbrun in Paris, and Paul Niven of London bureau, moves to Washington, D. C. Cameraman added: Joseph C. Falletta, veteran Hollywood and Italian film cameraman, to Rome, where CBS newsman Bill Downs reports; George Markan, film shooter for 15 years in France, to Paris office.

KBAY-TV Transfer Asked

APPLICATION for transfer of ch. 20 KBAY-TV San Francisco from Lawrence Harvey to Dr. and Mrs. Leonard Averett was filed with FCC Friday. No consideration is involved, application said. Dr. Averett is San Francisco physician and surgeon. Station received grant March 1953, holds STA for commercial operation granted Sept. 15. KBAY-TV CP expires Nov. 11. Mr. Harvey, at one time, also owned ch. 24 KPIC (TV) Salem, Ore., but returned grant early this year.



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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* John Osbon, *Midwest News Editor;* Barbara Kolar.

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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*Reg. U. S. Patent Office

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. . . KTRK-TV's new 1,000-foot tower for Channel 13, Houston. We'll be ready in November to offer advertisers a new source for rich returns from a tried and true field. There's a cat in the picture . . . not a wildcat, but a likeable little black kitten who is destined to become one of the famous trademarks of the Southwest. He is already flooding the area in a dozen different promotional campaigns that are making Channel 13 the talk of the great Houston market.

KTRK-TV, The Chronicle Station, CHANNEL 13

P. O. Box 12 • Houston 1, Texas

National Representatives: BLAIR-TV—150 E. 43rd St. New York 17, N. Y.

Houston Consolidated Television Co: General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

Basic ABC


It started in the Spring
Selling, too, depends upon
the seed and the soil.
Plant your product
on the Storer stations
and reap a rich harvest.



STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WXEL-TV
Cleveland, Ohio

KPTV
Portland, Ore.

WBRC • WBRC-TV
Birmingham, Ala.

WAGA • WAGA-TV
Atlanta, Ga.

WWVA
Wheeling, W. Va.

WJBK • WJBK-TV
Detroit, Mich.

WGBS
Miami, Fla.

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TOM HARKER, V. P., National Sales Director.
118 E. 57th St., New York 22, ELdorado 5-7690 • **BOB WOOD**, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498



nothing's too good for that wonderful, wonderful greater

WHEELING

audience!

Yes Sir, the best is none too good for the WTRF-TV audience. That's why 26 new programs made their PREMIERES and 40 old favorites have returned to WTRF-TV. Advertisers realize a whale of a selling job is being done on Wheeling's BIG station—backed up by hard hitting promotion and merchandising. Although we are practically SRO at night some choice day times are still available. Call Hollingbery or Wheeling 1177 for full details.



LATEST

WHEELING-STEUBENVILLE PULSE RESULTS

Now Available

Call Hollingbery

for details

WTRF-TV

WHEELING, W. VA.

Channel 7 • **316,000 Watts**

NBC Primary • ABC Supplementary

Represented by Hollingbery

Robt. Ferguson • VP & Gen. Mgr.

Phone WHeeling 1177

Now equipped for network color TV

LIFE IS WORTH LIVING

IT IS OBVIOUS that few, if any, of the many others who appear before tv cameras, enjoy the experience more than Bishop Fulton J. Sheen, who returned to his 8-8:30 p.m. Tuesday period on DuMont last week.

It is doubtful, also, that any person in front of the cameras is more cognizant of the power and influence of the medium. The bishop, in fact, devoted a few minutes of last week's program to emphasize the good which can be reaped from this greatest of visual media.

We are convinced that not only did Bishop Sheen derive pleasure from his return program but that his viewers thoroughly enjoyed the resumed appearance of the bishop in their living rooms.

His humor retains its original and genuine touch. He mentioned "identification with sponsor," a term so often used in the trade, explaining that one of his viewers had asked an appliance store salesman if she could see a "Bishop Sheen refrigerator."

The spontaneity of his remarks when he discovered, perhaps a third of the way through the program, a "Welcome Back" sign hung on the live camera, uncovered a side of the bishop that perhaps is not always discernible to the viewer.

The bishop selected a most serious topic of our times—the psychological effects of the hydrogen bomb—for his first program of the season. His theme was the effects of events of great challenge or catastrophe on the characters of people. These effects Bishop Sheen called a process of "polarization"—a term of basic importance in the mechanics of nuclear fission.

With the visual help of the blackboard—"I can't draw any better this year than I did last year," he quipped—Bishop Sheen divided mankind into the "good" and the "evil" (with reservations as to what we mean by the terms), separated by the greater number of "indifferent" people. He then proceeded to illustrate what has happened in the past when catastrophic events "polarize" the unfortunates: people then uncover their true characters, displaying goodness or evil. For mankind, living under the cloud of the hydrogen bomb, any indecision as to which it should follow or tolerate—the "good or the evil" obviously should evaporate. Bishop Sheen directed his remarks to the "indifferent" and, we are sure, to the majority of the makeup of his audience. His talk gave his audience good televiewing at the time and much food for thought later on.

The bishop, concluding his serious and philosophical tv conversation, noted that next week his viewers would be treated to a lighter subject—"How To Be Unpopular." We are convinced the bishop never will be.

Sponsored by Admiral Corp. through Erwin, Wasey & Co.

Principal: Bishop Fulton J. Sheen.

Director: Frank Bunetta.

Designer: Rudy Lucek.

FATHER KNOWS BEST

SOME situation comedies attempt to entertain through exaggeration—entangling their characters in situations so far-fetched as to approach the absurd—and then extricate them by means more appropriate to comic strips than to real life. When well done, as in *I Love Lucy*, to use the best possible example, the outrageously unreal behavior of the characters is enormously amusing; when this approach misses it misses completely.

The second type of situation comedy, employed with notable success by *Father Knows Best*, uses gentle satire in place of broad burlesque for its effect. Its characters are recognizable as reasonably normal human beings, as real and only a little more peculiar than the family next door. The situations with which they have to cope are reasonable facsimiles of experiences every American family has gone through. A good part of the pleasure of watching them comes from comparing them to "what happened when our Tommy was that age. Remember?"

"That age," in the Oct. 31 episode of *Father Knows Best*, was 14, and according to 14-year-old Bud, a very bad age to be, too old to be pampered like his younger sister, too young for the privileges given his older sister, an age when the only response he seems able to evoke from his parents is either "Stop doing that" or "No, you can't do that."

So, when Bud hears that a room over the feed store is available for only $5 a month, plus sweeping the store out each morning, he determines to leave home for a place where he can lead his own life. Father, "knowing best," insists that no one interfere, certain that Bud



"FATHER" AND FAMILY

will not go through with it. But Bud does and, both father and son having gone too far for either to back down gracefully, there's a fine dilemma for you.

The solution, advanced by the feed store man, is an appeal to Bud to come home to fix a busted radio which no one else can put right, which brings him home arunning, restoring his feeling that he is needed, that he belongs at home, a full-fledged member of the family. A little contrived, of course, but a half-hour doesn't allow for long-drawn conclusions and even with the speed-up the little drama never lost touch with reality.

Credit for the program's success must go primarily to the writers, and it's easy to understand why six are needed to turn out shows as good as this one week after week. But scripts can't do the job alone and Robert Young, as the best-knowing father; Jane Wyatt, as his wife, and Billy Gray, Eleanor Donahue and Lauren Chapin as their children, contributed performances that made the characters they portrayed both real and likeable persons, which of course means that producer Eugene B. Rodney and director William Russell also performed their functions expertly.

Production costs: $30,000 a week.

Sponsor: P. Lorillard Co. through Young & Rubicam.

Produced on film and distributed by Screen Gems; broadcast on CBS-TV, Sun., 10-10:30 p.m.

Cast: Robert Young, Jane Wyatt, Eleanor Donahue, Lauren Chapin, Bill Gray.

Producer: Eugene B. Rodney; director: William Russell.

Writers: Paul West, Phil Davis, Dorothy Cooper, Roswell Rogers and the team of Harry Clark and Sumner Long.



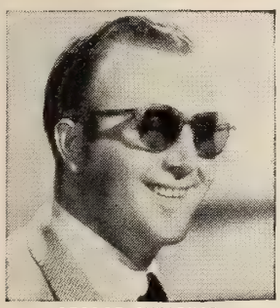
FRAN WARREN



RALPH FLANAGAN



SUNNY GALE



GEORGE SHEARING



JUNE VALLI



FRANKIE CARLE



To a TV station owner who's frantic for profits

You can make more money faster by building shows with Studio Telescriptions because of their low cost and high sponsor appeal.

Telescription programs cost less, because for a small monthly fee you have an entire library of hundreds of musical films ready for building top entertainment shows at a moment's notice. And your Telescription programs sell easily, for in no other way is an advertiser able to enjoy the sales impact of so many famous TV personalities without paying high talent costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can boost profits for your station!

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

S F

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

THESE ARE THE STATIONS

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Pioneer Station Representatives Since 1932

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Plaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blva.*	*Russ Building*
Main 5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798

FOR YOUR TELEVISION CAMPAIGN . . .

		VHF CHANNEL	PRIMARY
EASTERN			
WBZ-TV	Boston	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WTVJ	Miami	4	CBS
CENTRAL			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth — Superior	6	CBS
WDAY-TV	Fargo	6	NBC
WBAP-TV	Fort Worth — Dallas	5	ABC-NBC
KMBC-TV	Kansas City	9	CBS
WCCO-TV	Minneapolis — St. Paul	4	CBS
WESTERN			
KBOI	Boise — Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC

IN HOUSTON . . .
K-NUZ
LEADS IN COST PER 1000* SETS EVERY MINUTE IN EVERY DAY!

Share of Audience in Cost Per 1000 Sets, Monday through Friday.

MORNING
8:00 A.M. to 12:00 NOON
K-NUZ . . . 24c

IND. STA. "A"	60c
IND. STA. "B"	50c
IND. STA. "C"	60c
NET. STA. "A"	35c
NET. STA. "B"	35c
NET. STA. "C"	44c
NET. STA. "D"	28c

AFTERNOON
12:00 NOON to 6:00 P.M.
K-NUZ . . . 22c

IND. STA. "A"	48c
IND. STA. "B"	42c
IND. STA. "C"	60c
NET. STA. "A"	29c
NET. STA. "B"	29c
NET. STA. "C"	47c
NET. STA. "D"	50c

EVENING
6:00 P.M. to 12:00 P.M.
K-NUZ . . . 22c

IND. STA. "A"	60c
IND. STA. "B"	(OFF)
IND. STA. "C"	$1.20
NET. STA. "A"	48c
NET. STA. "B"	35c
NET. STA. "C"	49c
NET. STA. "D"	72c

*APRIL-MAY PULSE Share of Audience against SRDS One Minute Rates

Write - Phone - or Wire
Forjoe & Co. - Nat'l Rep.
or
DAVE MORRIS at KE-2581
K-NUZ Radio Ranch

K-NUZ Leads in Cost per 1000 Sets Saturday and Sunday, too.

OPEN MIKE

Amazed

EDITOR:

The response to the very fine story in B•T [On All Accounts, Oct. 11] continues to amaze me. If I ever had any doubts before about B•T's influence in the trade, I certainly have none now. I have heard from old friends from New York to Wyoming and from St. Louis to Minnesota. Every day more letters continue to come in. . . .

Ed LaGrave Jr.
Account Executive
Lessing Advertising Co.
Des Moines, Iowa

DeeJay Mail Maps

EDITOR:

The feature story on Dick Doty's transition from newsman to late night disc jockey in your Oct. 18 issue was enjoyed by several members of the WJR staff.

We were particularly interested in what Doty listed as his first gimmick—the pinpointing of listener mail on a large map board.

This has been done at WJR for some time. Clark Reid, who handles WJR's all-night program, started a map board early in 1953. He reported some time ago that he had heard from 46 of the 48 states, as well as a number of foreign countries.



Reid, Mail and Map

Worth Kramer
V. P. & Gen. Mgr.
WJR Detroit

Standard Operations

EDITOR:

I have had quite a few telephone calls and several letters commenting on the swell job you did in writing up our operations here at Standard Electronics [Our Respects, Oct. 25].

I have one letter in particular from Mr. Jim Rockwell, vice president in charge of engineering at the Crosley Corp., not only complimenting me on the article but also complimenting our company and the inroads that we have made. . . .

William H. Zillger
Vice President
Standard Electronics Corp.
Newark, N. J.

New South, New Sales (Cont.)

EDITOR:

Your Oct. 18 issue of B•T contained one of the best radio success stories any of us here at WNOX has seen. It was the story about The Aug. W. Smith Co.'s use of radio in Spartanburg, S. C.

We took the liberty of putting this story on tape, and I wonder if you would mind spending a quarter-hour listening to it and letting me know what you think about the impact of the story when presented in this manner? . . . Don't you think it is pretty effective on tape?

R. B. Westergaard
Vice President
WNOX Knoxville, Tenn.

P. S.: Do you suppose you could send me 200 reprints of The Aug. W. Smith story and bill us accordingly? Thanks very much.

[EDITOR'S NOTE—Using the text of the B•T story, plus cueing phrases and questions, WNOX produced a dramatic sales presentation in which many of the store executives' comments were voiced by station personnel. The sales drama opens with musical introduction, with the B•T headline read by a narrator. After another short musical interlude, the story proceeds in the radio manner.]

EDITOR:

. . . Frankly, I feel it's packed with ammunition for sales personnel trying to get department store business. We have several stores in this area who have been using some radio, but on an intermittent basis. I would like each of them to see and read this article . . . Please send me six copies . . .

Thomas A. Tito
Sales Manager
WAZL Hazleton, Pa.

EDITOR:

Send us 600 copies . . .

Aurele Pelletier, Asst. Mgr.
CHRC Quebec, Que.

EDITOR:

We would like to know if you can furnish us with reprints of the article . . . "In the New South, a New Sales Story." If [not], could you grant us permission to have them reprinted locally . . . Advise us the price for 500 and 1,000 reprints.

Omar G. Hilton, Partner
WBUY Lexington, N. C.

[EDITOR'S NOTE: Reprints of "In the New South, a New Sales Story" are available at $2 for 50 copies; $3.75 for 100 and additional hundreds at $3.50 each; 500 for $17 and 1,000 for $33. Prices include shipment by parcel post.]

How New the Look?

EDITOR:

Re "Schuebel's New Look for ID's" [B•T, Oct 18], our stack of accumulated station worksheets will indicate we discovered the obvious advantages of presenting IDs for accounts in the 7¼ sec. - 2¾ sec. manner as early as eight months ago.

Al Fiegel, Prom. Mgr.
KTVQ (TV) Oklahoma City

EDITOR:

. . . I think Reggie Schuebel has a wonderful idea, but I certainly disagree with the "originality" point.

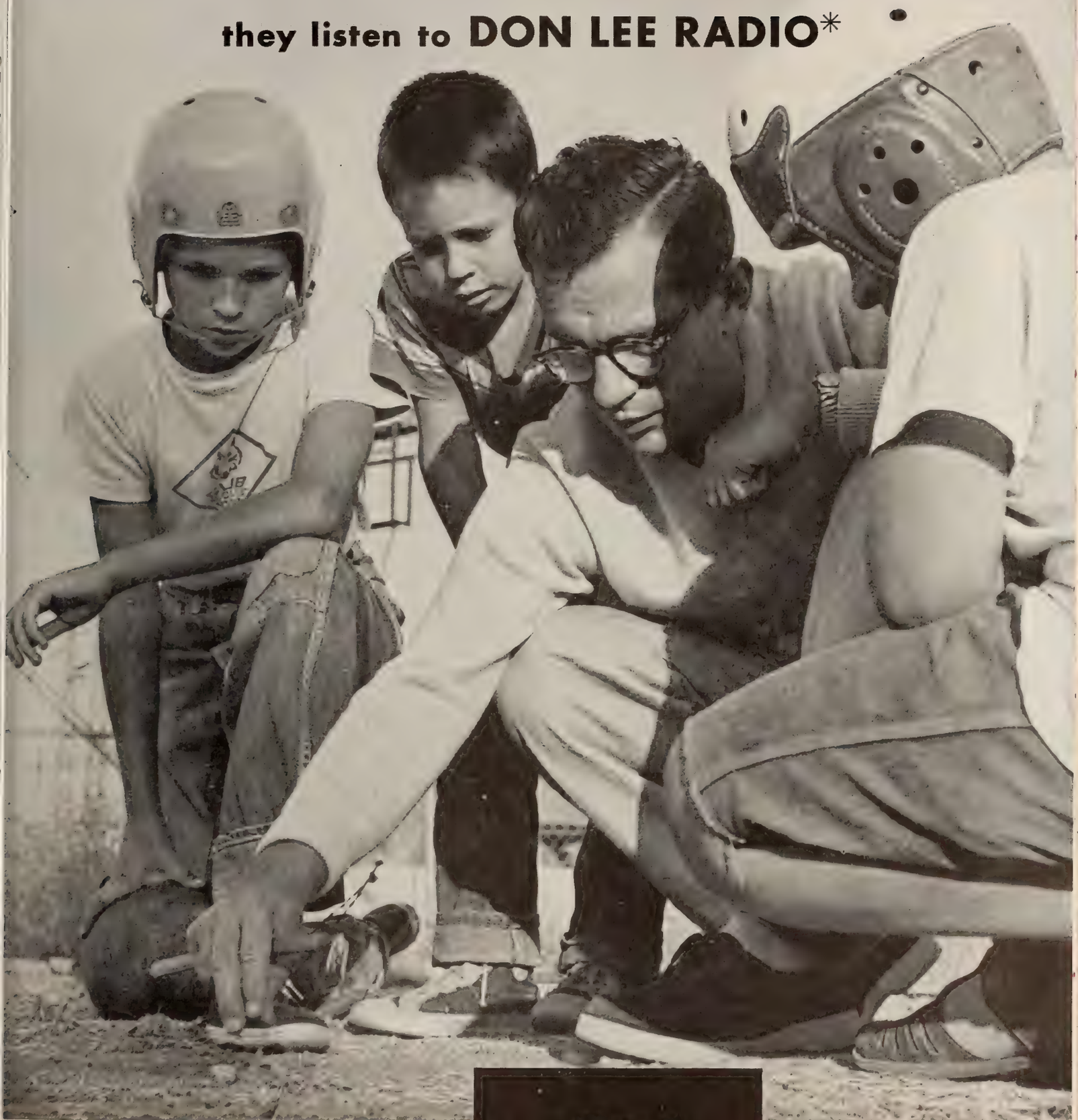
We have handled IDs in this manner for the last five years. We have produced for many of our television clients over 200 film commercials which time out at exactly 7¼ seconds, and asked tv stations to put their own call letters in on a full screen basis within our 10-second purchase.

It has been proved to be a tremendously successful method of using IDs, and in my travels to tv stations all over the country I have found only two who have refused to use the system. . . .

Milton J. Stephan
Partner in Chg. of Radio & Tv
Allen & Reynolds
Omaha, Neb.

They live on the Pacific Coast...

they listen to DON LEE RADIO*



*Don Lee IS Pacific Coast Radio

It's just good strategy to plot your advertising campaign to cover the most ground at the lowest cost... on the 45-station network that covers the Coast from *within* each of 45 important markets... on the nation's greatest regional network...

Mutual
DON LEE
RADIO

Don Lee Broadcasting System,
Hollywood 28, California,

Represented nationally by
H-R Representatives, Inc.



BLINDED BY TEAR GAS but still shooting, a killer, twice-escaped from prison, staggers out of a Los Angeles bungalow into the arms of Sergeant Friday and his partner. Jack Webb, as Sgt. Friday, stars in this true-to-life series based on actual police cases. With "Badge 714" began a race against time in which millions of dollars are involved. Air Express helps NBC win it.

"DRAGNET!"

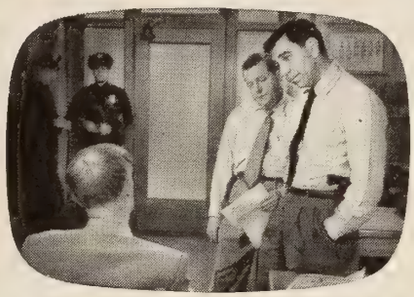
How the top detective drama of all TV networks is also seen locally in 152 markets as "Badge 714"

Continuing its highly successful run as the leading program on the NBC-TV Network, "Dragnet" has proved so popular that, in addition, it is being re-run throughout the country as "Badge 714." This local syndication schedule is made possible only by Air Express.



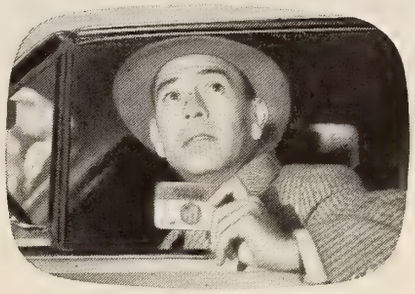
KHQ-TV, SPOKANE —$8.55 less*

POLICE FILES provide the material that keeps about 65 million Jack Webb fans glued to their TV sets each week. A large percentage of them see him under syndicated (locally sponsored) title "Badge 714." Schedules to the 152 syndicated markets are rigid. Air Express gets the film there on time.



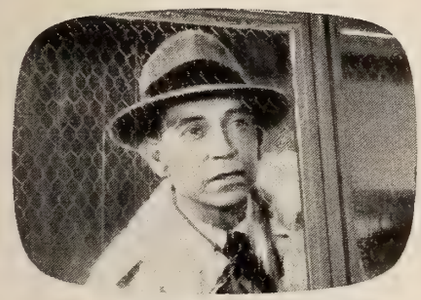
WHO-TV, DES MOINES —$3.47 less*

JACK WEBB INSISTS that sets be built to duplicate Los Angeles Police Headquarters, to the very door knobs! It is this passion for realism which attracts audiences for "Badge 714" worth millions of dollars to sponsors. NBC can't afford to have film arrive late, and so it is shipped regularly by Air Express.



KFEL-TV, DENVER —$5.51 less*

FROM BIG CITIES and small towns, people write in to ask whether Sgt. Friday isn't an actual member of the Los Angeles Police. Many television stations are in cities with no airline connections, but Air Express connects through Railway Express. "Badge 714" films get there on schedule, just the same!



KXLF-TV, BUTTE —$4.87 less*

A MADMAN tried to blow up the Los Angeles City Hall. Jack Webb made it into his first NBC "Dragnet" show. Now it's making history again as "Badge 714," the hottest syndication property in the industry. "Air Express makes our syndicated operations possible," says NBC's Frank Lepore, head of Film and Kinescope Operations.



WLWA-TV, ATLANTA —29¢ less*

THEY CALL IT "BICYCLING." Every week, NBC Film Exchanges in New York and Hollywood have 4,000 film or kinescope programs in circulation to and from stations. This method, called bicycling, saves thousands of dollars in film and shipping costs. It is only possible by Air Express, with its ability to pinpoint shipments.



KSD-TV, ST. LOUIS —63¢ less*

HUMAN ERROR does occur. One film arrived in Springfield, Missouri, addressed to Station WICS. The Air Express Agent wired NBC, "No WICS in city. Please advise." The film was trans-shipped to Springfield, Illinois (where there *is* a WICS) and arrived in time! Alert agents protect against error or changing circumstance.

gets there first via **Air Express**

U. S. Scheduled Airlines... call Air Express... division of Railway Express Agency.

*Less than any other air service (from N. Y.) that includes door-to-door pickup and delivery. "These are examples of what we save on 87% of our air shipments by using Air Express. With 97,000 NBC shipments a year, the figure is impressive. The one thing that impresses us more is Air Express service."—*Frank C. Lepore, Mgr., Film and Kinescope Operations and Services.*



GOOD... advertising always pays in the .....

RICH, GROWING NORTH CAROLINA MARKET

BETTER... coverage than ever before is yours with RADIO in the .....

15-county Winston-Salem NORTH CAROLINA Market

BEST... buy morning, afternoon and evening is

WSJS

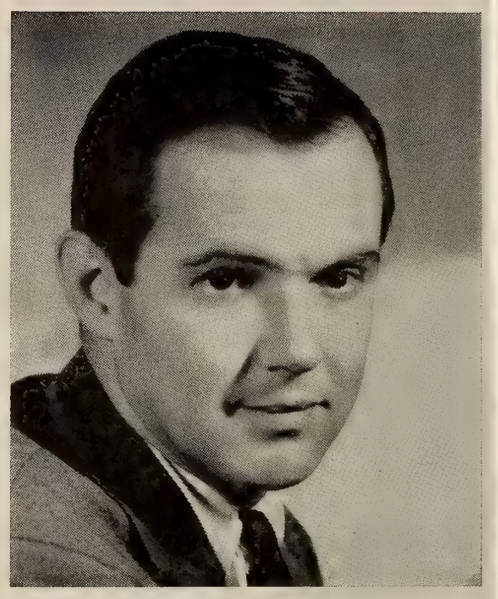
NBC AFFILIATE

600 KC—5 KW AM - FM

Represented by HEADLEY-REED CO.

our respects

to LAWRENCE HARRISON ROGERS II



AS MAY BE said of sight-and-sound electronics, Bud Rogers, a practical expert in the field, has not yet reached full potential. Even so, at 33 he is vice president and general manager of WSAZ Inc. (WSAZ-AM-TV Huntington, W. Va.) and president of Kanawha Valley Broadcasting Co. (WGKV-AM-FM Charleston, W. Va.).

Mr. Rogers feels there are many horizons to cross in the broadcast arts. But he warns of pitfalls ahead. "The public convenience and necessity should not be taken lightly," he says, or broadcasters may find the government telling them what they should do.

Mr. Rogers, slender and well groomed, epitomizes Princetonia and the young broadcast executive in action. He is, in fact, a graduate of Princeton—class of '43—who received his AB in history (with honors) a year ahead of time by taking advantage of a stepped-up, wartime program. From there, Mr. Rogers went overseas, serving in France and Germany as *aide-de-camp* to the commanding general of the Second Armored Division.

The war over, Mr. Rogers parlayed a gnawing interest in news into a 1946 radio debut as promotion manager with WSAZ Huntington. A year later he was sales promotion manager.

In 1948, Mr. Rogers and WSAZ engineers worked up preliminary plans for West Virginia's first tv station. A construction permit was granted the day before the freeze. A mountain crest was leveled, timber removed in rugged terrain, and in two months WSAZ-TV was on test. Mr. Rogers became manager.

For a year the station had rough going with a diet of kinescopes and local programming. Early in July 1950, the station spent $100,000 on its own tv relay utilizing off-the-air pickups from Cincinnati and by Labor Day that year it planned to inaugurate network programming with a baseball doubleheader between the Cardinals and the Redlegs.

With game-time approaching, engineers were at wits' end because of a gremlined feed. In the nick of time, WSAZ-TV's first "spectacular" —a downtown fire—broke out just across the way from the station's studios. WSAZ-TV covered it, intent viewers forgot baseball, and Mr. Rogers sighed softly. By November 1950 the station operated in the black.

In 1951, the station invested in a microwave relay, eliminating its former off-the-air pickups. On Aug. 1 that year, Mr. Rogers was appointed general manager of both WSAZ-AM-TV; a year later, he was elected to his present post. In 1953, Mr. Rogers, a "professional" amateur architect, and WSAZ Inc. were at it again, erecting a $400,000 radio-tv studio and office production center.

WSAZ Inc. and Mr. Rogers are still at it, having converted its microwave relay for color last February and ordering equipment for color origination, to begin possibly as early as this winter. Last summer, an intercity studio tv transmitter relay system for Charleston was erected and in July, daily operation of studios in the two principal cities was begun, thus enhancing the tv station's market area. A 1,100-ft. tower will be erected at the main transmitter to be located a third of the way from Huntington to Charleston. The $560,000 project boasts a divided feed, six-bay antenna which provides for a standby three-bay antenna operation should a failure occur. Operation is expected near the end of the year. A regular microwave relay, owned by the telephone company, just last week replaced the station's own system.

Mr. Rogers also is active nationally. He was on the original organizing committee of the Television Advertising Bureau (TvAB). Subsequently, when the merger with NARTB's tv sales bureau project was effected, Mr. Rogers became board member, treasurer and also chairman of the membership committee of the new Television Bureau of Advertising (TvB).

"Tv is not only an advertising medium, it is a sales medium, and should look forward to a greater share of total advertising than any other medium because it is a greater selling force," Mr. Rogers says. To do this job, he feels, the industry needs an agency like TvB.

Lawrence H. Rogers II was born in Trenton, N. J., in 1921 and on Labor Day, which, he comments, "explains why I have not been able to get out of my tracks since." His father, Norman T. Rogers, a retired superior court justice, and his mother live at Bay Head, N. J., which also provides the young Mr. Rogers and family with a summer place. Before Princeton, he had graduated from Lawrenceville, N. J., preparatory school.

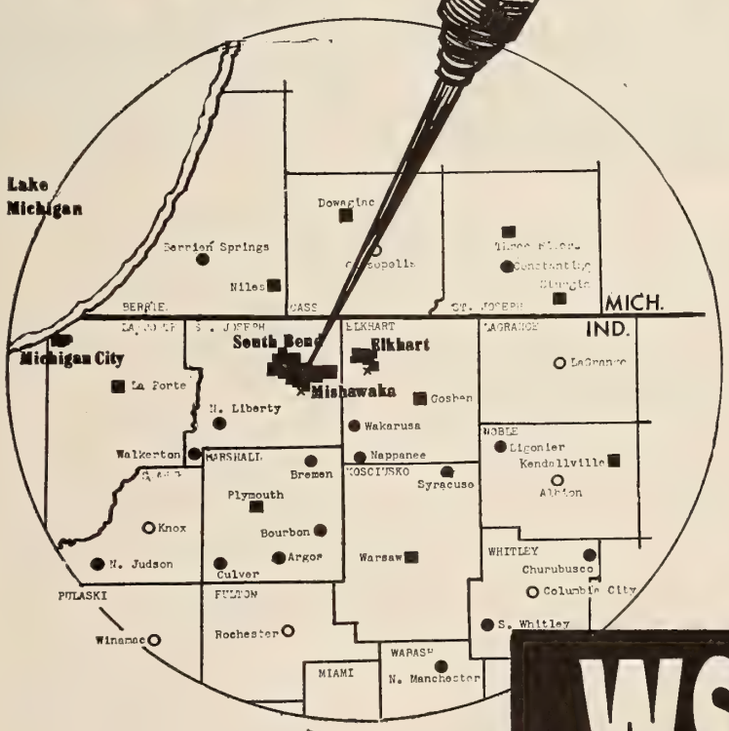
He met his wife, the former Susan Long of Huntington, in Philadelphia. She is the granddaughter of Col. J. H. Long, president of WSAZ Inc. They were wed in 1944 and live in Huntington where Bud Rogers—the "Bud" he picked up when two years old—has rebuilt a small Cape Cod cottage into a "rambling ranch-type," adding rooms, he says, to keep "a step ahead" of his growing family. The Rogers have four children: girls, Halley, 8, Susan, 6, and Campbell, 1, and a boy, Trippy (Lawrence H. Rogers III).

Mr. Rogers loves sailing, dabbles in golf but spends most of his spare time in interior decoration and design. His memberships, in addition to TvB, include NARTB's Sports Committee and the presidencies of West Virginia Broadcasters Assn., United Fund of Huntington and Huntington (art) Galleries.

NOW MORE power

in the
South Bend–Elkhart Market

(OVER 250,000 WATTS)



WSJV-TV is UHF at its best in America's best all UHF market

Now serving 204,103 TV families

WSJV-TV
SOUTH BEND–ELKHART
John F. Dille, Jr., President
John J. Keenan, Commercial Mgr.

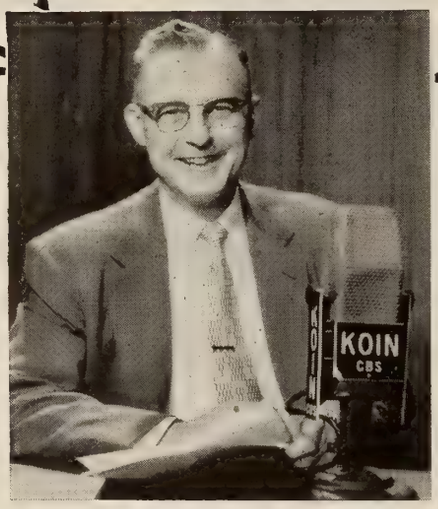
For AUTHENTIC
Market and coverage FACTS
call your
H-R TELEVISION MAN



People depend on

KOIN KLOCK

in the Portland, Oregon Market



BOB HENDERSON

24 continuous years of selling merchandise

When genial Bob Henderson and his musical gang entertain every weekday morning from 6:15 until 7:15 they are reaching the biggest and most loyal listening audience available. Northwesterners like their easy-going style, frequent time-checking, news, jokes, and choice of live studio music. Yes for 24 years KOIN KLOCK has been selling merchandise for participating sponsors—a LOT OF MERCHANDISE.



only KOIN has its own staff of musicians

No other radio station in this market has its own staff of musicians. Listeners appreciate this extra quality and service that KOIN provides. Contact KOIN or CBS Radio Spot Sales for complete availabilities. YOU SELL MORE ON KOIN.

KOIN

R A D I O

PORTLAND, OREGON

CBS RADIO NETWORK



DEWITT JONES

on all accounts

FROM Disney to Pillsbury—that was the switch made by Dewitt Jones when he returned from California to his native Chicago and entered the advertising agency field in 1950.

After being associated with Walt Disney's production and merchandising activities for five years, Mr. Jones joined the Leo Burnett agency as an account executive. Today he works on the Pillsbury Mills cake mix account, necessitating weekly travel to Minneapolis for conferences on radio, television and other media recommendations.

Pillsbury is considerably active in broadcast media, with sponsorship of segments of *Arthur Godfrey and His Friends* on CBS-TV, *Arthur Godfrey Time* on CBS-TV and Radio (simulcast), *Art Linkletter's House Party* on CBS Radio-TV, and the *Mickey Rooney Show* on NBC-TV.

Mr. Jones, like many other agency executives, is concerned over the high cost of television, but believes that "as the audience expands, tv advertising will pay for itself in terms of effectiveness." He feels the same about colorcasting.

Born in Chicago on Dec. 25, 1917, Dewitt Jones attended New Trier High School and in 1936 took up economics at Dartmouth U., from which he was graduated in 1940. He entered military service on Nov. 11, 1941, serving as a major with the Air Force. He was a pilot with the 55th Bombardment Wing in Italy. During the war his family moved out to California and Mr. Jones joined them there after leaving service in December 1945.

Mr. Jones joined Walt Disney Productions and later became associated with the late Kay Kamen, who headed an organization devoted to the placement of Disney work for comic books and allied fields. Later he joined Walt Disney Merchandising Enterprises, which capitalized on Mr. Disney's cartoon characters for various products. In 1949 he returned to Chicago to head an office that licensed Disney characters for food products.

Mr. Jones' most prominent hobby is amateur radio. He has been a licensed "ham" since 1932. He communicates frequently with amateurs in various countries. He says he shoots a "poor" game of golf.

Mr. Jones married the former Barbara White on June 6, 1942. They have two children, Dewitt III, 11, and Terry, 6. The family lives in Winnetka, suburb of Chicago.



a rich new smoke in tobaccoland

Tobacco has long been King in the Prosperous Piedmont section of North Carolina and Virginia. But today, the rich *new* smoke from foundries, steel fabricators, machine tool builders and chemical industries crowd tobacco for industrial leadership.

Strong new industries are expanding payrolls and profits in the Prosperous Piedmont . . . and WFMY-TV, Channel 2, is the most direct selling channel to this lucrative market. No station, or group of stations, rivals the selling power of WFMY-TV in this heavily populated area of the South. Here, 1,733,700 potential buyers have *2 billion dollars* to spend each year and WFMY-TV is the major influence on how they spend it.

Covering one-quarter million sets in Greensboro, Winston-Salem, Durham, Reidsville, Danville, High Point and other major cities, WFMY-TV has been the dominant selling medium in this 31-county market since 1949 . . . now in our 6th year.

To smoke out greater sales in the Prosperous Piedmont, call your H-R-P man today.

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS TELEVISION NETWORK
Basic Affiliate



There's only one...

...NIAGARA FALLS, *the great falls of the Niagara River, divided into Horseshoe Falls on the Canadian side, 158 feet high, and American Falls, 167 feet high. Over Niagara Falls, 1,400 feet wide, flows some 212,211 cubic feet of water per second, and because four of the Great Lakes serve as its reservoir, Niagara has the steadiest flow of all great waterfalls.*



And there's only one...

...advertising medium that single-handed covers the Industrial Heart of America. Only WWVA Radio in Wheeling, W. Va., reaches *all* the 100-odd counties of Eastern Ohio, Western Pennsylvania and West Virginia that comprise this Five Billion Dollar market...WWVA blankets this entire area 24 hours a day with its dominating 50,000 watt signal, delivering the sales impact of high-rated CBS Network shows, coupled with the homespun appeal of WWVA's own local personalities. With WWVA Radio, you not only *reach* this market of more than a million and a half radio homes, but you *sell* it completely with

- One Medium
- One Cost
- One Billing



STORER BROADCASTING COMPANY · JOHN BLAIR & COMPANY

WWVA

Wheeling, W. Va. • 50,000 watts—CBS Radio

National Sales Director—Tom Harker, 118 E. 57th St., N.Y.C., EL 5-7690

BROADCASTING TELECASTING

November 8, 1954 Vol. 47, No. 19

DUMONT NETWORK MAY QUIT IF DEAL WITH ABC-TV JELLS

DuMont may suspend business as a network if an arrangement under discussion with ABC goes through. The action would be one of several big ones which are brewing as the television wheeling and dealing proceeds. CBS unloads its last minority.

NEGOTIATIONS which may reduce the number of operating nation-wide tv networks from four to three were reported in progress last week as a rash of station sales and talks of sales broke out in television broadcasting.

ABC was said to be holding discussions with Allen B. DuMont Labs whereby an end result would be that the DuMont Tv Network would cease to operate as such but probably continue to own and operate at least two of its three stations.

Both Robert E. Kintner, president of ABC, and Leonard H. Goldenson, president of ABC's parent American Broadcasting-Paramount Theatres, declined to comment on the reports.

Ted Bergmann, director of the DuMont Tv Network, conceded that the network had held discussions with other parties from time to time to explore means of "improving position," but he denied that an ABC-DuMont merger was now in prospect.

WDTV Reported on Block

The ABC-DuMont report was one of many dealing with station hands-changing that ran through the industry during the week. Another, related, was that DuMont would sell its WDTV (TV) Pittsburgh if satisfactory terms could be reached—and Westinghouse Broadcasting Co. is known to be desirous of adding an owned outlet in Pittsburgh, headquarters of the parent Westinghouse Electric Corp., although officials said no negotiations currently are in progress.

More spectacular were reports that high-level discussions had been initiated between RCA-NBC and Westinghouse looking toward the possibility of what would amount to an exchange of some stations, probably with side agreements as to affiliations, in markets where one or the other is particularly anxious to have its own outlets. An NBC official described published reports of such a deal as "garbled" but did not deny that some discussions had been held (see below).

Meanwhile, CBS sold its 47% holdings in WCCO-AM-TV Minneapolis-St. Paul to the Cowles interests for $3,950,000 and "closed" on the sale of its 45% of WTOP-AM-FM-TV Washington to the *Washington Post & Times Herald* for $3.5 million—and in another negotiation was said to be offering some $500,000 and WOKY-TV Milwaukee (ch. 19), uhf outlet it acquired last month for about $335,000 subject to FCC approval, in exchange for WCAN-TV Milwaukee (ch. 25), currently owned by President-General Manager Lou Poller and associates. Like the WOKY-TV acquisition, any trade for WCAN-TV would be subject to FCC approval.

ABC-DuMont discussions were confirmed, at least in part, late last week by one who said he had been a participant. Earlier, DuMont authorities had denied "categorically" a broadcast report by Drew Pearson saying negotiations for sale of the network were in progress.

The "participant" stressed that no agreement had yet been reached, but that ABC and DuMont officials had talked over possible arrangement whereby DuMont would continue to own stations but discontinue network operations—at least until conditions become more favorable for profitable existence for four nation-wide networks. Failing to make such an arrangement, it was speculated, DuMont might curtail the scope of its network operations or inaugurate departures from the "standard" pattern of tv networking.

It was emphasized that DuMont, which owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, does not wish to give up station ownership.

Another version of the purported ABC-DuMont discussions, unofficial but not contradictory to that given by the "participant," was that DuMont would sell WDTV (potential buyer not specified) and retain WABD and WTTG. In this version, WTTG would become affiliated with ABC-TV—WMAL-TV is currently the ABC-TV affiliate in Washington—and WABD would be operated as an independent. Details as to future affiliation of present DuMont affiliates were not reported.

Sale of its 47% interest in WCCO-AM-TV Minneapolis-St. Paul to the *Minneapolis Star & Tribune* (Cowles enterprise) for $3,950,000 was disclosed Wednesday by CBS [CLOSED CIRCUIT, Oct. 18 *et seq.*].

This transaction, added to two others recently made, and of similar nature, completes CBS' initial plan to divest itself of minority interests in broadcast properties, placing it in a more favorable position to increase its list of owned stations. FCC's new multiple ownership rules permit a total of seven tv stations of which not more than five may be vhf.

In a little more than a month, CBS has disposed of a 45% interest in KQV Pittsburgh for $236,250 to majority stockholders Earl F. Reed and Irwin D. Wolf [B•T, Oct. 4], has closed the sale of its 45% interest in WTOP-AM-FM-TV Washington to majority owner Washington Post Co. for $3.5 million, and consummated the Minneapolis agreement that has been in negotiation for some time.

(After CBS sold back its minority interest, the entire KQV stock was sold to Tele-Trip Policy Co. for $750,000 [B•T, Nov. 1].)

WHY COWLES BOUGHT WCCO MINORITY

THE ACQUISITION at a substantial price of a minority interest which will give the company no operational control over the WCCO stations, was explained this way in a memo which John Cowles, president and publisher, sent to the staffs of the *Minneapolis Star* and *Tribune* last week:

"Because of the rapid growth of television advertising and the possibility that in a few years color tv will absorb an increasingly larger proportion of national advertising appropriations, the directors of the *Star* and *Tribune* concluded it was prudent to make this investment as a partial hedge against a possible future decline in newspaper earnings."

The memo also said the $3,950,000 purchase "requires heavy bank borrowing" by the Cowles interests.

In his memo Mr. Cowles also advised the newspapers' staffs:

"There will be no change whatsoever in any of the existing relationships between these newspapers and the other Twin City radio and television stations. We will continue to treat all stations absolutely impartially in our news columns, program listings, etc."

With its WCCO interest sold, CBS is left with four wholly-owned tv properties—three vhfs (WCBS-TV New York, WBBM-TV Chicago and KNXT [TV] Los Angeles) and a uhf (WOKY-TV Milwaukee). The purchase of WOKY-TV by CBS and, if it goes through, the CBS purchase of WCAN-TV and relinquishment of WOKY-TV are subject to FCC approval.

Ownership of WCCO, as it was constituted before last week's sale, was set up in 1952 when CBS joined forces with Mid-Continent Radio-Television Inc., grantee of what was then WTCN-TV. CBS turned over to the merged group its owned and operated WCCO and received its 47% interest in the licensee, Midwest Radio-Television Inc.

Mid-Continent, which remains the majority owner with 53%, is owned 50% by Northwest Publications Inc. (Ridder Newspapers) and 50% by the Minnesota Tribune Co., a holding

company headed by W. J. McNally and which owns 14% of the Star and Tribune Co.

John Cowles is president and publisher of the *Star* and *Tribune* and also chairman of the board and vice president of the Cowles Broadcasting Co. His brother Gardner (Mike) Cowles is president of the broadcasting company.

The Cowles stations are: KRNT-AM-FM Des Moines (initial decision favoring grant of ch. 8 pending); WNAX Yankton, S. D., and KVTV (TV) Sioux City. Cowles publications, in addition to the Minneapolis papers, include the Des Moines *Register & Tribune* and *Look* magazine.

CBS said that although it is withdrawing from ownership in Minneapolis, WCCO will continue to play an important role in the affairs of the network.

While the nature of NBC-Westinghouse discussions was not known in detail, the understanding was that they hinged on the desire of Westinghouse to operate a television station in Pittsburgh, where the company owns the pioneer and powerful KDKA, an NBC am affiliate.

Does Price Stand in Way?

Now one of three applicants in a competitive hearing for ch. 11 Pittsburgh, Westinghouse, it is known, has discussed the purchase of DuMont's WDTV on ch. 2, the only existing vhf in Pittsburgh. Reportedly, the discussions have failed so far because of DuMont's asking price.

That Westinghouse will wind up with a vhf outlet in Pittsburgh, either by grant or purchase, is considered inevitable. That the company will seek an NBC-TV affiliation there is evident, particularly since the chances of a CBS-TV affiliation in the market seem slight. There is a probability of CBS station ownership in the area. Negotiations for CBS acquisition of WSTV-TV Steubenville, Ohio, a ch. 9 outlet 33 miles from Pittsburgh, for about $3 million were reportedly still in progress last week.

The third vhf assignment in Pittsburgh, ch. 4, is being sought by five applicants, WCAE-Hearst, WLOA Braddock, Pa., Irwin Community Television Co., Wespen Television Inc., and KQV, whose former owners have said they intend to continue to seek the tv station after disposing of the am outlet. These five were on the verge of a merger a month ago, but last week negotiations had broken down. An eventual agreement among them was not, however, considered wholly unlikely.

Pittsburgh Affiliation Is Key

The NBC-TV affiliation in Pittsburgh was believed to be the primary subject of discussion between Westinghouse and NBC. But other arrangements were also under consideration. These were said to be in the nature of long-range planning, with no immediate developments in sight. The final objective would be to give NBC the maximum number of owned and operated television outlets in major markets and Westinghouse a similarly powerful group in markets which would complement those of the NBC o&o's.

In Milwaukee, scene of the CBS uhf dealing, contesting applicants for the last unassigned vhf channel (6) last week publicly made known that they were considering merger. The three applicants asked for and were granted postponement of their FCC hearing to Dec. 7 to permit further discussions. In negotiation is an agreement under which WISN-Hearst and Independent Television Inc. combine and WMIL Milwaukee withdraw.

Milwaukee has two vhfs in operation—the pioneer WTMJ-TV, an NBC affiliate, and the post-freeze WTVW (TV), an ABC and DuMont outlet.

ANA CONVENTION OPENS TODAY IN N. Y. WITH RADIO-TV FARE HIGH ON AGENDA

Kintner, Van Volkenburg and Weaver slated for Tuesday tv panel, with Murphy participating in session on media relations. Featured speaker at closing luncheon will be General Motors' Kyes.

RADIO and television have star billing on the agenda for the annual meeting of the Assn. of National Advertisers, which gets underway today (Monday) at the Hotel Plaza, New York. Among broadcasting executives who will participate in the three-day session are Robert Kintner, president of ABC; Adrian Murphy, president of CBS Radio; J. L. Van Volkenburg, president of CBS Television, and Sylvester L. Weaver Jr., president of NBC.

On Tuesday morning, Mr. Murphy will be among participants in part I of a session called "The Advertiser's Court of Media Relations." Messrs. Kintner, Van Volkenburg, and Weaver will be panelists in part II, devoted exclusively to television. It will be patterned after the tv panel at last year's ANA annual meeting. Panelists will offer latest information on the tv "magazine concept" and its value to advertisers, commercials and color tv.

The combined session will permit media representatives and advertisers to state their views and thus help advertisers, agencies and media secure greater results from expenditures in space and time. Purpose of the session is to determine more effective ways by which such a goal can be achieved.

Roy W. Johnson, executive vice president of General Electric in charge of all GE consumer products, was scheduled to deliver the keynote address this morning at the opening session. His speech will deal with the management function of advertising supplemented with specific examples showing the improved results that followed the application of management principles to the advertising function.

Three concurrent group sessions will be held this afternoon. At the consumer durable session, among the discussions will be how RCA measures the effectiveness of its display material. At the industrial session, there will be a series of case history talks on merchandising industrial advertising to top management, employes, salesmen, customers, security analysts and dealers and distributors. The effective use of coupons and premiums by the Nestle Co. to move old material off dealers' shelves to make room for new stock will be one of the subjects outlined at the consumer non-durable session.

Group meetings will be followed by a special preview of "The Dollars & Sense of Business Films," a new book by John Flory, advisor on non-theatrical films for Eastman Kodak Co. Mr. Flory will present new information disclosing costs of producing and distributing 157 advertising and public relations films viewed by a total audience of more than 86 million people.

Tuesday afternoon sessions will be addressed by Pierre Martineau, director of research for the *Chicago Tribune;* Edward Mayer, James Grey Inc., direct mail firm; Maxwell Sackheim of Maxwell Sackheim & Co., agency, and Lawrence Laupheimer, Schenley's national merchandising manager.

Reception for the ANA board of directors



OFFICIALS of MBS, Kenyon & Eckhardt and National Biscuit Co. agree to a contract calling for a 52-week showing of the *Rin Tin Tin* series starting Jan. 2 over MBS. Seated (l to r): Thomas D'Arcy Brophy, K&E board chairman; Hal M. Chase, general manager, Special Products Div., National Biscuit Co., and Thomas F. O'Neil, MBS president. Standing (l to r): Phillip Gross, National Biscuit Co. director of merchandising; Adolf N. Hult, MBS vice president, and William King, vice president, K&E.

and the annual ANA dinner are scheduled for Tuesday evening.

A McGraw Hill-*Business Week* panel will lead the Wednesday morning agenda. The Federal Trade Commission's so-called "new policy" on advertising will be discussed by Edward F. Howrey, chairman of the FTC, in a specially prepared film presentation. Charles E. Grandey, director of bureau of consultation at FTC, will interpret FTC policy as it applies to advertisers.

Stuart Peabody, of the Borden Co., and James M. Lambie, special assistant at the White House, will present developments for business through advertising to serve the public as well as provide profit opportunities. The Wednesday morning session also will feature a special preview of a new Advertising Council campaign.

Featured speaker at the closing luncheon meeting Wednesday will be Roger M. Kyes, vice president of General Motors and formerly Deputy Secretary of Defense. His speech will deal with the respective roles played by business and advertising in our national economy.



SIXTH ANNIVERSARY of Bavarian Brewing Co.'s sponsorship of *Midwestern Hayride* over WLWT (TV) Cincinnati is agreed to by (seated, l to r) William C. Schott, Bavarian Co. vice president; Willie Thall, program m.c., and Louis Schott, president of the brewing company. Bavarian Co. executives standing are (l to r) William R. Schott Jr., secretary-marketing director; Raymond Hoffmann, production vice president-general manager, and Louis L. Schott Jr., treasurer-personnel manager.

EVERSHARP MOVES FROM BIOW TO C&W

AFTER an association of 14 years, Eversharp Inc., New York (shaving and writing division), with an estimated $2 million advertising budget, last week withdrew from the Biow Co. and named Cunningham & Walsh, New York, to handle its advertising, effective Jan. 1.

Prior to Eversharp's affiliation with Biow, it had been with Young & Rubicam and before that with Ruthrauff & Ryan.

The Biow Co. suffered the resignation of the Eversharp account on the heels of losses of Bulova Watch Co. [B•T, Sept. 27], and Hill Bros. [B•T, Oct. 11]. Bulova, with a $5 million advertising budget, has named McCann-Erickson to handle its account while Hill Bros., with $2 million, has appointed Ted Bates and Lennen & Mitchell to share the account.

Eversharp currently sponsors *Tales of Tomorrow* on a regional basis in television. The company is in the market for other television properties.

DuMont Using Campaign In November for Tv Sets

DURING November, DuMont Television Labs begins a campaign to promote its "Wide Horizon" tv receivers on television, radio and in newspapers, Jack Siegrist, merchandising manager of DuMont's Receiver Division, announced last week.

"We'll be using radio. We've got a new DuMont theme song that we think is pretty exciting, and we're going to run it in markets where radio is most effective," said Mr. Siegrist.

Radio is bought on a co-op basis with local distributors and dealers. The factory supplies the spots which are placed locally by dealers and distributors in about 24 radio markets.

The "Wide Horizon" campaign has been carefully planned so that there will be a strong family resemblance between trade ads, consumer ads, and displays. "Even our television spots running on DuMont owned-and-operated stations will be animations of the printed advertising promoting the DuMont "Wide Horizon" line. In this case, the dancing girls will dance," said Mr. Siegrist.

Campbell-Ewald, New York, is agency for DuMont sets.

Minnesota Mining Report Cites Godfrey Sales Push

ARTHUR GODFREY's radio and tv programs on CBS are credited by Minnesota Mining & Mfg. Co., St. Paul, with successfully promoting its new Scotch Brand cellophane tape dispenser during the past few months.

In a financial report covering a three-month period ending Sept. 30, Minnesota Mining noted the dispensers were first offered in July on the shows to acquaint more housewives with uses of cellophane tape in their kitchens. "The response was tremendous," the report said, adding that over 150,000 requests have been received to date.

Minnesota Mining reported third-quarter net profit of $5,950,678, equal to $.71 a share, and sales of $55,892,505. Profits were 28% ahead of those for a similar period last year, while sales were off 1.5% for that quarter but up for the first nine months of 1954. They both showed substantial gains in September. Fourth-quarter volume is expected to surpass that of the third and 1953's final three months, according to H. P. Buetow, company president.

Heidt, Swift Reported Returning to Network Tv

NEGOTIATIONS reportedly were nearing completion late last week for the return of Horace Heidt and his aggregation to network television, with Swift & Co. as the sponsor. It would mark the Chicago meat packer's return to network tv after an absence of several seasons.

Details are being handled by J. Walter Thompson Co., Chicago, which services Swift's various meat, shortening and other products. Format of the program will be built around music and guest stars instead of the "youth opportunity" theme which the Heidt ensemble used previously on the Philip Morris show. Mr. Heidt has been off network tv and appearing on television on the West Coast.

The agency has been sounding out television networks for availabilities after the first of the year, it was understood.

Sloman Leaves Monsanto To Become Agency Head

MICHAEL H. SLOMAN, advertising and sales promotion manager of Monsanto Chemical Co. merchandising division (All brand detergent), St. Louis, resigned from the firm to become president of the advertising agency, Mumm, Mullay & Nichols, Columbus, Ohio, effective last week.

Mr. Sloman succeeds William M. Mumm Jr., who becomes chairman of the board.

J. P. Kelley, merchandising manager of Monsanto, also is expected to join the Columbus advertising agency.

Although no new accounts were announced at this time, Mr. Sloman told B•T that he hoped to have at least one new one in about two weeks.

Olds Takes Newscasts

OLDSMOBILE Division of General Motors Corp. is sponsoring a total of 36 five-minute newscasts on ABC Radio to introduce its line of 1955 models. The three-week campaign, which got underway last week, will be heard on more than 350 radio outlets four nights a week. The special newscasts, titled *Your Oldsmobile Reporter*, will originate from New York and Los Angeles. Agency for Oldsmobile is D. P. Brother & Co., Detroit.

Studebaker-Packard Plans

STUDEBAKER-PACKARD will sponsor a show based on *Readers Digest* articles on ABC-TV, Mondays, 8-8:30 p.m. EST, effective after the first of the year. Ruthrauff & Ryan, New York, is the agency for Packard while Roche, Williams & Cleary, Chicago, services Studebaker. The show will be filmed and produced by Bernard Prockter.

Igleheart Quits Board Chair

AUSTIN D. IGLEHEART was honored at a dinner last Thursday by directors and executives of the General Foods Corp., New York, on the occasion of his retirement as chairman of the board of directors of the corporation. Mr. Igleheart, who served General Foods for

42 years, will continue as a member of the board of directors and its executive committee. No new chairman was elected, since the board amended the by-laws to read that the president will preside at board and stockholder meetings.

Biow Elects Halpern

DAVID H. HALPERN, chief account supervisor for the Ruppert Brewing Co. (Knickerbocker Beer) account at the Biow Co., New York, has been elected vice president of the agency, F. Kenneth Beirn, president, announced last week. Ruppert's beer sponsors the *Steve Allen Show* on WRCA-TV New York.



MR. HALPERN

NETWORK NEW BUSINESS

Plymouth Div., Chrysler Corp., Detroit, will sponsor Detroit Lions-Green Bay Packers professional football game from Detroit on Thanksgiving Day, Nov. 25, MBS, 12 noon EST. Agency: N. W. Ayer & Son, Phila.

Northam Warren Corp. (Cutex), Stamford, Conn., has purchased 117 participations on NBC-TV's *Today, Home* and *Tonight,* using 39 on each show, effective in December. Agency: J. M. Mathes Inc., N. Y.

Lo-Calory Food Co., N. Y., to sponsor *Meet Millie* on CBS-TV, alternate weeks, effective Dec. 7. Agency: Harry B. Cohen Adv., same City.

A&A PEOPLE

Frank Gilday Jr., vice president in charge of radio-tv, Cecil & Presbrey, N. Y., to McCann - Erickson, same city, in executive capacity, effective Nov. 15.



MR. GILDAY

John H. Forshew, formerly vice president, J. Walter Thompson Co., N. Y., appointed vice president in charge of marketing and research, Campbell-Ewald, Detroit.

Charles E. Claggett, senior vice president, Gardner Adv. Co., St. Louis, appointed to newly-created position, general manager.



MR. CLAGGETT

James A. Cuca, formerly motion picture director and slide-film manager, Atlas Film Corp., Oak Park, Ill., appointed vice president, radio-tv director and general manager, Robert B. Wesley & Assoc., Chicago.

William R. T. Cory, account executive, Dancer-Fitzgerald-Sample, N. Y., appointed vice president.

Kenneth R. Willert, account executive, Simmonds & Simmonds, Chicago, to Hanson & Hanson, same city, as vice president.

Chester Miller and **Draper Daniels** appointed vice presidents, Leo Burnett Co., Chicago; **Norman W. Le Vally,** recently resigned president, Sheriff-Le Vally Inc., Chicago., to Leo Burnett as account executive.

Susan A. Simone, formerly advertising manager and public relations director, Caloric Stove Corp., Topton, Pa., to Lee Ramsdell & Co., Phila., as executive assistant to president.

Robert N. Ford appointed account executive, Courtland D. Ferguson Inc., Washington.

G. W. Craigie, Hoag & Provandie, Boston, to Ted Bates & Co., N. Y., as account executive.

James F. Reynolds, account executive, Howard H. Monk & Assoc., Rockford, Ill., to Charles Bowes Adv., L. A., in similiar capacity.

Edward J. Gregory, production manager, Williamson Assoc., Rochester, N. Y., to Hutchins Adv. Co., same city, as assistant account executive.

Bernard Goldberg, assistant to advertising manager, Schenley Import Corp., N. Y., appointed advertising and sales promotion manager.

Lyle R. Cazel appointed advertising and publicity manager, Cory Corp., Chicago.

John S. Brookes, former merchandising manager, Brach's Candies, Chicago, and **Clarence H. Russell,** sales director, Cueno Press, same city, to Beaumont & Hohman, that city, as merchandising director and creative services coordinator, respectively.

Mary E. Williamson, formerly promotion and publicity director, KXOK St. Louis, to Magic Chef Inc., same city, as assistant to advertising and promotion director.

Charles H. Keilus, formerly with BBDO, N. Y., to MacManus, John & Adams, same city, as radio-tv writer.

Jane Hite, copywriter, Calkins & Holden, L. A., to Goeffrey Wade Adv., Hollywood, in same capacity.

Morris E. Jacobs, president, Bozell & Jacobs, Omaha, chosen King Ak-Sar-Ben LX of Knights of Ak-Sar-Ben.

Weston Hill, partner, Hill & Devore (sales promotion), N. Y., will address League of Adv. Agencies tomorrow (Tues.) on "Sales Promotion: Fringe Service or Extra Fee?"

AGENCY APPOINTMENTS

Schick Inc., Stamford, Conn., appoints Kenyon & Eckhardt, N. Y., effective Jan. 1.

S. E. Massengill Co. (pharmaceuticals), Bristol, Tenn., appoints Lee Ramsdell & Co., Phila.

C. J. Van Houten & Zoon (chocolate products), N. Y., appoints Albert Frank-Guenther Law, same city.

American Crystal Sugar Co., Denver, appoints Bruce B. Brewer & Co., Minneapolis, with W. A. Krause as account executive.

American Brands Corp. (3-D Popcorn), San-Carlos, Calif., appoints Western Adv. Agency, L. A., with Henry Gerstenkorn as account executive. Radio-tv will be used.

FLAMINGO PLANS 'OPRY' IN COLOR

WSM's well - known radio series will be offered on color film for local and regional sponsorship. One advertiser is reported to be considering the show for 47 markets.

PLANS for a color tv film series based on the *Grand Ole Opry* radio show were announced last week by Sy Weintraub, general manager and partner of Flamingo Films, New York.

Mr. Weintraub said Flamingo had obtained tv film rights for *Grand Ole Opry* following extensive negotiations with WSM Inc., Nashville, which was represented by Jack De Witt, president and general manager. Color film production on the first 39 half-hours of the new series will begin in Nashville on Nov. 25, Mr. Weintraub said, with the air debut scheduled for Jan. 15.



MR. WEINTRAUB

The series will be available for local and regional sponsorship, according to Mr. Weintraub. He told B•T that reaction to the series has been "wonderful," pointing out that one sponsor has plans under consideration to underwrite it in 47 markets.

Al Gannaway, who produces the radio show, will produce the tv filmed version in Nashville for Flamingo Films. Mr. Weintraub said Mr. Gannaway is in the process of hiring a top-flight Hollywood production crew.

Mr. Weintraub noted that the *Grand Ole Opry* radio show (NBC, Sat., 9:30-10 p.m. EST) has been on the air for 29 years and has been sponsored continuously for 27 years. The current sponsor is Prince Albert Tobacco. It has a total cast of more than 125 artists, including Roy Acuff, Ernest Tubbs, Minnie

Safari to Philadelphia

IT was "Operation Philadelphia" last Friday by Television Programs of America, producer of *Ramar of the Jungle* tv film series. Michael M. Sillerman, executive vice president of TPA, reported the entire toy department at Lit Bros. was "Ramar"-equipped at a cost of more than $20,000 through arrangements of Jerome B. Capp, TPA's director of merchandising, and Jerry Green, Lit Bros.' sales promotion director.

Some 100 items including pith helmets, rifles, balloons, books, games, etc., bearing the "Ramar" name were introduced as a preview of their national distribution. Jon Hall, star of the series, flew in from Hollywood to open the department. In addition to a round of appearances and visits, the star met with 2,000 children at two breakfasts. After Philadelphia, where WFIL-TV carries the series under sponsorship of Good & Plenty Candy (Adrian Bauer agency), Mr. Hall was to promote the series in New York where it is on WPIX (TV).



AMONG the Chicago agency executives who turned out for the opening of Kling Studios new plant there are (l to r): Jack Fenimore, Kling Studios film director; Dan Sullivan, Foote, Cone & Belding account executive; E. C. Fritz, W. E. Long Co. radio-tv director; Fred Niles, Kling vice president in charge of tv; William L. Goodman, W. E. Long vice president; Art Zapel, J. Walter Thompson Co. copy group; Jerry Turk, Beaumont & Hohman tv film supervisor, and Mac Ward, Young & Rubicam radio-tv.

Pearl, Hank Snow, Carl Smith, Goldie Hill, Webb Pierce and Roger Bradfield.

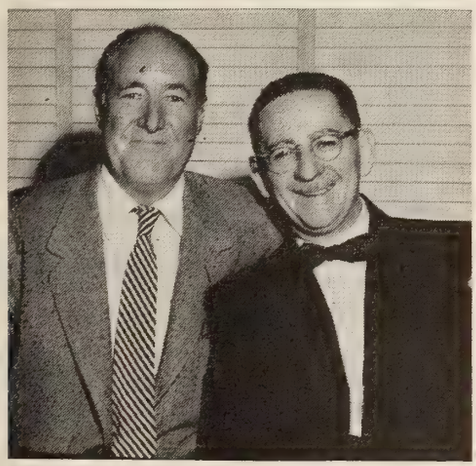
The color tv film series has the tentative title of *Stars of Grand Ole Opry,* according to Mr. Weintraub. He added that Flamingo is planning an extensive merchandising and promotional campaign, including tie-ins with records of *Opry* personalities and personal appearances by the stars.

VITAPIX APPROVES DISTRIBUTION PLAN

Stockholders authorize cooperative set-up whereby Vitapix Corp. clears station spots and Guild Films is charged with production, service and sales.

COOPERATIVE plan for production and distribution of tv film programs, with Vitapix Corp. handling station-spot matters and Guild Films Co. production, service and sales [B•T, Oct. 25], was approved Oct. 30 by Vitapix stockholders.

Kenyon Brown, KWFT-TV Wichita Falls, Tex. was elected president of Vitapix Corp., succeeding Frank E. Mullen who resigned as president-director to become president of a new corporation, Vitapix-Guild Programs Inc. The latter firm was set up to hold the current Vitapix properties for continued syndication. John E. Fetzer, of the Fetzer Stations, remains as Vitapix Corp. chairman of the board.



FRANK E. MULLEN (l), president of the new Vitapix-Guild Programs Inc., and Reub Kaufman, president of Guild Films, recently announced an agreement between Vitapix Corp. and Guild for a "close working relationship." Under the new arrangement Guild Films produces, distributes, and services shows with Vitapix handling station-spot matters.

New officers of Vitapix Corp. elected by stockholders include Joseph E. Baudino, Westinghouse Broadcasting Co., vice president; Paul A. O'Bryan, of Dow, Lohnes & Albertson, secretary, and Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., treasurer. Vitapix Corp. is owned soley by its station members.

Elected to the Vitapix Corp. board were these new members: William Fay, WHAM-TV Rochester; Ewell K. Jett, WMAR-TV Baltimore; Ed Wheeler, WWJ-TV Detroit, and Reub Kaufman, president of Guild Films Co. Mr. Fetzer becomes a member of the Guild Films Co. board besides his Vitapix directorship.

Elected to official posts at Vitapix-Guild Programs, besides Mr. Mullen, were Horace L. Lohnes, of the Dow, Lohnes & Albertson firm, and Don Campbell, Hollywood lighting contractor, vice presidents; Mr. O'Bryan, treasurer, and Charles B. Seton, Guild Films general counsel, secretary.

Vitapix was formed on October 1951 by tv stations as a cooperative project to select film programs. It plans to expand membership to about 60 stations. Guild was organized in 1952, recently becoming a publicly owned stock company. Its programs are telecast in most U. S. and Canadian tv markets. Expanded production and distribution operations are underway.

Kodak's Evans Lectures On Color at NTFC Meet

BASIC CHARACTERISTICS of color were explained by Ralph M. Evans of Eastman Kodak Co. in a lecture given last Thursday at a National Television Film Council luncheon meeting in the Hotel Delmonico in New York.

Mr. Evans, director of Eastman's color technology division, used some 100 slides to illustrate his discussion of "Seeing Light and Color." More than 100 persons attended.

The speaker did not touch on color film or color tv, confining his remarks to the light characteristics of color, including form, contrast, light areas, credibility, etc. Melvin L. Gold, president of NTFC, said future meetings would take up color film and color tv.

Guild Films Elects Two Vice Presidents

APPOINTMENT of Manny Reiner, recently foreign manager of Samuel Goldwyn Productions, as vice president of Guild Films Co., New York, and Joseph P. Smith, sales manager of Guild Films, to vice president were announced last week by Reub Kaufman, president of the television film producing and distribution company.

Mr. Kaufman said that Mr. Reiner will function on a policy level and among other duties, he will help develop Guild Films sales policies for television markets abroad. Prior to his association with Goldwyn, Mr. Reiner was vice president in charge of sales for Prockter Television Enterprises, New York, and sales manager for Louis G. Cowan, television and radio producer.

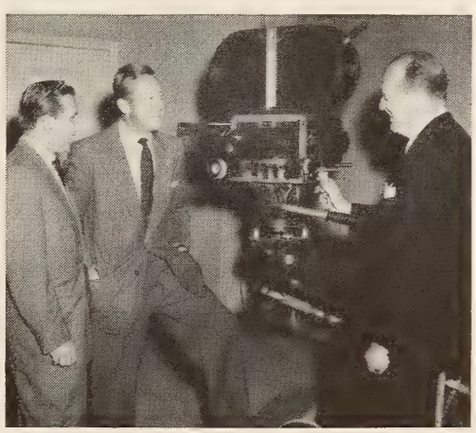
Mr. Smith joined Guild Films early this year after 16 years experience in the motion picture and television fields. Previously he had been president of Cinema-Vue Corp., tv distribution firm. In his new post of vice president, he will continue to function in charge of sales.

ATV Film Productions Opens New Studios in L.I. City

ATV FILM Productions Inc., New York, last week formerly opened its new studios in Long Island City, with Gene Raymond, television and motion picture personality, and James A. Lundy, president of the Borough of Queens, participating in ceremonies.

The studio building, completely air-conditioned and ventilated, contains two sound stages measuring 50-by-100 feet and 100-by-100 feet, respectively. Both stages are surrounded by four dressing rooms, a make-up room and a kitchen for pre-preparation of food to be filmed.

ATV Film Productions is headed by Mickey Schwarz, president. The company maintains production offices, cutting rooms and a projection room at 1600 Broadway, New York. Mr. Schwarz said the company produces Mr. Raymond's filmed commercials for *Fireside Theatre,* as well as commercials for Sterling Drug, Chevrolet, Shasta Brewing, Eversharp and Procter & Gamble.



MICKEY SCHWARZ (l), president of ATV Film Productions, and Gene Raymond (c), tv and motion picture star, watch James A. Lundy, president of the Borough of Queens, flip the switch to start ATV production from its new studios in Long Island City. Right after the ceremony, ATV began shooting sequences with Mr. Raymond as host for *Fireside Theatre.*

Austin Heads Natl. Sales For National Telefilm Assoc.

BUD AUSTIN, former vice president and general manager of Telefilm Enterprises, has joined National Telefilm Assoc., tv film distribution firm, as head of its newly-formed national sales department.

Harold Goldman, NTA vice president in charge of sales, said last week that Mr. Austin will handle sales to national clients and to national agencies, and that these activities will be separated from NTA's syndication function. Before his association with Telefilm Enterprises, Mr. Austin was national sales director of Official Films.

At the same time, Mr. Goldman announced new sales of NTA's *The Passerby,* 15-minute, once-a-week, filmed syndicated tv series, and its films, *Pantomime Quiz, Orient Express* and *China Smith* along with a separate feature film package. *Passerby,* Mr. Goldman said, will be sponsored in 10 markets by the Charles Furniture Co., through Manson-Gold-Miller Agency, Minneapolis. Also reported: Sales in three other markets for *Passerby;* five markets for *Pantomime;* seven markets for *Orient,* and six markets for *China.*

WOR-TV Buys 56 Films From AAP for $350,000

PURCHASE by WOR-TV New York of a package of 56 feature-length films from Associated Artists Productions Inc., New York, at an estimated cost of more than $350,000 was announced last week by Gordon Gray, station general manager. Associated Artists was represented in negotiations by Eliot Hyman, president.

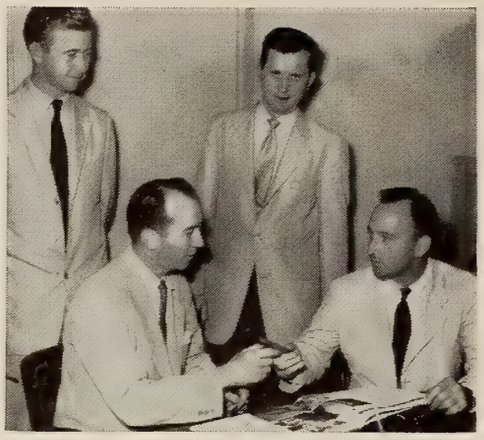
Mr. Gray said that none of the films has been shown on television, and many of them are still in their theatrical runs and cannot be shown on tv until Jan. 1, 1955, or Nov. 1, 1955. Among the titles are *Algiers,* with Hedy Lamarr and Charles Boyer; *Captain Blackjack,* with George Sanders, Herbert Marshall and Patricia Roc; *The Winslow Boy,* with Robert Donat, Sir Cedric Hardwicke and Margaret Leighton; *The Fighter,* with Richard Conte and Vanessa Brown, and *Duffy of San Quentin,* with Joanne Dru, Paul Kelly and Maureen O'Sullivan.

The acquisition of the new films, Mr. Gray said, is "a clear cut indication of our faith in the continued success of the formula typified by *Million Dollar Movie* on our ch. 9." Good film products, Mr. Gray continued, will attract "top audiences and top advertisers, when intelligently programmed." WOR-TV's *Million Dollar Movie* shows the same feature film seven days a week.

Film Time-Saving Method Developed by Circle Labs

CIRCLE Film Laboratories, New York, has announced the development of a method for reducing the delivery time for reduction prints by 25% in a step to bring film laboratory work more in line with the needs of tv. The new process employs a 35mm film magazine that can hold seven reels at one time, thus eliminating the necessity of reloading the printing machine seven times during the processing of a feature-length picture.

The new system also makes it possible to print a half-hour tv show without a single splice, the company said. Earlier this year, Circle introduced a continuous loop printing magazine for rapid processing of minute-length films.



CHARLESTON branch of the First National Bank of South Carolina, sponsoring NBC Film Div.'s *Victory at Sea* series, becomes the first program advertiser on WUSN-TV, NBC-TV affiliate in Charleston. The agreement is approved by (l to r): seated—John Welch Jr., vice president of the Charleston branch bank; Ansley Cohen, WUSN-TV sales manager; standing—Arthur Swanson, advertising manager of the bank, and Bill Breen, NBC Film Div. sales representative.

'Cantor Comedy Theatre' Sold by Ziv in 23 Markets

COINCIDENT with its announcement of the sale of the *Eddie Cantor Comedy Theatre* in 23 markets, Ziv Television Programs last week disclosed plans for an extensive sales and promotional campaign on behalf of the half-hour filmed series, starting today (Monday).

Sales were to Drewry's Ltd., South Bend, through MacFarland, Aveyard & Co., Chicago, for Detroit, Indianapolis, Chicago, Toledo, Davenport, Grand Rapids, Lansing, Fort Wayne, Saginaw and Elkhart-South Bend; Blatz Brewing Co., Milwaukee, through William Weintraub Advertising, New York, for Madison, Milwaukee, Oshkosh, Eau Claire, Green Bay, Superior-Duluth, LaCrosse and Neenah-Appleton-Menasha, and San Francisco Brewing Co., through BBDO, San Francisco, for San Diego, Los Angeles, San Francisco, Seattle and Spokane.

Plans for concentrated sales on behalf of *The Eddie Cantor Comedy Theatre* were formulated at meetings of the company's sales force of 76 men, held last Wednesday, Thursday and Friday in New York, Los Angeles and Cincinnati. M. J. Rifkin, vice president in charge of sales, said Ziv's sales efforts will be supported by a vigorous advertising campaign in trade magazines.

Screen Gems Plans 'Jungle Jim' With Weissmuller in Top Role

JOHNNY WEISSMULLER, Olympic swimmer and motion picture star, has been signed by Screen Gems Inc., for a tv film series which will go into production in January 1955. Titled *Jungle Jim,* the half-hour adventure program is based on the comic strip of the same name.

Mr. Weissmuller was also starred in the theatre movie version of "Jungle Jim." Since 1948, 17 feature length motion pictures have been produced and distributed by Columbia Pictures Corp., of which Screen Gems is a subsidiary. A completely new series is planned for television.

Guild Sells in 50 Markets

GUILD Films Co., New York, completed 50 market sales during the two weeks that it was negotiating an agreement with the Vitapix Corp. [B•T, Oct. 25; also see story, pg. 31], it was announced last week by Joseph P. Smith, Guild Films vice president and sales manager.

Mr. Smith said sales included those of *Florian ZaBach* Show, eight markets; *Life With Elizabeth,* eight; *Frankie Laine Show,* six; *Joe Palooka Show,* three; *Conrad Nagel Theatre,* three, and *Liberace,* three. Other sales were renewals on *Liberace* and *Life With Elizabeth.*

FILM SALES

Association Films, N. Y., has announced *Boys Railroad Club,* six-part, 15-minute program showing model railroads in action, famous railroad men and railroad operations procedure, has been booked by 130 tv stations.

Official Films Inc., N. Y., reports its *Quiz-O* musical bingo program sold on participating basis to Nu-Way Stores Inc., Buffalo, N. Y., for 52 weeks starting Nov. 12 on WGR-TV there.

S. C. Johnson & Sons Ltd. (Johnson's Wax), Montreal, has purchased *View the Clue* film series for 26 weeks for showing in Ottawa, Quebec and Montreal. Series is produced by Nat C. Goldstone and distributed by Medallion Tv Sales, both Hollywood. Agency: Vickers & Benson, Montreal.

FILM DISTRIBUTION

Artists Distributors, Hollywood, reports receiving first 39 prints of *Veloz & Yolanda Show,* quarter-hour tv film series featuring dance team in demonstrations of dance steps.

Sportsvision Inc., S. F., has acquired distribution rights to *The Christie Comedies* from Video Center Programs Inc., same city.

FILM PRODUCTION

Fortune Features Inc., N. Y., is making second package of 52 English language, Italian produced feature films available for tv, including ones featuring Gina Lollobrigida, Silvana Mangano, Alida Vall and Maria Montez.

Centurion Productions Inc., N. Y., has announced production of new tv film series titled *Most Likely to Succeed,* starring Claude Rains and directed by Herbert Bayard Swope of NBC-TV.

FILM PEOPLE

Robert L. Foster, former sales representative, Kling Studios, Chicago, to sales and film planning staff, Sarra Inc., Chicago office.

Ruth Ratny, formerly with program dept., WTVJ (TV) Miami, Fla., to writing staff, Kling Studios, Chicago, on film commercials.

Robert A. Hackborn to graphics dept., S. W. Caldwell Ltd., Toronto, specializing in live and film tv production design work.

Bo Brahm, eastern sales manager, Screen Gems Inc., N. Y., conducting tv lecture series, Bridgeport (Conn.) U.

Robert C. Dennis, writer, *Passport to Danger,* ABC-TV syndicated film series, and Norma Wilson were married Oct. 24.

Harold E. Wondsel, president, Sound Masters Inc. (tv motion picture producers), N. Y., father of boy, Harold E. Jr., Oct. 16.

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WHO-TV

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+ ST. LOUIS' FAVORITE PERSONALITIES



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TOM DAILEY
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GIL NEWSOME
5:00 — 5:30 P. M.

= =

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KWK-TV

CBS TELEVISION NETWORK

OLIVER TREYZ NAMED PRESIDENT OF TvB; PROMOTION AGENCY PLANS START SOON

New executive head of all-industry effort leaves post as director of ABC Radio Network. Membership drive will be next move. First-year budget planned at $400,000.

OLIVER TREYZ, director of the ABC Radio Network, last week was named president of the new Television Bureau of Advertising Inc. (TvB), which its leaders said would be in operation almost momentarily to start organized promotion of television as a selling force.

Mr. Treyz, whose appointment is effective Dec. 1, and key figures in the formation of TvB were slated to start searching immediately for space for New York headquarters, and officials estimated that a starting staff of "eight or ten people" would be recruited "very quickly."

Picked from a group of some 40 candidates interviewed by the selection committee in its three-month search for a president, Mr. Treyz was elected for an "indefinite term" by unanimous vote of the TvB board in New York Thursday. He will continue with ABC until the end of this month.

100 Expected to Join

Clair R. McCollough, Steinman Stations, and Richard A. Moore, KTTV (TV) Los Angeles, co-chairmen of the TvB board, predicted 100 stations would be signed as TvB members almost immediately and said the first year's budget was expected to be approximately $400,000, assuming a membership of some 175 stations and networks. Monthly dues will be the equivalent of the member station's highest non-network quarter-hour rate. The TvB by-laws, while not barring any television entity from membership, specifically provide for participation by station representation firms as associate members. A membership drive was to be launched at once under the chairmanship of L. H. (Bud) Rogers, WSAZ-TV Huntington.

Mr. Treyz said it is TvB's intention to operate as a "team," without emphasis on any one personality, and that the organization would proceed carefully to build up documentation of tv's effectiveness as an advertising medium. "It'll take a few months before we're even in third gear," he said, "and quite a while before we're in high."

He pointed out that while television is expected to do an $800 million business this year —about $610 million in network and national spot, $195 million in local—many leading advertisers do not use television at all. It will be part of TvB's job to sell these advertisers on the sales power of the medium and to get present users to expand.

Mr. McCollough noted that, as to organizational structure, it is planned to have separate department heads for promotion of network tv sales, for national spot, and for local, as well as for research. There also will be an office manager and "sufficient clerical help to get going immediately."

Board members present at the meeting were co-chairmen McCollough and Moore; Mr. Rogers; Campbell Arnoux, WTAR-TV Norfolk; Roger W. Clipp, WFIL-TV Philadelphia; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Merle S. Jones, CBS-TV, and George B. Storer Jr., Storer Broadcasting Co. Two members who were unable to attend, Kenneth L. Carter of WAAM (TV) Baltimore and H. W. Slavick of WMCT (TV) Memphis, wired their concurrence in the selection of Mr. Treyz. The board's selection committee was composed of Messrs. McCollough, Moore, Clipp and Arnoux.

Messrs. McCollough and Moore, noting that both advertisers and agencies had shown "good reaction" to Mr. Treyz as a presidential possibility, said in announcing his election:

"Oliver Treyz is uniquely qualified to fulfill the challenging opportunity presented by TvB. His broad background in research and sales, plus a first-hand knowledge of station operation as well as the problems of the advertiser and the advertising agency, make him the ideal man to head this all-industry sales promotion organization.

"Mr. Treyz' acceptance of the position is the starting signal for an immediate membership campaign to bring to TvB the support



MR. TREYZ

of the entire industry. The structure for this membership campaign has already been established under the leadership of L. H. (Bud) Rogers, chairman of the membership committee."

Mr. Rogers will be assisted by W. D. Rogers, KDUB-TV Lubbock; H. W. Slavick, WMCT-TV Memphis; Charles Crutchfield, WBTV (TV) Charlotte; Kenneth L. Carter, WAAM (TV) Baltimore; John Esau, KTVQ (TV) Oklahoma City; Frank Fogarty, WOW-TV Omaha; Gordon Gray, WOR-TV New York; Gaines Kelley, KFMY-TV Greensboro, N. C.; G. Bennett Larsen, KTVT (TV) Salt Lake City; Bob Lemon, WTTV (TV) Bloomington, Ind.; Ralph Nimmons, WFAA-TV Dallas; Frank P. Schreiber, WGN-TV Chicago; Don Searle, KOA-TV Denver; Colin M. Selph, KEYT (TV) Santa Barbara; Franklin Snyder, WXEL (TV) Cleveland; John H. Bones, WNEM-TV Saginaw, and Robert R. Tincher, KVTV (TV) Sioux City.

TvB, all-industry television sales and promotion bureau, will operate as a non-profit organization. Its primary areas of operations have been defined as follows:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network);

"2. To sell present and prospective advertisers (and their agencies) the productive use of television advertising for their particular goods and/or services;

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge;

"4. To serve as a clearing house of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community;

"5. To foster continued progress and development of television as a medium of advertising;

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

Mr. Treyz, who headed ABC's research department before he became director of the radio network, was cited by the TvB board as having played "a key role in the network's sales growth and development in both tv and radio." None of his assistants have yet been named, officials reported. Jack Pacey, former ABC director of public relations and special features, handled publicity on his appointment for the TvB board, but members said there had been no decision as to further association with the organization. Mr. Pacey interjected that he was doing a "one-shot" job.

The board is expected to work closely with President Treyz in setting up the organization. Mr. McCollough said the members probably would meet again in New York in about two weeks.

BAB Salesman Honor Given Dalton, KOTA

AWARD in the second monthly contest sponsored by Broadcast Advertising Bureau, New York, for nationwide competition among local salesmen at BAB's member stations has been presented to William F. Dalton of KOTA Rapid City, S. D. Top honors went to Mr. Dalton for his $9,300 sale of 130 hours of radio time to 32 merchants in a single community.

As first-prize winner for September sales, Mr. Dalton received a silver and ebony trophy from BAB on which his name and his station's call letters are engraved, and a sterling silver lapel pin. Mr. Dalton has been with KOTA as a salesman since 1952. His award-winning sale involved the purchase of five half-hour shows weekly by the Newell Community Club, group of 32 businessmen in Newell, S. D., for the purpose of promoting Newell as a shopping center. Show features music, local and national news and farm topics with commercials rotated among the businessmen at a rate of five every day.

In the same contest, Ken Quaife, WOW Omaha, and Don H. Martin, WSLM Salem, Ind., tied for second place. Mr. Quaife sold a specially designed announcement campaign to a department store seeking to reach college girls in a back-to-school promotion. The Thomas Kilpatrick Co. bought a schedule of 20 spots per week for three weeks for $600 on WOW. The store reported such success that it signed for a similar spot schedule for fashions in another department.

Mr. Martin, co-winner of the second prize, sold $3,900 worth of time of WSLM to Zink's Super Market. Sales consisted of a quarter-hour musical show Monday through Saturday on the station for one year supplemented by 10 announcements each on Friday and Saturday.

BAB announced a tie for the third place award, which will be shared by Dave Yanow, WCAU Philadelphia, and Lewis W. Hunter, KFBI Wichita, Kan. Mr. Yanow sold a satura-

He Spins 'Em for the Jack in Jackson!



CASS KAID.. "The Smile on the Dial" MAKES ADVERTISERS PURR AT THE PROFITS

WKHM IS *FIRST* IN JACKSON...

FIRST **IN POWER**
FIRST **IN RATINGS**
FIRST **IN NEWS**
FIRST **IN MUSIC**
FIRST **IN SPORTS**

SO BUY THE BEST...

He's a household word in Jackson's homes. They listen to Cass and they buy what he sells! Nobody . . . but NOBODY even comes close to his rating. He's tops by 3 to 1. Young or old, they all love Cass Kaid. No wonder his platter-patter is paying off for advertisers in this rich midwest market.

How much jack are you *getting out of Jackson? You could get* more *if you put Cass Kaid to work for* you!

WKHM

Jackson, Michigan

Frederick A. Knorr, *Pres.*
John O. Gilbert, *Mg. Director*
Represented by HEADLEY-REED

WKHM—Jackson . . . WKMF—Flint . . . WKMH—Dearborn-Detroit is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings . . . because *everybody* likes News, Music and Sports!



tion schedule of spots to the Pennsylvania Railroad for $12,700. Safeway Stores' Wichita zone office purchased a $2,200 radio spot schedule for a minimum of 13 weeks from Mr. Hunter for broadcast on KFBI.

All second and third place winners received specially-designed lapel pins from BAB. Entries for best salesman for the month of October will be taken up to Nov. 15. Contest is open to time salesmen at BAB's member stations.

RADIO PROMOTION URGED BY LACKEY

NARTB Dist. 12 hears radio described as "a way of life." G. Pearson Ward of KTTS-TV is tv guest speaker.

RADIO stations must promote themselves as a medium through advertising and other types of promotion, F. Ernest Lackey, WHOP Hopkinsville, Ky., told the NARTB District 12 (Kan., Okla.) meeting at its opening session Thursday. The meeting was held at Jens Marie Hotel, Ponca City, with Cy Casper, WBBZ that city, presiding as District 12 director.

Mr. Lackey, radio guest speaker at the meeting, described radio as "a way of life." He termed it "a dynamic force but regretted that the medium is taken for granted much of the time. He called on radio to "wake up and not be judged by ratings but by sales results."

If radio stations are to succeed they must not get "into a rut of mediocrity," Mr. Lackey continued. He advised station managers to take more active roles in community affairs instead of leaving such activity to the staff.

Television guest speaker on the Friday agenda was G. Pearson Ward, KTTS-TV Springfield, Mo. His subject was "Televisionitis."

Named by Director Casper to the resolutions committee were Robert L. Pratt, KGGF Coffeyville; Archie J. Taylor, KANS Wichita; Frank S. Kane, KRMG Tulsa; John Riesen, KVSO Ardmore.

Among those taking part in panels during the two-day meeting were Messrs. Kane, Casper and Pratt; Rex Lester, KTOW Oklahoma City; L. A. Blust Jr., KTUL Tulsa; Russ Lamb, KVOO-TV Tulsa; Richard Campbell, KOTV (TV) Tulsa; Grover Cobb, KVGB Great Bend; Frank Webb, WEBB Wichita, and Bess Wyse, KWBW-KTVH (TV) Hutchinson.

Sixty-seven delegates had registered at the end of the opening day, compared to 65 registered a year ago. The meeting was next to last of the annual NARTB autumn series. Final meeting will open tomorrow (Tues.) at Rice Hotel, Houston, with Texas broadcasters gathering under chairmanship of Kenyon Brown, District 13 (Texas) director.

RETMA Wins Award For Color Tv Work

MERGING of the electronic industry's color tv experiments into a single workable system, spearheaded by Radio-Electronics-Tv Mfrs. Assn., will be honored today (Monday) with presentation of the grand award of American Trade Assn. Executives.

The award will be presented in Los Angeles. ATAE selected RETMA for its "outstanding achievement in industry enterprise and cooperation." FCC acceptance of the color standards, developed cooperatively by the National Television System Committee under chairmanship of Dr. W. R. G. Baker, RETMA engineering dept. chairman, "would have been impossible" without RETMA's coordination of competitive industry elements, it was agreed. Directing RETMA's operations are Glen McDaniel, president, and James D. Secrest, executive vice president.

NTSC was set up in 1950. RETMA paid its operating expenses, amounting to over $80,000. The project involved vast sums in research and development and more than a million man hours in NTSC activity.



MOUNTAIN STATES broadcast group at the District 14 meeting in Denver includes (l to r): seated, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., tv guest; Frank Bishop, KFEL-TV Denver; standing, James D. Russell, KKTV (TV) Colorado Springs; Verle Bratton, KVOR Colorado Springs; Ralph W. Hardy, NARTB, and Ray Williams, KCSJ Pueblo, Colo. District 14 met Oct. 28-29.

NARTB Nears Start Of Tv Count Service

New meter, which is to ascertain time set is in use as well as station being viewed, will be field tested next week.

NEWLY-DEVELOPED meter, showing the time tv sets are in operation and the channels tuned, will be field tested starting next week as NARTB nears actual operation of a tv circulation service.

NARTB's Circulation Implementation Committee has reached the stage of in-the-home pre-testing of its plan of measuring tv viewing. If the present project is approved in January by the NARTB Tv Board, according to Committee Chairman Robert D. Swezey, WDSU-TV New Orleans, a separate all-industry television audit authority will be formed.

The authority will be financed by the industry on an independent basis and will conduct tv measurements on a permanent regular schedule, under the plan. It will work in cooperation with Television Bureau of Advertising (TvB), sales promotion project organized in the late summer and soon to start operation with officers and staff.

Both projects have been in the formative stage since they were conceived just two years ago by the NARTB Tv Board. The circulation authority will be set up when pre-testing operations are concluded and the mechanics have received Tv Board approval.

Cross Check Planned

The meters, installed in receivers located in sample homes, will provide a check against a special interview technique developed for NARTB by Dr. Franklin Cawl. The Cawl technique has been approved by a research committee headed by Hugh Beville, NBC New York. Electronic manufacturers and research laboratories cooperated in developing the new type of meter, with over a hundred to be used in the tests.

Field-testing is under direction of the Alfred Politz research organization, with several communities to be used. The Politz firm has been training personnel to install meters in homes and to conduct interviews. The test in the first community will be completed by mid-December.

On the Implementation Committee for the television circulation study, besides Chairman Swezey, are: Clair R. McCollough, WGAL-TV Lancaster, Pa.; Campbell Arnoux, WTAR-TV Norfolk, Va.; Richard A. Borel, WBNS-TV Columbus, Ohio; Kenneth L. Carter, WAAM (TV) Baltimore; Harold Hough, WBAP-TV Fort Worth; Ward Quaal, Crosley Broadcasting Corp., Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; J. Leonard Reinsch, WSB-TV Atlanta; Donald W. Thornburgh, WCAU-TV Philadelphia; and Lee B. Wailes, Storer Broadcasting Co., Miami Beach, Fla.; and the following members of the Research Subcommittee: Mr. Beville, NBC; Donald Coyle, ABC; Edward R. Eadeh, DuMont; Oscar Katz, CBS.

APBO Elects Long President

ELECTION of Chet Long of WBNS Columbus, Ohio, as president of the Associated Press Broadcasters of Ohio has been announced by the association. Elections were held Oct. 21 at a dinner and clinic conducted by the association to consider news and feature sales problems. Others elected included Gene Trace, WBBW Youngstown, and Robert C. Fehlman, WHBC Canton, vice presidents; R. W. Mack, WIMA Lima, secretary, and Walter Furniss, WCOL Columbus, treasurer.

TOA MEET WARNED OF PAY TV THREAT

Convention delegates are told theatres have been slow to develop 'mighty' potential of theatre television.

THE "FIRST BIG PUSH" of the television networks with their extravaganzas and spectaculars has been "repulsed" by the motion picture industry, but theatres have been "exceedingly slow" in developing the "mighty potential" of closed-circuit or theatre tv, the nation's movie exhibitors were told in Chicago last week.

Over 10,000 delegates to the annual Theatre Owners of America convention were pictured as victims caught in a "deep flanking movement to disrupt our sources of picture supply and immobilize our patrons in their homes through metered tv." The villains, it was made plain, were the networks and proponents of toll television.

E. D. Martin, president of Martin Theatres of Georgia Inc., which owns majority interest in WDAK-AM-TV Columbus, Ga., and minority interest in WJBF-AM-TV Augusta, Ga., was elected new TOA president.

Mr. Martin is vice president of Television Columbus (WDAK-TV) and a director of Georgia-Carolina Broadcasting Inc. (WJBF-AM-TV). He succeeds Walter Reade Jr., Georgia-New Jersey theatre owner.

The TOA convention was held Monday through Thursday at the Conrad Hilton Hotel in conjunction with a trade show involving the Theatre Equipment & Supply Mfrs. Assn., Theatre Equipment Dealers Assn. and International Popcorn Assn.

A keynote address by Pat McGee, Cooper Foundation and TOA vice president, glossed over the "many immediate dangers" inherent in any FCC approval of box office television.

Tv Issue

The tv issue was pinpointed primarily in a TOA theatre television committee report by co-chairmen S. H. Fabian and Mitchell Wolfson, the latter co-owner of Wometco Theatres and WTVJ (TV) Miami, Fla. The committee warned that, should the Commission give the "green light" to any of the tv toll systems—advocated by Zenith Radio Corp., Skiatron Inc. and International Telemeter Corp.—"it would be an attempt to eliminate the middleman—every exhibitor in the United States."

"This is just a shadow on the tv horizon—but it is a grave threat and discussions are now under way to crystalize exhibitor opinion and mobilize against such destructive franchises," the report said. It evidently referred to the formation of the Committee on Toll Tv headed by Alfred Starr and Truemann Rembusch, which was formed in Chicago a fortnight ago.

Any official connection with TOA itself is denied, however, by the toll unit, which was organized to fight subscription tv, ostensibly for the purpose of preserving free home television. The move drew heated reactions from E. F. McDonald Jr., president of Zenith, advocate of the phonevision method. (See separate story.)

The Fabian-Wolfson theatre tv unit committee reminded owners and exhibitors that "we have suffered the loss of a considerable number of theatres" because of commercial network tv competition "but our main positions are still intact." Closed-circuit operation was described as a means of recouping lost patronage lured by "free tv" and for additional revenue.

With respect to the networks the group said:

"To the better films which are being reissued to tv, the networks have been aiming to further increase their draw by adding "spectaculars" to their programs. While thus far they have had expensive failures it would be foolish to assume that these competent showmen will not be able to lick this problem and build bigger ratings to justify the huge costs."

Cited as bottlenecks to greater growth of theatre tv are lack of seating capacity, programs and facilities, "but the greatest obstacle is the lack of exhibitor vision and enthusiasm for these sources of revenue." The committee noted that the theatre industry has been merely "marking time" the past year on entertainment and commercial closed-circuit tv ventures.

More seats would be needed, for example, to draw the World Series games away from ball clubs in preference to home video. Regional closed-circuit telecasts of football was strongly suggested. All sports could gravitate to theatres if promoters can be convinced of greater revenue than they could expect from the networks, it was explained.

Toll Tv Endangers Free Tv, Starr Says

FREE TV has "never been the threat to theatres" that toll tv is to commercial television and it is "inconceivable" that the FCC would ever approve any home subscription methods, a leading officer of the Theatre Owners of America asserted last week.

Alfered Starr, honorary chairman of TOA's board of directors and head of its executive committees, told B•T Wednesday that eventually "no television can resist the temptation or necessity to give in to subscription tv" if it gains a hold in American households. And if it does, he added, viewers will desert free tv in droves, spelling the end of commercial video.

Mr. Starr, former TOA board chairman and associated with Bijou Amusement Co., Nashville, is co-chairman of the Committee on Toll Tv, recently organized to fight pay-as-you-see interests. Organization of the group drew protests from E. F. McDonald Jr., president of Zenith Radio Corp., proponent of Phonevision [B•T, Oct. 25]. Mr. Starr said the new group would serve as a public information or alerting unit and would not be active beyond that function. He stressed it has no official connection with TOA.

Mr. Starr emphasized that the present conflict is not between subscription and theatre television but between toll tv and theatres generally. He noted that closed-circuit telecasts in theatres do not utilize public facilities licensed by the FCC.

Mid-Atlantic Associations Plan Joint Baltimore Meet

TWO Mid-Atlantic groups, heeding suggestions that industry meetings be combined, will hold a joint session next Friday. The groups are Maryland-D. C. Radio-Tv Broadcasters Assn. and Chesapeake AP Radio-Tv Assn. They meet at the Emerson Hotel, Baltimore.

Selling of radio-tv news will provide the discussion theme, with five panels scheduled, according to Joseph L. Brechner, WGAY Silver Spring, Md., president of the Maryland-D. C. association. Robert C. Embry, WITH Baltimore, is chairman of the AP association. Thad Brown, NARTB tv vice president, will address the luncheon on "Freedom to Broadcast."

Illinois Assn. Plans Study Of Tv Sports Rights Fees

A THREE-MAN committee to work with the U. of Illinois on uniform tv charges for telecast rights to athletic events was formed by the Illinois Broadcasters Assn. the past fortnight.

Legislative and political broadcast problems and a suit challenging the right of the U. of Illinois to use state funds for a new tv outlet in Champaign were among the other topics on the IBA agenda during its fall meeting in Springfield Oct. 27-28.

Harold Dewing, WCVS Springfield, was elected president, succeeding Robert Burow, WDAN Danville. Other officers elected were Joseph Bonansinga, WGEM Quincy, vice president; Tom Land, WFIW Fairfield, secretary-treasurer, and Warner Tidemann, WJBC Bloomington, director for a three-year term.

Appointed to the special sports committee were Messrs. Burow and Land and Milton Friedland, WICS (TV) Springfield. Merrill Lindsay, WSOY Decatur, covered the tv rates question in his report on sports.

Controversy over use of state monies to finance construction and operation of educational WTLC (TV) on ch. 12 in Champaign-Urbana was discussed by Leslie C. Johnson, WHBF-TV Rock Island, in a report on IBA's tv committee activities. He recounted IBA support of a suit entered by an Evanston (Ill.) taxpayer, Stephen Turkovich, opposing an allocation of $24,000 from the U. of Illinois' 1954-55 budget for tv. The suit was filed at Circuit Court in Springfield over a month ago and the university has not yet submitted an answer.

Vincent T. Wasilewski, NARTB's chief attorney, spoke on political broadcast problems, tracing recent developments at the government and NARTB district meeting levels.



NEW OFFICERS elected by Illinois Broadcasters Assn. are (l to r) Tom Land, WFIW Fairfield, secretary-treasurer; Joseph Bonansinga, WGEM Quincy, vice president; Harold Dewing, WCVS Springfield, president, and Warner Tidemann, WJBC Bloomington, who was elected a director for a three-year term.

WICHITA'S FIRST and ONLY VHF

KAKE-TV Channel 10

ABC BASIC

The KAKE MAN Sells Kansas

now selling

WICHITA

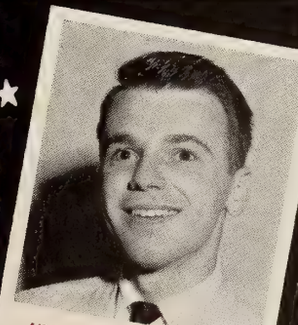
and the Million in a Billion-Dollar, 42-County Market

Plus STRONGEST LOCAL PROGRAMMING



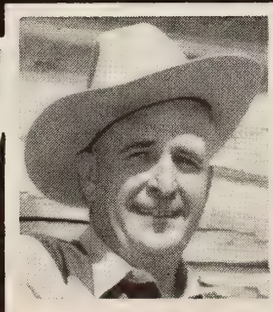
"OPEN HOUSE"

ETHEL JANE KING for thirteen years Kansas' most popular women's commentator.



"WEATHERSCOPE"

JOHN FROOME'S "Weatherscope" gives a picture of tomorrow's weather in a fresh and original way.



"DEPUTY DUSTY"

DUSTY HERRING real cowhand and genuine deputy, corrals the junior cowpoke trade.



"WHAT'S THE SCORE"

JACK MILLER former coach, sports editor and athletic official, reports the world of sports.



"NEWSREEL"

GUY RUNNION and News are synonymous... sixteen years in top, regional radio and west coast television.

DON WALDRON
Regional Sales Mgr.

MARTIN UMANSKY
General Manager

BRYCE BENEDICT
Local Sales Mgr.

with Kansas' GREATEST POWER 316,000 WATTS and Kansas' HIGHEST TOWER 1,079 FEET

KAKE-TV - 204 NORTH WACO STREET, WICHITA, KANSAS • GEORGE P. HOLLINGBERY CO., *National Representative*

TRADE ASSNS.

N. J. Broadcasters Meeting Starts Today in Newark

ANNUAL convention of the New Jersey Broadcasters Assn. will be held today (Monday) and tomorrow at the Essex House in Newark. The Bremer Broadcasting Corp., owner and operator of WAAT-AM-FM and WATV (TV) Newark, will serve as host to the meeting.

Robert B. MacDougall, educational director of WATV and WAAT, is chairman of the convention committee, and will be toastmaster at the dinner to be held tonight.

Everett Rudloff, president of the association and manager of WJLK Asbury Park, was to appear on Gov. Robert B. Meyner's weekly program on WATV last night (7-7:30 p.m. EST). Fred Bernstein, vice president of the group and general manager of WTTM Trenton, was to be a guest last night on WATV on its *New Jersey Legislative Report* (7:30-8 p.m. EST).

Annual De Forest Dinner Held

SECOND annual dinner meeting of the De Forest Pioneers was held in New York last Wednesday night at the Fraunces Tavern Restaurant. The organization, composed of former employes of Dr. Lee De Forest, radio pioneer, was established to perpetuate the inventor's accomplishments in the communications field.

Some 150 of Dr. De Forest's former employes and their wives attended the meeting, which was highlighted by presentation to the inventor of a life membership certificate in the organization. Speakers included Dr. De Forest, and Dr. Allen B. DuMont, president of the Allen B. DuMont Labs, and John Hogan, president of Hogan Labs. Charles Rice, president of United Electronics Co. and vice president of the De Forest Pioneers, served as toastmaster in the absence of Adm. Ellery W. Stone, president of the organization.

Maine Group to Hear Sterling

FORMER FCC Comr. George E. Sterling will address a joint meeting of the Maine Assn. of Radio-Tv Broadcasters and Advertising Associates of Maine, to be held tomorrow (Tues.) at the Eastland Hotel, Portland. The broadcaster group has 21 members.

Repplier to Go Overseas

THEODORE S. REPPLIER, president of The Advertising Council, New York, last week was named one of three appointees to the newly-created Eisenhower Exchange Fellowships Inc., Cambridge, Mass., for study abroad. Although the appointment provides for a full year of travel and study, Mr. Repplier has accepted for only a six-month term. He will visit Great Britain, Central Europe and Southeast Asia to study information services in each area.

U. of Wis. Conference Off

INDEFINITE postponement of the Nov. 12-13 U. of Wisconsin Radio-Tv News Editors Conference because of the illness of guest speaker Elmer Davis, has been announced by the university's department of journalism. Plans now are to hold the conference either next spring or fall.

MILESTONES

Broadcasting Observes Its 34th Anniversary

NATIONAL Radio & Television Week observance was begun around the nation yesterday (Sunday), tenth in the series that started with broadcasting's 25th anniversary in 1945. Official proclamations by local and state officials heralded the celebration of broadcasting's 34th birthday.

Principal event marking the industry observance of the week is the annual Voice of Democracy competition, with over 1,500 radio and tv stations broadcasting instructional programs for guidance of high school students. Over 5 million students have taken part in the contest since it was begun nearly a decade ago.

Cooperating in the contest management and sponsorship are NARTB, Radio-Electronics-Tv Mfrs. Assn., U. S. Junior Chamber of Commerce chapters around the country and the U. S. Office of Education. The contest ceremonies wind up during awards week, Feb. 18-25, when four national honors will be awarded scholarships along with trips to Washington and Colonial Williamsburg. James D. Secrest, RETMA executive vice president, is VOD committee chairman.

Harold E. Fellows, NARTB president, in a National Radio & Television Week message, said much credit for the broadcasting industry's 34 years of history "belongs to American listeners and viewers who have demonstrated an ever-increasing appetite for the information and entertainment radio and tv can deliver." He added, "I foresee no end to its road of progress."

WSAB Promotes Radio-Tv

TO PROMOTE the current (Nov. 7-13) observation of National Radio & Television Week, the Washington State Assn. of Broadcasters has provided member stations with a tape recording of Gov. Arthur B. Langlie reading his official proclamation of the week. Also on the tape were congratulatory messages by other state officials. Stations were asked to obtain similar proclamations from their respective mayors, have them transcribed, and begin the celebration by airing the tapes.



MISSOURI Gov. Phil M. Donnelly affixes his signature to an official proclamation observing National Radio & Tv Week, Nov. 7-13, throughout the state. The document is signed in the presence of Catherine Roer, secretary-treasurer, Missouri Broadcasters Assn. and general manager, KWOS Jefferson City, state capitol.

FACTS & FIGURES

Radio, Tv Set Turnout Marks Highs in September

PRODUCTION of home radio sets in September ran 25% ahead of any previous month this year, according to nine-month factory figures compiled by Radio-Electronics-Tv Mfrs. Assn. Total output of radio sets of all types in September was the highest since March and the second highest figure for the year.

Tv set production in September neared 1 million sets, totaling 947,796 units. This set a new monthly high for tv, according to RETMA.

For nine months of 1954 the total tv output was 4,733,315 sets compared to 5,524,370 sets in the same 1953 period. September output of 947,796 tv sets was well ahead of the 770,085 manufactured in the same month a year ago. August output was 633,387 sets. September was a five-week work month. The previous high monthly tv set record was that of December 1952 when 921,086 units were produced.

Following are radio and tv set production by months for the first nine months of 1954:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks)	544,142	226,350	141,904
July	306,985	150,002	39,447
August	633,387	280,607	74,713
Sept. (5 wks)	947,796	352,499	76,271
	4,733,315	2,096,379	1,033,470
	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks)	336,733	132,668	837,655
July	191,512	57,100	438,061
August	275,008	155,171	785,499
Sept. (5 wks)	296,327	207,226	932,323
	2,843,740	1,068,853	7,042,442

'Toast,' 'Lucy' Clinch Latest ARB Top Spots

THE TOP TWO tv programs in the country, both rating and viewerwise, were CBS' *Toast of the Town* and *I Love Lucy*, according to the latest American Research Bureau ratings. Figures are for the week of Oct. 7-13.

	Program	Rating
1.	Toast of the Town (CBS)	52.3
2.	I Love Lucy (CBS)	52.1
3.	Bob Hope (NBC)	47.7
4.	You Bet Your Life (NBC)	46.4
5.	Dragnet (NBC)	44.0
6.	Jackie Gleason (CBS)	41.0
7.	Godfrey and Friends (CBS)	36.9
8.	I've Got A Secret (CBS)	35.5
9.	G. E. Theatre (CBS)	35.4
10.	Talent Scouts (CBS)	35.3

	Program	Viewers
1.	Toast of the Town (CBS)	47,420,000
2.	I Love Lucy (CBS)	41,050,000
3.	You Bet Your Life (NBC)	38,830,000
4.	Bob Hope (NBC)	38,060,000
5.	Jackie Gleason (CBS)	37,720,000
6.	Dragnet (NBC	35,830,000
7.	Godfrey and Friends (CBS)	28,800,000
8.	Private Secretary (CBS)	27,170,000
9.	Talent Scouts (CBS)	26,550,000
10.	Ford Theatre (NBC)	26,270,000

1954 Compared to 1950

POPULATION estimates for the 48 states and the nation as a whole showed marked changes, with an increase of 6.3% for the nation as a whole between April 1, 1950, when the last census was taken, and July 1, 1954. In printing the official Census Bureau report [B•T, Nov. 1], the tabular listing for the 1950 census figures was incorrectly headed "April 1, '54."

Voice Over

"Voice of Firestone" brings great music, great stars to ABC-TV

Since June, this famous program has been coming to music lovers on a new network . . . ABC . . . a happy move that brings our viewers a fine orchestra and conductor (Howard Barlow), and many great artists: Ferruccio Tagliavini and Patrice Munsel, to name two. Distinguished company indeed . . . with whom we're proud to be associated in this and future years of progress.

You're in smart company on **ABC-TV** *American Broadcasting Company*

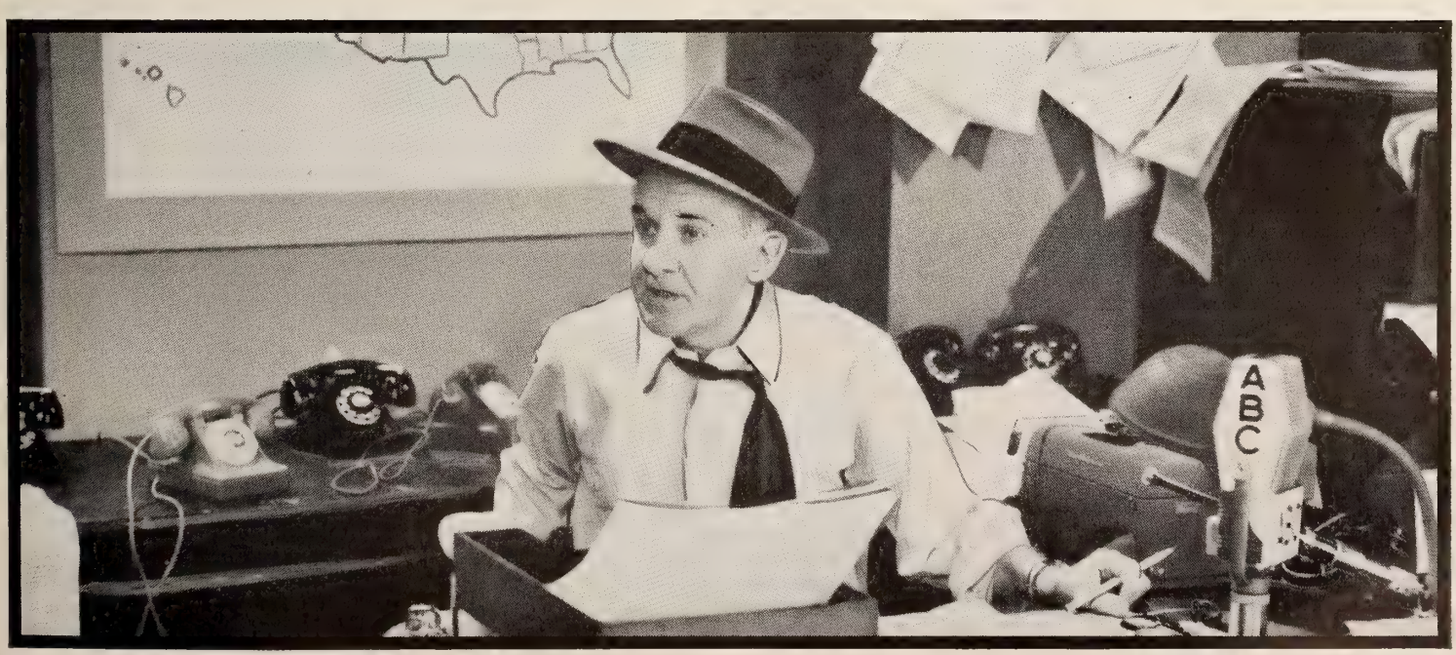


Super Scooper

Walter Winchell is back again . . . starts third year on ABC-TV

He's America's favorite newsboy and an ABC "exclusive." Has been for 23 years. This is his third year on ABC-TV . . . sponsored again, we're pleased to point out, by the Gruen Watch Company and American Safety Razor. Chalk up two more votes of confidence for ABC.

You're in smart company on **ABC-TV** *American Broadcasting Company*



RADIO-TV'S NEWS REPORTING PROWESS AGAIN DEMONSTRATED DURING ELECTIONS

Back-breaking schedules of quick, accurate reporting was the order of the day—and all night—for broadcasters. Herewith are reports to B•T on election night happenings.

STRENGTH of radio and television in staying on "top of the news" was again demonstrated vividly last week as networks and stations provided speedy developments of elections returns around the country until the early hours of the morning.

CBS and NBC remained on the air until 6 a.m. EST Wednesday and ABC until 5 a.m. to present the latest tabulations in contests that had not been decided. Many local stations similarly continued broadcasting returns of local elections past the usual sign-off time. With many contests still undecided by Wednesday morning, networks and stations relayed latest news developments on critical races.

CBS News, in the first major operation of its recently-unified radio and television news facilities, started coverage at 9 p.m. EST Tuesday and remained on the air until 6 a.m. Wednesday. Bulletins and reports during regular news periods continued throughout Wednesday. Sig Mickelson, CBS vice president in charge of news and public affairs, supervised the 250-man team assembled by the network. CBS-TV's coverage was sponsored from 11 p.m. to conclusion by the Roto-Broil Corp. (Products Services Inc.) and the National Carbon Co. (William Esty Co.).

NBC-TV's Four-Way-Split

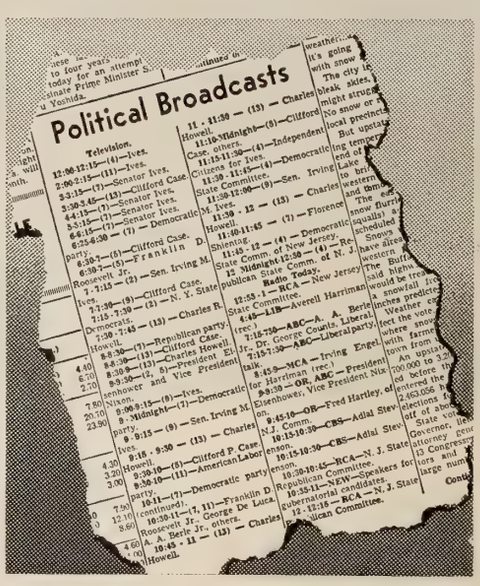
NBC-TV's all-night radio-tv coverage (9:30 p.m.-6 a.m. EST) was highlighted by its four-way, four-city split screen "editorial conference" (see box below). A nation-wide staff of 325 was pressed into service by NBC. William R. McAndrew, NBC director of news, served as supervisor of operations. Roto-Broil sponsored one-half of the period between 9:30 p.m. and 1 a.m. EST on NBC-TV.

ABC Radio and ABC-TV started broadcasting election returns at 11 p.m. and continued through 5 a.m. EST. ABC augmented its presentation of results with interviews either in person or on the telephone with many personalities involved in election races. John Daly, ABC's vice president in charge of news, special events, sports and public affairs, and Thomas Velotta, vice president and administrative officer for news, directed ABC's election night activities.

Mutual's coverage began at 9 p.m. EST and the network reported that it criss-crossed the country 216 times for pick-ups for up-to-the-minute election returns. Mutual News Chief Milton Burgh and News Manager George Brown were in charge of the news room. Arthur Feldman, special events director, coordinated the coverage.

DuMont provided no network coverage, but local stations carried news developments throughout the evening. On election eve DuMont's WABD (TV) New York presented what it called a "public service first" by feeding all but one of the New York area's network stations a telethon spotlighting Clifford Case, Republican senatorial aspirant in New Jersey. Starting at 6:30 p.m. EST and continuing at various times until midnight, WABD (TV) fed the audio portions of the program to WABC, WOR, WPIX (TV), WRCA-TV in New York and WATV (TV) Newark. The sponsor was the New Jersey Republican State Committee (Lewin, Williams & Saylor Inc.).

WMGM New York started broadcasting election returns at 9 p.m. EST and continued through the evening hours. Bill Lang, Ed Stokes and Bill Edmonds presented latest results, with election bulletins broadcast immediately and complete roundups given the last five minutes of every hour.



RECOGNITION of the broadcast media's influence on last Tuesday's balloting is exemplified by this comprehensive listing of political appearances on radio-tv for the day, carried in last Monday's *New York World Telegram & Sun.*

Regular election coverage was begun by WPIX (TV) New York at 11:10 p.m. EST, but the station interrupted programs, starting in the late afternoon, to keep viewers abreast of developments. The station remained on the air until after 2 a.m. EST. John Tillman headed the election night staff.

WHLI Hempstead, L. I., emphasized the 13 congressional and New York state contests in Nassau County during its election night broadcasting schedule. WHLI stationed a staff of five reporters and engineers at the Nassau County board of elections and at local Republican and Democratic headquarters. The station also presented recorded interviews with winning candidates and party leaders.

WNHC-TV New Haven, Conn., supplied details on returns in three states—Connecticut, Massachusetts and the Long Island portion of New York—and utilized the services of more than 65 employes, who worked under the direction of Edward C. Obrist, manager. WNHC-TV also carried NBC-TV's telecast.

Sen. Irving M. Ives (R-N. Y.), candidate for governor, climaxed his campaigning Monday by appearing on television at least once in each of the 18 hours from 6 a.m. until midnight. The "Ives Telethon" was carried on five New York stations and seven upstate stations. His appearances were sponsored by the New York State Republican Committee.

NBC Chicago coverage was coordinated by William Ray, news and special events chief. WNBQ-TV started giving results at 8:30 p.m. CST and WMAQ at 9 p.m., with the last five minutes of every half hour set aside for Illinois and Chicago area reports.

NBC-TV Chicago served as the focal point for reporting results from a 14-state area, with Jim Fleming of NBC New York reporting. Alex Dreier handled commentary on radio network pickups from three states—Illinois, Indiana and Wisconsin. Emerson Drug Co. (Bromo-Seltzer) bought the five-minute segments on WNBQ and WMAQ.

CBS Chicago coverage by WBBM-AM-TV began at 8 p.m. CST, with the same format of five minutes for local returns. Election trends were reported by WBBM-TV until well after midnight. Bill Garry, newsroom manager, supervised a staff of 70 people on radio-tv operation. Radio remote pickups were aired from eight key locations in Illinois. WBBM-TV sent two crews out for remote pickups, along with its newsreel units. Local five-minute periods on radio were bought by Peoples Gas Light & Coke Co. and on tv by Standard Oil Co. of Indiana.

WGN-TV Chicago aired returns on various news shows and one-minute bulletins in the early evening hours, as well as late summaries and comprehensive wrap-ups from 11:45 p.m. beyond 1 a.m. Les Nichols and Spencer Allen handled returns. WGN set aside periods to supplement MBS news reports, starting at 8 p.m. Both WGN and WGN-TV interviewed winning candidates.

ABC's Chicago Coverage

Similarly comprehensive coverage was provided by ABC-TV's o&o WBKB (TV) after 10 p.m. CST. Station supplemented regular network feeds with local reports by Paul Harvey, Ulmer Turner and others five minutes each half hour, starting at 10:25 p.m. ABC's radio coverage was supplemented by WLS Chicago with 15-minute election returns at various times.

Independent Chicago radio outlets—among them WIND and WCFL—aired periodic bulletins starting early in the evening.

WHAS-AM-TV Louisville covered President Eisenhower's pre-election visit for a fast-moving 70 minutes, using four announcers and 26 technicians. Victor A. Sholis, vice president and director of the stations, offered equal time to the Democratic party and carried a Democratic program at an equivalent hour.

WNBK (TV) Cleveland combined remote feeds from its area, working with its sister radio station, WTAM, to bring Ohio results in addition to NBC network service.

WADK Newport, R. I., had preceded the election with a series of free periods for candidates who were required to answer any question submitted by the audience.

KFXJ-TV Grand Junction, Colo., had its election initiation, joining in simulcasts with KFXJ. Correspondents from key cities fed regular reports, with over 100 persons working on the coverage. Rex Howell, president-general manager, introduced the program by taking viewers on a camera tour of the election setup.

WOI-TV Ames, Iowa, had the three gubernatorial candidates in its studios election eve, with viewers phoning in about 300 questions directed at the speakers.

WNHC-TV New Haven, Conn., coverage was directed by President Pat Goode, with Ed

Four at Once Is First

NBC-TV claimed a television "first" when it presented a four-way editorial conference last Tuesday, using split-screen technique to show NBC newsmen discussing election trends from New York, Washington, Chicago and Los Angeles. The network said that NBC-TV's *Election Coverage—1954* (9:30 p.m. EST until conclusion) marked the first time a four-way instantaneous pickup from four cities had been attempted on television.

14th MARKET

MILWAUKEE AND WISCONSIN'S
NEW BIG TV STATION

MILWAUKEE

WTVW

12

ABC Basic and Dumont Networks

CHOICE AVAILABILITIES
NOW
TO REACH
ALL
600,000 PLUS
MILWAUKEELAND
SETS

Represented Nationally by Edward Petry Co.

Caputo handling election results. Service was described as the fastest in the station's six years of operation.

Special broadcasts of U. S. election returns were beamed in English by the U. S. Information Agency's Voice of America to Europe, the Near, Middle and Far East, and South America.

VOA employed 51 transmitters in the U. S. and overseas to deliver reports around the world, with coverage beginning at 8 p.m. Tuesday and continuing through to 5 a.m. Wednesday. A special newsroom was set up to receive reports from the major radio and tv networks and the wire services. VOA coverage was coordinated by Gene King, program manager.

On Tuesday night, VOA recorded talks from "name" commentators for use during its running commentary. Voice reporters were stationed at the national headquarters of both parties in Washington and special pickup interviews were made at New York State committee headquarters of the Democrats and Republicans. All day Wednesday VOA aired election results in 33 languages on its regular broadcasts.

Overseeing VOA activities were J. R. Poppele, VOA director; Mr. King; John Hogan, chief of special events; John Wiggin, deputy program manager, and Gene Kern, special assistant to the program manager.

VOA reports in key states were made through cooperation by: WCCO Minneapolis; WBZ Boston; WCSH Portland, Me.; WBAP Ft. Worth; WTTM Trenton, N. J.; WDEL Wilmington, Del.; KLZ Denver; KOIN Portland, Ore.; WHAS Louisville; WSM Nashville; WGAR Cleveland; WMBD Peoria; WKAR East Lansing, Mich.; WHA Madison, Wis.; WTIC Hartford, Conn., and KTFI Twin Falls, Idaho.

GOP Got Equal Time Nixon Wanted—NBC

NBC said last week it had refused to grant a half-hour of "equal time" on radio-tv to Vice President Richard Nixon because the network already had given the time to the Republican National Committee.

"We do not understand the statement about the National Broadcasting Co. attributed to Vice President Nixon as quoted in today's press," said a statement by NBC President Sylvester L. Weaver Jr.

NBC had granted the GOP committee the 8-8:30 p.m. time Oct. 30 on radio and tv after Leonard Hall, chairman of the Republican National Committee, had protested against NBC's grant of a half-hour on both radio and tv the same evening, 8:30-9 p.m. (tv) and 10:30-11 p.m. (radio,) to the Democrats.

The grant to the Democrats had been made after Stephen Mitchell, Democratic National Committee chairman, asked "equal time" for a Democratic reply to telecasts earlier in the week of a Cabinet meeting featuring President Eisenhower and Cabinet members.

Vice President Nixon criticized NBC in a lengthy telegraphed release sent Oct. 31 to a reported 70 news outlets over the country.

The time granted to the GOP by NBC was used for speeches by Attorney General Herbert Brownell Jr., Secretary of Health, Education & Welfare Oveta Culp Hobby and Bertha Adkins, assistant to Mr. Hall. The half-hour allotted the Democrats was used for a talk by party leader Adlai E. Stevenson.

Mr. Weaver's statement said the vice president "evidently is misinformed about the situation."

SENATE, HOUSE REINS GO TO DEMOCRATS

Magnuson is slated to succeed Bricker on the Senate Commerce Committee while Priest is set to take over from Wolverton in the House.

TUESDAY's Democratic victories in the Senate and House mean that all-important chairmanships of standing committees in both houses will go to ranking Democrats in the 84th Congress which convenes next Jan. 5. Democrats will head and hold majorities on several committees which will handle legislative proposals affecting radio and television.

Sen. Lyndon B. Johnson (Tex.), whose wife owns KTBC-AM-TV Austin, Tex., would succeed Sen. William F. Knowland (Calif.) as Senate majority leader. Rep. Sam Rayburn (Tex.), who is an uncle of FCC Comr. Robert T. Bartley, would replace Rep. Joseph Martin (Mass.), as House speaker.

SENATE

Sen. Warren Magnuson (Wash.), as ranking Democrat on the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over most radio-tv legislation, would be chairman, succeeding Sen. John W. Bricker (Ohio), present chairman (see story, page 48). Sen. Magnuson becomes the committee's ranking Democrat in the new Congress with the retirement of Sen. Edwin C. Johnson (Colo.), who leaves the Senate to become governor of Colorado after winning that office last Tuesday. Sen. Bricker would be ranking Republican.

Sen. Theodore Francis Green (R. I.) would head the Senate Rules & Administration Committee, succeeding Sen. William E. Jenner (Ind.). A Rules subcommittee, headed by Sen. Jenner, has been holding hearings on questions involving congressional committee procedures, among them whether radio and tv should be allowed free access to open hearings.

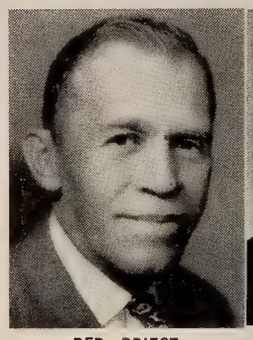
Sen. Harley M. Kilgore (W. Va.) would succeed Sen. William Langer (N. D.) as chairman of the Senate Judiciary Committee, a subcommittee of which, under chairmanship of Sen. Robert C. Hendrickson (N. J.), has been investigating the possible effect of television programming upon juvenile delinquency.

Sen. Kilgore during the first session of the 83d Congress sharply criticized what he called a "threat of a developing monopoly in communications," and asked the Justice Dept., the Senate Commerce Committee and a Judiciary subcommittee to look into mutual ownership of radio and tv outlets. He also criticized ownership by the same interests of radio or tv outlets and newspapers.

Sen. Harry F. Byrd (Va.) probably would become chairman of the Senate Finance Committee, which handles tax matters, succeeding Sen. Eugene D. Millikin (Colo.). Although Sen. Walter F. George (Ga.) is ranking Democrat on the Finance Committee, he is expected to relinquish chairmanship of the group in favor of heading the Senate Foreign Relations Committee, where he also is ranking Democrat.

Sen. John L. McClellan (Ark.) is in line to head the Senate Government Operations Committee, and as such probably would also be chairman of the related Senate Permanent Investigations subcommittee, both presently headed by Sen. Joseph R. McCarthy (Wis.).

Sen. John J. Sparkman (Ala.) would succeed Sen. Edward J. Thye (Minn.) as chairman of the Senate Select Small Business Committee. Sen. James O. Eastland (Miss.) would become chairman of the Senate Special Internal Security subcommittee, succeeding Sen. Jenner.



REP. PRIEST



SEN. MAGNUSON

HOUSE

Heading the list is J. Percy Priest (Tenn.), House Interstate & Foreign Commerce Committee, succeeding Rep. Charles A. Wolverton (N. J.), who would become ranking minority member.

Rep. Emanuel Celler (N. Y.) is in line to head the House Judiciary Committee, replacing Rep. Chauncey W. Reed (Ill.). Rep. Celler is a vociferous opponent of the Bryson Bill on liquor advertising introduced in the 83d Congress, and criticized the House Commerce Committee's report on it.

Rep. Howard W. Smith (Va.) would be chairman of the House Rules Committee, succeeding Rep. Leo E. Allen (Ill.). Under jurisdiction of this committee would come any rules on admission of radio-tv to congressional hearings.

Rep. Jere Cooper (Tenn.) would be head of the House Ways & Means Committee, succeeding Rep. Daniel A. Reed (N. Y.). This committee handles tax matters.

Rep. Francis E. Walter (Pa.) would succeed Rep. Harold H. Velde (Ill.) as chairman of the House Un-American Activities Committee. This committee, in its hunt for Communists, has investigated a number of radio and tv writers, producers, personalities and others in the radio and tv field. Rep. Walter has said his first action would be to request the committee be disbanded.

All the respective House GOP chairmen were re-elected.

Double Duty

COMPLEX system of local cut-ins during the nationwide election eve speech by Adlai Stevenson last Monday night enabled statewide candidates in 35 states to make three-minute appeals directly to their own voters in the middle of the national broadcast.

Arranged by M. S. Novik, special consultant to the Democratic National Committee, the quarter-hour broadcast on CBS Radio provided for mid-show cut-ins during which, in each of 35 states, the Democratic candidate for governor or U. S. Senate spoke over a statewide network composed of all CBS Radio affiliates carrying the Stevenson speech in that state.

Spokesmen said it was the first time such cut-ins had been made in mid-program rather than at the end of the national broadcast, and that the number of stations in the various cut-in networks ranged from two to thirteen. For the benefit of stations in states having no local statewide contests, Mr. Stevenson continued with his own speech during the cut-in period.

the other member of MORE families

In the past year, an average of 300 new TV sets were installed every day in the 62 county area served best by WCCO-TV. Channel Four now reaches 511,000 Minnesota-Wisconsin homes.

These new television viewers naturally joined the growing WCCO-TV family circle. In Minneapolis-St. Paul, the average WCCO-TV advertiser—regardless of time or day—reaches*

- 7500 more families than the average of Station B—a bonus audience the size of Austin, Minnesota.
- 14,000 more families than the average on Station C—a bonus audience the size of La Crosse, Wisconsin.

Ask Free & Peters how to get this family bonus for you.

*September Telepulse



WCCO-TV

The other member of the family
MINNEAPOLIS-ST. PAUL

CBS

PRIEST QUESTIONS BRYSON BILL

Likely Democratic successor to head the House Commerce Committee says he does not favor network regulation.

REP. J. PERCY PRIEST (D-Tenn.), heir apparent to the chairmanship of the House Interstate & Foreign Commerce Committee under Democratic organization of that chamber in the coming 84th Congress, doubts the constitutionality of the "Bryson bill approach" to regulation of liquor advertising on radio and tv.

In a statement issued to B•T Wednesday, Rep. Priest said some types of advertising considered objectionable have been "eliminated or modified on a voluntary basis." He said he also does not think much of the idea of network regulation by the FCC.

Remarking on the Bryson bill of the 83d Congress, Rep. Priest said:

"I have always held grave doubts as to the constitutionality of the Bryson bill approach to the question of the regulation of beverage alcohol advertising. I expressed these doubts at the time of the hearings (last spring) on the bill. At the same time I have felt and still feel that this is a matter which may very properly require additional studies by the committee based on reports requested at the close of the last session. It is a matter also which in my opinion requires a continuing study by the industries involved. Some types of advertising which a majority of the committee felt were objectionable have been eliminated or modified on a voluntary basis and that is commendable." NARTB's Tv Code Board has been doing a "very excellent job" in this respect, he added.

Suggests Caution

On FCC regulation of networks, he said:

"My general feeling is that Congress should be cautious concerning network regulation so long as there is individual station regulation."

The Tennessee Democrat summed up his philosophy in communications this way:

"In general I have always felt there should be a maximum of freedom (for stations) to operate in the public interest with a minimum of regulation, and above all, that statutes and regulations issued pursuant thereto should be so clear and concise that the broadcaster will not have to be guessing all the time just where he stands."

Rep. Priest said he intends to appoint standing subcommittees, subject to the approval of the full committee. One of these would specialize, at least part of the time, on problems in the communications field. The House Commerce Committee has had no standing subcommittees since before the 80th Congress.

How Broadcasters Fared in Elections

THE LINEUP of senators, congressmen and other officials who have interests in radio and television changed very little with the elections last week.

Rep. Frazier Reams (Ind-Ohio), who owns controlling interest in WTOL Toledo, lost his seat to Thomas L. Ashley, Democrat.

Former U.S. Sen. Ernest W. McFarland, Democrat, was elected as governor of Arizona. Mr. McFarland, active in radio-tv legislation (e.g., McFarland Amendment to the Communications Act) before losing his Senate seat in 1952 to Sen. Barry Goldwater, Republican, won the Arizona gubernatorial race over incumbent Gov. J. Howard Pyle, Republican.

Both Governor-elect McFarland and Gov. Pyle hold broadcast interests. Mr. McFarland is 40% owner of KTVK (TV) Phoenix (ch. 2), scheduled to be that city's third tv outlet, with target date unknown. Gov. Pyle is a minority stockholder in KTAR Broadcasting Co., licensee of KTAR Phoenix and 85.8% of KVOA-AM-TV Tucson, 98% of KYUM Yuma and 95.2% of KYCA Prescott, with the company's purchase of KTYL-TV Mesa pending before the FCC.

Broadcast interests of others:

Sen. Lyndon B. Johnson (D-Tex.), expected to be Senate majority leader—his wife owns KTBC-AM-TV Austin, Tex.

Sen. Prescott S. Bush (R-Conn.)—stockholder and former director in CBS Inc.

Sen. Robert S. Kerr (D-Okla.)—stockholdings in WEEK Peoria, Ill., and in KVOO-TV Tulsa, which has a December 1954 target date.

Sen. William F. Knowland (R-Calif.), current Senate majority leader—family has stockholdings in *Oakland* (Calif.) *Tribune*—(KLX-AM-FM).

Rep. Harris Ellsworth (R-Ore.)—interests in KRNR Roseburg, KFLW Klamath Falls and KYJC Medford, all Oregon.

Rep. Richard W. Hoffman (R-Ill.)—owner of WHFC and WEHS (FM) Chicago.

Rep. Alvin E. O'Konski (R-Wis.)—owner of WLIN and WOSA (FM) Merrill, Wis.

Rep. Alvin M. Bentley (R-Mich.)—vice president and part-owner of WKNX-AM-TV Saginaw, Mich.

Rep. L. H. Fountain (D-N. C.)—associated with ownership of WCPS-AM-FM Tarboro, N. C.

Rep. Dean P. Taylor (R-N. Y.), part-owner of WROW-AM-TV Albany, N. Y.

BEER-WINE ADS UPHELD IN VOTE

OVERWHELMING defeat of a Washington State initiative measure to prohibit beer and wine advertising on television was registered by state voters at the polls Tuesday.

Elroy McCaw, KELA Centralia, president of Washington State Assn. of Broadcasters, attributed defeat of Initiative 194 to the "aggressive campaign waged by all media—radio, television, newspaper and outdoor." The almost three-to-one defeat was based on a vote of 186,738 for the prohibition and 551,051 against with 4,331 precincts out of 4,686 reporting.

Initiative 194 would have banned beer and wine advertising on state television stations from 8 a.m. to 10 p.m.

Mr. McCaw said the censorship issue was a major factor in the measure's defeat as was the "first step toward prohibition" angle.

The Washington victory has "vast national significance" since the "Bryson battle continues," according to Henry Owen, KING Seattle, co-chairman of a steering committee set up by WSAB to fight Initiative 194. W. W. Warren, KOMO Seattle, also a co-chairman of the group, saw the Washington State victory as a "clear indication that the viewer wants as little tampering with his television fare as possible. We believe the viewer considers himself thoroughly competent to decide what he wants to see and when he wants to see it."

Carl Downing, WSAB manager, said defeat of the measure "clears the atmosphere" as far as beer and wine advertising in other media, including radio, is concerned.

WISC. VOTERS VETO TAX-SUPPORTED TV

Referendum draws 2 to 1 negative response to question of whether or not the state should provide a tax-supported, non-commercial educational tv network for Wisconsin.

WISCONSIN voters are overwhelmingly opposed to the establishment of any non-commercial, educational tv network in that state as supported by the taxpayers themselves.

That was the gist of a special advisory referendum taken in last Tuesday's elections in that state. Outcome of the balloting was construed as the death knell for a proposed statewide educational tv network of some 12 stations to be supported out of public taxes. The results will be referred to the Wisconsin legislature, which has been studying the issue and which originally voted for an experimental educational tv project. It is not binding on the assembly, however.

On the basis of nearly 1½ million ballots, voters rejected the project by a margin of better than two-to-one. Voters were asked on their ballots . . . "Shall the State of Wisconsin provide a tax-supported, statewide non-commercial educational television network?"

FCC has allocated 12 educational tv channels throughout Wisconsin, including one on ch. 10 in Milwaukee, for which an application had been filed by the State of Wisconsin and Milwaukee Vocational School. Others have been allocated for Chilton, Marinette, Richland Center, LaCrosse, Adams, Wausau, Eau Claire, Shell Lake, Park Falls and Superior-Duluth.

Only educational outlet now on the air in Wisconsin is WHA-TV, licensed to the State Radio Council, which went on the air this past May as an experimental educational tv venture under the watchful eye of the state legislature.

Project has been supported by the Wisconsin Citizens Committee for Educational Tv, headed by Milo K. Swanton, chairman of the Wisconsin Agricultural Cooperatives, and State Radio Council, with H. B. McCarty, U. of Wisconsin (WHA Madison), as director. The council was authorized in 1953 to handle research on a statewide network.

Fighting the project is the Wisconsin Committee on State-Owned Tax-Supported Television headed by Tom Hayes. It came out with a report opposing the network. The proposed network has commanded widespread controversy and discussion among various organizations throughout Wisconsin, including members of the Wisconsin Broadcasters Assn.

Mitchell Protests

DEMOCRATIC National Chairman Stephen A. Mitchell said last week he would ask the FCC and Congress to investigate the possibility of legal action against stations which carried a Republican campaign radio spot that injected communism into the election campaign.

The spot, which was distributed by the Republican Congressional Campaign Committee, included a voice purporting to be that of a Russian official urging voters to "defeat the Republican candidates," according to Mr. Mitchell.

Mrs. L. B. Wilson

and the staff

of

WCKY Cincinnati

Gratefully Acknowledge

the Many Expressions

of Sympathy

Received on the passing

of L. B. Wilson



SENATE MEETS ON McCARTHY, BUT BROADCAST ISSUES LOOM

Broadcasters will be watching such issues as the Bricker probe and the McConnaughey nomination, with Democrats, victorious at the polls, likely to try to flex muscles for new role in government.

WHEN the Senate convenes today (Monday), ostensibly to decide yea or nay on a motion to censure Sen. Joseph R. McCarthy (R-Wis.), the eyes of broadcasters will be on that body of Congress—but for some very different reasons:

1. Democratic senators, infused with the glow of victory—however scant—at the polls, can be expected to start trying on for size the cloak of authority they were accorded for the next Congress at Tuesday's elections.

2. They might just begin by trying to block Senate confirmation of the nomination of FCC Chairman George C. McConnaughey, a Republican, who right now is serving under an interim appointment. The White House has indicated all the President's interim appointments will be sent as nominations to the Senate session which begins today.

3. Sen. John W. Bricker and his GOP colleagues on the Senate Commerce Committee, aware that the Democrats are pretty certain to take over Senate Committees in the 84th Congress, may be unwilling to go along on Sen. Bricker's investigation of the networks with the same fervor previously evinced by the Ohio Republican.

It will not be surprising if a battle ensues along party lines in the event Comr. McConnaughey's nomination is thrown into the Senate hopper. Many Democrats have criticized what they call a lack of bipartisan government in the Eisenhower Administration. And they can point to the FCC as an example, with its two Democratic members, four Republicans and one Independent.

Comr. McConnaughey's appointment terminates automatically at the end of the present Senate session, and if his nomination has not been received and confirmed by the Senate by the session's end, he would have to be reappointed by the President. In the case of such a reappointment he would serve without pay until confirmation of his nomination in the next session of Congress or until money due him is appropriated by the 84th Congress. The President, of course, could nominate any other person for the FCC post.

Senate machinery setting up the McCarthy censure session provides for adjournment *sine die* before Dec. 25.

Comr. McConnaughey's nomination could possibly cause a Republican-Democrat scuffle before being considered on the Senate floor, since it first must be cleared by the Senate Commerce Committee.

It has been reported Chairman Bricker intends to leave Washington Wednesday with the Joint Senate-House Atomic Energy Committee on an inspection tour in Australia. This would leave Senate Commerce Committee membership balanced off with seven Republicans and seven Democrats, which could lead to an impasse in any committee vote along party lines on Comr. McConnaughey's nomination, although Sen. Andrew F. Schoeppel (R-Kan.), as next ranking Republican would act as committee chairman.

If the Senate session lasts until Nov. 22, the Senate Commerce Committee will be faced with a Republican vacancy. This is the date Nebraska election returns are certified and Sen. Eva Bowring (R-Neb.) relinquishes her Senate seat to Mrs. George P. Abel (R-Neb.), who was elected last Tuesday to complete the unexpired term of the late Sen. Dwight Griswold, replacing Sen. Bowring in the Senate until the unexpired term ends Jan. 3, 1955. Rep. Carl T. Curtis (R-Neb.) will begin the new term with the new Congress as senator.

The seat of Sen. Edwin C. Johnson (D-Colo.) on the committee will be vacant at the end of his term Jan. 3. Sen. Johnson retires from the Senate to become governor of Colorado, a post he won in the Tuesday elections.

Sen. Bricker, asked in Washington last Thursday whether he intends to press forward with his Senate Commerce Committee probe of the networks in view of the Democratic victories, replied: "I haven't had time to think about it." Back in Washington early to attend hearings by the Joint Senate-House Atomic Energy Committee, Sen. Bricker said he had no further comment and would be too busy with the atomic hearings to issue an immediate statement on his intentions regarding the networks and the uhf-vhf situation.

Sen. Warren G. Magnuson (D-Wash.), slated to succeed Sen. Bricker as chairman of the Senate Commerce Committee in the next Congress, said Thursday at his Seattle headquarters that he had no immediate comment on Democratic intentions regarding the investigation. "Wait until I get there (Washington) Monday," he said.

Rep. J. Percy Priest (D-Tenn.), who would head the House Commerce Committee under the Democratic setup in the 84th Congress, said Wednesday that he did not favor regulation of networks as long as individual stations are under FCC regulation (see story, page 46).

Robert F. Jones, former Ohio Congressman and FCC member (1947-52), who heads the Bricker investigation as majority counsel, declined to comment on whether he would accept the position of minority counsel if the Democrats continue the probe in any form. "We'll cross that bridge when we come to it," he said, indicating that the committee invesigation staff "has a job to do" and that it will be "two or three months" before the Democrats take over.

Harry M. Plotkin, former FCC assistant general counsel and now minority counsel on the investigation staff, similarly would not comment on whether he would accept the post of majority counsel if the probe were continued by a Democratic committee. "Anything I say would look presumptuous," he said.

Doerfer Talks in Chicago; Hyde Off to Mexico City

LEGALITY of community antenna tv systems will be discussed by FCC Comr. John C. Doerfer Wednesday before the annual convention of National Assn. of Railroad and Utility Commissioners at Chicago's LaSalle Hotel. He has been doing considerable research on that subject during the past several weeks. Comr. Doerfer expects to return to Washington Wednesday night.

Only other Commissioner who is to be away from his desk this week is Comr. Rosel H. Hyde, who left last Wednesday by plane for Mexico City along with other members of the U. S. delegation for a conference with Mexico which was to begin Thursday on a proposed bilateral agreement affecting standard broadcasting assignments in the two countries [B•T, Nov. 1].

About two dozen industry observers from the U. S. are attending the Mexico City meeting. The conference, in effect, is the final phase of the 1950 North American Regional Broadcasting Agreement, to which Mexico was not a signatory. The U. S. Senate has not ratified the 1950 NARBA.

WNYC APPEALS FCC REFUSAL OF 5 KW

WNYC New York, owned by the City of New York, appealed to the U. S. Court of Appeals in Washington last week against an FCC decision which forbids it to use a 5 kw transmitter.

Station, which is licensed for 1 kw on 830 kc limited time, asked the Commission at the beginning of this year for permission to install a 5 kw transmitter—to be operated at 1 kw during regular broadcast periods and at 5 kw during Conelrad operations. WNYC is a key station in the Conelrad service in the New York area. The request also asked for a waiver of Sec. 3.41 which limits stations with 500 w to 1 kw power to transmitters with a rating of not higher than 1 kw.

The FCC disapproved this request last April and reaffirmed the disapproval last September [B•T, April 26, Oct. 4]. It said there was nothing to prevent WNYC from buying a 5 kw transmitter for Conelrad purposes, but that it had to stay within the limits of the regulation for regular operation.

WNYC's argument is that a strict adherence to the rule penalizes it (and the taxpayers of the city) in not permitting it to buy one transmitter for both regular operation and Conelrad. Otherwise, the petition said, WNYC must buy a 5 kw transmitter and also a 1 kw transmitter (since the present 1 kw transmitter needs replacing), which will be more expensive than buying a single 5 kw transmitter.

The alternative, WNYC said, is to operate regularly and during a Conelrad alert at 1 kw. This would limit the station's ability to protect the lives and property of its citizens during an emergency or disaster, it said.

This is arbitrary and capricious, the statement said. The Commission's decision has no basis in "necessity, reason or justification," WNYC said. The decision serves no public or private interest, it added.

WNYC said also that the FCC's decisions were made without a hearing "and without due process," and are an "abuse" of its discretionary powers. It asked that the court reverse the Commission and order it to permit the installation of a single 5 kw transmitter.

Ike's Communications Unit

SPECIAL Cabinet committee on telecommunications policy and organization was named Thursday by President Eisenhower to handle problems involved in foreign communications. Domestic radio and tv broadcast services are not included in the committee's operations. Arthur S. Flemming, director, Office of Defense Mobilization, was named to head the committee. Other members are Secretary of the Treasury George M. Humphrey and Secretary of Commerce Sinclair Weeks.



Totem Poultry

If all the 5,585,452 chicks resident in Indianapolis' rich farmland countryside were laid one atop the other, they'd make a totem poultry 1,396,363 feet tall—roughly 1,370 times as high as WFBM-TV's new tower which is no bantamweight as towers go—1,019 feet high, with new 100 KW power.

This would represent a tough poser to our claim as proprietors of the highest structure in these parts, but we're not worried. After all, what could such a fowl tower do besides fatten the bigger-than-average incomes of their better-than-average owners?

It might make a tremendous circus attraction for the 76,089 farm operators in our 49-county primary coverage area. But they'd soon get tired of the pullet pole, and turn back to their TV sets (most have 'em) and to WFBM-TV (most tune to us).

There's lots else this chicks' obelisk couldn't do that our new tower is doing. It couldn't help you tap the $369,039,-293 worth of farm income our farmers earn. It couldn't talk in more than a babel of clucks to the 1,865,194 persons in our A and B contours alone—nearly half the population of Indiana.

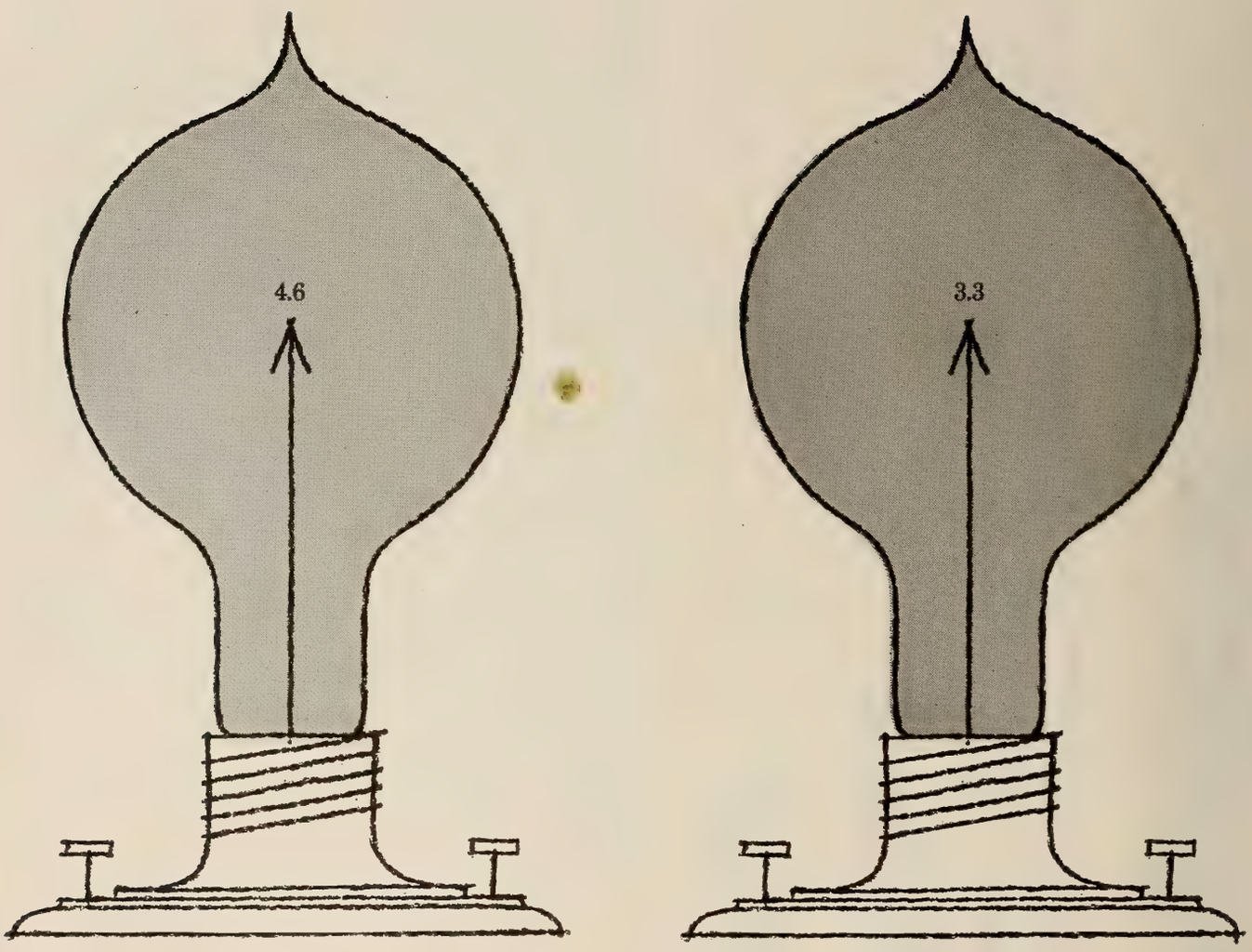
Enough, then, of chicken-pie in the sky. Come on down a few hundred thousand feet and tell your story to the prosperous farmers and city folks of WFBM-TV's primary coverage area through the top of our tower. Until the chicks decide to go piggy-back, our tower is still the tallest, powerfullest in sight, in the best site you ever picked to do business.

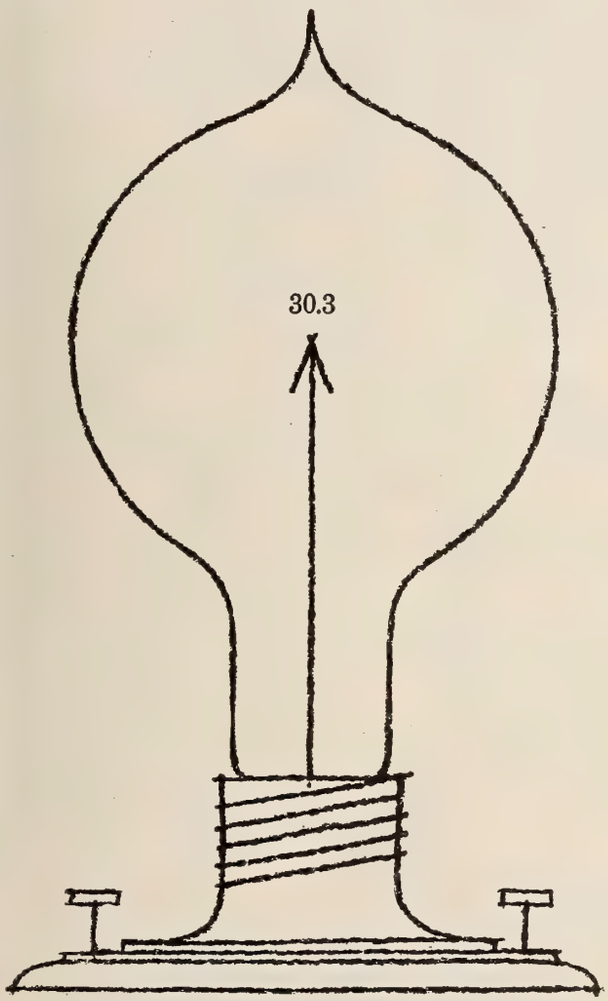
Just ask the Katz men.

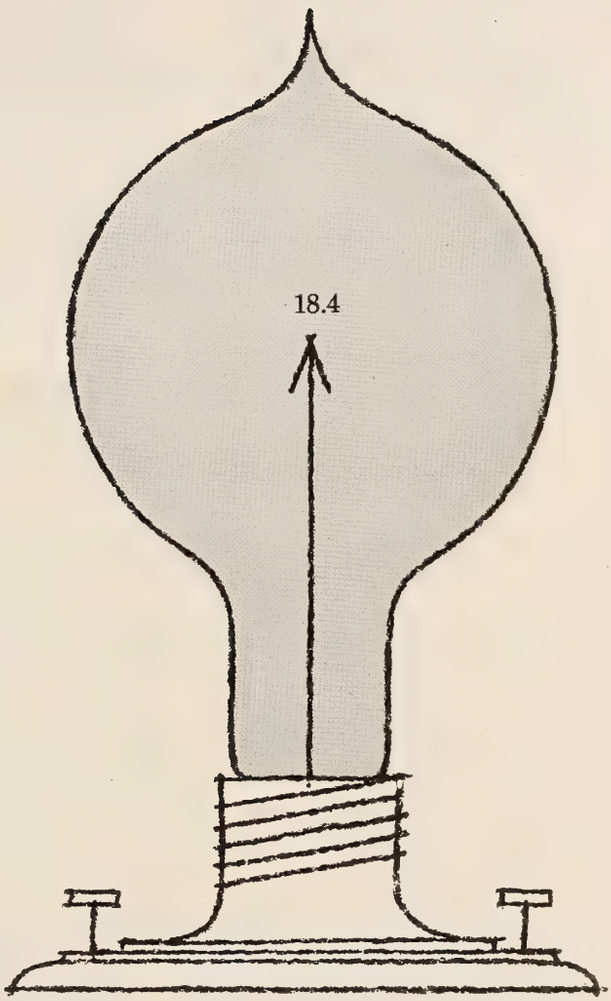
WFBM-TV
INDIANAPOLIS

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

Represented Nationally
by the Katz Agency


4.6
3.3





The Sunday night broadcast of *The Diamond Jubilee of Light* on all four networks shone brightest on CBS Television where it won a higher Trendex rating than on all the other networks combined.

This was a surprise to nobody since the program immediately followed CBS Television's *Toast of the Town* which habitually has a higher rating than any other Sunday night program. It effectively reaffirmed what every advertiser knows: namely, the tremendous value of surrounding a single program with the strongest possible schedule.

Actually, this experience becomes even less exceptional when you consider the strength of the entire CBS Television schedule. For in the major markets where networks compete—and popularity can be directly compared—the average program on CBS Television, day or night, consistently wins the largest audiences. And wins them at the lowest cost per thousand in network television. CBS TELEVISION

STORER CHALLENGES OWNERSHIP LIMIT

Raises questions in Court of Appeals: What is FCC justification in setting such restrictions?; why was the number 'seven' chosen?

THE right of the FCC to limit the number of broadcast stations one person or one company may own was challenged last week in the U. S. Court of Appeals in Washington.

The challenger was Storer Broadcasting Co., which now owns six ams, five fms and six tvs.

At issue is the FCC's multiple ownership regulation, which prohibits one person or entity from owning more than seven am, fm or tv stations. In tv, the limit until recently was five. This was changed two months ago to permit ownership of seven tvs, but not more than five in the vhf band. No question was raised regarding the FCC's right to establish a broad, general multiple ownership policy.

Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and David L. Bazelon heard the oral argument last week. Their questions indicated doubt that the Commission was justified in establishing the numerical cutoffs.

Arguing in behalf of Storer was Albert R. Connelly, of the New York law firm of Cravath, Swaine & Moore. Mr. Connelly's position was that there was nothing in the Communications Act, in Congressional anti-monopoly laws or court decisions which authorized the Commission to set a numerical limit to the number of broadcast stations which could be commonly owned.

Also questioned was the Commission's rule that common ownership is to be found where less than majority ownership is involved. This is contrary to the fact, Mr. Connelly said.

When an application is filed, Mr. Connelly argued, the Commission has no right to refuse to accept it because the applicant already owns the maximum permissible number of stations. This happened with Storer's application for Miami tv ch. 7 late last year [B•T, Nov. 30, 1953].

"What the Commission has done in this case is not to regulate but to legislate," Mr. Connelly told the court. He likened the multiple ownership limitations to the FCC's unsuccessful attempt to spell out the lottery laws which were found unconstitutional by the Supreme Court earlier this year [B•T, April 5].

The rules are arbitrary and capricious, Storer said, because they attempt to equate a 250 w Minnesota station with a 50 kw New York station.

There is no basis in experience for the FCC to pick out the numerical limitation, Storer said. Why wasn't 77 picked, or 107, Mr. Connelly rhetorically asked the court.

It was this, the apparent fact that the Commission picked numbers without any apparent basis, that caused most of the questioning from the bench. The judges also questioned Daniel R. Ohlbaum, FCC attorney, on the waiver provisions of the FCC rules and whether they had been invoked by Storer or others.

Mr. Ohlbaum traced the history of numerical limitations first in pre-World War II in fm, then in the early tv rules. He also pointed out that no one including Storer entered any objections to numerical limitations during the proceedings on changing the rules—all, including Storer, urging only that the tv limitations be made the same for all three broadcast services.

Mr. Ohlbaum also emphasized that the FCC does not have to grant a hearing on every application. If an application is in obvious conflict with the rules, the Commission may return it, Mr. Ohlbaum said. He referred to the tv allocation table as one rule and to the chain broadcasting rule as another in this category.

Rule's Origin Revealed

The Commission's multiple ownership rule stems from Congress' anti-monopoly laws and from the FCC's policy regarding diversification, Mr. Ohlbaum said.

He said the Commission picked the maximum numbers in the multiple ownership rule after "reasoned judgment."

For a long time, the FCC had no regulation limiting the number of am stations which might be owned by a single entity. It did have however, a policy which effectively limited the number to seven. In fm, regulations set six as the maximum, and in tv, five. The am and fm changes to seven were made late in 1953 [B•T, Nov. 30, 1953]. Permission to own seven tv stations (but not more than five in the vhf band) was announced two months ago [B•T, Sept. 20].

With FCC approval two weeks ago of Storer's $8.5 million purchase of Empire Coil Co. [B•T, Nov. 1], Storer now owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WGBS-AM-FM Miami, WWVA-AM-FM Wheeling, W. Va., WXEL (TV) Cleveland and KPTV (TV) Portland, Ore. Storer's $300,000 purchase of WJW-AM-FM Cleveland is still pending FCC approval. In order to remain within the multiple ownership rule, Storer sold KGBS-AM-TV San Antonio to the Huntress-*San Antonio Express* interests for $3.5 million. This also was approved by the FCC two weeks ago.

WGVL (TV), WAIM-TV Take Protest to Court

RIGHT of protest and the incorrectness of the FCC's action in permitting WSPA-TV Spartanburg, S. C., to move its transmitter to Paris Mt., near Greenville, S. C., were argued by WGVL (TV) Greenville and WAIM-TV Anderson, both S. C., in briefs filed with the U. S. Court of Appeals in Washington a fortnight ago.

Briefs by the two uhf stations (WGVL operates on ch. 23 and WAIM-TV on ch. 40) appealed from the Commission's action in denying their protests as not having standing as parties in interest. Both stations bolstered their standing on economic injury grounds on the claim that WSPA-TV would likely take away accounts because of its CBS-TV affiliation.

WGVL said it had invested more than $350,000 in construction and had sustained a $75,000 operating loss since beginning commercial operation in August 1953. WAIM-TV, which is now affiliated with CBS-TV, said that it had invested more than $200,000 in faciltites and had lost $73,000 since it began operating in December of last year.

To the Commission's argument that the protest against the WSPA-TV move was tardy, since the stations did not protest the original grant on Hogback Mt., the uhf stations maintained that the protest rule permits them to intervene when a new authorization is granted.

The FCC first approved the move of WSPA-TV to Paris Mt., on an interim basis, early this year [B•T, Feb. 1]. Following protests by the same uhf stations, which the Commission refused to entertain, the objectors went to court and procured a stay order. WSPA-TV thereafter surrendered its STA for interim operation on Paris Mt. and asked for a permanent move to that site. This was granted by the FCC last April [B•T, May 3]. Again the protestants were denied standing by the Commission but won a stay order from the Court.

The briefs last week were preparatory to the court scheduling oral argument following the submission of the FCC's brief.

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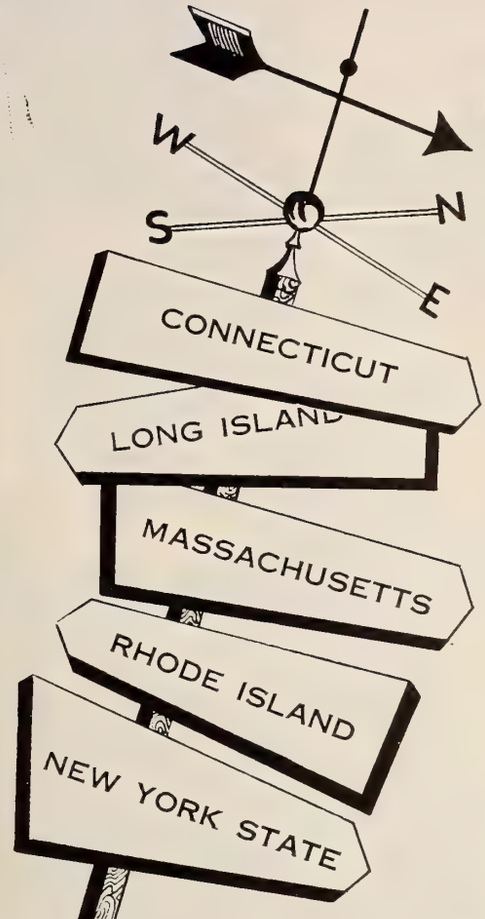
KJR Sale Amendment Names Malloy, Smith as Buyers

AMENDMENT to the pending sale application of KJR Seattle, so as to substitute John F. Malloy and Lester M. Smith as buyers from Ted Gamble instead of part-owner C. Howard Lane [B•T, Oct. 25], was filed with FCC last week.

In the original transfer, Mr. Gamble proposed to sell his 90% interest in KJR for $135,000 to Mr. Lane, 10% owner. Under the revision, however, both Messrs. Gamble and Lane sell their holdings for a total $150,000 to the new buyers.

Mr. Gamble is withdrawing from KJR in order to exercise his option to acquire one-third interest in KOMO-AM-TV Seattle.

Mr. Malloy is owner of KVSM San Mateo, Calif., and 10% owner of KROY Sacramento. Mr. Smith is manager of KVSM. Messrs. Gamble and Lane are part owners of KOIN-AM-FM-TV Portland, Ore.



Super Power

316,000 watts

In Every Direction

Where it Counts . . .

- Population — 3,187,684
- No. of Families — 940,989
- Retail Sales — $4 billion
- Drug Sales — $112,863,000
- Food Sales — $1,076,130,000
- Family Spendable Income — $6,178
- Only VHF in Connecticut
- Set Count — 702,032

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WNHC-TV

316,000 WATTS

CONNECTICUT'S *Channel 8*

NEW ENGLAND'S FIRST COMPLETE BROADCASTING SERVICE

FCC GRANTS TWO TVS, ONE SATELLITE

Commission awards Little Rock ch. 11 to Arkansas Tv Co. and Bluefield ch. 6 to WHIS there. First uhf satellite is ch. 29 KIMA-TV Yakima's repeater at Pasco, Wash. on ch. 19.

FINAL decisions to grant ch. 11 at Little Rock, Ark., to Arkansas Television Co. and ch. 6 to WHIS Bluefield, W. Va., plus grant of the first uhf satellite stations to ch. 29 KIMA-TV Yakima, Wash., for a ch. 19 repeater at Pasco, Wash., comprised FCC's principal television actions last week.

In other rulings, the Commission proposed to allocate ch. 7 to Laurel, Miss., and re-shuffle uhf channels in Pennsylvania so as to allow ch. 73 WTVU (TV) Scranton to switch to ch. 38.

FCC turned down a joint request by ch. 43 WEEK-TV and ch. 19 WTVH-TV Peoria, Ill., proposing de-intermixture of commercial uhf and vhf channels there by switching the educational reservation on ch. 37 to ch. 8 or by deleting ch. 8 and adding chs. 31, 78 or 82.

Request of KEYT (TV) Santa Barbara, Calif., for waiver of the Commission's rules to change called letters to KEY-TV was denied.

Arkansas Television Co., ch. 11 grantee at Little Rock, is owned 45% by KTHS Hot Springs, 42% by Arkansas *Democrat* and 16% by National Equitable Life Insurance Co. Grant was made possible by dismissal of a competitive application by Arkansas Telecasters Inc. [B•T, Oct. 18].

At Bluefield, WHIS got final aproval for ch. 6 following dropout of another contestant, West Virginia Television Inc. [B•T, Oct. 25].

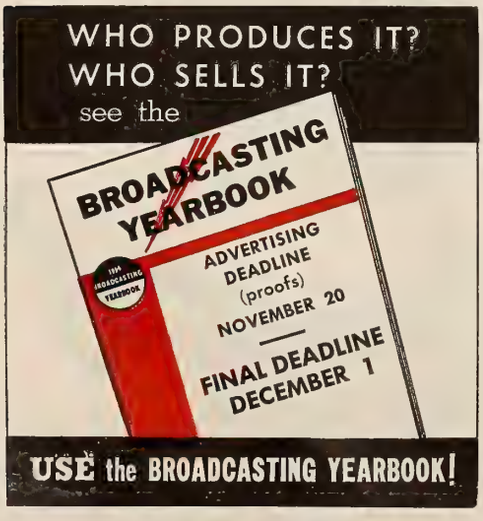
KIMA-TV's succesful bid for the Pasco ch. 19 satellite station, which will rebroadcast KIMA-TV's four network schedule, was filed in accord with the Commission's new policy to consider applications for new tv stations which do not originate local programs. It is considered a possible means to help uhf stations extend their coverage area to approximate vhf service and to assist the development of new tv stations in areas which otherwise could not support a station [B•T, Aug. 9].

The Pasco satellite will use effective radiated power of 10.2 kw visual and 5.13 kw aural with antenna height above average terrain of 910 ft. on Badger Mt., to serve Pasco-Richland-Kennewick. Pasco is 74 air miles from Yakima, enabling off-the-air pickup from KIMA-TV. The entire Pasco installation is budgeted at $76,605 with annual operating cost $25,000 and extra revenue estimated at $45,000. Two engineers will man the unit, FCC was told [B•T, Sept. 20].

Comments on FCC's allocation proposals for Laurel and Scranton are requested by Dec. 3. Assignment of ch. 7 to Laurel, where ch. 33 is open, was requested by Jack and Albert S. Rose and S. A. Rosenbaum doing business as Laurel Television Co. They plan to file for the vhf facility, FCC said, noting Laurel is a trade center and seat of Jones County.

In order to permit WTVU to switch from ch. 73 to 38, FCC proposes to substitute ch. 48 for 32 at Lock Haven and substitute ch. 32 for ch. 38 at Sunbury.

FCC's refusal to de-intermix Peoria was based upon the fact the channel assignments there were made final 2½ years ago and two contestants for ch. 8, WMBD and WIRL, have spent considerable time and money on bids predicated on such assignment and now await an initial ruling. "It is our view that it is only just and reasonable that the assignment of ch. 8 in Peoria should be changed only upon a clear and compelling showing that the public interest requires such a revision," FCC said, noting petitioners have not made such a showing.



WGOV-TV Suspension Brings Video Dropout Total to 108

WGOV-TV Valdosta, Ga., last week informed the FCC that it will surrender its ch. 37 permit.

Deletion of ch. 6 KTVI (TV) Nampa, ch. 8 KIFT (TV) Idaho Falls, and ch. 10 KWIK-TV Pocatello, all in Idaho, had been reported by the FCC last fortnight. This brings the total post-thaw tv stations which have surrendered their permits to 108. Of these, 87 were uhf and 21 were vhf stations.

WGOV-TV told the Commission it was surrendering its permit because it was not economically feasible to operate an independent non-network uhf station in Valdosta.

Both KTVI (TV) and KIFT (TV) surrendered their permits because they felt that "the economic situation does not warrant further construction."

The deletion of ch. 10 KWIK-TV was a FCC condition to the approval of the merger with KJRL and ch. 6 KISJ (TV) Pocatello [B•T, Oct. 4]. **Ch. 6 at Pocatello** will now become KWIK-TV.

Meanwhile, ch. 15 WPFA-TV Pensacola, Fla., advised the Commission that it had suspended operation, effective Oct. 31, but expected to return to the air when full cable facilities are available for the transmission of network tv programs to Pensacola. WPFA-TV is presently the 19th post-thaw tv station to suspend operation and retain its permit.

Ch. 24 WTVE (TV) Elmira, N. Y., also informed the Commission that it has been off the air since Oct. 15 when Hurricane Hazel completely demolished its tower and antenna. WTVE expressed the hope of returning to the air in the near future.

Right to Deny by Default Argued in Montpelier Case

RIGHT of the FCC to deny a tv application by default when the applicant refused to present an affirmative case was argued in the U. S. Court of Appeals in Washington last week.

Case involved the ch. 3 Montpelier, Vt., decision which saw the grant made to WCAX Broadcasting Co. (WMVT [TV]) when Colonial Television Inc. was alleged to have refused to present its case when its petition to amend its application was turned down by the examiner. The examiner held that Colonial was in default. The examiner's ruling was upheld by the FCC earlier this year.

Argument was heard by Circuit Judges Henry W. Edgerton, Charles Fahy and John A. Danaher. E. Startford Smith represented Colonial; J. Smith Henley, FCC, and Eliot Lovett, WCAX the intervenor.

Colonial is composed of two Montpelier businessmen. WMVT began operating early in September.

FCC Examiners French, Poindexter Extended

TWO TEMPORARY FCC hearing examiners were granted extensions of their appointments by the Civil Service Commission last week in order to complete pending television cases while a third, with no cases pending, has resigned.

Examiner Millard F. French was given a 30-day extension from Oct. 31 so that he can wind up the comparative hearing for ch. 5 at Raleigh, N. C., and complete his initial decision for ch. 2 at Springfield, Ill.

Fighting for ch. 5 at Raleigh are WPTF and WRAL. Mr. French resumes the hearing today (Monday). Since it is not likely he can close the record in the case, allow parties to file proposed findings and write his initial decision within this month, there are two alternatives that may ensue. He could be given another extension or certify the record to the Commission.

Mr. French's initial ruling in the Springfield ch. 2 case, involving competitive applications of WMAY and WTAX, is expected to be announced momentarily.

Texas Case Pending

Examiner John B. Poindexter was granted an extension of his temporary appointment last week from Oct. 31 to Nov. 18 so he can complete his initial decision in the Odessa, Tex., ch. 7 case. Contestants are Odessa Television Co. (part owner is KOSA) and The Odessa Tv Co.

Examiner Harold L. Schilz, whose appointment was to expire Dec. 31, resigned from FCC Oct. 29 and on Monday began work as attorney in the general counsel's office of the Federal Housing Administration. Earlier, Examiner Claire W. Hardy left FCC and now is hearing examiner with the Dept. of Health, Education & Welfare.

Two other temporary examiners, also hired by FCC to help clear the former television backlog, have appointments expiring Dec. 31. They are Examiners Charles J. Frederick and Isadore A. Honig.

Examiner Honig has three cases pending, all of whose records have been closed. These are the Omaha ch. 7, Klamath Falls (Ore.) ch. 2 and Bristol (Tenn.-Va.) ch. 5 proceedings.

In the Omaha case, involving bids of KFAB and Herald Corp., the hearing record was closed Oct. 26 with the parties slated to file proposed findings by Dec. 15 and replies by Dec. 30. The initial decision cannot be started until the latter date. If Mr. Honig's appointment is not extended, the record would have to be certified to the Commission.

Replies to proposed findings are due today (Monday) in the Bristol contest. It involves competitive applications of WOPI Bristol, Tenn., and WCYB Bristol, Va. With these filings,

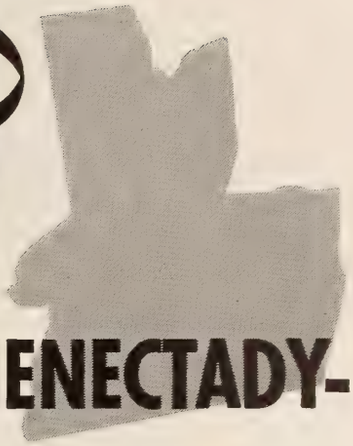


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ANNOUNCES

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Examiner Honig can commence work on an initial decision.

Mr. Honig's initial decision for ch. 2 at Klamath Falls should be forthcoming soon since only one applicant, KFJI, remains, following drop out of competitor Klamath Falls Television.

Examiner Frederick has four cases in various stages of completion: Pittsburgh ch. 11, Norfolk-Portsmouth (Va.) ch. 10, Jacksonville (Fla.) ch. 12 and Hastings (Neb.) ch. 5.

The Pittsburgh ch. 11 case resumed hearing Tuesday and involves competitive bids of KDKA, WWSW and WJAS. Jacksonville ch. 12, scheduled to resume hearing today (Monday), involves WJAX, WPDQ and Florida-Georgia Tv Co. On Wednesday, the surviving bid of KHAS Hastings for ch. 5 comes up for hearing, pending since dismissal of a competitive application earlier this year by Strand Amusement Co.

Initial decision is in preparation on ch. 10 Norfolk-Portsmouth, involving bids of WAVY Portsmouth and Beachview Broadcasting Co., Norfolk.

WBEN-TV Supports FCC Plan to Up Power Limit

WBEN-TV Buffalo will file in support of FCC's proposal to lift the 1,000 ft. antenna limitation in eastern Zone 1 to the U. S. maximum of full power at 2,000 ft., it was announced last week by counsel for the ch. 4 outlet, Spearman & Roberson, Washington.

WBEN-TV presently is limited to effective radiated power of 54 kw (100 kw is maximum on ch. 4) since its antenna is some 200 ft. above the present 1,000 ft. limit. FCC a fortnight ago turned down the station's request for waiver of the rule pending outcome of the Commission's proposal to lift the ban. Comments on the proposal are due Nov. 26 [B•T, Sept. 27].

Chairman George C. McConnaughey concurred with Comr. Robert E. Lee in a dissent to the Commission's denial of the waiver request. They felt the petition deserved a hearing on its merits. Comr. Rosel H. Hyde said no action should be taken before the proposal is considered.

KGTV (TV) Asks Use Of Educational Vhf

REQUEST for channel switches in Des Moines, Albany, N. Y., and Washington, D. C., were made last week in petitions for rule-making to the FCC.

KGTV (TV) Des Moines, operating since November 1953 on ch. 17, asked the Commission for permission to operate temporarily on reserved, non-commercial, educational ch. 11 in that city for a minimum of three years and until an educational tv station is ready to go on the air.

Need for a minimum of three years, KGTV said, is necessary in order to permit amortization of $120,000 estimated to be required in order to shift from the uhf channel to the vhf wavelength. It said it could make the change over within 45 days after FCC approval.

Recounting its battle to bring uhf to Des Moines, KGTV said it spent $35,000 in promoting conversions and that 40% of the tv sets in the area are now equipped for uhf reception.

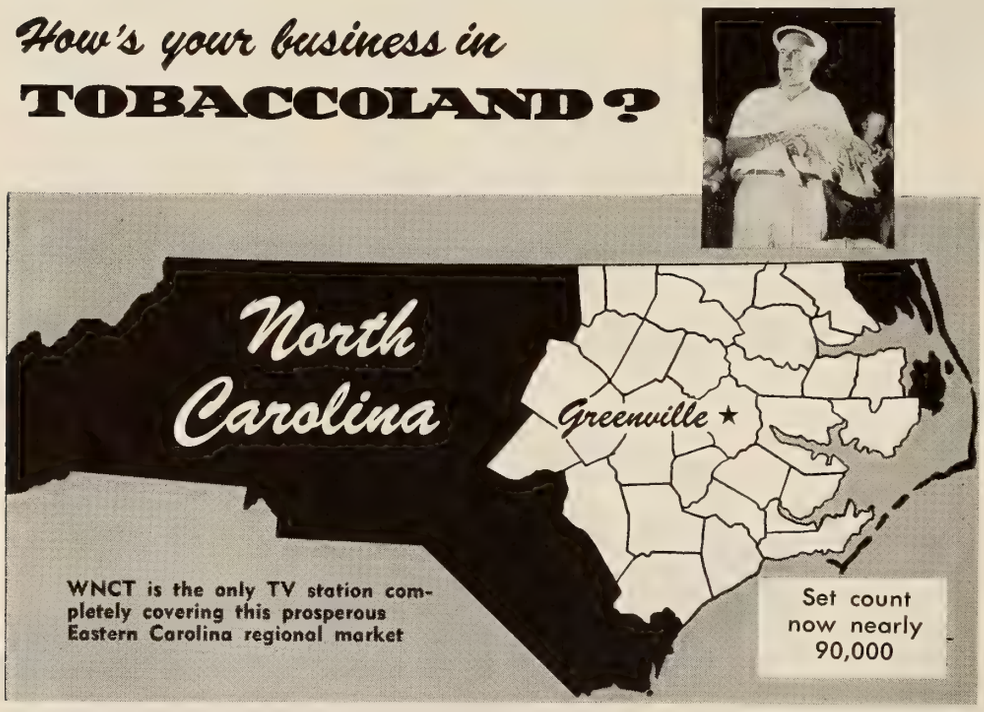
KGTV reported 76,500 uhf sets; see [TELESTATUS, B•T, Nov. 1]. It said that it was losing $10,000 per month, with a 1954 high of more than $35,000 in June. It had cut its losses to slightly over $3,000 a month when the second vhf station began operating in Des Moines, Walter C. Bridges, president of the station, said. This was WHO-TV on ch. 13. First Des Moines station was WOI-TV Ames on ch. 5, operated by Iowa State College and mainly an educational outlet.

Offers Air Time

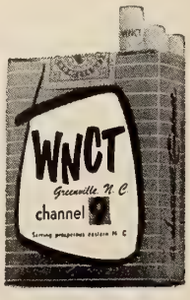
There is no application pending for ch. 11 in Des Moines, KGTV said. In order to provide educational service on ch. 11, KGTV said it would make a "standing offer" to local educational authorities to use 8-10 a.m. every day. It would also provide other educational offerings through the day, it said.

WROW-TV Albany, N. Y., asked the allocation of ch. 10 to Vails Mills, N. Y., 20 miles northwest of Schenectady. The Albany station, operating on ch. 41 and just sold to a group headed by newscaster Lowell Thomas, said the vhf channel could be placed in Vails Mills without disturbing any other allocation.

WOOK-TV Washington, grantee of ch. 50 there, asked that ch. 14 be moved from Annapolis, Md., to Washington and that ch. 50 be moved to Annapolis. There is no application pending for ch. 14 in Annapolis, the Washington station said.



With farm income from tobacco alone nearly $256,200,000.00 by October 29, you *should* be enjoying an excellent business in Eastern Carolina. To sell this prosperous regional market most efficiently, buy WNCT—the only TV station completely covering the area.



PRIMARY CBS AFFILIATE **WNCT** Greenville ★ N. C. channel 9

Operating on 100,000 watts full time

A. Hartwell Campbell, General Manager

JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

FCC Makes Final Grant Of Chicago Ch. 2 to CBS

FINAL curtain fell last week on what had long been a bitter fight between CBS and Zenith Radio Corp. for Chicago's ch. 2 when the FCC made final an examiner's initial decision favoring the grant to CBS [B•T, Nov. 1].

The grant followed withdrawal of the Zenith application after CBS agreed to buy the radio-tv manufacturer's transmitter and associated equipment for $575,000. Zenith in turn agreed to buy a quarter segment of *Omnibus* on CBS-TV (Sun., 5-6:30 p.m. EST) for about the same amount [B•T, Oct. 25].

In the Commission's order, WBBM-TV's license was renewed, and modified to ch. 2 instead of ch. 4 (the original channel). Also granted was a construction permit for regular operation with 100 kw visual power.

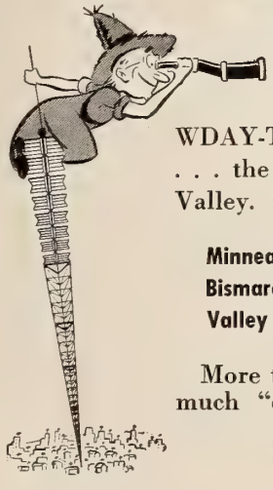
CBS bought the facilities of WBKB (TV) on ch. 4 from United Paramount Theatres in 1953 for $6 million. Under the FCC's final tv allocation in 1952, the Chicago ch. 4 station was ordered to change to ch. 2. But, pending since 1948 was Zenith's application for that frequency. The Commission dismissed the Zenith application, but after court action, set it for hearing with CBS. The agreement last week obviated the need for a hearing.

Mollie Burgess Leaves FCC

RETIREMENT of Mollie V. Burgess, since 1946 administrative assistant to FCC Comr. Rosel H. Hyde and with FCC since 1930, was announced last week by Comr. Hyde's office. Mrs. Burgess was feted by Comr. and Mrs. Hyde at a buffet supper Oct. 29. Mrs. Burgess was chief of the Commission's stenographic section from 1938 until her appointment to Comr. Hyde's office.



"WE GOT THE RED RIVER VALLEY ALL TO OURSELVES!"



WDAY-TV is the *only* TV station in Fargo . . . the *only* TV station in the Red River Valley. Our nearest "competitors" are:

Minneapolis-St. Paul . . . . . more than 200 miles
Bismarck, N. D. . . . . more than 185 miles
Valley City, N. D. . . . . more than 50 miles

More than that, we don't think we'd have much "competition", even if there were three or four other stations right in our own county. WDAY has been the big attraction around here for over 30 years. In TV, we now have 57 popular local programs . . . 60 of the best shows from NBC, CBS and ABC . . . more "know-how" than you can shake a stick at (or a tower)!

Ask Free & Peters for the overwhelming facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

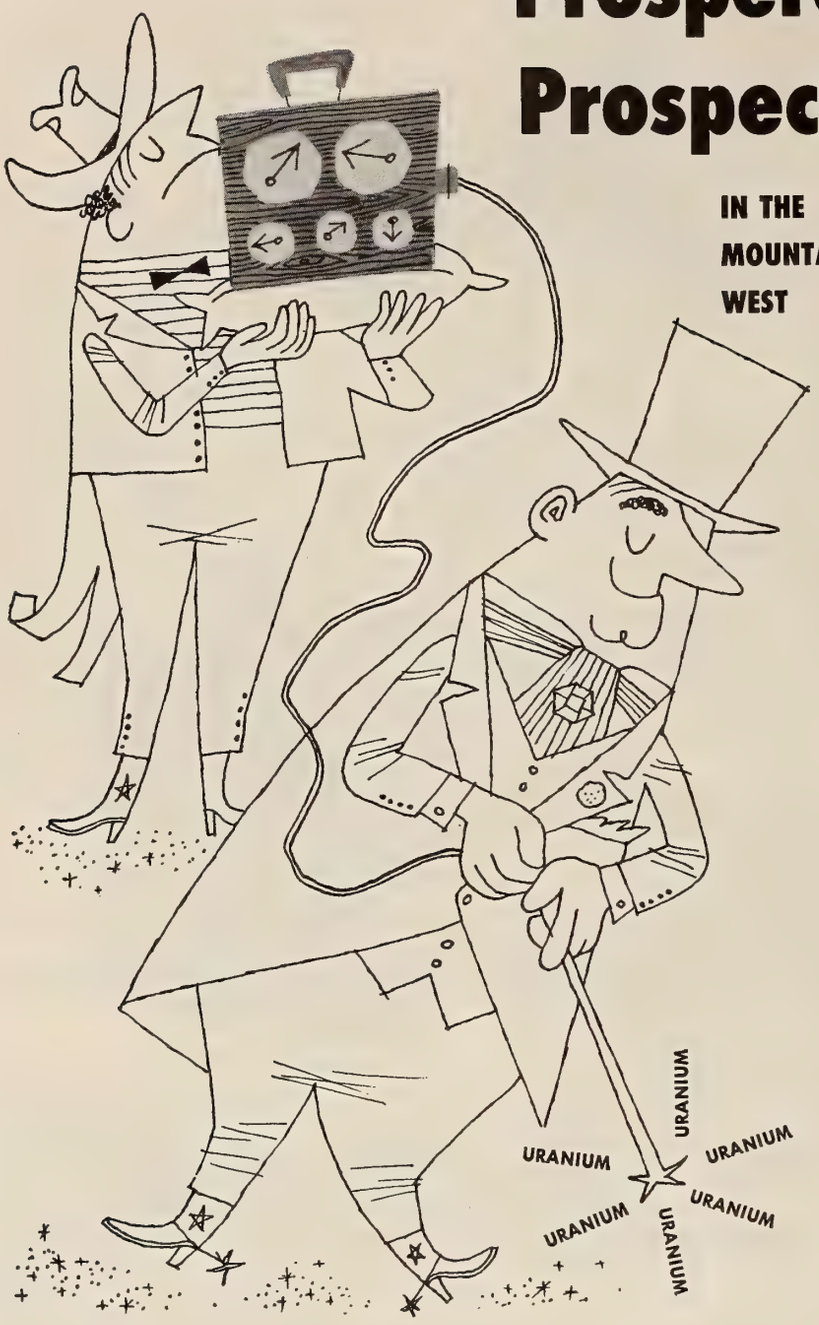
Affiliated with NBC • CBS • ABC



FREE & PETERS, INC., *Exclusive National Representatives*

Prosperous Prospectin'

IN THE MOUNTAIN WEST



KSL advertisers are digging up new customers every day in the Mountain West!
Why? Because the market is booming. Besides the fabulous uranium rush, *all* business is on the increase.
Salt Lake City, hub of this vast market, boasts a per capita income 13% over the national average... a "sales performance" 41% higher!*
Unearth new prospects — and sell more to your steady customers. Contact your nearest CBS Radio Spot Sales representative, or call **KSL** *Radio*

Salt Lake City • CBS in the Mountain West

*SRDS Consumer Markets, 1954

GOVERNMENT

LOSING APPLICANTS PROTEST DECISIONS

Ft. Wayne and Sacramento television cases are appealed. In each FCC had reversed its examiners on the grounds of newspaper ownership.

RIGHT of the FCC to consider newspaper ownership as a significant factor in deciding comparative tv hearings was questioned by McClatchy Broadcasting Co. last week.

McClatchy, loser in the Sacramento ch. 10 hearing to Sacramento Telecasters Inc. [B•T, Oct. 11], filed its appeal in the U. S. Court of Appeals in Washington.

At the same time, Anthony Wayne Broadcasting (James V. Fleming and Paul V. McNutt) filed an appeal with the U. S. Court of Appeals against the FCC's grant of Fort Wayne ch. 69 to WANE Fort Wayne [B•T, Oct. 4].

In both cases, the FCC reversed examiners' initial decisions which favored these two applicants. In both cases, the Commission used its principle of diversification as the significant factor in deciding the cases [See "Diversification: Its Case History," B•T, Nov. 1].

In the Fort Wayne case, the association of Messrs. Fleming and McNutt with the *Fort Wayne Journal Gazette* and its joint mechanical, advertising and business operation with the *Fort Wayne News-Sentinel*—including forced combination rates for national and classified advertising—was considered to be the vital consideration in favoring the other applicant. Messrs. Fleming and McNutt are principal owners of the *Journal Gazette*.

News Interests Halt Grant

In the Sacramento decision, the newspaper and broadcast ownership of the McClatchy interests was counted against the applicant to favor the granting of the opposition contestant. The McClatchy interests own and publish the *Sacramento Bee*, the *Fresno Bee* and the *Modesto Bee*. They also own KFBK Sacramento, KMJ-AM-FM-TV Fresno, KERN Bakersfield, KWG Stockton and KBEE (FM) Modesto, all Calif., and KOH Reno, Nev.

The successful Fort Wayne applicant, WANE, is associated in ownership with WISH-AM-TV Indianapolis and WHBU Anderson, Ind.

The successful Sacramento applicant is principally owned by John H. Schacht, half-owner and general manager of KMOD Modesto, Calif.

McClatchy held that the examiner and the FCC had found it superior in many respects, but that the Commission denied it a grant solely on the newspaper ownership issue.

It asked the court whether the FCC "can deny an applicant, otherwise superior to its opponent, solely because of ownership of newspapers and broadcasting stations."

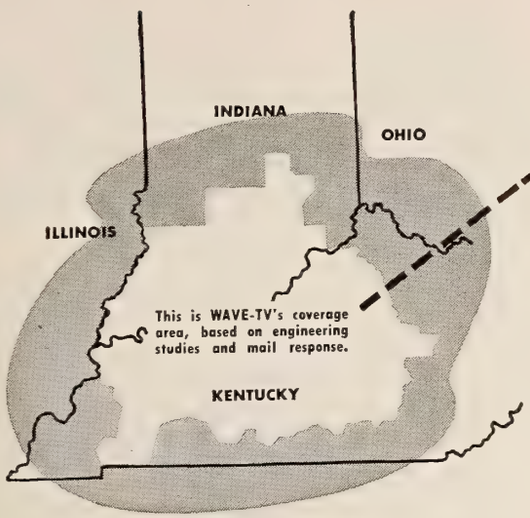
It also claimed the Commission acted in an arbitrary and capricious manner when it found that Sacramento Telecasters was better qualified in a number of particulars.

Eleanor McClatchy, president of the broadcasting firm, said in an announcement following the FCC's final decision:

"Frankly, the Commission's decision is difficult, if not impossible, for us to understand," she said.

"On the one hand, the Commission is most flattering in its praise of the past performance of the McClatchy Broadcasting Co. when it says: 'The record is replete with evidence relating to the meritorious service rendered by the McClatchy radio stations.' Then on the other, it arbitrarily denies our tv application

HUNTING?





If you're hunting the TV station that gives you the biggest TV audience in Kentucky and Southern Indiana—

ASK YOUR REGIONAL DISTRIBUTORS!

Draw a bead on the Louisville market—but check your aim before you shoot. Pick up your phone and call your distributors in Louisville—

—and Evansville (101 air miles)
—and Lexington (78 air miles)

Ask each, "What Louisville TV station do your neighbors prefer?"

Call them now. It'll cost you a few bucks to get "zeroed in" but may save you many when you fire!

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

simply because we are in the newspaper and radio business. This is outright discrimination. . . .

"The FCC, in many of its decisions, has stated that the 'diversification of control of the media of mass communication' is a factor which may be considered with others, everything else being substantially equal, in determining between applicants. On the other hand, in this case it has done what its various members have said in decisions, in public talks and in appearances before committees of Congress it would never do, namely, discriminate against an applicant solely because of its ownership of newspapers and radio stations."

In its appeal to the federal court, Anthony Wayne held that the Commission had given controlling weight to newspaper ownership and newspaper practices which were beyond the control of Messrs. Fleming and McNutt. It said that the Commission had "distorted" the record to minimize factors favoring Anthony Wayne, and that it had departed from its own standards by giving weight "to alleged monopoly or anti-trust violations not supported by proof in this proceeding or by actual convictions."

Using the diversification principle for its own benefit, Anthony Wayne claimed that the FCC had "departed from its own standards" in this regard.

The appeal also cites the Commission as "arbitrarily and capriciously ignoring and refusing to give weight to clearly proven and admitted elements of superiority in appellant's proposal, including superiority of program, studio, equipment, personnel and technical proposals." Anthony Wayne claimed that its engineering proposals promised coverage of 98% more area and 47.5% more people than its opponent. Generally, the FCC finds *bona fide* applicants eligible in legal, financial and technical matters and thus rules out these considerations in comparative hearings.

Referring to the Commission's finding that the forced combination rate for national and classified advertising was not in the public interest, though the Commission admitted it was not illegal, Anthony Wayne declared that "This finding stigmatizes two men of outstanding character and reputation in their community as being unfit to own a television station because of the fact that a newspaper in which they are stockholders is bound by a valid contract to a corporation which allegedly carries on a practice which the Commission objects to but does not find illegal."

Mr. McNutt is the former Democratic leader who held important posts under President Roosevelt.

Fort Wayne News-Sentinel owns WGL in that city.

Reversal of Fresno Ch. 12 Initial Grant Requested

CONTENDING the "over commercialism" alleged by an FCC hearing examiner to KFRE Fresno cannot support an initial decision to grant television ch. 12 to its competitor KARM there, the FCC Broadcast Bureau petitioned the Commission last week to reverse the examiner's recommendation [B•T, Sept. 13].

The Bureau held the examiner overlooked other more significant differences between KARM and KFRE, both of whom also filed exceptions to the examiner's ruling.

The Broadcast Bureau's exceptions to the initial decision said "that the ultimate conclusion in this case is not supported by proper findings of fact and conclusions. . . . Since in our view a grant to KARM cannot be supported on the theory that KFRE has indulged in over-commercialization, discriminated against local advertisers in favor of national and regional advertisers, or that a grant to KARM will stimulate competition or that its proposal should be preferred to enable it to recoup operating losses, other areas of differences which are significant must be considered."

The Broadcast Bureau said that the "significant differences" relate to participation in civic and community activities and planning for the proposed station. The Bureau noted the "superior participation" in civic activities on the part of KFRE President Paul R. Bartlett and concluded: "Accordingly, we believe that KFRE has demonstrated, for comparative purposes, a degree of planning and sense of licensee responsibility, which point to an inference that its proposal is more dependable than KARM's in terms of continuing responsiveness to community need."

WSYR REVOCATION SOUGHT BY WNDR

WNDR Syracuse, N. Y., last week petitioned the FCC to revoke the licenses of WSYR-AM-FM-TV there.

WNDR charged that Samuel I. Newhouse through his control of the WSYR stations and of the only evening daily newspaper, *The Herald Journal,* and of the only morning daily newspaper, the *Post Standard,* has been "engaged in a combination and conspiracy to monopolize interstate trade and commerce" which has injured WNDR and has gained competitive advantages for Newhouse.

WNDR alleged that Mr. Newhouse requires all "general" advertisers to purchase newspaper advertising in the newspapers as a unit at combination rates, that WNDR is charged more than other local advertisers and that it must advertise as a unit at combination prices in both newspapers.

WNDR further alleged that Mr. Newhouse and his newspapers, in order to drive WNDR out of business and to give the WSYR stations a competitive advantage, published false news items regarding a pending suit between WNDR and its creditors and spread false rumors pertaining to WNDR's business stability.

The WSYR stations also gained competitive advantage over WNDR, it was charged, by affording WSYR advertisers prominent newspaper displays and news column publicity free of charge as an inducement for the advertisers to advertise with the WSYR stations.

WKY Answers Protest To Montgomery Buy

CALL for the FCC to decide "at this time" how far a newspaper which also owns radio and tv stations must go in publicizing competing broadcast properties was made last week by WKY Radiophone Co., associated in ownership with the *Oklahoma City Daily Oklahoman* and *City Times.*

The Oklahoma City broadcast licensee (WKY-AM-TV) made this declaration in an opposition to last month's protest by KWTV (TV) Oklahoma City and WCOV-AM-TV Montgomery, Ala., against the $1 million purchase by WKY of WFSA-AM-TV Montgomery, Ala. [B•T, Oct. 25].

The two protesting stations asked the Com-



RADIO AND TELEVISION

By JOHN CROSBY

Intelligence From Boston

My courier from Boston just blew in with his annual report from Beantown, the most sprightly news to come out of Boston since Bob and Ray left there. The news—not to keep you in suspense any longer—is that WBZ up there is up to its hips in player piano rolls whose very titles will send you reeling down Memory Lane humming "Jeannine, I Dream of Lilac Time."



John Crosby

It all started when the station bought an elderly player piano and a half dozen rolls. One morning a WBZ disk jockey named Carl de Suze played a roll and suggested that listeners send him any old rolls they had lying around. Then the afternoon disk jockey, man named Norman Bragg, played another roll, boasted that he was much better on a player piano than de Suze and suggested that listeners send the rolls to him rather than to de Suze.

* * *

Now this was a rash thing to do. As any fool knows, Bostonians never throw away anything, and it seems as if practically every resident was plentifully supplied with player piano rolls. In two months' time—when the station in desperation called a halt—18,226 piano rolls came in, cluttering up every last inch of storage space the station had. These stacks of piano rolls are a memorial to an almost extinct business. Of the thirty companies represented, only one—the Q. R. S. Company of New York City—is still in business.

The titles that drifted into WBZ will transport you rapidly back to twenty-five or thirty years ago. "Just a Girl That Men Forg... "Wabash Moon," "Tell Me Gypsy," "No, N... Thousand Times No," "On the Level, Yo... Little Devil," "Follow the Swallow," "My... Bimbo Down on the Bamboo Isle," "S... Araby," "I Wonder What's Become of...

There were the novelty numbers lik... Ice Today, Lady?" "You Can't Wal... From an Aeroplane," "Alcoholic Blue... "What Does the Pussycat Mean Wh... Says Meow?" There was even a long-playing roll. It was about the size of a roll of teletype paper and included "Constantinople," "You May Be Right, You May Be Wrong," "When," "Louisiana Lullaby," "That's My Mammy," "Waitin' for Katy," "Old Fashioned Roses," "Adoree" and "Get Out and Get Under the Moon."

* * *

The most popular company apparently was Ampico, which turned out a lot of classical and semi-classical tunes played by such pianists as Rachmaninoff, Paderewski, Josef Hoffman, George Gershwin and Zez Confrey (who wrote "Kitten on the Keys"). When played on an Ampico piano these were supposed to sound like a concert. Unfortunately, the WBZ player piano isn't an Ampico, and they sound just like the rest—which is to say noisy, mechanical and not at all like anything you'd hear at Carnegie Hall.

Audience reaction to the contest—it had become a race between Bragg and de Suze to see who'd get the most rolls—was tremendous, with mail from all over New England. Two women drove up one day with a bag of piano rolls, two frozen lake trout and a box of brownies. Another woman wrote that the contest had saved her family. "Before it started, my husband was always out in the evenings and my children were never home. But we heard your show and remembered we had an old player piano in the cellar. So we got it out, bought some new rolls, and now the kids bring their friends home to hear it, and my husband hardly ever goes out any more."

* * *

The contest also ended a ten-year-old running gag. For years some of Bragg's friends had been asking him to play "Napoleon's Last ...ge." Bragg's stock answer: "Never heard ...ne day a batch of player rolls came in ...top of it—"Napoleon's Last ...d it—and that was that. ...at WBZ is how ...esent plan ...ay:

PLAY THIS ON YOUR OLD PIANO

Listeners Send in 18,226 piano rolls to Boston's WBZ

WHAT SWEET MUSIC FOR NEW ENGLAND ADVERTISERS! Here's sensational proof of Audience Action for you. And it's the same tune on *all* the big Westinghouse Broadcasting Company 50,000-watt stations. Results roll in because WBC stations have the big appeal to the big audiences. Want some? Call your nearest WBC station or Eldon Campbell, National Sales Manager, PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia; KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco. KPIX represented by THE KATZ AGENCY, INC.; WBC National Representatives—FREE & PETERS, INC.

mission to set the transfer application [B•T, Oct. 4] for hearing on allegations that the parent publishing company, Oklahoma Publishing Co., practiced advertising and editorial discrimination against other radio and tv stations in that city. They also charged that the publishing company conspired to restrain program sources from appearing on stations other than WKY-TV.

WKY denied the allegations. It termed the charges "false and scandalous" and the petition full of "misrepresentations."

In asking that the Commission make a determination on the anti-publicity charges, WKY said:

. . . we believe that it is essential that the Commission decide at this time whether a newspaper or any other business, controlling a broadcast licensee, is required to publish free promotional publicity, including the publishing of program logs, to competing media in order to escape the stigma of unfair competitive practices insofar as the Commission is concerned. . . .

If newspapers are to be required to give up their prerogative of determining whether information is news or whether it is merely promotional publicity benefiting profit making organizations; surrender their constitutional prerogative of determining what news is of interest to the public and what is not; and be required to actively promote the business of competitors by free promotional publicity, as the price of also engaging in the broadcast business, it is obvious that the price is too high for the newspaper industry to pay.

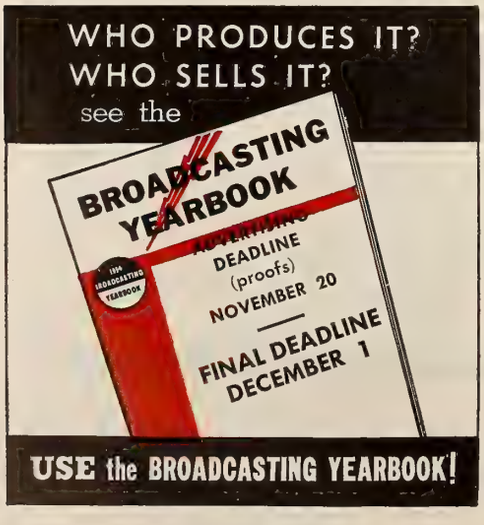
WKY said that even if the discrimination charges against the newspapers were true that would not be grounds for denying its application to purchase the Montgomery stations. It declared that its practice regarding news was its own right and that it could not be penalized for that.

Answering the specific charges of news and advertising discrimination, WKY detailed instances where it had carried news of KWTV's grant, construction, 1,571-ft. tower, etc. It made no apology for charging for program logs or for the run-of-the-paper positioning of KWTV's advertisements. (KWTV claimed discrimination in that its advertising appeared at no set place in the newspapers, while the newspaper-owned WKY-TV's did.)

Charge that WKY used pressure to restrain performers from appearing on KWTV or other tv stations in Oklahoma City were refuted by WKY. In the instances cited, the desire for exclusive use of a "story" or a program was given as the reason.

Nowhere was it accused of not running its radio and tv properties in the public interest, WKY pointed out. Its radio station has been operating, with regular renewals, since 1928, it said, and its tv station on the same basis since 1948. The many awards for public service received by both stations were cited.

WKY is purchasing the Montgomery radio and tv stations for $562,600 plus the assumption of obligations totaling more than $500,000.



KIFN Bid to Stay FCC 10% Rule Denied

REQUEST of KIFN Phoenix, Ariz., that FCC either withdraw or stay the effectiveness of its revised "10% rule" has been turned down by the Commission and some half-dozen applications for new am stations or changes in facilities for existing outlets were dismissed as not conforming to the new rule.

In the text of its order issued Monday, FCC explained that the purpose of the amendments to its rules and standards, made final in early August and effective Sept. 7 [B•T, Aug. 9], "was to codify as a fixed rule the Commission's past practices relating to permissible deviations from the requisite minimum of interference-free service to be provided within an applicant's normally protected contour."

FCC turned down KIFN's argument that new rules should not apply to pending applications, citing the tv reallocation and other cases. The Commission also refused to consider waiver of daytime interference under the 10% population formula.

FCC earlier this year set for hearing KIFN's bid to change operation on 860 kc from 1 kw daytime only to 1 kw fulltime with directional antennas day and night. Issue involved, FCC said, is whether the proposed installation would comply with its rules with respect to the minimum of interference-free service within the station's normally protected (2.5 mv/m) contour and coverage of Phoenix and its metropolitan district.

In collateral action, FCC denied the petition of WKXY Sarasota, Fla., for waiver of the 10% rule and dismissed the station's application to change from 1 kw daytime on 1540 kc to 1 kw day, 500 w night on 930 kc, directional day and night.

FCC also dismissed these applications for noncompliance with the revised rule:

WRFC Athens, Ga., to change from 500 w, 1 kw-LS, DA-N, to 1 kw, 5 kw-LS, DA-N, on 960 kc.

The Saline Bcstg. Co. for a new station in Saline, Mich., to operate on 1290 kc, 500 w, D.

Pacific Bcstrs. for a new station in Oxnard, Calif., to operate on 1520 kc, 250 w, U.

Morehead Bcstg. Co. for a new station in Morehead, Ky., to operate on 1310 kc, 1 kw, D.

E. Weaks McKinney-Smith for a new station in Paducah, Ky., to operate on 1560 kc, 1 kw, U, DA-1.

KIEM Eureka, Calif., to change from 1480 kc, 5 kw, U, DA-1, to 930 kc, 1 kw, 5 kw-LS, DA-N.

WROW-AM-TV Transfer Approved by Commission

TRANSFER of control of WROW-AM-TV Albany, N. Y., to a group headed by radio commentator Lowell Thomas was approved by the FCC last week [B•T, Oct. 18]. Purchase price for 83.4% ownership of the two Albany stations was $298,800.

Associated with Mr. Thomas, who will be 31.2% owner, are Mr. Thomas' business manager, Frank M. Smith, 20.8%; Ellen E. Elliot, wife of New York stock broker Edward Elliot, 20.8%, and attorney Alger B. Chapman, former ABC director, 10.4%.

WROW operates on 590 kc, with 5 kw day, 1 kw night and is affiliated with MBS. Ch. 41 WROW-TV is affiliated with ABC and DuMont.

WSHA (TV) Show Cause Order Is First Against Tv Station

CHARGING financial misrepresentation in the application for ch. 39 WSHA (TV) Sharon, Pa., FCC last week made public the text of its order directing Leonard J. Shafitz to show cause why his permit for WSHA should not be revoked. This is believed to be the first such action by FCC in tv. WSHA is not on the air.

The Commission order designated the case for hearing Dec. 7 in Washington and called upon Mr. Shafitz to appear and present his evidence. The permit was granted Jan. 27.

FCC's show cause order contended that a field investigation in April "revealed that the total of unencumbered parcels of real property allegedly owned in fee simple by the permittee . . . was not owned by him at the time of filing his verified statement of financial condition with the Commission."

The order also alleged that as to the personal property shown on his financial statement and relied upon by the Commission when the construction permit was granted, the permittee refused to divulge any information showing to what extent he owned or had available to him the assets described. . . ."

FIFTH AMENDMENT RIGHT RAISED IN LAMB CASE

Witness in closed session alleged to have refused to answer questions. Also appearing last Thursday was Paul Prosser of Toledo.

FIFTH Amendment privilege in refusing to testify was reportedly claimed last week by a second witness in the FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa.

The witness, identified as Joe Friedman, appeared in a closed session with Examiner Herbert Sharfman on Thursday morning. Discussion by counsel for both Mr. Lamb and the FCC Broadcast Bureau later that day indicated the witness gave his name but refused to answer any questions.

Request for the closed session was made by the witness' attorney, David Rein of Washington, who told the examiner his client had a heart condition and a personal problem he wished to discuss privately. Transcript of the conference, however, was slated to become public Friday.

Earlier witnesses in the Lamb case testified that a Joe Friedman at one time was an official of the Communist Party of Lucas County (Toledo). A fortnight ago, a witness identified as Max Wall claimed Fifth Amendment rights in refusing to testify in the proceeding [B•T, Nov. 1]. Likewise, previous witnesses had recalled a Mr. Wall as active in Toledo party affairs.

Remainder of Thursday's hearing was devoted to examination of the Broadcast Bureau's 12th witness, Paul Prosser of Toledo, who said he had been in the local Communist Party from about 1937 to 1945 and had served on its executive committee between 1939 and 1942.

Mr. Prosser related the party had "practically continuous" fund drives for various purposes and the executive committee would suggest 50 to 75 names and decide which would be "touched" in a particular case.

The witness testified a number of names would be scratched off the list, but recalled Mr. Lamb's name remained on the list to be solicited for contributions for sending delegates to a state party meeting at Akron in 1939. Mr. Prosser said he never met Mr. Lamb. There was no testimony that Mr. Lamb was solicited.

The WICU renewal hearing issues include whether or not Mr. Lamb misrepresented himself when he said he never had Communist associations. Mr. Lamb, who denies the allegations, waits completion of the Broadcast Bureau's case before presenting his evidence. Hearing has been underway since mid-September [B•T, Sept. 20, *et seq.*].

NOW! DAVE'S IN DENVER

. . . and he's going to make it **"COZY"** for **YOU**



Dave Segal made Kansas City "cuddle" up to KUDL. Now he's going to make Denver "cozy" up to KOSI . . . ranking high as Pike's Peak with the folks who spend $$$ in Denver.

KOSI

KOSI IN DENVER—1000 W—1430 KC

9100 EAST COLFAX, DENVER 8, COLO. EMpire 6-2695

KUDL IN KANSAS CITY, MO.—1000 W—1380 KC
KDKD IN CLINTON, MO.—1000 W—1280 KC
WGVM IN GREENVILLE, MISS.—1000 W—1260 KC

BEESON TO HEAD HEADLEY-REED CO.

Top management and ownership realignment is underway at representative firm. Wrath will fill newly-created executive vice presidency.

REALIGNMENT of top management of Headley-Reed Co., station representatives, was announced last week coincident with disclosure that key members of the firm have acquired or expanded their stock holdings in the company.

Sterling B. Beeson, vice president and general manager, was elected president and John H. Wrath, Chicago manager, was named to the newly-created post of executive vice president.



MR. BEESON MR. WRATH

Ivan N. Hardingham, radio sales manager, and Richard P. Hogue, television sales manager, were named vice presidents in charge of radio sales and tv sales, respectively. The changes were effective Nov. 1.



MR. HARDINGHAM MR. HOGUE

It was assumed that Frank W. Miller Sr., former president, and Frank W. Miller Jr., former secretary-treasurer, are withdrawing from active work in the Headley-Reed Co. under the new setup.

Messrs. Beeson and Wrath have increased their respective stock holdings in the company, the announcement said, and a number of other members of the organization have acquired stock interests. Messrs. Hardingham and Hogue are stockholders, as are some members of all the company's officers. Some additional stock also is available for purchase by existing stockholders or other key personnel.

In addition to the offices it maintains in New York, Philadelphia, Atlanta, San Francisco, Los Angeles and Chicago, Headley-Reed plans to reopen its Detroit office in the near future, officials said.

All four of the new officers named last week have been associated with Headley-Reed for a number of years. Mr. Beeson, the new president, joined the company in 1941 as an account executive.

"Raise the Song of Harvest Home. . ."

WITH MUSIC FROM THE SESAC REPERTORY

This Thanksgiving let SESAC music fill your programming bill with selections from a repertory that brings you "the best music in America" . . . and the best Thanksgiving music, too—

Come, Ye Thankful People
Coming of the Pilgrims, The
Hymn of Thanksgiving
Hymn of Thanks and Praise
I Will Give Thanks
It Is a Good Thing to Give Thanks
Looking Forward of the Pilgrims, The
Oh, Give Thanks
Over the River and Through the Wood
Rejoice and Give Thanks
Sing Praises
Sing to the Lord of Harvest
Song of Gratitude, A
Things We Love, The
Thank You Lord
Thanks for the Grace of God
Thanksgiving Bells
Thanksgiving Day
We Thank Thee, Lord

. . . and many many more

SESAC INC. 475 Fifth Ave. New York 17, N. Y.

KREM-TV, Educ. KUON (TV) Are Week's Video Starters

TWO TV stations, one commercial and one educational, began regular programming last week, increasing to 415 the number of operating tv stations.

KREM-TV Spokane, Wash., owned by Louis Wasmer, began programming Oct. 31 as that city's third tv. Edward Petry & Co. is national representative for the ch. 2 station.

Educational KUON (TV) Lincoln, Neb., began operations Nov. 1. The ch. 12 outlet is the eighth noncommercial station operating. Part of its programming will be credit and noncredit courses from the U. of Nebraska.

The first tv station for Allentown, Pa., is scheduled to begin operations late this month when WFMZ-TV (ch. 67) goes on the air, mainly with local and syndicated film. The station is represented by Avery-Knodel Inc. Raymond F. Kohn is president and general manager.

KOB-AM-TV Separates Sales For Radio, Tv Divisions

REALIGNMENT of the sales department of KOB-AM-TV Albuquerque, N. M., into separate staffs for radio and tv to strengthen "the position of both media in this market," has been announced by Wayne Coy, president of Albuquerque Broadcasting Co., licensee.

Under the new plan, which was effective Nov. 1, Rolf S. Nielsen is in charge of national and local sales for KOB-TV. He joined the stations in 1940 and since November 1952 has directed sales for both operations.

A. E. Mickel, who transferred to the sales department last March after serving as promotion manager since November 1953, was promoted to sales manager of KOB radio.

Appointed to the tv sales staff to work under Mr. Nielsen are Max Sklower and Herbert McDonald. The sales staff for radio includes Charles Teas and William Stephens, both of whom will work under Mr. Mickel.

Messrs. Nielsen and Mickel report to Mr. Coy.

October Local Sales Best Ever for KDKA

OCTOBER was the most successful month in local sales for KDKA Pittsburgh in more than three decades of commercial broadcasting, L. R. Rawlins, general manager, told a group gathered at the station Nov. 2 to celebrate KDKA's 34th anniversary.

The previous high, Mr. Rawlins explained, was in October 1950 when the three Pittsburgh newspapers were on strike and all the local radio stations had more advertisers "than they knew what to do with." But this October surpassed that mark by 17%, Mr. Rawlins said.

A major reason for the station's boost in local revenues, Mr. Rawlins declared, is that "we have raised, not cut, our revenues. We have a good product to sell and I don't like to see it cheapened by price slashing."

KDKA, owned by Westinghouse Broadcasting Stations Inc., went on the air in late 1919 and began commercial operations the following year.

WATV (TV) Rate Plan Draws Mixed Reactions

REACTION to the WATV (TV) Newark "guaranteed circulation" rate card which goes into effect a week from today (Monday) has been mixed.

Most agency timebuyers queried ranged in answers from "exciting concept" to "interesting" or a flat "no comment."

WATV next week ups its Class A time from $1,000 to $2,000 per hour. Similar jumps are contained in its new rate card, No. 5, for other time. But the station has announced that although rates will be increased, the station will guarantee its advertisers a maximum cost of $1.25 per commercial minute per thousand homes delivered. If ratings do not hold up for any program in each time class, the station will offer the sponsor pro-rated rebate or its equivalent in time [B•T, Oct. 25].

WATV, meanwhile, reported it was continuing to sell time under the new plan. Among the buys: a thrice-weekly, 15-minute segment of *Junior Frolics* (5:30-5:45 p.m.) by the Nestles Co. for Everready Cocoa and chocolate bars; Tv Time Popcorn spot announcement adjacancies to the *Frolics* program; Ideal Toys for two spots a week after the *Frolics* for 13 weeks; China Beauty (prepared foods) 10 or 20 second IDs per week, and Plymouth Division through N. W. Ayer for a package of 13 spots a week for a three week period beginning Nov. 17.

Harry Trenner, vice president in charge of radio and tv at William Weintraub Agency, hailed the plan as being a sound advertising premise. He recalled how in 1937 when he was commercial manager of WNBF Binghamton, N. Y., he was able to help "build the station" with a similar rate plan for radio. "It met with success," he said.

WSTV-TV's 'Nighties' Contest Attracts 1,000 Entries

NEARLY 1,000 entries were received by WSTV-TV Steubenville, Ohio, for its "nighties" contest in which entrants were required to guess the number of nightgowns displayed in a photograph.

E. Dean Lewis of Fuller & Smith & Ross Inc., Cleveland, was the grand prize winner of the six-weeks contest which netted him a $125 matched set of lingerie.

Eleven additional lingerie prizes valued at $25 each were awarded to:

George J. Newhams, Dravo Corp., Pittsburgh, Pa.; David Frankel, WSVA-TV Harrisonburg, Va.; Max Liebman, Joe Lowe Corp., New York; Cathy McNamara, William Wrigley Jr. Co., Chicago; Henry P. Shobar, W. P. Fuller & Co., San Francisco; William J. Stenson, Weiss & Geller Inc., Chicago; R. H. Freeman, Pillsbury Mills Inc., Minneapolis; Robert Brueggemeyer, Gundlach Adv. Agency, Cincinnati; H. Furlong, Leo Burnett Adv. Agency, Chicago; B. Isaacs, Adv. Checking Bureau Inc., New York, and Ernest W. Baker Jr., Denman & Baker Inc., Detroit.

WCAN-TV Issues New Rates

NEW card calling for rate increases in Class "A" and other times on the basis of a claimed set conversion figure of 400,000 was announced by WCAN-TV Milwaukee last week. Rate boosts, including one from $500 to $600 for a full hour Class "A", are effective Nov. 1 with issuance of Card No. 4 and a set circulation mark of 408,900, according to Lou Poller, WCAN-TV manager. Station claims it is the first uhf outlet in the country to reach that number.

WCAN-TV expects to move into its new $500,000 Television Center in about six weeks when both WCAN-TV and WCAN radio will be consolidated under one roof. Tv transmitter will remain atop the Schroeder Hotel.



Sponsors pile up winning seasons, one after the other, with WBNS. We've got loyal listeners (in fact . . . more listeners than all other local stations combined). Our fans stick with us through the TOP 20 PULSE-rated programs and follow through with record purchases of WBNS-advertised products.

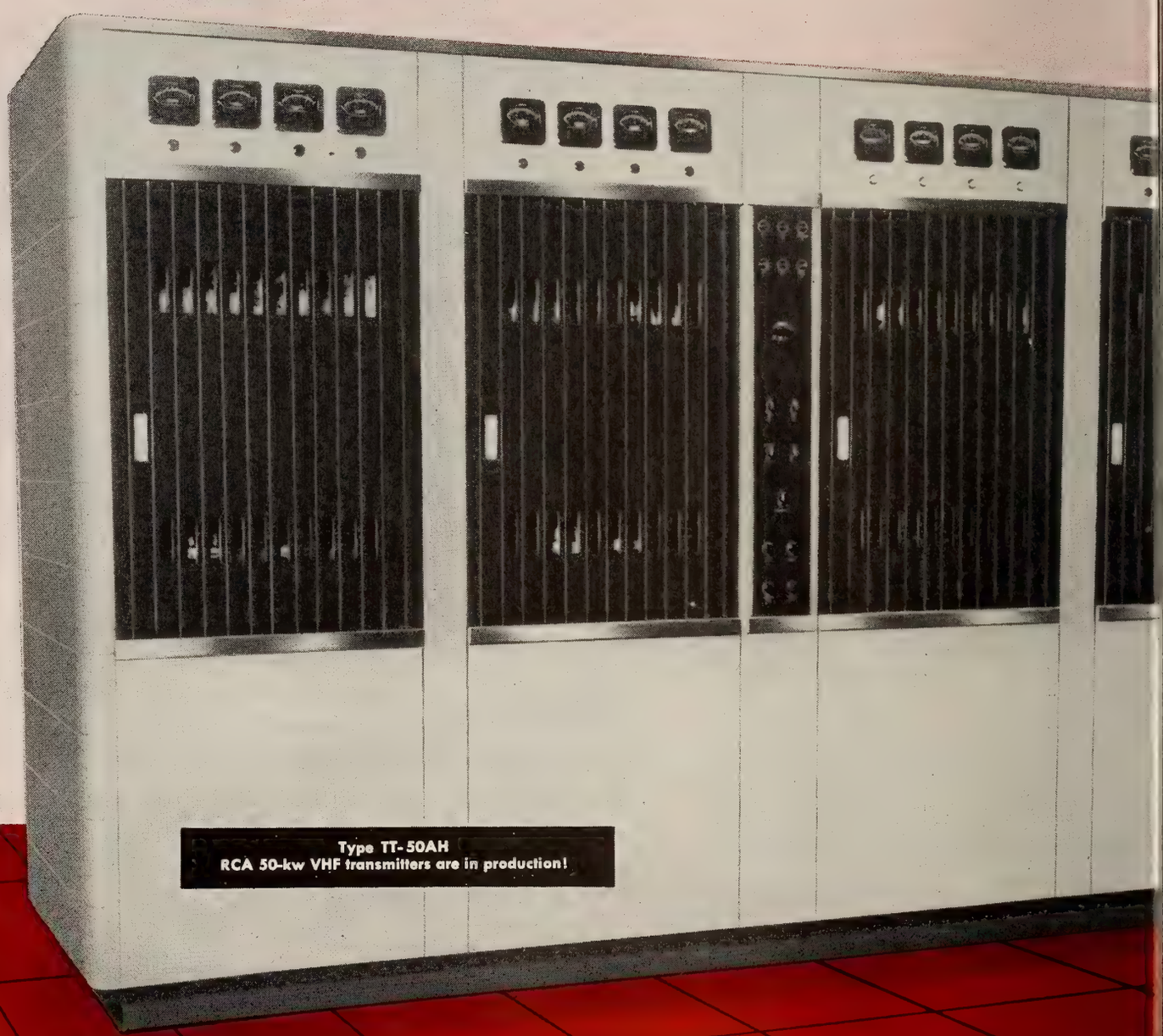
CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

ANOTHER RCA 50 KW VHF



Type TT-50AH
RCA 50-kw VHF transmitters are in production!

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

Announcing

THE NEW **KWTV** OKLAHOMA CITY

The Worlds Tallest Man-made Structure

DESIGNED AND FABRICATED BY
IDECO DIVISION
DRESSER-STACEY COMPANY

•

ERECTED BY
MIZELL CONSTRUCTION COMPANY
AND TRUCK LINE

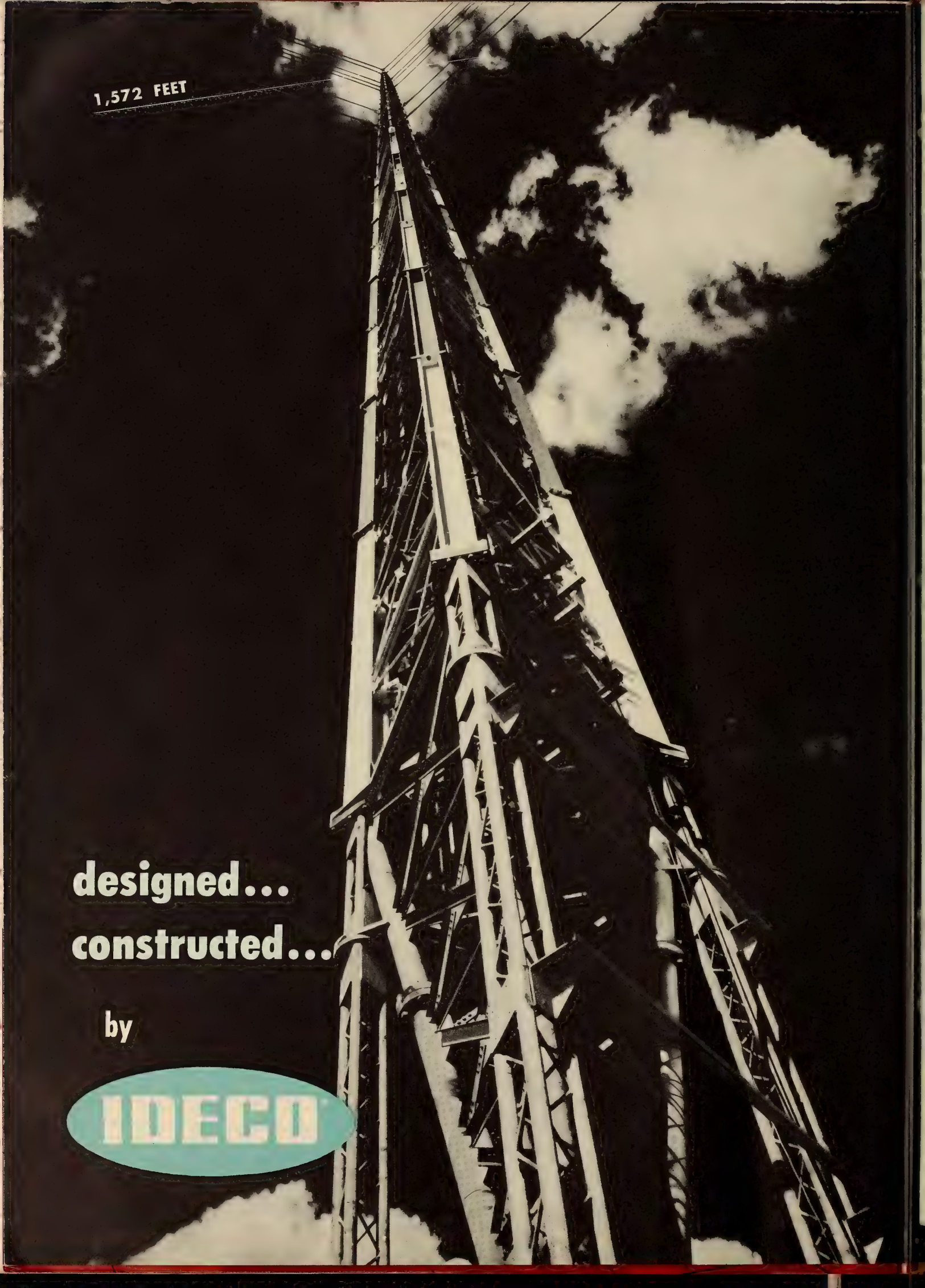
•

COMPLETELY EQUIPPED BY
RADIO CORPORATION OF AMERICA

•

OWNED AND OPERATED BY
OKLAHOMA TELEVISION CORPORATION

316,000
WATTS



designed...

constructed...

by

IDECO

For Top Coverage in a Top Market

TALLEST

man-made structure in the world

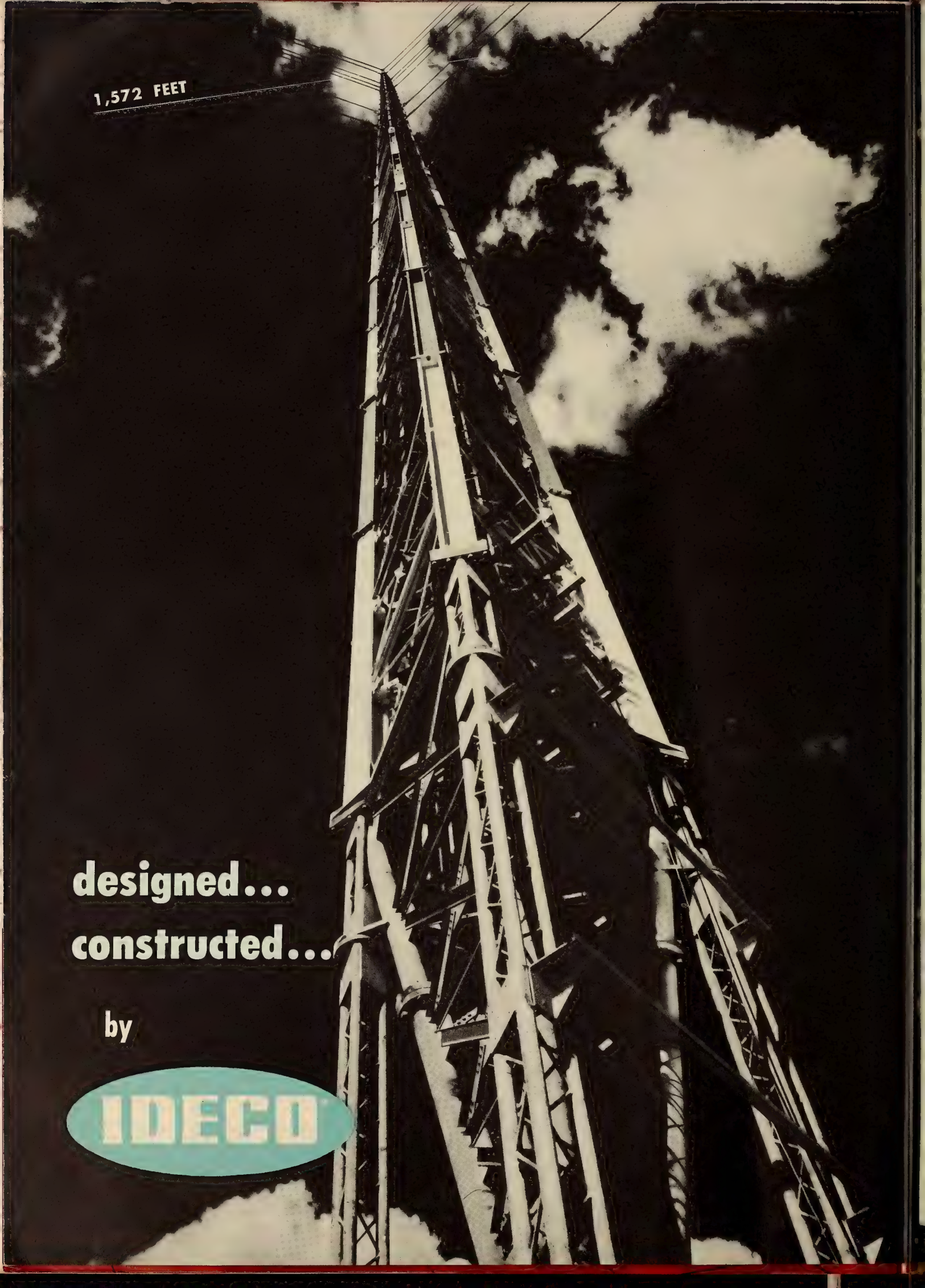
Ideco designed . . . Ideco constructed . . . KWTV's tower, the *tallest man-made structure in the world* required the pioneering of new concepts in tower design.

The sheer magnitude of the structure posed its own problems. Look at these factors: every massive structural unit shop-fabricated to precise tolerances, then completely Hot-Dip galvanized . . . 2,800,000 pound working load supported by a porcelain insulator with a crushing strength of over 11,000,000 pounds . . . 1,300,000 pounds of structural steel . . . 50 tons of bolts . . . over 5 miles of guy cables. And the tower was raised in only 9 weeks!

KWTV owners placed their confidence in Ideco's tower experience dating back to broadcasting's infancy . . . and in Ideco's proven ability as demonstrated by the Ideco Tall Towers already serving the broadcasting industry. For a sound, dependable structure that will support your antenna, regardless of height or weather . . . *consult Ideco first*. Get top coverage of your market with the top name in towers . . . Ideco.

IDECO DIVISION
Dresser-Stacey Company **Columbus 8, Ohio**
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

THE STORY UNFOLDS HERE


1,572 FEET
designed...
constructed...
by
IDECO

For Top Coverage in a Top Market

TALLEST

man-made structure in the world

Ideco designed . . . Ideco constructed . . . KWTV's tower, the *tallest man-made structure in the world* required the pioneering of new concepts in tower design.

The sheer magnitude of the structure posed its own problems. Look at these factors: every massive structural unit shop-fabricated to precise tolerances, then completely Hot-Dip galvanized . . . 2,800,000 pound working load supported by a porcelain insulator with a crushing strength of over 11,000,000 pounds . . . 1,300,000 pounds of structural steel . . . 50 tons of bolts . . . over 5 miles of guy cables. And the tower was raised in only 9 weeks!

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IDECO DIVISION
Dresser-Stacey Company **Columbus 8, Ohio**
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

THE STORY UNFOLDS HERE

NUMBER 1

IN THE WORLD IN...
HEIGHT OF ANTENNA

IN THE SOUTHWEST IN...
POWER • PROGRAMMING
PERSONALITIES • FACILITIES



KWTV's new home is one of the most modernly efficient television stations in the nation. It is a showplace on U. S. highway 77 just north of Oklahoma City.

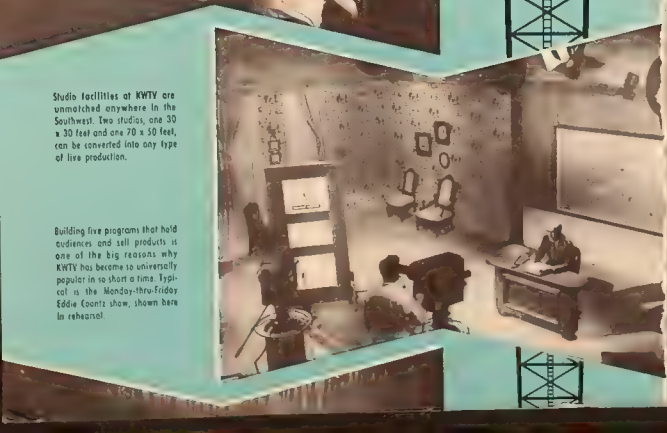
First impression, as you enter the comfortable, inviting lobby at KWTV is one of friendliness, an impression that grows stronger as you meet the folks who make KWTV tick.

No matter where you go, in the control rooms, transmitter room, behind the camera or atop the 1,572-foot antenna, you'll find the RCA emblem of superiority on all KWTV equipment.



Studio facilities at KWTV are unmatched anywhere in the Southwest. Two studios, one 30 x 30 feet and one 70 x 50 feet, can be converted into any type of live production.

Building five programs that hold audiences and sell products is one of the big reasons why KWTV has become so universally popular in so short a time. Typical is the Monday-thru-Friday Eddie Coontz show, shown here in rehearsal.



S • THE SOUTHWEST'S MOST POWERFUL TELEVISION STATION

Next to the final job was the raising of the 78'8" RCA fourteen layer supergain antenna of the Channel 13 Oklahoma Educational Television Authority.

One 30-ton, two 15-ton and one 5-ton trucks were used in handling 1,323,392 pounds of tower and 28,690 feet of cable used in this huge tower.

The self-operating electric gin pole used was specially designed by Leonard Mizell for the KWTV antenna job.







PUSHING 1,323,392 pounds of TOWER 1,572 feet UP IN THE AIR

...that was MIZELL'S part of the world's tallest man-made structure

Employing a self-operating electric gin pole, especially designed for the KWTV job by Leonard Mizell, the company cut in half the time ordinarily required to complete a task of this tremendous size. But then, that's the Mizell way of doing things. Starting in 1943 with six men, the Mizell staff now numbers 150. They operate 40 trucks ranging from 5 to 30-ton capacity . . . plus 20 crew and field cars—can put ten complete tower crews in the field at one time. Remember, just because it has never been tried before is no reason why Mizell won't tackle it.



A 7/8" cable operating from a Cardwell Draw Works hoisting engine, with reduction gears to give more line pull and slower speed, hoisted the tower sections into place.

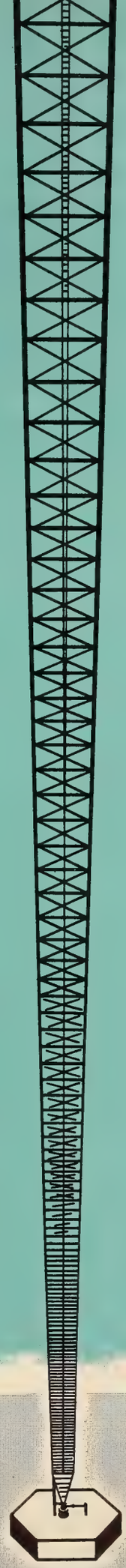
MIZELL CONSTRUCTION COMPANY & TRUCK LINE—GANADO, TEXAS



It's here! The biggest event in the history of television in the Southwest! KWTV has completed its record-breaking tower. It is now on its full authorized power . . . and Oklahomans are finding out just what 316,000 watts of power from a 1,572-foot antenna can do to television watching habits. Thousands of folk within the state . . . and many from beyond . . . are enjoying for the very first time the full and satisfying advantages of Number 1 television reception, programming and know-how. The new KWTV has brought about another important change, too . . . a complete revision and revamping of market data and coverage maps. Studies are going on right now. New facts and figures are being recorded each day and complete reports will soon be available that will move fringe areas miles and miles back. Take a look through your files on Oklahoma. Mark any data you have dated before November 1 obsolete. Make room for new data about a new market created by the new KWTV . . . the most powerful sales medium in the Oklahoma market today.

KWTV

CHANNEL 9 OKLAHOMA CITY



1572 FEET HIGH • 316,000 WATT

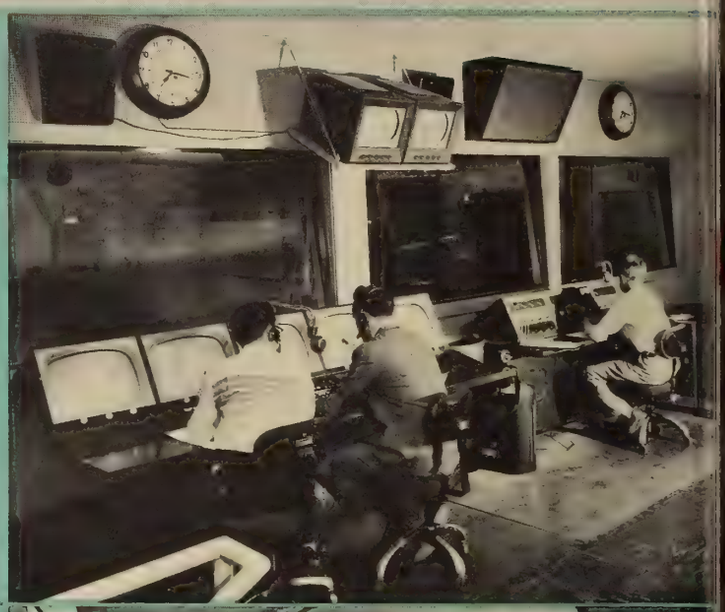
Fred L. Vance, Sales Manager Edgar T. Bell, General Manager

AFFILIATED MANAGEMENT, KOMA, CBS RADIO

Represented by AVERY-KNODEL, Inc.

OKLAHOMA'S *Most Powerful* TELEVISION STATION completely equipped by RADIO CORPORATION OF AMERICA

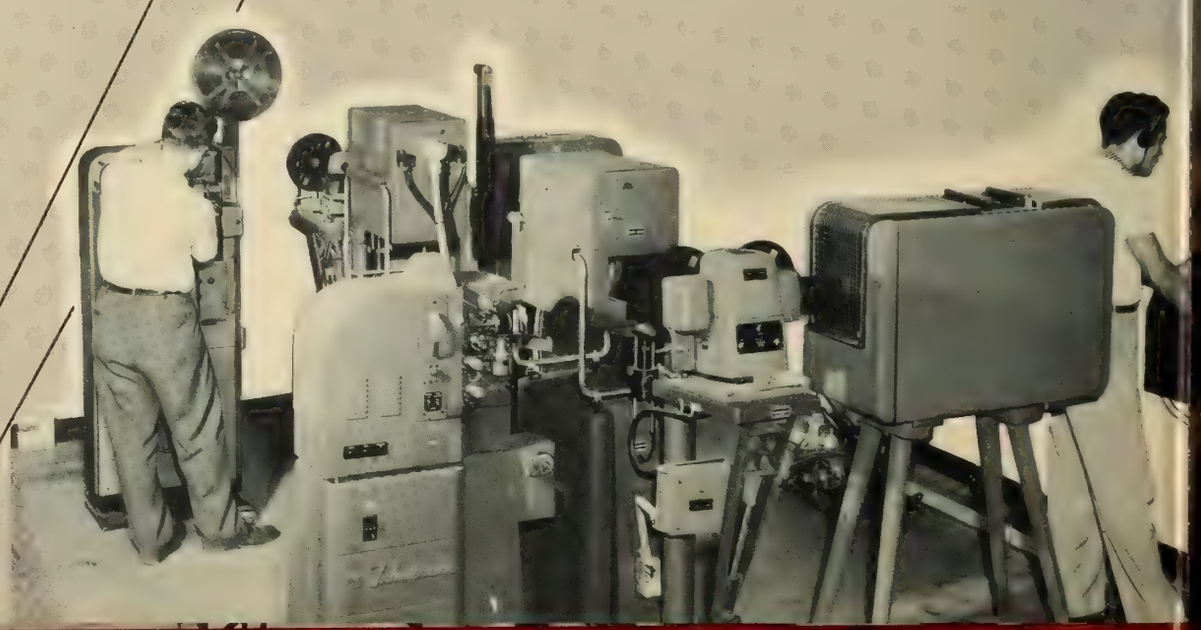
All control room equipment at KWTV is RCA. The director at the studio control console handles the camera switching with RCA model TS20A relay switches. Shading for studio and film shows, special effects, split screen work, etc., is handled from the master control room, also RCA equipped.



KWTV's giant 50,000 watt, model 50TTAH transmitter is the last word among RCA high powered transmitters, meeting all the latest FCC requirements. It features the new air-cooled tubes and is designed for color transmission.

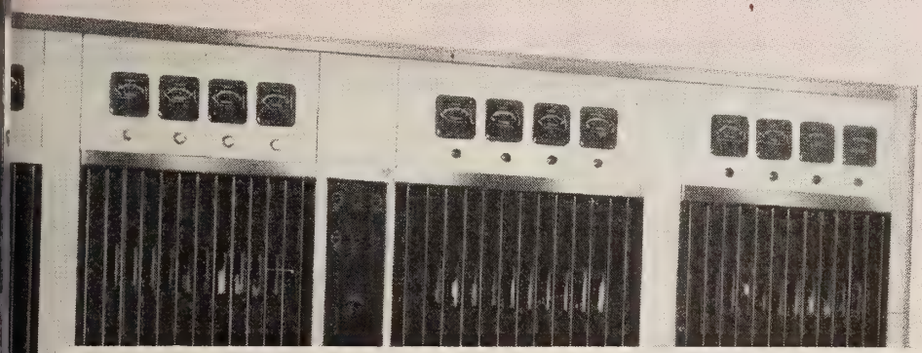


KWTV's projection room includes three 16mm new type RCA TP6A motion picture projectors, two RCA slide projectors and a grey telop. One of the new features is the automatic changing of lamps in the projector in case of a burned out lamp.



"...now "ON-AIR"

—at KWTV Channel 9 Oklahoma City



Saturation Coverage with RCA's 50KW VHF and High-Gain Antenna

KWTV is another high-power VHF station "on-air"—and delivering saturation coverage! And like most high-power VHF stations, KWTV does it with an RCA "Fifty" and an RCA High-Gain Superturnstile Antenna.

Here's why more than SIXTY high-power stations have selected RCA's "Fifty":

RELIABILITY. RCA 50-KW equipments are built to operate with *"day-in day-out"* reliability. (Ask any of the RCA-equipped 50-KW VHF stations already on air.)

CONSERVATIVE DESIGN. RCA 50-KW VHF's deliver a full 50 kilowatts of peak visual power—*measured at the output of the sideband filter.* You get full power output on both monochrome — AND COLOR — *with power to spare!*

SATURATION COVERAGE. An RCA 50-KW VHF, operated in conjunction with an RCA Superturnstile Antenna, is capable of "flooding" your service area with STRONG SIGNALS—*close in and far out!* With standard antennas, RCA 50-KW's can develop 316 KW ERP—with power to spare.

AIR-COOLED. RCA 50-KW VHF's are all air-cooled. You save on installation costs and maintenance. Visual and aural P.A.'s use conventional RCA power tetrodes (Type 6166).

MATCHED DESIGN. RCA 50-KW VHF's are "systems-matched" to deliver peak performance in combination with RCA 50-KW antenna systems.

COMPLETE SYSTEM. RCA supplies everything in system equipment to match the RCA "50-KW" precisely; Antenna, transmission line, fittings, tower, r-f loads, diplexers — and all other components needed to put a 50-KW VHF signal on the air.

Take advantage of RCA's 25 years' experience in designing and building high-power equipment. Ask your RCA Broadcast Sales Representative to help you plan a completely-matched high-power system. In Canada, write RCA Victor, Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION



RCA High-Gain Superturnstile Antenna (TF-12BH)

Dunbar to WERE Cleveland As General Sales Manager

CHARLES A. DUNBAR, account executive with CBS Radio Spot Sales, has been named general sales manager of WERE Cleveland, effective Nov. 1. Mr. Dunbar has been associated with the CBS Spot Sales organization for the past year, and before that was with the WOR New York sales department for about two years. He is a graduate of Fordham U., served in the Navy during the war, and then was with International Business Machines for four years.



MR. DUNBAR

Local, Live Colorcasts Inaugurated by WBAL-TV

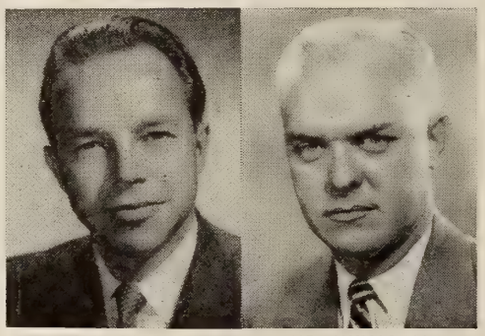
LIVE LOCAL color television was inaugurated by WBAL-TV Baltimore last Thursday with a five minute colorcast during the hour-long *Homemakers Institute*, conducted by cooking expert Mary Landis.

John Wilner, vice president in charge of engineering, handled production. Color shades were "excellent," the station reported.

The next WBAL-TV local colorcast will be held Nov. 17 when Sylvester L. (Pat) Weaver, president of NBC, is scheduled to address the Advertising Club of Baltimore on color tv. The *Homemakers Institute* will be telecast in color for the full hour and will feature, among other things, a fashion show based on the December issue of *Good Housekeeping*.

Ken Carey Named Manager Of AM Sales S. F. Office

OPENING of a San Francisco office by AM Radio Sales Co. has been announced by KMPC Los Angeles, one of six stations represented by the firm. Ken Carey, KMPC account executive, has been named manager of the office. Mr. Carey is succeeded at the station by Jack Mulligan, formerly account executive-sales manager for KLAC Los Angeles. With the opening of the new office, Robert Block, who has been West Coast representative for AM Radio Sales, will become Los Angeles manager with offices at KMPC. Stations represented by the firm, in addition to KMPC, are KOOL Phoenix, KOPO Tucson, WIND Chicago, WLOL Minneapolis and WMCA New York.



MR. CAREY MR. MULLIGAN



CBS Radio Spot Sales Salutes Grady Cole

STAFFS of the New York and Chicago offices of CBS Radio Spot Sales joined in a closed circuit salute last week to Grady Cole [OUR RESPECTS, Nov. 1], WBT Charlotte, N. C., radio personality who is celebrating his 25th anniversary with the station. Highlight of the event was the appearance of Adrian Murphy, CBS Radio president, to offer congratulations on behalf of the network.

The three-way tribute climaxed "Grady Cole Week" and a series of nationwide radio salutes to Mr. Cole. Closed circuit facilities of CBS Radio were used to connect Chicago and New York.

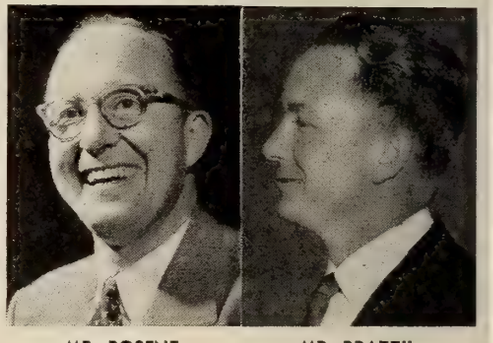
CBS executives who took part in the broadcast in addition to Mr. Murphy were: Henry R. Flynn, general sales manager in New York for CBS Radio Spot Sales; Chick Allison, eastern sales manager; Wendell Campbell, vice president of CBS Radio in charge of station administration, and Gordon Hayes, western sales manager.

KSTP-AM-TV Names Rosene; Brazzil Moves to WJIM-TV

MARVIN L. ROSENE, who joined KSTP St. Paul last Jan. 1 as regional sales manager for radio, has been appointed general sales manager for KSTP-AM-TV, it was announced last week by Stanley E. Hubbard, president and general manager of KSTP Inc.

Mr. Hubbard said appointment follows resignation of William R. Brazzil, Minnesota sales manager for KSTP-TV, who becomes general sales manager at WJIM-TV Lansing, Mich. (see story page 78). Karl A. Plain, formerly national sales manager, has assumed new duties as sales development manager for KSTP radio.

Mr. Rosene has been in radio since 1947 when he joined the local sales department of WHBF Rock Island, Ill. He later became national sales manager for the station. In 1946 he was sales manager for WQUA Moline, Ill., and then served as general manager for several midwestern stations.



MR. ROSENE MR. BRAZZIL

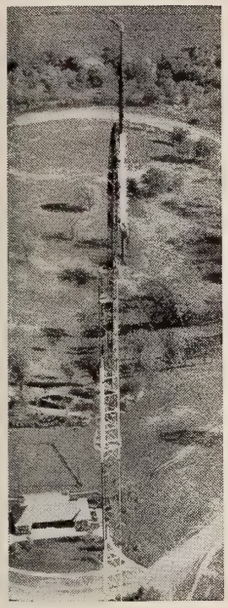
KTSA-AM-FM Names Raymer

KTSA-AM-FM San Antonio, whose acquisition by O. R. Mitchell Motors Inc. from the *San Antonio Express* for $175,000 was approved a fortnight ago by the FCC [B•T, Nov. 1], will be represented nationally by Paul H. Raymer Co. effective immediately, according to Charles D. Lutz, who continues as manager under the stations' new ownership.

WOR-AM-TV's Menkin Quits

LAWRENCE MENKIN has resigned as program director of WOR-AM-TV New York, it was announced last week, in a move attributed to "the trend toward programming of top-grade feature films on WOR-TV." No replacement for Mr. Menkin is anticipated.

KMBC-TV Completes New 1,023-Ft. Transmitter Tower



THE top section of the tower at KMBC-TV Kansas City, Mo., is put in position 1,023 ft. above its base section and 1,079 ft. above average terrain.

KMBC-TV Kansas City, Mo., announces the completion of its new tall tower Oct. 27 with the raising into place of an 80-ft. antenna, weighing 8,000 pounds. The new structure is 1,023-ft. tall.

Construction of the tower began Sept. 12 when the base section was set in place. Ch. 9 KMBC-TV expects to operate at full 316 kw shortly when coaxial cables will be installed linking the tower with a new RCA transmitter, John T. Schilling, general manager, has reported. The station said consulting engineers have predicted the strengthened signal will be received 85 miles away and 150 miles away in fringe areas.

NBC Spot Sales Meeting Hears Sweeney's Answers

ADDRESSING some 50 promotion, publicity and merchandising executives of NBC Spot Sales and the stations it represents, BAB President Kevin Sweeney last week called for more "exciting" programming and more aggressive selling and promotion as answers to radio's current "problem."

He told the group, gathered for its third annual meeting in New York under NBC Spot Sales' guidance, that radio executives should recognize rather than ignore the fact that they face problems, but that they must also realize that intelligent, imaginative operation and promotion will solve them.

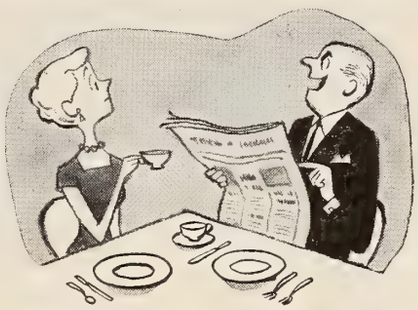
Mr. Sweeney said radio men should develop and sell programs that will excite attention, and stop selling "bar charts on how cheap" radio is. They should sell and promote "what we have," he continued, noting that "there are no people to reach that we don't reach."

He scored broadcasters' "constitutional inability to part with our money for promotion," and advised stations to abandon their emphasis on claims of "being first" in favor of logical, consistent, specific and regularly displayed promotion and advertising themes. Moreover, he maintained, stations must "remember who our competition is"—printed media—and concentrate their fire on them instead of raiding each other.

NBC Spot Sales leaders conducting the opening sessions included Thomas B. McFadden, director of national spot sales; H. W. Shepard, manager of new business and promotion; Max E. Buck, merchandising director; Mort Gaffin, advertising manager, and Robert F. Blake, publicity director.

Mr. Perkins buys a pig

—and gets some first-hand information on what the American meat packing industry does to earn its keep.



1. "Why is it," Mr. Perkins asked his wife, "that you pay more than twice as much for pork chops as porkers are bringing on the farm? We will buy a whole pig—have pork chops more often and save a lot of money, too."



2. So Mr. P. drove to the country, bought a very choice 240-lb. pig (he hadn't known they ran so big). He also found out that . . .



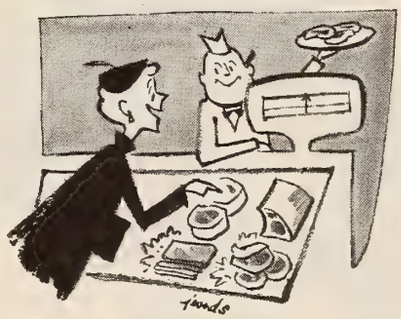
3. There is quite a bit of difference between pork on the hoof and pork in the refrigerator. He had to hire somebody to turn the pig into eatin' meat.



4. When it was dressed, his 240-lb. pig had shrunk to only 180 lbs. It still had to be turned into kitchen cuts by somebody skilled at that sort of thing.



5. After cutting up, the 180 lbs. of pork had shrunk to only 135 lbs. of meat cuts—*only 10 lbs. of which were center cut chops.* The hams still had to be cured, bacon smoked and sliced, sausage made.



6. "I much prefer to be able to pick and choose just the cuts I want—when I want them," said Mrs. Perkins. "With packers and retailers on the job, I know any cut I want will be available when I want it."

AMERICAN MEAT INSTITUTE

Headquarters, Chicago — *Members throughout the U. S.*

STUDY OF RATINGS ESSENTIAL—VENARD

Representative firm president tells RTES timebuyers should familiarize themselves with and study rating services.

TIMEBUYERS will be doing themselves, their agencies and the broadcast media a service if they get all the facts about each rating service and familiarize themselves with all the different rating services, Lloyd G. Venard, president of the station representation firm of Venard, Rintoul & McConnell, advised a Radio & Television Executives Society luncheon group last Tuesday.



MR. VENARD

The luncheon was the second in a series in the RTES' "Timebuying and Selling Seminar."

Other panel speakers were Thomas J. Lynch, media buyer of Young & Rubicam, and Dr. E. L. Deckinger, vice president and research director, The Biow Co. Moderator was Mary McKenna, WNEW New York research and sales development director.

Theme of the panel was the "pitfalls and pratfalls" in audience research, which was broken down into "MUC"—standing for meaning, use and calculations—of ratings. Ratings, which measure things, differ because they all measure different things, the speakers pointed out. They stressed that not just one rating of a program should be used and that the type of audience also must be studied in addition to the number of people reached by the program.

When using ratings for "calculations" many "pitfalls" are encountered including blind usage of them and mixing of numerical ratings which stand for different things (i.e., average audience, total audience, average audience tendency, peak of performance etc.), they agreed.

Mr. Venard described some of the errors in buying local "spot" on radio or tv as: failure to take into account statistical variation, program changes, date of surveys, number of calls for a certain period of time made during the survey, and buying on "ratings but forgetting the product or product use." Mr. Venard also warned of the difference in announcements—purchased for sales impact—and IDs or chainbreaks which, he said, are purchased usually as reminders.

Failure to remember that radio's "at-home audience" does not include auto, extra-room and beach listening also can be a "pitfall" for the timebuyer, he said.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

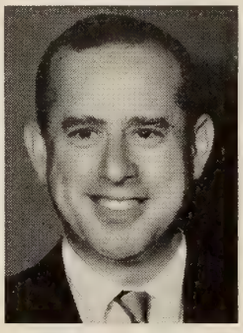
WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

WABD (TV) Names Crawford Sales Mgr.

APPOINTMENT of William Crawford, formerly sales manager of WOR New York, as sales manager of DuMont's WABD (TV) New York was announced last week by George L. BarenBregge, recently-named manager of the station [B•T, Sept. 27]. Mr. Crawford succeeds Larry Wynn, who resigned several weeks ago.



MR. CRAWFORD

Mr. Crawford was associated with WOR for 13 years, having joined the station in 1941 as assistant promotion manager. In 1943, he was appointed an account executive for the station's sales department, and in 1951 was elevated to sales manager. He began his career as a copywriter for the J. Walter Thompson Co. in 1940.

Phillips Succeeds Woodworth As General Manager of WFBL

APPOINTMENT of Charles F. Phillips, commercial manager of WFBL Syracuse, as general manager of the station was announced last week by Oscar F. Soule, president. He succeeds Samuel Woodworth, who died Oct. 23 [B•T, Nov. 1]. Mr. Phillips has been with WFBL since 1924. He has worked in the engineering, announcing, producing, programming and selling departments of the station.



MR. PHILLIPS

In the broadcasting field, he is a member of the 20-year club of the Pioneers of Radio and the Station Advisory Board for the Crusade for Spot Radio.

McConnaughey Speaks At WJIM-AM-TV Fete

BROADCAST stations and networks "have been going out of their way to equalize time in the political campaign," FCC Chairman George C. McConnaughey said Oct. 31 during a visit to the new million-dollar WJIM Country House at Lansing, Mich. [B•T, Nov. 1].

Making his first official visit to a commercial radio-tv plant, Chairman McConnaughey participated in an inaugural program that included Eddie Fisher as m.c., Janis Page, the McGuire Sisters, the Tommy & Jimmy Dorsey orchestra, George Gobel and Bud & Cece Robinson. Harold F. Gross, WJIM-AM-TV president, and Howard K. Finch, vice president, took part in the program.

Chairman McConnaughey said the Commission "wants to lean over backward to let both sides be heard during campaigns." He added, however, that the FCC "can't force people to give time willy nilly." He said both sides in a campaign tend to feel at various times that they are not getting equal treatment. "FCC is designed to regulate, but not to tell people what to do," he said.

Taking part in the ceremonies was William R. Brazzil, currently of KSTP-AM-TV St. Paul, who joins the WJIM organization next week as general sales manager.

The WJIM Country House was five years in the planning and building stage. It combines strictly modern architecture with warm, living-room decorations. All draperies and rugs were specially woven and contain symbolic patterns. Many of the antique pieces found around the plant were selected in Europe by Mr. Gross, with the entire decor based on a valuable early French Provincial table-top desk.

REPRESENTATIVE PEOPLE

Emery G. Richmond, in charge of radar defense for Montreal area in Royal Canadian Air Force reserve, to Radio & Television Sales Inc., Montreal, as manager.

Vincent Meade, assistant director of research, CBS Radio Spot Sales, N. Y., and **Fred Nassif,** merchandising manager, Galen Drake-Housewives Protective League programs, WCBS New York, appointed account executives for WCBS in N. Y. office, CBS Radio Spot Sales; **Peter Storer,** WJBK-AM-TV Detroit, to CBS Radio Spot Sales as account executive.

Robert P. Cronin, sales staff, W. J. Fitzpatrick & Assoc. (trade magazine and newspaper representative), Chicago, to Hoag-Blair Co., same city, as account executive.

Robert W. O'Brian, formerly midwest sales manager, United Artists Television Corp., Chicago office, to Harrington, Righter & Parsons Inc., Chicago office, as account executive.

David Alan Harris, manager, George W. Clark Inc., N. Y., to sales staff, Adam Young Television Corp., same city.

A. Gifford Eager Jr., formerly with WFTL-TV Fort Lauderdale, Fla., to tv sales staff, George P. Hollingbery Co., N. Y.

How to color a TV network...



Changing the television network so that it can carry color pictures is a big job—one that is still going on.

Black and white pictures are easy to handle by comparison. But color requires three times as much information. And all of it must reach every point on the network at the correct level and without being changed.

Otherwise, the actress might have purple hair instead of red.

To keep the colors true, equalizers are added at many locations along the network, and more amplifiers are installed to boost the signal.

Hundreds of technicians have been trained in color techniques and many more are being taught to maintain and adjust the added equipment to exact standards.

Already more than 36,000 channel miles in the nationwide television network have been adapted for color transmission, as the Bell System continues to keep pace with the industry's rapidly expanding needs.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

STATION PEOPLE

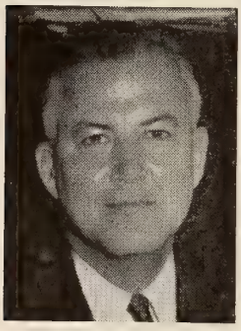
John H. Battison, formerly education director, National Radio Institute, Washington, to CHCT-TV Calgary, Alta., which began operation Oct. 8, as general manager.


MR. BATTISON

William Rambo, sales representative, KOVR (TV) Stockton, Calif., appointed general sales manager; **Marshall Plant,** formerly with KPIX (TV) San Francisco, appointed sales service manager, KOVR.

Marian Komar, KLAS-TV Las Vegas, appointed sales manager.

Robert B. Rietman, salesman, WCPO Cincinnati, appointed radio sales manager.


MR. RIETMAN

J. H. Lawson, former owner-operator, KBKW Aberdeen and KWNW Wenatchee, both Wash., to KCSB San Bernardino, Calif., as sales manager.

French Ferguson Jr., producer, WOAI-TV San Antonio, Tex., promoted to program and production manager; **John Gillies** returns to WOAI-AM-TV.

John Maynard Wilson, local sales staff, WOW-TV Omaha, appointed local sales manager; **George Carpenter III,** sales coordinator, appointed to sales staff; **Jack Silver,** technical staff, succeeds Mr. Carpenter.


MR. WILSON

Jack Mazzie, production manager, WREX-TV Rockford, Ill., promoted to program director, succeeding **Eldon Anspach,** who has moved to WTVW (TV) Milwaukee; **Rod MacDonald,** formerly operations director, WLWD (TV) Dayton, Ohio, succeeds Mr. Mazzie; **George Raubacher** appointed sports director, succeeding **Bill Sheil; Dick Peck,** WOW-TV Omaha, appointed assistant engineer, succeeding **Bob Truscott,** who has moved to WTVW.

E. Frederick Griffith Jr., formerly with WRFC Athens, Ga., appointed commercial manager, WBML Macon, Ga.


MR. GRIFFITH

Jack Besse appointed business development director, KOA Denver.

Jimmy Clark, musician and arranger, WJR Detroit, appointed musical director.

Mark Dean, formerly assistant promotion manager, WGLV (TV) Easton, Pa., to WFMZ-TV Allentown, Pa. (scheduled to begin operation shortly), as promotion and merchandising manager.


MR. DEAN

Marjorie Rogers, program sales staff, KRNO San Bernardino, to KGB San Diego, as suburban sales representative.

A. H. Bates, assistant auditor, Westinghouse Broadcasting Co. headquarters, Phila., supervising all WBC payroll activity and KYW and WPTZ (TV) Philadelphia station auditor, has had duties realigned to devote fulltime to WBC headquarters; **Robert G. Peters,** formerly chief accountant, WPTZ, appointed station auditor; **Edward Kane,** accounting dept., KYW, promoted to station auditor.

Jack Butler, sales service representative, KLAC Hollywood, appointed account executive.

Lester J. Mallets, advertising manager, Charles Antell, Baltimore, to New York sales staff, WATV (TV) Newark, N. J.

John C. Wilson, formerly cameraman, WTOV-TV Norfolk, Va., and **Henry F. Connally Jr.,** formerly transmitter operator, WEAT West Palm Beach, Fla., to engineering staff, WJNO-TV there.

Dolf Droge, formerly with WWSO Springfield, Ohio, to WLW Cincinnati as disc m.c.

Richard E. Thompson and **Emery L. Chase,** KSON San Diego, appointed program director and assistant station manager, respectively.

W. Perry Dickey, formerly program manager, WOAI-AM-TV San Antonio, Tex., to KOMA-KWTV (TV) Oklahoma City in same capacity.


MR. DICKEY

John Fisher appointed program director, KCHA Charles City, Iowa.

J. Ross McPherson, engineering staff, WLWA (TV) Atlanta, Ga., to WEAT-TV West Palm Beach, Fla. (target date: Jan. 1), as chief engineer; **Ed J. Hennessy,** WDAK-TV Columbus, Ga., to WEAT-TV as sales manager; **Peter Cole,** disc m.c., WEAT, becomes program director, WEAT; **Warren MacAllen,** newspaperman and public relations consultant, to WEAT-AM-TV as promotion and public relations director.

Robert C. Norman to announcing staff, WSYR Syracuse; **Suzanne Eckermann** to film business staff, WSYR-TV.

Larry Alexander, announcer-actor, WLS Chicago, to KHJ Los Angeles.

David Nowinson, Hollywood free-lance writer-producer, to promotion-publicity staff, KABC there; **Elroy Hirsch,** sports director, KABC, and offensive left end, L. A. Rams professional football team, announces retirement from active football play at current season end.

Jack Linkletter, son of Art Linkletter, starts duties as host of one-hour weekly KNX Hollywood *Jack Linkletter's Teen Club* program.

Helen Morris to accounting staff, KYW Philadelphia.

George H. Jephson to WDRC-AM-FM Hartford, Conn., as assistant secretary to commercial manager; **Arline Kaiser,** formerly with Capitol Records, Hartford, Conn., office, to WDRC-AM-FM.

Stover Morris Jr., commercial manager, WDVA Danville, Va., appointed to National Committee on Education and Scholarships, American Legion.

Fae Rice, associate director of continuity, WLAC Nashville, Tenn., and president, Soroptimist International of Nashville, was radio industry delegate to 17th Conference of Socroptimist International Assn., Southern Region, held in October at Seelbach Hotel, Louisville, Ky.

Ralph L. Ketterer, chief engineer, WILY Pittsburgh, and operator, amateur W3VPK, elected president, Amateur Transmitters Assn. of Pittsburgh.

Lawrence Creshkoff, assistant manager, WGBH (FM) Boston, father of girl, Margaret Michele, Oct. 20.

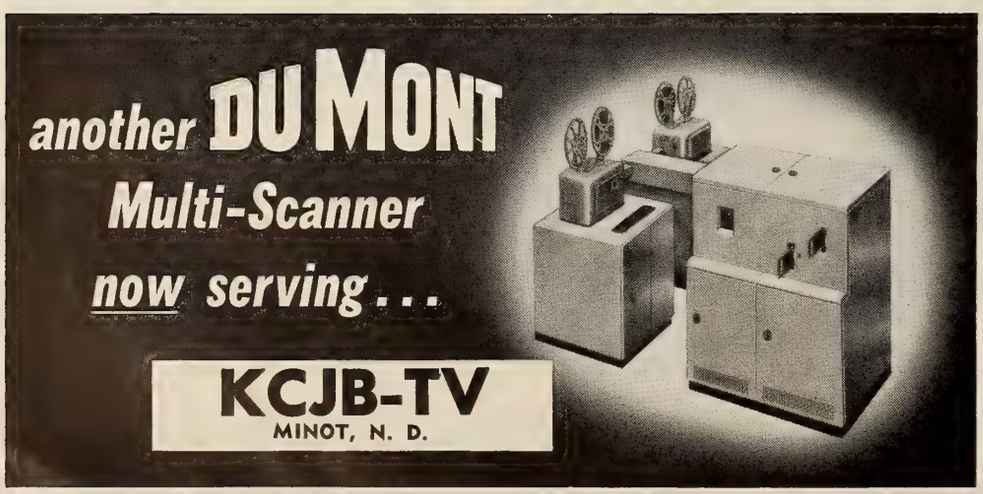
George Ball, public affairs director, WHLI Hempstead, N. Y., father of girl, Randi Ellen, Oct. 18.

Bob Gilmore, cameraman, WJNO-TV West Palm Beach, Fla., father of girl, Karren Elizabeth, Oct. 15.

John P. Foster, announcer, WWNY-WCNY-TV Watertown, N. Y., father of boy, John Kent, Oct. 13.

REPRESENTATIVE APPOINTMENT

WVEC-AM-TV Norfolk-Hampton, Va., appoints Avery-Knodel Inc., N. Y.



Radio, Tv Can't Substitute For Educ. Process—Brownell

NEITHER radio nor television is a substitute for the educational process—"there are no quickened means by which we can acquire knowledge, skills, attitudes beyond our comprehension level," according to U. S. Commissioner of Education Samuel Miller Brownell.

Mr. Brownell in his Oct. 29 speech at the National Assn. of Educational Broadcasters convention in New York also noted that "on the positive side, the saving of time, the ability to create space and the use of accumulated skills of many people, who through research, writing and production have brought a valuable program to a classroom prepared to receive it, is an invaluable aid to teaching." He suggested that the technicians solve the problem of when to use radio or tv in education. "It is surely not economical to merely photograph a radio program, as it would seem futile, also, to produce a television program for sight alone or merely for its sound," he said.

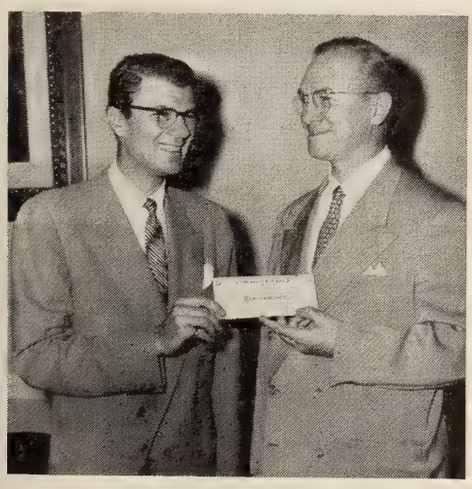
Educational Tv Needed, U. of Ill. Trustees Say

A STATE-SUPPORTED educational tv station for the U. of Illinois is "highly desirable if not essential," its trustees told the Sangamon County Circuit Court in Springfield last Monday.

The trustees argued for a tax-supported station in reply to a suit filed some weeks ago by an Evanston (Ill.) restaurateur, Stephen Turkovich. The suit, which specifically opposes the allocation of $24,000 from the university's 1954-55 budget for educational television, is backed by the Illinois Broadcasters Assn.

University trustees claimed that residents of Illinois will suffer "irreparable loss" if the proposed station is not constructed and operated. They maintained the outlet is needed to train students for television careers, future video research and produce educational tv fare.

The university received a grant for ch. 12 on Nov. 4, 1953. Proposed call letters are WTLC (TV). No target date has been set.



W. C. SWARTLEY (l), general manager of WBZ-TV Boston, on behalf of WBZ-AM-TV presents a $1,000 check to Dr. Harold Case, president of Boston U., for a fellowship to be given to a man interested in communications who will attend the university's school of public relations and communications. The money for the fellowship was given to the Westinghouse stations by the duPont Awards Foundation for "service to the American people."

EDUCATION PEOPLE

Nazaret Cherkezian appointed assistant to director, office of radio-tv for New York U., N. Y.

Charles A. Scarlott, former editor, *Westinghouse Engineer,* house organ, Westinghouse Electric Corp., Pittsburgh, and co-author, "Fundamentals of Radio," to Stanford Research Institute, Palo Alto, Calif., as technical information services manager.

Elizabeth E. Marshall, assistant radio-tv director, Chicago Board of Education, appointed to Defense Advisory Committee, Women in the Services. Miss Marshall's appointment is for three years.

SHORTS

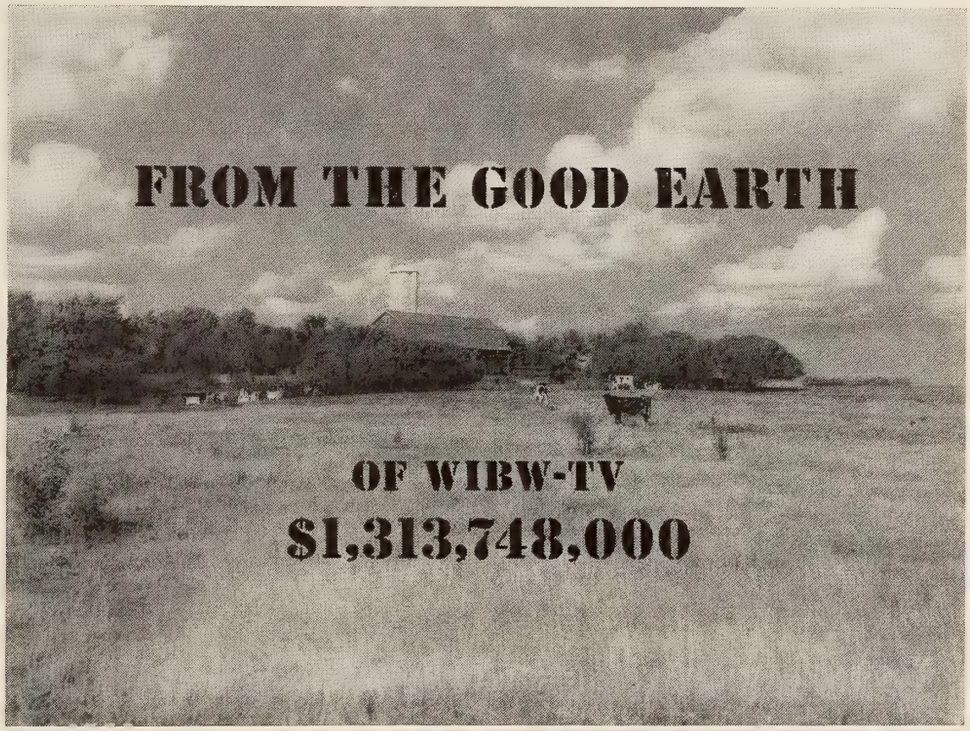
Bob Wolcott & Assoc. (public relations), L. A., moves to 1308 Wilshire Blvd., telephone remains Dunkirk 5-1439.

W. R. Simmons & Assoc. Research Inc., N. Y., moves to new quarters at 270 Park Ave.

PEOPLE

Frank S. Goodwin, former public relations director, National Production Authority, L. A., and **Earl A. Hoose Jr.,** corporate public relations dept., Lockheed Aircraft Corp., Burbank, Calif., to Bob Wolcott & Assoc. (public relations), L. A., as account executives.

Len Allen appointed merchandising director, American Merchandising Organization, Phila.



One and one-third billion dollars!

That's the buying power from products of the soil alone within WIBW-TV's 100mv contour. Even without the scores of other sources of income, it's a market well worth going after.

WIBW-TV is the open door to this market . . . to more than 119,000 families* long familiar with our call letters and personalities. Add the terrific impact of video to this established acceptance and you get REAL SALES ACTION.

We've got a stack of success stories to prove it. Ask any Capper Man.

** Excluding Kansas City and St. Joseph, Missouri.*

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS-DuMONT-ABC
Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

AFM, FILMMAKERS, NETWORKS AGREE

AMERICAN Federation of Musicians and ABC-TV, CBS-TV, NBC-TV, and four top film producers last fortnight completed negotiations for a new film agreement with respect to the music performance trust fund that will be in force for five years, retroactive to last Feb. 1. An AFM spokesman estimated that the fund will receive about $1 million to distribute this year among unemployed members of the union.

One significant concession gained by the networks and film producers, it was reported, was the elimination of a clause in the old agreement, which expired last Jan. 31, under which signatories could produce only films using "live" musicians and therefore were required to contribute to the trust fund. Under the new agreement, signatories may utilize a canned soundtrack and in that eventuality they need not contribute to the fund.

Signatories to the agreement are CBS-TV, NBC-TV, ABC-TV, Desilu Productions, Studio Films, Walt Disney Productions and Ziv Television Programs. It provides for a payment to the fund of 5% of the gross revenue received from the sale of the tv films, or 5% of the station time charges, whichever is less, on sponsored films. On sustaining films, the first run on any station is free, but payment to the fund on each subsequent run will be on the basis of 2% of the film's production cost.

WGA May Take Action On Communist Question

WITNESSES before congressional committees who "defiantly" admit communist party membership, or seek refuge behind the Fifth Amendment to avoid such admission, will be ineligible to join or remain in the Writers Guild of America if a constitutional amendment now before the group's members is passed at a Hollywood election meeting Nov. 17.

Executives of Writers Guild of America West, Hollywood, told B•T the amendment was "carefully phrased" by Borden Chase, Hollywood screen writer.

The amendment also provides those reluctant witnesses who later "freely" testify before such committees on communist activities or membership, or swear that they are no longer members, or deny such membership under oath, will not be barred from WGA.

Another constitutional amendment under consideration would reduce make-up of branch boards (radio, tv and screen). A third proposed amendment, which would permit establishment of iniation fees not to exceed $50 among various membership classifications, requires further consultation with Writers Guild of America East, New York, WGAW said.

Mail voting on both WGAW officers and constitutional amendments is now in progress, with supplemental in-person votes allowed at the Nov. 17 meeting in Hollywood by those who fail to cast mail ballots.

Also on the agenda are annual reports and statements of temporary WGAW officers; reports on radio staff writer contract negotiations and major motion picture producer contract negotiations—including release of theatrical films to video; forecast on the outcome of current tv network negotiations, based on NLRB certification election and other factors; explanation of new California Employment Department regulations regarding unemployment and disability insurance; discussion of extending and adapting present Screen Writers Guild credit arbitration system to radio-tv, and approval of a permanent WGAW executive director and counsel.

Cares for Its Own

TOTAL of 490 claims, amounting to about $238,500 in insurance indemnities resulting from accidental injuries to American Guild of Variety Artists' members have been processed by AGVA's Welfare Trust Fund since creation of the fund in November, 1952, Nat Abramson, trust fund chairman, has reported. The fund has terminated and paid 262 injury claims, and two—paying $7,500 each—claims for accidental death. Seventy AGVA members are now receiving indemnities because of injuries at work, or in going to, or returning from appointments connected with their jobs, he said.

Film Council, ATFP Meet To Settle Supervisor Strike

REPRESENTATIVES of the Hollywood AFL Film Council and the Alliance of Tv Film Producers will meet in Hollywood today (Monday) in an effort to settle the strike of the Screen Supervisors Guild against the Alliance.

A meeting was set at the council's request after an SSG delegation sought council intervention last week. Since Oct. 25, the Guild has merely refused to service ATFP members, but has not established picket lines.

Dispute centers around pay rate, with the Alliance demanding the lower major studio scale, while SSG contends that tv work is not steady enough to justify this scale, and that a higher scale should prevail.

At today's meeting, attorney Dean F. Johnson will represent the Alliance, while Ralph Clare, Studio Drivers Union head and Film Council president, and George Flaherty, last Hollywood international representative, will speak for the council.

AFM Local 802 Sets Up Free Music Program in N. Y.

DETAILS of a plan whereby insurance commissions from its welfare fund will be channeled into a separate corporation to be used for community cultural purposes, particularly to provide free music in New York, have been announced by Local 802, American Federation of Musicians (AFL).

Al Manuti, president of Local 802, said a corporation known as the Musician's Service Corp. has been licensed by the Insurance Department of the State of New York, and it will use commissions to pay for free public music performances of all types, including concerts for various civic and charitable groups and possibly radio broadcasts to encourage "live" music.

Local officials, Mr. Manuti said, hope to encourage private groups to make matching appropriations for free public musical performances. He added that it was the belief of the local that such activities will promote "live" music and create more employment opportunities for members.

NLRB Drops RTDG Charge Against 'Tribune' Stations

UNFAIR labor practice charge filed against WGN Inc. (WGN-AM-TV Chicago) by the Radio-Television Directors Guild in September last week was dismissed by Region 13 of the National Labor Relations Board. The guild's Chicago local had accused WGN Inc. of refusing to bargain for tv directors last September and the case was referred to a field examiner for investigation [B•T, Sept. 13]. The *Chicago Tribune* outlets argued that the employes were supervisors and thus not subject to the National Labor Relations Act. The dismissal hinged on this aspect as reflected in other board decisions. WGN-AM-TV has another case before NLRB involving charges that AFTRA refused to bargain in good faith prior to current local negotiations.

Opposition Develops in SAG Balloting for Board Positions

WITH no opposition candidates in the current Screen Actors Guild annual election, incumbent President Walter Pidgeon, First Vice President Leon Ames, Second Vice President John Lund, Third Vice President William Holden, Recording Secretary Paul Harvey and Treasurer George Chandler will remain in office.

However, opposition has developed to a 15-man slate selected by official SAG nominating committee for 15 posts on the union board of directors, with entry of nine independent candidates in the race. Independents Tristam Coffin, G. Pat Collins, Raymond Hatton, I. Stanford Jolley and Harry Lauter will oppose the official nominees Hillary Brooke, Chick Chandler, Nancy Davis, Rosemary DeCamp, Ann Doran, Frank Faylen, Robert Keith, Frank Marlowe, Juanita Moore, Gil Perkins and John Russell (all for three-year terms); Terry Frost and Gene Reynolds will run against Irving Bacon, Ted DeCorsia and Regis Toomey (for one-year terms); and Jack Santoro will compete against Philo McCollough and Dorothy Phillips (for three-year term). Philip Ober, two-year term official nominee, will have no opposition.

Results of mail balloting is to be announced at annual membership meeting in Hollywood Nov. 12, SAG stated.

SOUTHEAST
Gates • ATLANTA
1133 SPRING ST., N. W.
TELEPHONE — ELGIN 0369
— FOR ALL BROADCAST EQUIPMENT NEEDS —

A NEW PHILCO TV RELAY WITH 4000 WATTS ERP!*

FOR REMOTE PICKUP AND S-T-L

- Monochrome and full NTSC color
- Multi-band service . . . 5925-7425 mc
- Sound channel meets FCC specifications
- Built-in frequency monitors
- Completely weather-proofed RF heads
- Protective voltage interlocks
- Relay rack and suitcase mounting



Transmitter and 2′ Parabola



Transmitter Control and Power Supply



Receiver and 2′ Parabola



Receiver Control Unit



Receiver Power Supply Unit

Broadcasters! Here is the latest in TV remote pickup and S-T-L equipment . . . a Philco TV relay unit which gives you an ERP* of 4000 watts (using 4′ parabola) . . . noise-free transmission and reception . . . and *occupies no more space than present monochrome units supplying only one-tenth the power!*

Heart of this new Philco Microwave equipment, Model TLR-3, is a reliable klystron—the one used in Philco multi-channel communications equipment—which provides *a full watt* of transmitter output. Use of interchangeable klystrons permits maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are completely weatherproof and all units are suited to rack mounting in fixed installations. A light weight portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. B T today.

* EFFECTIVE RADIATED POWER

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

LINUS TRAVERS LEAVES YANKEE NETWORK

Executive vice president, famed for editorializing stand, will enter promotion, merchandising and sales field.

LINUS TRAVERS, executive vice president of Yankee Network, resigned Thursday, effective Dec. 1. Mr. Travers had been in radio over a quarter-century, becoming a leading figure in New England network and station operation.



MR. TRAVERS

He said he planned to enter a new field after the first of the year, specializing in radio and tv sales, promotion and merchandising activity for radio-tv stations as well as for agencies and advertisers.

Mr. Travers gained national attention a decade-and-a-half ago by his aggressive handling of news and special events and his insistence on the right of radio to editorialize. His activity in a local political campaign was a factor in the FCC's famed Mayflower decision banning editorializing. This decision later was abandoned by the Commission.

He had served many years as active director of Yankee Network in New England. Yankee became a General Teleradio property several years ago.

It was believed that Norman Knight, who resigned as manager of DuMont's WABD (TV) New York some time ago to accept another managerial post then not identified [B•T, Sept. 27], would succeed Mr. Travers at Yankee. Mr. Knight was replaced at WABD by George L. Barenbregge.

ABC-TV Set to Lose $1.8 Million on NCAA

ABC-TV network will lose an estimated $1.8 million on the sports package it bought from the National Collegiate Athletic Assn. for $4 million, according to a Nov. 4 Associated Press story by Hugh Fullerton Jr.

While the story quotes an un-named "observer" as predicting 1954 will be the last year of a national tv plan for NCAA, Asa Bushnell, director of the NCAA Television Committee, reported there is "scant possibility" that NCAA will revise its policy to permit either unlimited tv or regional telecasts.

Mr. Bushnell noted that the primary concern of the committee is "continued protection of football game attendance . . . and the income derived from the sale of television rights has been a secondary consideration." He believed the tv committee would reject a regional plan, as often proposed in the past by the Big Ten and other college interests.

A regional plan, he said, would "run counter to the principle of attendance protection; indeed, regional tv would likely cause maximum damage to attendance." Even in the event of a reduction in the tv rights fee, he said, he felt it would be "surprising if NCAA should alter the objective of the tv program, which is protection of attendance."

Leonard H. Goldenson, president of AB-PT, parent company of ABC Div., reported to stockholders that the NCAA football schedule involved a substantial loss but that this "outstanding fall sports series on tv" has brought "added prestige to the ABC network."

Miami-W. Palm Beach 'Super' Co-Ax Opened

LONG-PROMISED "super capacity" coaxial cable which can carry more tv programs and long-distance telephone conversations than its conventional system was unwrapped last week by AT&T's Long Lines Department.

The new system was placed in service Nov. 1 along a 70-mile route between Miami and West Palm Beach, Fla. It is equipped with "L-3 Carrier" and initially will provide one northbound and three southbound tv channels.

An AT&T spokesman said Wednesday the new cable took a year to build. The firm has no plans on its drawing board for another such super-tv-telephone cable but expects to construct an "L-3" cable between Newark, N. J., and White Plains, N. Y., for telephone conversations only. Another route—also devoid of tv—is New York-Chicago, along which the new system was instituted to meet long-distance telephone expansion needs.

The Florida super system, owned jointly by Long Lines and Southern Bell Telephone & Telegraph Co., is the first to provide for tv as well as telephone.

Long Lines said its new system utilizes a pair of coaxial tubes which handles 1,800 telephone conversations simultaneously. This is triple the capacity of any other voice transmission system. With a bandwidth double that of conventional video channels, the L-3 system also makes it possible for a pair of tubes to carry two tv programs and 600 telephone conversations simultaneously. Eighteen new repeater or amplifier stations were required for the Florida route. The stations, spaced about four miles apart, keep signals boosted to the level required for satisfactory transmission.

WSAZ-TV, KSWM-TV Added To Bell's Network Lines

WSAZ-TV Huntington, W. Va., and KSWM-TV Joplin, Mo., were added to the Bell Telephone System's network facilities last Monday, according to AT&T's Long Lines Dept. Number of stations on the network is 347, serving 221 cities.

Network programs for WSAZ-TV are fed over a radio relay system from Columbus, Ohio, which is on the main West-East network route. Tv signals are fed into the telephone building at Huntington and carried from there to WSAZ-TV's studio over facilities provided by the local telephone company. KSWM-TV receives its network programs through Golden City, on the Kansas City-Springfield radio relay route. Local interconnection in Joplin was provided by the local phone firm there.

New Crosby Radio Show Premieres Nov. 22 on CBS

NEW *Bing Crosby Show* will premiere on CBS Radio Nov. 22 as a quarter-hour strip, 9:15-9:30 p.m. Monday through Friday, it was announced last week by Adrian Murphy, president of the network.

Format of the new series, produced and written by Bill Morrow, will be music, humor and interviews. Shows will be directed by Murdo MacKenzie, with music under the direction of Buddy Cole.

Day Show, NBC Charged With Impersonation Suit

WHEN an actor impersonated Dr. Hugo Friedhofer, Hollywood screen composer, on the NBC-TV *Dennis Day Show* last February without his knowledge or consent, Mr. Day invaded the doctor's privacy by $400,000 worth,

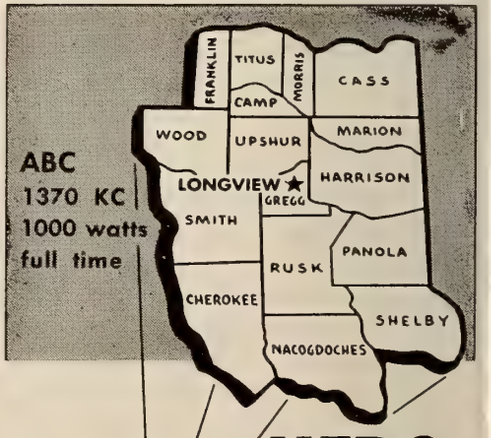
THE SPOTLIGHT'S ON
WEHT
CBS TELEVISION
IN THE
EVANSVILLE MARKET

THRIFTY FIFTY PARLAYS CBS ADJACENCIES INTO CASH SALES

No rash promises, No fabulous claims . . . Realistically scaled rates deliver the Evansville, Indiana market which we serve, and serve well, giving unduplicated CBS-TV coverage in an area isolated from VHF

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50



KFRO
LONGVIEW
TEXAS

Serving East Texas

Abundant water resources for industry, domestic use, agriculture, ranching, lumber.

James R. Curtis, President

attorney Helen Sherry, representing Dr. Friedhofer, charged in a Los Angeles Superior Court suit filed last week.

Also named as defendants were NBC and Denmac Productions, show producer.

In the complaint, Miss Sherry charged that use of the doctor's name, plus the teutonic accent assumed by the actor (Dr. Friedhofer is of German descent), and the depiction of the skit character as a classical music authority (the doctor is a recognized authority in the field) all combined to reveal "intimate details" of the composer's life "in a derisive and derogatory manner."

The program made him look foolish and a discredit to his profession, Dr. Friedhofer's suit continues in asking $200,000 actual damages and an equal sum in punitive damages.

SPANISH NETWORK FORMED IN CALIF.

ORGANIZATION of the Spanish Language Network with nine California radio stations as members was announced last week by Carl Schuele, San Francisco and Hollywood station representative.

Affiliates include KWKW Pasadena, KRNO San Bernardino, KVEN Ventura, KBIS Bakersfield, KCOK Tulare, KGST and KYNO, both Fresno, KMOD Modesto and KIBE Palo Alto.

As first SLN business, Mr. Schuele announced time purchases by Regal Amber Brewing Co., San Francisco (Regal pale beer), through Guild, Bascom & Bonfigli, same city, as part of a campaign to reach California's over one million Spanish-speaking population. Among Regal time buys, all for 52 weeks, are the six-weekly, two-hour KWKW *Bob Mercado's Noche De Ronda;* participations in the six-weekly morning KWKW *El Festival,* and the six-weekly half-hour *Joe Mendoza Show* on KCOK, KGST and KYNO.

Mr. Schuele, owner of Western Radio Sales, Hollywood, recently established and operates an affiliated station representative firm, Broadcast Time Sales, in San Francisco. J. M. Gates, formerly with KGFJ Los Angeles, heads the southern operation as manager.

Dawson Elected President Of Tobacco Radio Network

VICTOR W. DAWSON, WFNC Fayetteville, N. C., was elected president of the Tobacco Radio Network at a meeting Oct. 29 of stockholders in Raleigh.

K. C. Willson was re-elected executive vice president and general manager. Other officers chosen were Vassie G. Balkcum, WGBR Goldsboro, vice president, and Lester L. Gould, WJNC Jacksonville, secretary-treasurer.

Other member stations of the network include WRAL Raleigh; WTIK Durham; WCEC Rocky Mount; WGNI Wilmington; WHIT New Bern, and WGTC Greenville, all in North Carolina.

Godley Appointed DuMont Mgr. of Adv.-Prom.-Merch.

SHIRLEY STONE GODLEY has been appointed manager of promotion, advertising and merchandising for DuMont Television Network, it was announced last week by Gerry Martin, director of network sales. Mrs. Godley succeeds Norman Ginsburg, who resigned Oct. 29.

Mrs. Godley was formerly a presentation writer for ABC. Prior to her association with the network, she was assistant director of radio-tv research at N. W. Ayer & Son, New York.

ADA WITHDRAWS SPEAKER FROM FACTS FORUM SHOW

Americans for Democratic Action says it committed itself without knowledge that Facts Forum was connected with the Mutual show.

AMERICANS for Democratic Action last week declined to have one of its spokesmen participate in a radio debate, scheduled to be carried over MBS last Thursday, on grounds that the program was presented under the auspices of Facts Forum.

The debate, set for *State of the Nation* program, was to have featured a discussion between Judge Dorothy Kenyon, chairman, New York City Chapter, ADA, and Godfrey Schmidt, professor of jurisprudence and constitutional law, Fordham U., on "Should Diplomatic Relations With Russia Be Suspended?" Facts Forum pays production costs for *State of the Nation,* with time donated free by the network and stations.

Evelyn Dubrow, executive director of the New York City chapter of ADA, told B•T that the group had not known the program was supported by Facts Forum, adding that when ADA was approached, the only information given was that its spokesman would appear on WOR (Mutual's New York outlet).

"ADA has gone on record as opposed to Facts Forum on the grounds that it is not a non-partisan organization and we also have opposed its tax-exempt status," Miss Dubrow continued. "We don't feel that we should en-

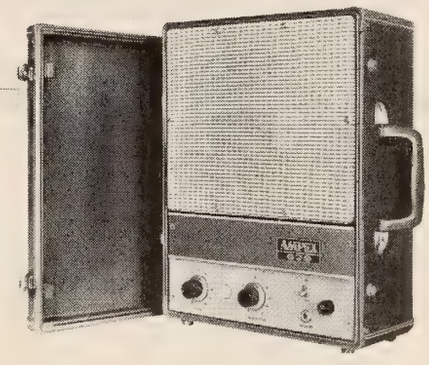
ANNOUNCING ANOTHER NEW AMPEX

but this time it's a superb amplifier-speaker

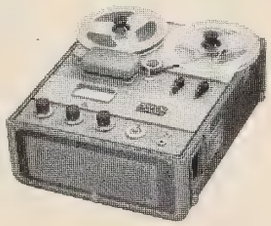
It's a 25 pound portable amplifier-speaker that matches the Ampex 600 tape recorder in appearance **and in quality, too!** The new Ampex 620 has FLAT ACOUSTIC RESPONSE from 60 to 10,000 cycles. This would be a great achievement in a speaker of any size, but in a 25-pound portable it's truly exceptional — in the Ampex tradition.

A quality demonstrator to sell broadcast time Program samples or auditions can now be demonstrated with a new impact and clarity that will make prospective time buyers sit up and take notice. The Ampex 620 can be carried anywhere. It has ample power for a group hearing in office, conference room or small auditorium.

A speaker to monitor with greater sensitivity The Ampex 620 is an extra sensitive monitoring unit usable anywhere inside the studio and outside with portable recorders as well. It will give operating personnel a much better indication of recording and broadcast quality than the usual monitor speaker. This can help forestall criticism from the growing percentage of your audience who listen through high quality amplifiers and speakers.



AMPEX 620 PORTABLE AMPLIFIER-SPEAKER
Connects with your studio console — or reproduces directly from tape recorders, turntables or pre-amplified microphones. The Ampex 620 is a perfectly integrated design including a 10-watt amplifier, loudspeaker, reciprocal network, level control, equalization control and acoustically correct enclosure. By standard test procedures **in air** it has low distortion and an acoustic response curve that is essentially flat from 65 to 10,000 cycles. Price is $149.50 complete.



AMPEX 600 PORTABLE TAPE RECORDER
Like the great Ampex studio tape recorders the 600 is the best of its kind. It weighs only 28 pounds, yet the Ampex 600 can serve every broadcast station need. For auditions and demonstrations it is the perfect sound source for the Ampex 620 amplifier-speaker. Prices: $498 unmounted, $545 in portable case.

For full description and specifications write Dept. D-1977

Distributors in principal cities (see classified section of your telephone directory under "Recording Equipment.") Distributed in Canada by Canadian General Electric Company.

AMPEX CORPORATION

934 CHARTER STREET
REDWOOD CITY, CALIF.

COMPARATIVE NETWORK TV SHOWSHEET

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Omnibus Aluminium Co. of Canada Scott Paper Norcross		Revere alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie	TBA	Toni Frawley Corp. (alt. with) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny	Co-op Opera Cameos	Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents Rynlds. Mtl. H. Bishop Sunbeam L
8:15				
8:30	The Big Picture F			
8:45				
9:00	Gruen-Amr Safety Razor Winchell	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Packard Mtr. Martha Wright			
9:30	*Soldier Parade* L	Bristol-Myers The Celeste Holm Show L	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Father Knows Best		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds The Hunter F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	Tide Water Oil Daly–News		7:15-7:30 Miles Labs. Morgan Beatty and the News	Toni Co. Tony Martin Show L
7:30	Ralston-Purina Name's the Same L	Amer. Home Prod.-News		
7:45		Ligg. & Mys. Perry Como L		Camel News Caravan L
8:00	*Come Closer* L	Carnation (alt.) Goodrich Burns & Allen L		Producers' Showcase (1 wk. of 4) Ford Motor Co. RCA
8:15				
8:30	Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00	*College Press Conference News* L	Philip Morris I Love Lucy F		Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One L		
10:15				
10:30				
10:45			Co-op At Ringside	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	*John Daly News*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	*Red Skelton*	Admiral Corp. Life Is Worth Living	Buick Berle Show (20 shows)
8:15				M. Raye Show
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy	H. J. Heinz Co. Studio 57	H. Bishop (10 shows) Bob Hope Show (6) Gen. Foods TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. O'Cedar Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	Nash-Kelvinator alt. wks. Block Drug Danger L		Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour			
10:00		Pet Milk Co. alt. wks. S.C. Johnson Life With Father		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM			N.Y.Times Youth Forum	*M. Beatty News* L
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		*American Inventory* L
12:45				
1:00			*Johns Hopkins Science Review*	Youth Wants to Know L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Philco Corp. Breakfast Club (M., W. & F.) Quaker Oats (Tu & Th)	The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		General Mills, Fri. Ding Dong School L Gerber Prds. Thursdays *A Time to Live.* L
10:15				
10:30				3 Steps to Heaven P&G L
10:45				
11:00		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Participating Sponsor Home L
11:15				
11:30		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light		
11:45				
12:00 N				*Betty White Show* L
12:15 PM				
12:30		Gen. Foods Portia Faces Life P&G The Seeking Heart		Feather Your Nest Colgate-Palmolive L
12:45				
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00	Brown Shoe Smilin' Ed's Gang	*Winky Dink and You*		
3:15				
3:30	Ralston-Purina-Nestle (alt. wks.) Space Patrol	Wander Co (alt. wks.) Gen. Mills Captain Midnight F		
3:45				
4:00		Campbell Soup Abbott & Costello		
4:15				
4:30				
4:45		National Dairy The Big Top L		
5:00				
5:15				
5:30		Gen. Mills The Lone Ranger F		
5:45 PM				

FOR NOVEMBER 1954

THURSDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie		Walter H. Johnson & Co. Capt. Video	
John Daly News		7:15-7:30 Miles Labs. Morgan Beatty and the News	
General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		Dinah Shore Chevrolet L
The Mail Story L	Gen. Electric Jane Froman	Consolidated Cosmetics Inc. They Stand Accused	Camel News Caravan L
Chevrolet T-Men in Action	General Electric Ray Milland Show		DeSoto-Plymouth Groucho Marx F
Brillo—So You Want to Lead a Band	Chrysler Motors Climax—Shower of Stars	DuMont Labs What's the Story	Borden Justice L
Kraft Foods Kraft TV Theatre	Singer Sew'g. alt. wks. Parker Pen Four Star Playhouse		Chesterfield Dragnet F
	■ Philip Morris Public Defender L		Ford Theatre F
	Carter Prods Alt. Whitehall Name That Tune L		Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie		Co-op Capt. Video	
Tide Water Oil Daly–News		7:15-7:30 Miles Labs. Morgan Beatty and the News	
National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
Lambert Hotpoint (alt.) Ozzie & Harriet F	Ligg. & Mys. Perry Como L		Camel News Caravan L
Lehn & Fink Ray Bolger L	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
Mogen David Wines Dollar a Second	R. J. Reynolds Topper F		Gulf—Life of Riley 9/18 F
Sterling Drug The Vise	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. The Stranger	Simoniz & Amer. C&C Big Story F
	General Foods Sanka Our Miss Brooks F	*One Minute Please*	Campbell Dear Phoebe F
	Brown & Williamson The Line-Up	P. Lorillard Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
	American Oil Hamm Brewing (alt. wks.) Noxzema Person to Person		Greatest Moments in Sports Mutual of Omaha F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
	Wrigley Gene Autry Show		*Mr. Wizard* F
Compass	Sylvania Beat the Clock L		Sunbeam Ethel & Albert L
The Dotty Mack Show	Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship)		Pillsbury-Green Giant Mickey Rooney Show F
Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L	Participat'g Sponsors Professional Football	Place the Face Toni Co. L
Fight Talk	Intrnl. Silver Alt. Simmons My Favorite Husband		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
Gemex The Stork Club	Chrysler Plymouth Div. That's My Boy L		Texaco Star Theatre J. Durante L (alt.) O'Connor F
	General Mills Willy	11:05 Boyle-Midway Sports Showcase	Geo. Gobel Show Armour (alt.) Pet Milk L
		Co-op Wrestling from Chi	Am. Tobacco Warner Hudnut Your Hit Parade L

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
	Participat'g Sponsors Professional Football	
		American Forum L
		Out On the Farm L
		Quaker Oats Zoo Parade L
		Hall Bros. Hall of Fame L
		Background 3 of 4 *Hall of Fame* 1 of 4 (1 hr. show)

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See footnote)		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.		
	Bob Crosby (See footnotes)		
	P&G The Brighter Day		
	Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		
	P&G On Your Account 4:30-5		
	Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		
	Longines Thnksgvg D Festival 11/25 only 5-6 p.m.		

ABC	CBS	DuMONT	NBC
			The Greatest Gift L
		Participat'g Sponsors Paul Dixon Show	P&G Golden Windows L
			One Man's Family L
			P&G L Concerning Miss Marlowe
			Hawkins Falls L
			First Love Jergens Co. L
			World of Mr. Sweeney L
			Modern Romances Col.-Pal. L
			Pinky Lee Show L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
	What in the World		
	Youth Takes a Stand		
Pre-Game Huddle R. J. Reynolds Carnation Co.			*Canadian Pro Football*
Maytag Zenith Amana Carnation Co., Humble Oil-NCAA Football Games (Time Varies)			
Football Scoreboard Colgate-Palmolive R. J. Reynolds		Greatest Pro Football Plays of the Week	(Immediately following football)
			NBA Professional Basketball Games

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Pacific alts. Masland, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Economics Labs.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Converted Rice

Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-45 a.m. M. & W. Bristol Myers, Tu. & Thu. Frigidaire.
10:45-11 a.m. M. & W. Scotch Tape, Tu. & Thu. Kellogg.
11:00-11:15 a.m. M. & W. Lever Bros., Tu. & Thu. Toni.
11:15-30 a.m. M.—Thu. Pillsbury.

Robert Q. Lewis — 2-2:15 p.m., Tue. Alka-Seltzer, Wed. Best Foods, Thu. S. C. Johnson, Fri. Doeskin.
2:15-30 p.m. Tue. Helene Curtis, Wed. General Mills, Thu. Swanson, Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 Tue. Toni, Thu. Swanson, Fri. Englander. Alt wks. S.O.S.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

BROADCASTING TELECASTING

November 8, 1954



J. L. VAN VOLKENBURG (r), president of CBS-TV, describes the 1954-55 audience promotion pieces to the CBS-TV Affiliates Advisory Board, which met in New York Oct. 18-19. L to r: seated, E. K. Jett, WMAR-TV Baltimore; Clyde W. Rembert, KRLD-TV Dallas, and Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., chairman of the Advisory Board; standing, William H. Hylan, CBS-TV vice president in charge of network sales; Herbert V. Akerberg, CBS-TV vice president, station relations; Owen L. Saddler, KMTV (TV) Omaha; Philip Lasky, KPIX (TV) San Francisco; Bob Wood, assistant director, and Edward P. Shurick, director, CBS-TV station relations.

courage the activities of Facts Forum by participating in them."

Hardy Burt, producer and moderator of *State of the Nation,* termed the cancellation "A shocking example of blacklisting of a non-partisan organization, which has the sole purpose of stimulating people to take a greater interest in current events and public affairs." He said that when he had been notified of the cancellation, he made the following statement to Miss Dubrow:

"If the objection of the ADA is the frequently-voiced and completely false criticism that Facts Forum programs are 'not objective' in their presentation, you could easily remedy this by having a spokesman representing the ADA on the program to be assured that your viewpoints will be personally and adequately expressed. I am sure, from what I have heard of Judge Kenyon's abilities, that she is perfectly capable of debating in a manner satisfactory to the ADA."

In place of Judge Kenyon, Mr. Burt substituted Prof. Sydney Hook, chairman of the philosophy department of New York U. and an honorary vice president of the Liberal Party. He said that in the past the show has featured many persons of "liberal" persuasion, including Norman Thomas and John Hamilton Combs.

This was the second dispute this year involving Facts Forum and an organization espousing a "liberal" viewpoint on radio programs. Last May the American Committee for Cultural Freedom became embroiled in a controversy with Facts Forum when the committee announced it had received the assurance of NBC that the network did not plan to present any Facts Forum programs [B•T, May 3].

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Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

ABC Hollywood Dismisses 15 Engineers in Radio, Tv

RETRENCHMENT of the ABC Hollywood operation continued last week, with the dismissal of 15 engineers from the radio-tv pool. Earl Hudson, Western Div. vice president, described the action as part of a "general tightening up" of network operation.

Other ABC spokesmen stated discharges would not affect ABC Hollywood program operation very much, since comparatively few programs originate from Hollywood.

Rumors that the network's radio quarters on Vine St. would be abandoned were denied by Mr. Hudson, although he admitted the radio-tv traffic department will move to the network's tv center.

NBC, Macy's to Promote Network Character Toys

CAMPAIGN to promote NBC character toys was launched Nov. 6 by the network and Macy's New York department store, at Macy's Toy City. The drive will feature an unprecedented range of children's items, according to Ted Cott, operating vice president of NBC Radio and vice president in charge of the network's licensing division, and David L. Yunich, Macy's senior vice president.

All toys are related to radio-tv stars and programs on NBC. During the seven-week project, the promotion will use all NBC facilities, local and regional advertising, Macy window and interior displays as well as spectacles at the store's Thanksgiving Day parade.

Vernon Named Head Of ABC-TV Central

GERALD VERNON, sales manager for ABC-TV Central Div. in Chicago, has been appointed director of the division [B•T, Nov. 1], John H. Mitchell, network vice president, announced last week. He succeeds James L. Stirton, who resigned to join MCA.



MR. VERNON

Mr. Vernon joined the network in 1942 as research manager. He moved to the Chicago sales staff in 1945 and in 1946 was appointed to the ABC Radio network sales department.

Mr. Vernon was made coordinator for television sales for ABC-TV's Central Div. in 1948. Two years later he was promoted to sales manager for the central division.

WINT Adds ABC-TV

EFFECTIVE Oct. 31 WINT (TV) Fort Wayne, Ind., became affiliated with ABC in addition to its prior primary affiliation with CBS-TV.

NETWORK PEOPLE

William Harmon, associate producer, Jimmy Durante Show on NBC-TV's *Texaco Star Theatre,* appointed producer; **Derrick Lynn-Thomas,** associate producer, absorbs Mr. Harmon's duties.

Peter Kortner, former editor, Whitman Pub. Co., L. A., to NBC-TV *Hallmark Hall of Fame* program as West Coast story editor, headquartered in Hollywood.

William Powell Jr. to NBC-TV Hollywood as assistant to program development director, to read scripts.

Gretchen Kanne, model, to Mutual-Don Lee Broadcasting System and KHJ-TV Hollywood as press information staff member.

Gil Warren, announcer, CBS Radio *Cathy and Elliott Lewis Onstage* and network announcer-actor, resigned to resume tv career.

John Rust, co-producer, NBC-TV *Justice,* will address National Legal Aid Assn. in New Orleans this week on production of series based on Legal Aid Assn. files.

Betty White, star of *Life With Elizabeth* syndicated tv film series and NBC-TV *Betty White Show,* elected Honorary Mayor of Hollywood after recent campaign by 12 candidates which raised $14,000 for Hollywood Kiwanis Club's charitable foundation to aid underprivileged children.

Jo Carroll Dennison, assistant to director, NBC-TV *Lux Video Theatre,* and **Russell Stoneham,** assistant director, CBS-TV Hollywood, were married Oct. 17.

Marilyn Maxwell, radio-tv singer, and Jerry Davis, motion picture writer, are to be married Nov. 21.

Page Gilman, actor, *One Man's Family,* NBC Radio, father of girl, Mary Ann, Oct. 22.

Walt Grisham, newswriter, NBC Chicago, father of boy, James Murray, Oct. 18.

Robert M. Fairbanks, sales promotion assistant, Columbia Pacific Radio Network, father of boy, William Robert, Oct. 1.

SARNOFF PREDICTS ELECTRONIC FUTURE

RCA-NBC board chairman is first notable lecturer at the new CCNY Baruch school. He says that new jobs will be created for each one cancelled by new electronics.

THE ELECTRONICS industry now is doing business in excess of $8 billion a year, but in only another seven years, more than 50% of the volume will be in products and services that do not now exist, according to Brig. Gen. David Sarnoff, chairman of the board, RCA-NBC.

Gen. Sarnoff last Monday was the first notable to lecture at the newly-named Bernard M. Baruch School of Business and Public Administration of City College of New York.

In his talk on "opportunities in the electronic and atomic age," Gen. Sarnoff noted that "radio, television and electronics already have changed many of our ways of daily life, and along with continued research bid fair to change our pattern of living."

He reminded his young audience that color, which "adds new dimensions to communications and to the entertainment arts" also "supplies a new power to advertising and greatly increases its merchandising possibilities."

Other Forecasts

Gen. Sarnoff also repeated his predictions of a tv screen on the wall, of mass automation and of other new electronic devices and wonders to come.

He said that many new jobs will be created for each one canceled by the new electronics. Tv, he said, may be a blessing in disguise for the movie industry by forcing it to explore new techniques. Radio and tv, Gen. Sarnoff noted, already have provided new revenue for the older, electrical industry in that $45 million is being paid this year for current to operate the nation's home receivers.

Among the electronic achievements today, Gen. Sarnoff listed radio, tv, phonograph, tape recording, sound movies, radar, transportation, guided missles and atom and hydrogen bombs. Among those to come, he said, were widespread automation (particularly in factories and offices), tubeless television, advances against disease via electronic and tv microscopes, home-size atomic electrical generators and still other devices.

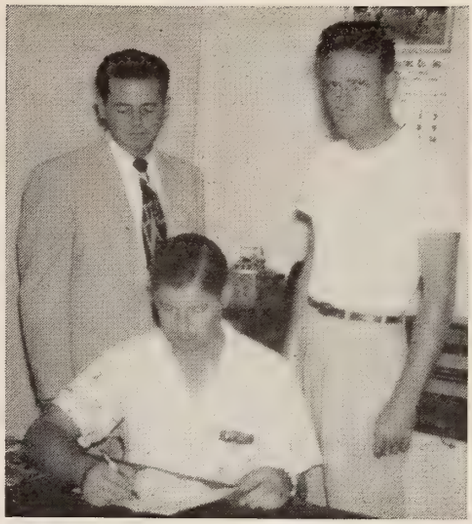
RCA Brings Closed-Circuit Color to Lithography Meet

CLOSED-CIRCUIT color was to be used to telecast an industrial convention last Friday and Saturday when the RCA Color Tv Caravan participated in a forum on lithography in Chicago. The event was part of a two-day meeting co-sponsored by the Graphic Arts Assn. of Illinois and the Lithographic Technical Foundation.

RCA claimed this was the first use of closed-circuit color tv for an industrial convention. Forum sessions were telecast via closed-circuit to 30 RCA Victor color receivers permitting the audience to view close-ups of new techniques in lithography and award-winning displays.

The tv program included a talk by John S. Odell of RCA on color television from the viewpoint of the graphic arts industry.

The RCA Color Tv Caravan, housed in a specially-designed 32-foot truck-trailer, contains a complete control room and broadcast equipment including two standard RCA color cameras. Last month the caravan made its debut at the Mid-South Fair in Memphis where nearly 400,000 persons, according to RCA, viewed the hourly programs presented during the eight days of the fair.



EQUIPMENT order from Collins Radio Co., Cedar Rapids, Iowa, for 1 kw WHAB Baxley, Ga., is signed by (l to r) Robert Sidwell, Collins Radio sales engineer; Farnell O'Quinn, licensee of WHAB, and Kenneth Mock, WHAB chief engineer.

Court to Rule Soon On Stay in Patent Suit

THE U. S. Court of Appeals in Chicago is expected to hand down a ruling in the next fortnight on a plea for a stay in the $16 million anti-trust suit involving RCA, General Electric and Zenith Radio Corp. over patent considerations.

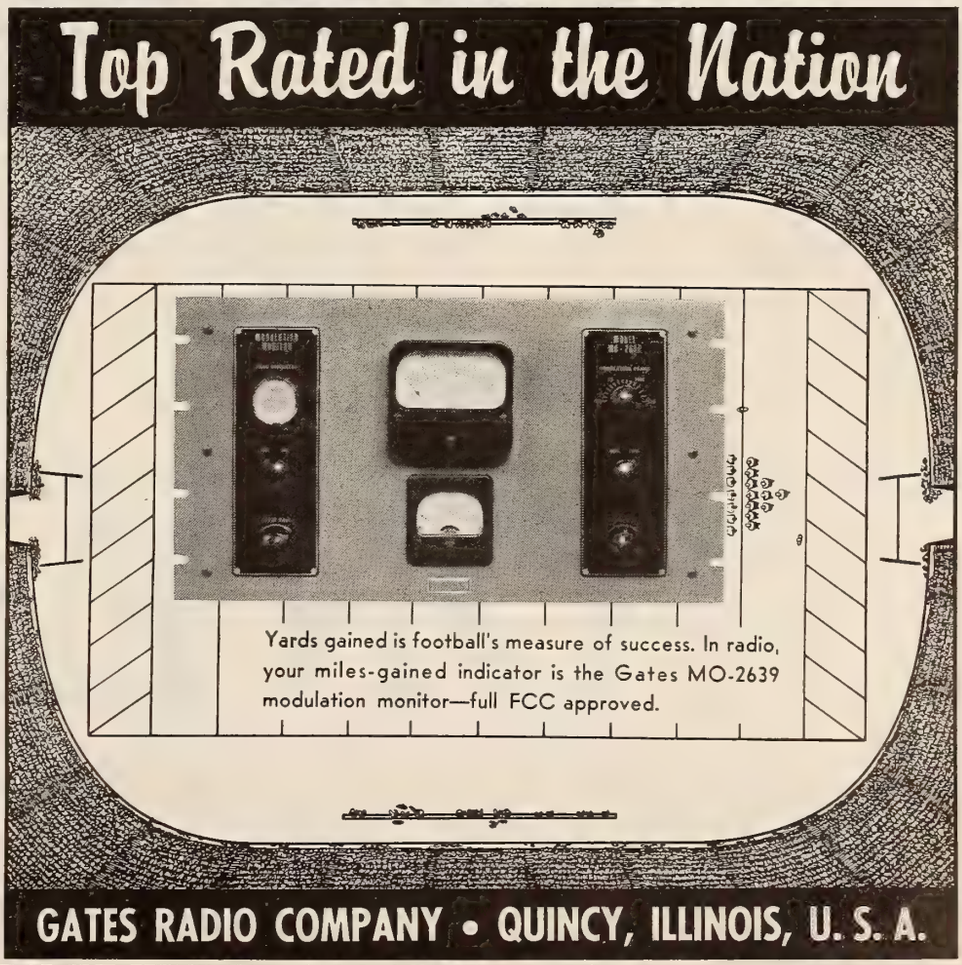
A three-judge bench heard oral arguments last Monday on the dispute in which RCA seeks a writ of mandamus pending developments in a Wilmington (Del.) district court over similar patent issues.

The appellate court is expected to render a decision on the stay appeal and whether Judge Michael Igoe of the U. S. District Court, Chicago, was within his jurisdictional rights in refusing to grant the writ. RCA claims Judge Igoe erred in ruling the Chicago trial should proceed without regard to proceedings in Delaware [B•T, Aug. 16]. Zenith charges a patent monopoly in its suit in the form of a counter-claim to RCA's charge of patent infringements.

Pre-Trial Hearing

Judge Paul Leahy of the Wilmington court has called a pre-trial hearing on the first of a series of eight separate patent sessions, and has assigned a judge to hear the case. Zenith was given permission to continue gathering depositions in the dispute.

RCA was represented by the law firms of Kirkland, Fleming, Green, Martin & Ellis and Cahill, Gordon, Reindel & Ohl, and Zenith by Thomas C. McConnell of McConnell, Lutkin, Van Hook & Paschen.

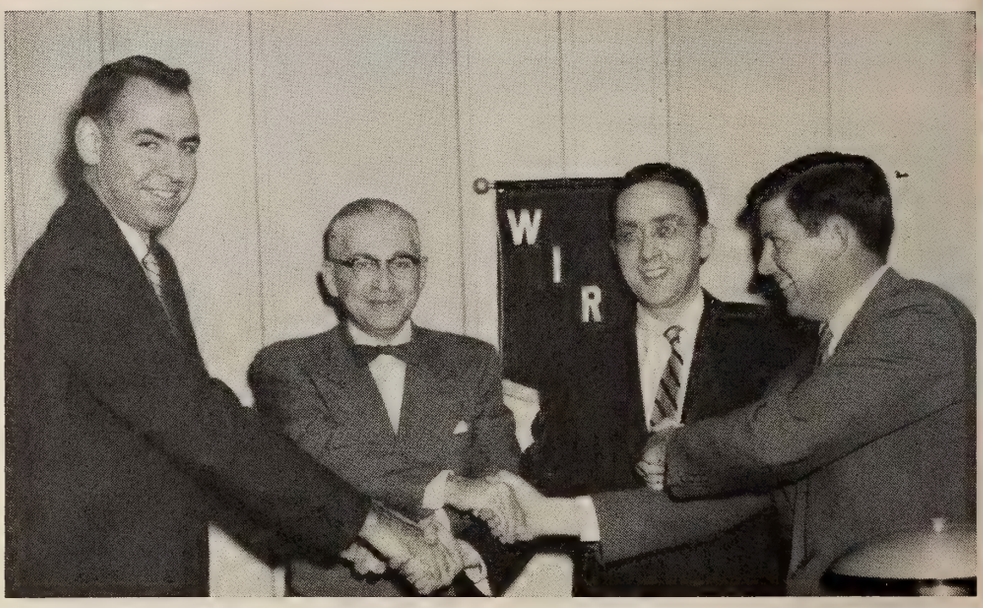


Transmitting Equipment

Station	Power	Band	Use
	Transmitter Orders		
General Electric Co.			
KFJI-TV Klamath Falls, Ore.	5 kw	tv (ch. 2)	new station
WTVS (TV) Detroit, educational	12 kw	tv (ch. *56)	new station
KQTV (TV) Ft. Dodge, Iowa	12 kw	tv (ch. 21)	power increase

OTHER EQUIPMENT: GE also reported that orders have been received from KQTV for a microwave relay; from KFJI-TV for a three-bay antenna and studio equipment, and WTVS for a five-bay helical antenna and studio equipment. Allen B. DuMont Labs reported shipment last week of a color multi-scanner and complete color terminal to WTVW (TV) Milwaukee, and announced that stations "next in line" for color transmitter conversions are KERO-TV Bakersfield, Calif.; KVAR (TV), and KPHO-TV, both Phoenix.

DuMont Labs. also shipped complete color transmitter conversion equipment to WCSC-TV Charleston, S. C. (ch. 5); KTIV-TV Sioux City (ch. 4); WNEM-TV Bay City, Mich. (ch. 5); KGLO-TV Mason City, Iowa (ch. 3); KXJB-TV Valley City, N. D. (ch. 4); WFMY-TV Greensboro, N. C. (ch. 2); WHBF-TV Rock Island, Ill. (ch. 4); WDTV (TV) Pittsburgh (ch. 2); WABD (TV) New York (ch. 5), and complete studio equipment to WFMZ-TV Allentown, Pa. (ch. 67).



JOINING HANDS following the purchase of complete DuMont equipment by Great Northern Tv Inc., permittee of ch. 5 WIRI (TV) Plattsburg, N. Y., due on the air this month, are (l to r) Frank O'Connell, sales representative, DuMont tv transmitter department; Joel Schier, president, and Thomas Robinson, secretary, both WIRI, and L. C. Radford, eastern district sales manager, DuMont tv transmitter department.

Sylvania's Fullerton Plant Formally Dedicated Today

FORMAL dedication is slated today (Monday) for Sylvania Electric Products Inc. new tv tube producing plant at Fullerton, Calif. According to Sylvania, the building, which will provide 51,000 sq. ft. to the tube division's total tube manufacturing space of 670,000 sq. ft., was built to meet requirements of West Coast distributors and dealers.

Sylvania said the plant is the first of its kind to be built in the West by a major tube maker. H. Ward Zimmer, Sylvania's president, will be principal speaker. Others officiating will be W. H. Lamb, general manager, Television Picture Tube Division, and Gordon L. Fullerton, plant manager there.

MANUFACTURING SHORTS

Precision Apparatus Co., Elmhurst, L. I., N. Y., announces basic test instrument, Model E-300 sine-square wave signal generator, covering audio-video range.

Prodelin Inc., Kearny, N. J., has available Off-Set Feed antenna featuring broad band electrical characteristics, with only two types necessary to operate over entire 1700-2450 and 2450-2700 mc bands with vswr at 1.02 for tv use, according to company.

Centralab, div. of **Globe Union Inc.,** Milwaukee, has appointed George P. Marron, Westfield, N. J., as representative for New York State, excepting Metropolitan New York City.

Newark Electric Co., Chicago, has published 196-page electronics products catalog.

Gothard Mfg. Co., Springfield, Ill., has available condensed catalog, Bulletin No. 410, on Gothard line of commercial, military and mobile dynamotors.

Texas Instruments Inc., Dallas, Tex., has announced commercial transistorized radio receiver and are now producing five types of silicon transistors.

RCA, Camden, N. J., has available new broadcast antenna equipment catalog, including listings of vhf superturnstiles, uhf pylon antennas, custom antennas, towers and accessories.

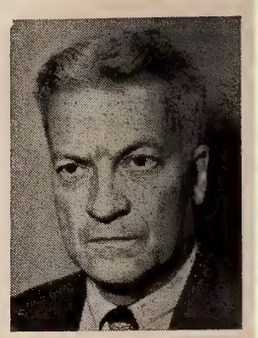
Shallite Inc., Paterson, N. J., announces development of precision wirewound resistor based on transparent encapsulation. Company reports visibility feature, resulting from transparent encapsulation, assists materially in precluding service failures due to internal strains.

Stromberg-Carlson Co., Rochester, N. Y., last week reported net sales for nine months ending Sept. 30 totaled $46,812,335, compared to $46,398,403 for same period last year. Net earnings were listed at $1,316,204 for nine months of this year and $1,328,391 for 1953 period. Earnings per common stock share was $2.45 against $2.84 for first nine months of 1953.

MANUFACTURING PEOPLE

Victor E. Carbonara, president, Kollsman Instrument Corp., Elmhurst, N. Y., subsidiary of Standard Coil Products Co., Melrose Park, Ill., appointed a director of latter company.

Col. Mark E. Smith, recently separated from U. S. Army, appointed administrative assistant to president, Hallicrafters Co., Chicago.



COL. SMITH

Harry R. Clark, president, Telechrome Mfg. Corp., Amityville, N. Y., has resigned.

Donald W. Jackson, formerly regional sales manager, Raytheon Mfg. Co., and Admiral Corp., both Chicago, appointed national merchandising manager, Dage Tv, Thompson Products Inc., Cleveland.

Bartley C. Furey appointed assistant sales manager, tv & broadcast receiver div., Bendix Aviation Co., Baltimore.

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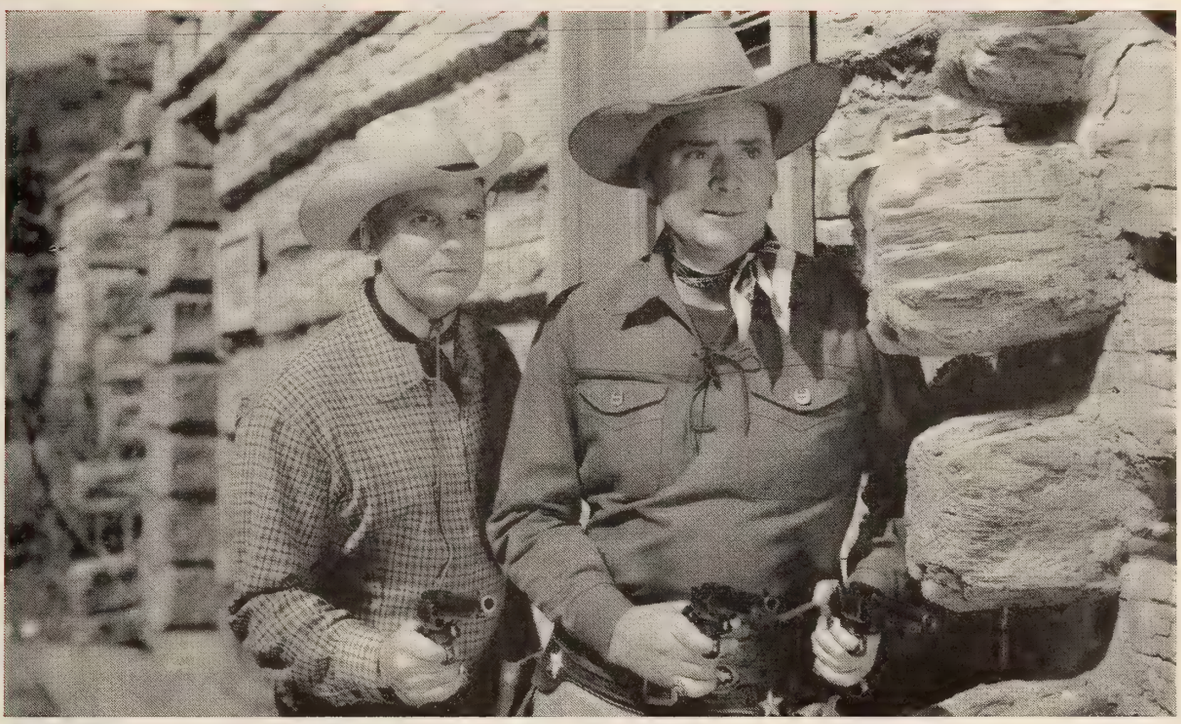
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COWBOY G-MEN

The greatest Western of them all!

21.8 rating in Dallas capturing 87% share of audience!

18.5 rating in Kansas City lassoing 64% share of audience!

15.1 rating in Columbus roping 91% share of audience!

39 trigger-quick half-hours immediately available in COLOR (and black and white) starring Russell Hayden and Jackie Coogan.

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THE SCREEN'S MOST FAMOUS HERO!



26 HOUR-LONG
WILD BILL ELLIOTT'S
AUTHENTIC ADVENTURE STORIES OF THE OLD WEST!

TEX (HIGH NOON) RITTER
GIVING YOU DOUBLE STAR VALUE IN 8 OF THE 26



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HERE ARE 26 ONE HOUR HISTORICAL WESTERNS
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NEW YORK
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Circle 6-4347

features

- The rocky road of film syndication. Page 94.
- A code for film producers. Page 100.



film maker

REID H. RAY

OF THE relatively few people who have spent 35 demanding years in the motion picture industry, Reid H. Ray might well qualify as the executive who made the transition to television with effortless ease while retaining an abundance of enthusiasm and energy and a flair for adventure.

He is president of Reid H. Ray Film Industries, which claims to be the oldest company in the commercial film field (it has been in operation since 1910). In addition to sales, training and commercial films, his organization has turned out hundreds of tv commericals for leading advertisers.

This past year, Mr. Ray broke new ground in the tv program field, beginning production of 52 half-hour *Walt's Workshop* films now in the process of syndication. This series is a filmed sequel to the successful "how-to-do-it" program that ran "live" for years on NBC's o&o WNBQ (TV) Chicago.

Mr. Ray has been showing people "how to do it" in the commercial film field for years. As a youngster he took up photography as a hobby and then went on to make a vocation out of an avocation. He began producing motion pictures at the U. of Iowa, turning out the Big Ten's first football training films in 1921. He also found time to write advertising copy for the university paper and serve as advertising manager for two Iowa City theatres.

In 1923 he joined a commercial film company in St. Paul, becoming a salesman, writer, director and film editor. Within 18 months he had controlling interest in what is today Reid H. Ray Film Industries with headquarters in St. Paul and offices in Hollywood and Chicago. In the past 10 years, his organization has produced hundreds of films for the Army, Navy, Air Force and various other government agencies and departments. His crews have traveled into 41 states and throughout the world, shooting an almost unlimited variety of subjects. (His subjects include: Danny Kaye, Ronald Reagan, Sister Kenny, Joan Caulfield.)

Among those his company numbers as tv film commercial clients have been Theodore Hamm Brewing Co., International Harvester, National Safety Council, Studebaker Corp., Pillsbury Mills and John Deere. His *Walt's Workshop* has some 25 markets in line, with lumber dealers, banks and other types of advertisers among the sponsors.

Primarily a producer, Mr. Ray budgets, supervises, directs and "lives with" his company's productions until their release. That means directing cameramen from speeding locomotives, on the sea, in the air; his air log book shows that since 1946 he has flown 325,000 miles. He manages to keep in close touch with the other aspects of his business by the simple expedient of averaging 72 hours a week on the job.

Reid H. Ray Film Industries is proud of its "firsts," reported to include the first use of sound on 16mm Kodachrome and three-color Ansco film, the introduction of two-color Cinecolor outside of Hollywood and being one of the first to utilize 35mm magnetic sound commercially.

Mr. Ray is a governor and fellow of the Society of Motion Picture and Television Engineers, a past director of the American Assn. of Film Producers and president of General Screen Advertising.

His most interesting assignment in 35 years of film making? A tough question, Mr. Ray responds. Perhaps the time he filmed a rattlesnake shedding its skin . . . "We waited for several days for this change to occur and finally got the scenes at three in the morning under studio lights. But the most colorful scenes I've ever directed were made in Zamboanga . . . , when we photographed a native Moro wedding and the dance that followed."

When his company expands its tv program activities, the chances are that Mr. Ray himself will be there to supervise the capture of equally exciting and exotic footage for the nation's televiewers.

THE THORNY SIDE OF SYNDICATED FILM

ALL THAT GLITTER DOESN'T COME CHEAP: AN EXPERT EXPLAINS

By Leslie Harris

THE TELEVISION industry has spawned a precocious infant—"film syndication"—and the variety of pricing and producing formulas being spoon-fed it by its progenitors to ease it through its growing pains and help it achieve a healthful maturity, make television's pablum days seem mild indeed.

While television film syndication is being compared to everything from Persian rug-selling to motion picture distribution, the fact of the matter is that, although it combines certain aspects of both, it is an entity in itself and poses some of the most complex economic and sales problems yet to confront the television industry. There is no question, however, that television film syndication will become one of the major adjuncts of the industry.

Film syndication problems are many. It has few precedents—no guideposts to follow. It is charting new concepts in selling patterns, merchandising and production. But while each presentation—each sale, poses new questions, the answers are beginning to emerge, and the pattern for the future seems clear.

The initial major problem which, in my opinion, film syndication must overcome is one for which we ourselves are responsible. It is the impression created in the public mind that film syndication is a bonanza, unrivaled since the gold rush of '49. Unfortunately, in our eagerness to establish our position in the industry quickly, we have been guilty of "over-glamorizing" the economic potential of film syndication.

As a result, producers, writers, actors and even technicians have become convinced that a syndicated film series is the rainbow that leads to the proverbial pot of gold, and everyone wants a piece of it.

This same preoccupation with publicizing exaggerated grosses and fantastic billings has likewise convinced many station operators that they are paying far too high prices for film, and that with the number of properties becoming available, they can afford to wait for the right deal.

Actually, financing and distributing a syndicated film series is a venture of such speculative nature as to give a bull market operator of the twenties a nervous stomach. Although there are approximately 233 television markets now in the country, 20 major markets account for 40% of the available billing for a syndicated program, assuming the show is sold in every tv market in the country.

Without the program being sold in these 20 majors, the chances of ever recouping the cost of even a $20,000 film are slim. It takes approximately 25 average-size markets to equal the amount paid for a first run in New York, and with the tight time situation existing in New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit, you may have to wait months before a satisfactory time period becomes available, providing the station will accept the program at all.

A syndicated film which cost $17,500 two

NIGHT WORK UPS COSTS

THERE'S overtime for cast and crew of "The Whistler," out on a Los Angeles street corner at 3 a.m. (left) for an automobile sequence . . . and police permits . . . and special power lines for heavy duty lighting equipment . . . and caterer's bills for feeding all hands (center) and rent for after-hours' use of an office building . . . and transportation there and back . . . and lights, camera, boom and crew which are required for just one simple shot of Paul Kelly (leaning on desk at right in last picture) as he makes a telephone call.





ANNIE OAKLEY and friends hold the bad men at bay and guns that don't go off at the right time, balky horses and adverse weather can hold up production.



PEACEFUL as this hospital scene from an *Amos 'n' Andy* picture appears, it had to be shot ten times when the tape measure broke, stuck, fell and had to be repainted.



DOCTORS and nurses aren't seen in this *Range Rider* upset, but they're always close by to take care of injuries which might cause extensive delay in shooting.

years ago now costs a minimum of $22,500. At that figure it is virtually impossible to amortize the production cost within a two-year period. Keep in mind that in addition to the actual cost of the film there are other expenses, such as prints and shipping at $1,200 per picture, promotion, advertising, salesmen's salaries and commission, and actual out of pocket costs, which will average at least 30% of the cost of the film.

In addition, it has now become necessary to provide a presentation merchandising kit, which will cost anywhere from $5,000 to $10,000. This means that an investment in a single $22,500 production is in reality closer to $30,000. A series of 26 such films represents a minimum capital investment of $780,000, plus 4% interest and very little chance of breaking even in two years. And remember, you are committed to this investment regardless of whether the program is first sold to an $80 uhf station or to a regional network of 20 stations.

Few syndicators have been able to gross more than double the production cost of the film over a long period of time, and this does not represent a true profit picture. All distribution costs, sales and advertising have yet to be deducted before the so-called residuals can be shared. If the residuals then have to be split between the writer, star, director—and a royalty paid to the creator —it is obvious that the actual producer can look to a very small profit. Small wonder that many film-struck angels, who in recent years have produced a pilot film or a series, have concluded that rather than wait for the seventh run it was better to sell out and invest in Dior uplifts.

The pattern for realistic film syndication in the future, however, looks encouraging. CBS Television Film Sales has in recent months made tremendous progress in compiling accurate market data, making it possible to establish a uniform pricing structure, compatable with program costs, and providing a reliable guide for investments in film properties.

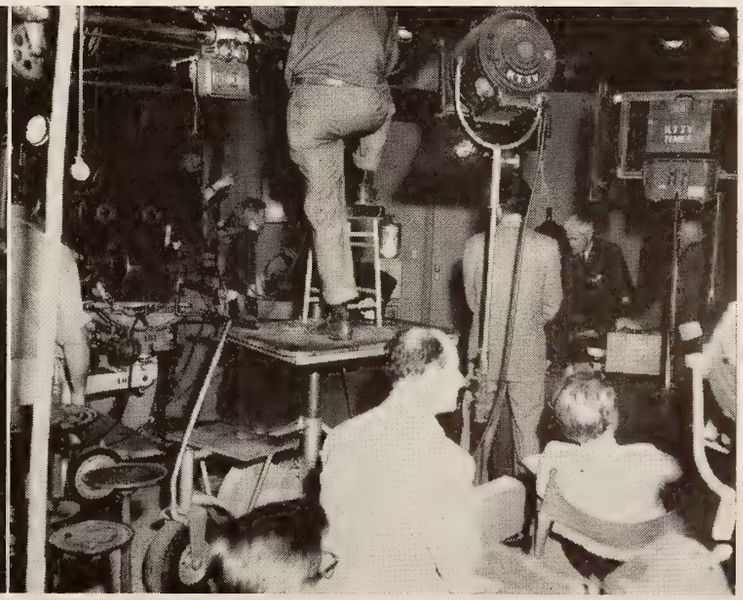
At the same time, new avenues for film syndication are opening up which will enable advertisers to have programs tailor-made for their needs and distribution, and sold off in markets which they do not require. Agencies who six months ago might have hesitated to recommend syndication for their clients today include it as a matter of course on considering any advertising campaign. The amazing ratings and sales achieved by syndicated properties have convinced them of its worth, and they are beginning also to take advantage of the unparalleled merchandising opportunties it offers their clients on the local level.

Station operators who were dubious of the value of re-runs now realize that a film can be re-run as many as seven times, with a steady improvement in its rating history. This has actually happened on a number of occasions, for example the Gene Autrey series in the Midwest. *Amos 'n' Andy* likewise continues to attract new audiences and fresh rating highs each time the program is repeated, and almost without exception it has been proved that a re-run does not diminish the appeal of a program or a station's position. New sales plans are being developed to assist uhf stations in developing a sound program structure at a cost compatible with their lower income position. Daytime syndicated programs will shortly be available to stations for either regional or local clients.

These new facets of syndication can be realized only, however, if this swaddling industry faces very realistically the cost problems which it must surmount to be successful. Production expenses must be held to a reasonable level. Sound pricing policies must be established and maintained. Buyers of syndicated properties should realize that if they expect to get quality programs, syndicators cannot be placed in a position where they are forced to make cut-rate deals to secure an order over a less acceptable program.

Neither should actors, writers, and others concerned with production continue to cherish the illusion that a syndicated film is an annuity—instead of just another job







ABOUT THE AUTHOR

NO NARROW-GAUGE specialist, Leslie Harris is well equipped to view industry problems, even such vexing ones as now plague tv film syndication, from every angle—broadcaster's, advertiser's, agency's and producer's, as well as salesman's. His previous posts include: director of radio and tv, Benton & Bowles; director of radio and tv, Colgate-Palmolive Co.; national program director, NBC Radio; partner in Bernard L. Schupert Inc., producer of *Topper, Mr. & Mrs. North* and other tv series.

which offers about the same return in the final analysis that a live show does. The only difference is that with a live show the payoff is sooner. Syndication takes months to recoup the same amount, and sitting around and waiting for residuals has aged juveniles into character men.

These are the facts, ma'am! Good syndicated film properties cannot be made any cheaper than any other program. A quality production with a good name lead, established writer and other elements will cost at least $22,500 to make, without considering a profit margin. A run-over, an actor's fluff, retakes, can take months to recoup. Delay in getting a program placed on a sufficient number of stations means an additional burden for the producer to carry. Bad judgment in selecting a property or poor timing in releasing it can wipe a syndicator out.

These are the risks that must be taken to produce a picture. The mere fact that "film" itself is considered a perennial doesn't necessarily mean it can't wither on the vine, and it is highly susceptible to a number of blights that can stunt its growth and make its cultivation very costly.

. . . AND FURTHERMORE

you've got to allow two years to get back your investment in a syndicated film and longer than that to reap a profit, according to Carl M. Stanton, NBC vice president in charge of the Film Division, who states that for both syndicator and financial backer, honesty is not only the best, but the only profitable policy. Here's what he says:

TELEVISION film syndicators and producers must stop throwing stardust into the eyes of their financial backers, many of whom have been deluded into believing that the syndicated film business is an Eldorado from which they can realize a quick profit on their investment.

When the hard facts come to life—that it may take nearly two years to recoup investment and costs—the angels are thrown into a panic. The product is dumped on the market, the market is glutted and the vicious cycle of price-cutting and short-run deals begins.



MR. STANTON

The syndicated film business—which is now locked in a price war—can survive and prosper only if syndicators finance and expand their inventory on a realistic, regulated basis. A frantic effort to assemble quickly a dazzling array of properties, on the other hand, financed by pitchman promises of quick profits, can result only in price cutting and short-term deals. The evidence, in the form of distressed property unloading, is all around us.

If all syndicators are forced to cut their prices and release tv film series in terms far short of their normal runs, film programs of superior quality will ultimately be driven off the air. The programming standards of the entire industry will be degraded, because it will be worth no one's while to invest large sums in programs of high quality.

What syndicator, after all, could continue to make the heavy investment required ($800,000 and up) for a series of 39 programs when only 13 or 26 are purchased? The margin of return would be so diminished—perhaps even nonexistent—that further investment in good new programs would be impossible.

Since it takes nearly two years to recoup the original investment and cost of a really good syndicated tv film series, the acceptance of short-term deals—coupled with price slashes—materially extends the time needed just to break even. To make any kind of a profit at all would take even longer. Very clearly, it will be difficult, if not impossible, to produce new programs that are a credit to broadcasting if current practices are not checked now.

How to stop them? The syndicator and his financial backer can play important roles in solving this problem. The syndicator, who is in a position to know, can render the industry a service by being honest and forthright with the financial backer. The syndicator can predict, with a fair degree of accuracy, the length of time it will take to realize this return. The syndicator, in other words, must promise a pot of gold not around the corner but rather at the end of a long hike.

There are, after all, profits to be realized in film syndication. But the backer must not be confused in his appraisal. He must be made aware that the profits are of the long-haul variety. Only on this basis can one eliminate the vicious cycle of distressed-property selling which gluts the market and damages the industry.

When investors are educated to realize that there is no quick turnover in the syndicated film business, they will have taken a long stride toward the ultimate goal of stabilizing the economy of the young syndicated film business.

WTOM-TV VIEWS SYNDICATION

THE SYNDICATED tv film series can give the local advertiser "100% identification" with a nationally-known program at a cost "far below" that of newspaper advertising, according to Tom Shull, president of Inland Broadcasting Corp. and general manager, WTOM-TV Lansing, Mich.

Mr. Shull, a former NBC Film Division salesman, said that new film purchases by the station would be fitted immediately into the uhf station's programming. The purchases included eight NBC Film Division shows, eight CBS Television Film Sales programs and a package of features and westerns from Hygo Television Films.

Underscoring film's importance to the operation of his outlet, Mr. Shull explains that more than half of the station's 36 weekly hours of programming are devoted to syndicated tv film series and feature films.

Cost advantage to the local advertiser is about one-fifth the price of local newspaper advertising, Mr. Shull estimates. He says there is more than 50% uhf conversion in the station's area of 100,000 tv homes. At a rate of 2.5 viewers per set, Mr. Shull says the cost-per-thousand compared with the newspaper's 63,000 circulation is in his favor.

Mr. Shull, in turning to promotion efforts, says WTOM-TV (formerly with the call of WILS-TV) is in hopes of a single-channel converter to sell under $10—which when found he plans to sell in quantity from sound trucks in downtown Lansing using "medicine-man" techniques. He also will enlist Michigan State College students to sell and install the converters door-to-door. Multiple-channel converters now sell for $18.95 and up, he says. And, urges Mr. Shull, colorset makers ought to incorporate uhf conversion in the basic tv receiver because the cost "would be negligible." He also believes that at least 5% of his station's total operating budget should be invested in all types of promotion. WTOM-TV is represented by Everett-McKinney Inc.

For THRILLS... ACTION... ROMANCE...

Give Your Audience



MR. & MRS. NORTH

AMERICA'S FAVORITE HUSBAND AND WIFE

Give 'Em . . . Entertainment's best-known thrill-adventure. "North" has the greatest loyal fan following in the entertainment field. The public loved "North" in the *New Yorker* series; read every "North" book published; followed "North" to Broadway and Motion Pictures; have been keeping "North" in radio's top ten rated shows for more than 12 years.

Give 'Em . . . beautiful Barbara Britton . as Pam North . . . blonde . . . vivacious . . . exciting!

Give 'Em . . . Richard Denning . . . as Jerry North . . . smooth . . . handsome . . . dynamic!

Put them together . . . AND YOU HAVE TELEVISION'S BEST BUY produced by John W. Loveton Productions . . . creator of "Topper" and "Scattergood Baines"

57 COMPLETED FILMS NOW AVAILABLE IN MANY MARKETS

contact

Advertisers' Television Program Service, inc.

In Hollywood: MAURIE H. GRESHAM
V. P. and Gen. Mgr.
9100 Sunset Blvd.
Hollywood 46, Calif.
CRestview 6-7496

In New York: WILLIAM P. MULLEN
Eastern Sales Mgr.
15 East 48th Street
New York 17, N. Y.
PLaza 1-1290

BADGE 714,
starring Jack Webb

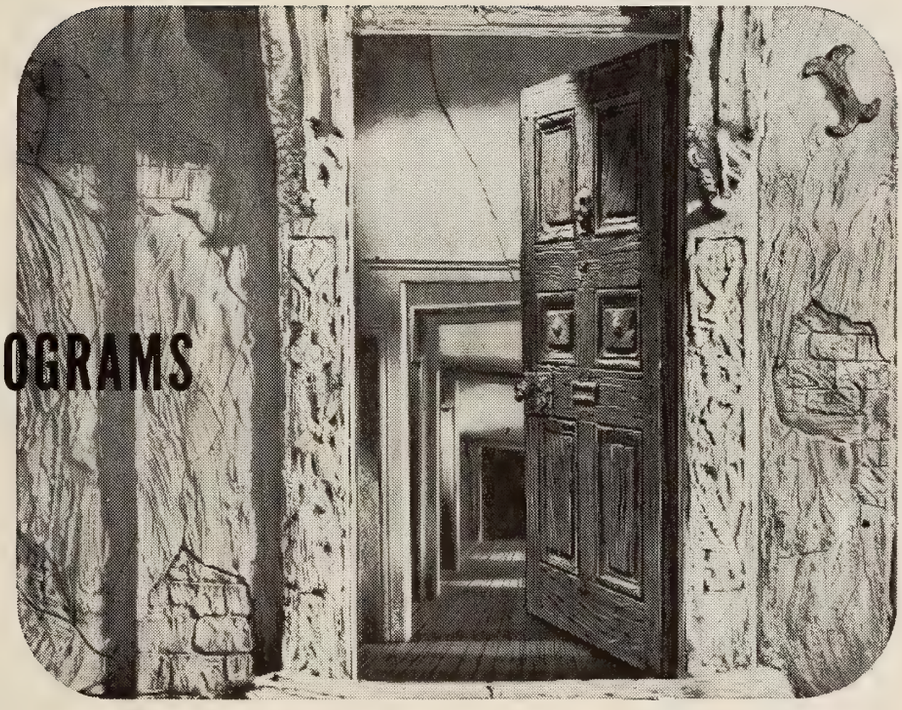


ANY ONE OF TV'S **BIG 3** MYSTERY



Adventures of
THE FALCON,
starring Charles McGraw

INNER SANCTUM



- ADVENTURE PROGRAMS *can sell your product*

Whatever you sell . . . from beer to banking . . . automobiles to supermarkets . . . appliances to soft drinks . . . these proven-great programs have delivered enormous local audiences for similar sponsors.
Always, the cost per thousand has been unusually low . . . characteristic of NBC Film Division shows.

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill.
Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

In Movie & TV Circles it's



CAPITAL
FILM LABS, INC.
Formerly McGeary-Smith
1905 Fairview Ave., N.E.,
Washington 2, D.C.

THE FILM PRODUCERS ADOPT A CODE

MEETING in Chicago last month [B•T, Oct. 18] the American Assn. of Film Producers Inc., whose membership includes many of the companies which pioneered in the development of commercial films, adopted the following code of fair practices for the protection of film buyers and producers alike. For the information of all who may be concerned with buying or selling commercial films, B•T herewith reproduces the full text of the code.

CODE OF FAIR PRACTICES
of the
*AMERICAN ASSOCIATION OF FILM PRODUCERS, INC.**

The American Association of Film Producers, Inc., comprised of privately capitalized business concerns actively engaged in the production of films for Industry, Education, and Government, was organized to further the following stated aims, among others:

To foster and promote continued ethical relationships between producers and their clients.

To advance the quality standards of motion pictures, slide-motion pictures, sound slidefilms, and other visual aids for Industry, Education and Government.

To implement these aims, and in full recognition of the increasing responsibilities shared by its members toward employes, clients and the general public, the American Association of Film Producers and its individual members are hereby agreed to ob-

DEALER TIE-IN FILMS SELL FOR WOKY-TV

MANUFACTURERS and distributors with dealer franchises in the Milwaukee area are taking advantage of a fresh approach to advertising these days in the form of a project called "Operation Impact."

Launched last April by WOKY-TV there, it has gained momentum to the point where it is now used by approximately 50 advertisers, all with an eye on deriving the best return for their media expenditures.

To be eligible, a WOKY-TV advertiser—whether a user of programs or spot announcements—must spend a minimum of $250 per week for at least 26 weeks. He then gets Operation Impact without any extra charge.

The technique was conceived by Donald Mann, station manager of WOKY-TV, uhf ch. 19 outlet licensed to Bartell Broadcasters Inc. The plan encompasses dealer tie-in films made at the location of the advertiser's dealers. Says Mr. Mann:

"These dealer tie-in films are not only added advertising impact for the distributor or manufacturer, but they are tools in forging better dealer relations, distribution, merchandising, displays and point of sale promotion."

Here's how the plan works:

WOKY-TV makes short commercial films featuring various outlets in the manufacturer's or distributor's dealer organization. The station sends out a film crew to the dealer's store and "shoots" him against the backdrop of the product involved, with his own message. In due time, all stores handling the product, whether it's paint, tuna-fish, appliances or automobiles, are filmed.

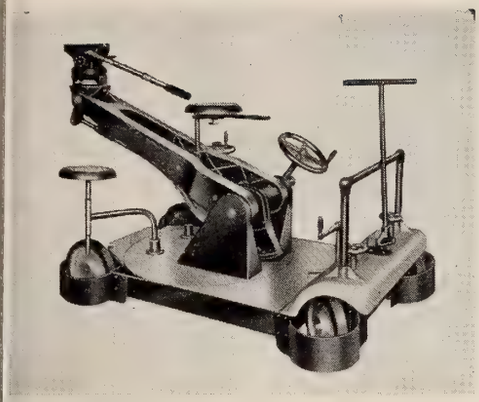
The advertiser may choose the time for scheduling his message, utilizing the films, preceded or followed by a standard 40-, 50- or 60-second spot from the advertiser himself.

Advertisers with local Milwaukee franchises have reported upgraded sales and profit by using Operation Impact, the station reports. A notable example is Milwaukee Nash, whose president, I. B. Rosenberg, reported:

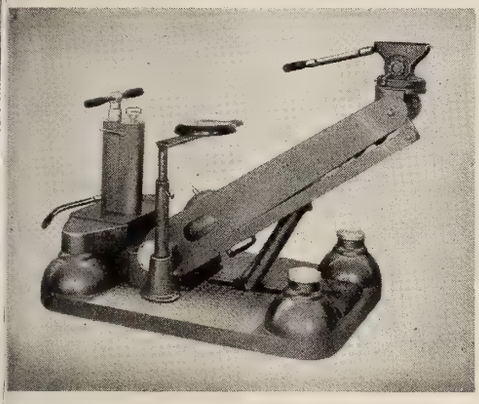
"In spite of a declining buyers' market we can point to the fact that our sales have held up very well and even increased over a similar period when we did not use any tv advertising. The only addition to our advertising has been our schedule (of commercial spots) on WOKY-TV, which has brought us back a substantial profit. We are planning to increase our present schedule . . ."

Among other users of Operation Impact are: Major Appliance Co., IGA Stores and Chicken-of-the-Sea Tuna. Aside from these larger advertisers, a number of local firms have hopped on the bandwagon, among them: Wisconsin Steel Products, Howard Clock, Dial Cabinet, Nelson Motor Service and Veterans Radio & Steam Auto Service.

Phase two of Impact is devoted solely to local firms which, WOKY-TV confidently feels, can't afford to remain off tv long. A local retailer can get a 20-second sound film (voice over) on WOKY-TV once a week for a relatively low price. The station handles the details and the advertiser buys the film service.



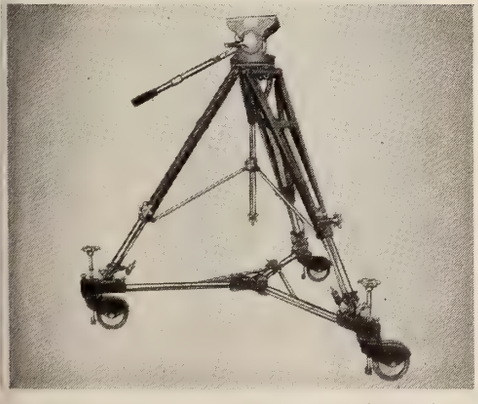
PANORAM DOLLY gives camera complete mobility; smooth panning, dolly shots, running shots, special effects. Two man crew.



CINEMOBILE offers extreme maneuverability. Camera boom raises hydraulically. Ideal for smooth dollying, panning, etc. Two man crew.



HOUSTON-FEARLESS TC-1 CRANE raises camera to extremely high and low positions. Permits "fluid motion" shots. Foot-operated panning.



HOUSTON-FEARLESS All-Metal Tripod on Tripod Dolly gives mobility to cameras at low cost. Completely portable. Ideal for remotes.



CAMERA is counterbalanced in Model PD-3 TV Pedestal by Houston-Fearless, enabling cameraman to raise or lower with ease.

WHICH TYPE OF CAMERA MOUNT SHOULD YOU BUY?

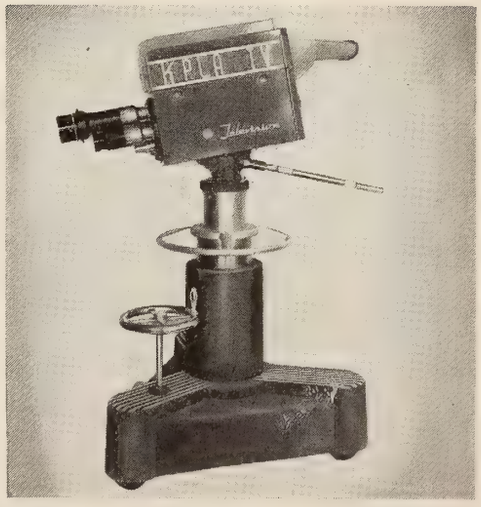
Proper mounting of television and motion picture cameras is essential for efficient operation, smooth production and good showmanship. Choice of mobile equipment should be determined by the size of your studio, types of shows, size of camera crew, camera equipment used, budget and many other factors.

Each piece of Houston-Fearless equipment shown here has been designed for a specific purpose. Each is the finest of its type, the standard of the industry.

A Houston-Fearless representative will be happy to analyze your requirements and recommend the equipment that will serve you best. Write or phone: The Houston-Fearless Corp., 11801 West Olympic Boulevard, Los Angeles 64, California. BRadshaw 2-4331. 620 Fifth Avenue, New York 20, N. Y. CIrcle 7-2976.



MODEL BT-1 CRANE has power drive, hydraulic lift. Provides lens height from 2' to 10'. Developed for Motion Picture Research Council.



TV PEDESTAL MODEL PD-1 by Houston-Fearless is operated by cameraman. Rolls smoothly, raises, lowers, turns on own radius.

Once upon a time..... We told a buyer and a big distributor that BONDED TV Film Service handles TV film. And what sir, does "handle" mean, they asked. Well, now, I'd to tell you, I said and did: When the FILM LAB finishes printing a film, BONDED takes over. We attach leaders, mount on a and label each print for you. If it's a program, we splice in commercials. Next we mail it or by . And we keep a "Print Control Record" of where every print is, until it returns. Then we examine each print carefully, clean and repair if needed and give you a "Condition Report"... so you'll know whether those CENSORED took good care of it or chewed it all up. And BONDED stores your until you tell us to it out again. Interesting part is, we can do all this cheaper than you can do it for yourself, by the dozen or by the thousands. That's our business and we it.

us. You'll be you did!

BONDED TV FILM SERVICE Inc.

LOS ANGELES • 904 N. La Cienega • BR 2-7825
NEW YORK • 630 Ninth Avenue • JU 6-1030

FASTER, SAFER, LESS COSTLY... Because It's More Efficient!

memo from Ed Hochhauser Jr.

WHO'S KIDDIN' WHO ? ! ?

You can't expect an automobile to fly—it was never designed to.

Then, why expect a collection of phonograph records to give you TV production music!

There's only one real TV Production Music Transcription Library—and, only APS has it.

There's no reason why you shouldn't have this valuable programming tool . . . especially with its price tag of just $19.50 per month.

Phone, wire or write us . . . we'll rush you a copy of our catalog, audition samples and contracts.

Have you seen a screening print of APS's GREAT AMERICAN TV film series? Better order one.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

serve and promote the CODE OF FAIR PRACTICES set forth hereafter.

CLIENT RELATIONS

1. *Speculative Scripts and Story Boards*

Motion picture and slidefilm scripts, research, elaborate treatments, outlines or storyboards are a cost of production chargeable to the individual client for whom they are designed, and shall not be provided to prospective clients except as a contractual obligation at a fair and stipulated cost.

However:

1a. Ideas for prospective production, limited treatments or outlines in the spoken word, in correspondence or presentation form as a legitimate part of the sales activity, may be offered without cost to the client.

2. *Samples of Producer's Work*

The producer shall agree to submit appropriate samples of past work on request.

(Continued on page 105)

International Coverage

NEW programming material plus a "good neighbor" gesture toward Pan American nations are combined in an idea introduced by WSUN-TV St. Petersburg, Fla., on its *Date With Fran* program.

Taped interviews and film pickups are used, with material gathered by WSUN-TV staff personnel who visit Central and South American countries under an arrangement with Aerovias Sud Americana, air cargo carrier. In the first program Charles W. Mason, producer-director, and Fran Ratteree, program m.c., interviewed President Carlos Castillo-Armas of Guatemala. They were aided by W. H. Bowes, WSUN-TV news-public relations director, and Larry Renault, photographer.

Program material includes interior native settlements, mountain scenery, political figures in several nations, with a half-dozen other countries lined up for the next assignments. The program was conceived by Mr. Mason. Its success led Charles L. Kelly, general manager of the station, to expand the idea.



PRESIDENT Carlos Castillo-Armas of Guatemala is interviewed by Fran Ratteree on WSUN-TV's new international program, *Date With Fran.*



They love me in L.A.*

and in over 120 other markets in the U.S.A. and Canada!



ROBERT CUMMINGS *in*

"my hero"

can be your hero!



Here's the rib-tickling family show that has entertained big, BIG network audiences (National rating of 29.9!)... with a sales-success record on everything from Automobiles to Beer to Cigarettes. Best of all, "My Hero" keeps drawing the crowds even when it comes back for bow after bow!

*4th RUN in Los Angeles

a 7 station market—"My Hero" gets a 18.3 ARB rating to put it in the Top Ten of syndicated TV film shows!

Just a few of the sales-alert, budget-conscious sponsors who have made "My Hero" their hero:

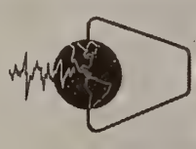
Atlas Furniture Co.	DETROIT
Chevrolet Dealer	SEATTLE
Duquesne Beer	WHEELING, ERIE
Ever Ready Battery Co.	LOS ANGELES
Chase & Sanborn	LOS ANGELES
Winn Oil	LOS ANGELES
Furr's Supermarkets	EL PASO
Holmes Tire Co.	MADISON
James Cashman	LAS VEGAS
Miami Valley Dairy	DAYTON
Piggly Wiggly Food	AMARILLO
Russer Meat Products	ROCHESTER
Sweet Caporal	CANADA
Supermarkets, Inc.	LUBBOCK
Taylor Insurance	PINE BLUFF
Premier Foods	NEW YORK CITY
Whelan Drug Stores	NEW YORK CITY
RCA Victor TV Co.	KEARNEY
Skelly Oil Co.	MONROE, LA.
York Air Conditioning	HUTCHINSON, KAN.

YOU CAN STILL BUY "MY HERO" IN MANY MARKETS

...some even first run!

39 weeks of half hour top-rated situation comedies with full family appeal.

WRITE! WIRE! PHONE! ***for full details and merchandising plan for sponsors!***



OFFICIAL FILMS INC.

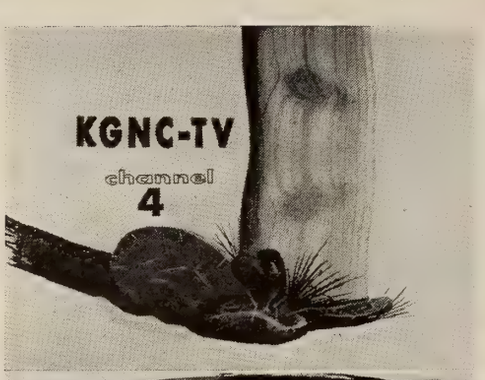
25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100

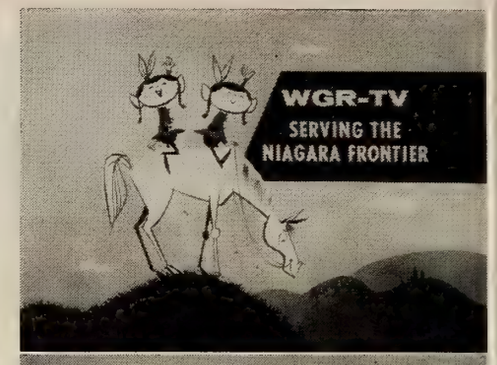
Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

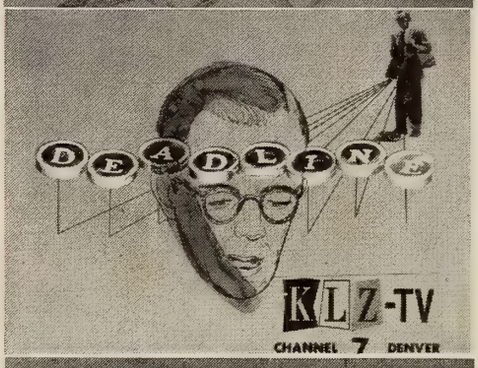
AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES
TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY

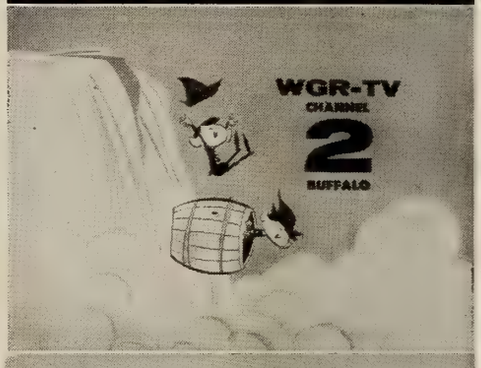








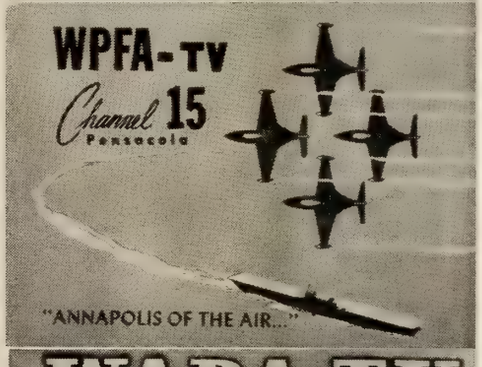


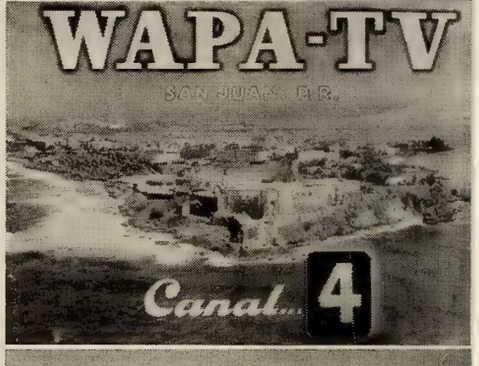




STATION IDENTIFICATIONS

Thirteen more in B•T's continuing presentation of television IDs.







SATISFY YOUR PUBLIC SERVICE OBLIGATIONS

Program Encyclopaedia Britannica Films!

Encyclopaedia Britannica Films are a vital part of the audio visual education programs of most schools, universities, civic associations and other groups operating entirely in the public interest.

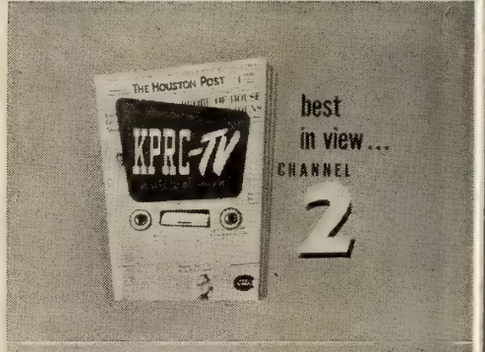
Endorsement of and participation in TV programs utilizing EBFilms in most cases is as near as your telephone.

There's an EBFilm Library plan which brings costs down to just a few cents per title per week.

Don't take chances . . . Don't handicap yourself. Solve that public service programming headache right now. Phone, wire or write right away about an Encyclopaedia Britannica TV Film Library for your station.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400









(Cointinued from page 102)

Where samples are not entirely the work of the producer showing them, he shall indicate to the prospective client the extent to which the work is his own.

In showing samples, the producer will not violate the confidence of previous sponsors.

3. *Financial Stability*

The producer shall be willing and able to supply evidence of financial ability to carry out the full responsibility of any proposed contract.

4. *Organizational Competence*

The producer shall be willing and able to show that he has at his immediate command studio facilities and personnel adequate for the productions he offers to undertake.

5. *Delivery Dates*

When delivery date is an important consideration in reaching agreement between client and producer, the producer shall be frank and realistic in estimating completion time.

Futhermore:

5a. When a delivery date has been agreed upon, the producer shall hold himself responsible in meeting it, except where completion is delayed either by client changes or by circumstances obviously beyond the control of the producer.

6. *Right to Completed Scripts*

Scripts written by members of this organization should be produced only by the member writing same.

7. *Client Protection from Irresponsible "Producers"*

Where a potential client has been approached by a potential producer whose practices and production standards are known to deviate in important aspects from those detailed herein, the client is entitled to have the advantages of the AAFP label pointed out to him.

8. *Production According to Specifications*

Where a producer has entered a contract on the basis of his price on a script either supplied by the client or by himself, he shall produce the picture according to the specifications contained in that script at the price quoted.

9. *Intangibles*

The presentation and production of motion pictures, slidefilms or other audio-visual aids on a strictly price basis, when that basis over-shadows the creative and technical aspects, quality and the client's real needs, is not conducive to the betterment of our medium, nor is it true service to the client.

AAFP members are pledged to the betterment of the medium and true service to clients.

10. *Presentation of Product and Services*

An AAFP producer should and is expected to practice truthful and unexaggerated representation of his product or services, either directly or through advertising.

11. *Commissions*

Any commissions paid under any contract will be paid to a full-time employe of the producer.

PRODUCER RELATIONS

1. An AAFP producer will compete on the basis of merit, and avoid direct comparison with competitor's products wherever possible. He shall not depreciate the efforts of his competitor directly or inferentially by circulating harmful rumors about him.

2. An AAFP producer will respect the employment agreements of other members with reference to their employes. He will not initiate action to contact key employes of other producing organizations with a view to hiring them.

EMPLOYE RELATIONS

1. *High Personnel Standards*

Individually and as an Association, we will endeavor to obtain and train dependable personnel to enable producers to complete contracts in a professional manner and on time.

2. *Training Opportunities*

Since proficiency in the creative and technical skills of this industry are difficult to acquire elsewhere, members of this Association recognize the advisability of guiding their employes to higher skills and positions of greater responsibility by providing full opportunity for on-the-job training.

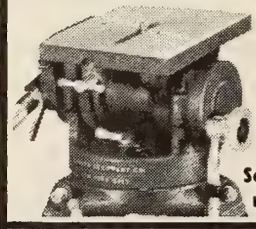
* Members of AAFP are: Atlas Film Corporation; Beeland-King Film Productions; Cinecraft Productions, Inc.; Condor Films, Inc.; DeFrenes Company; Francisco Films; The Jam Handy Organization; Kling Studios, Inc.; Mervin W. LaRue, Inc.; Producers Film Studios; Reid H. Ray Film Industries; Sarra, Inc.; Vogue-Wright Studios; Wilding Picture Productions, Inc.

NOW... A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT



Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.





ALL-METAL TRIPOD

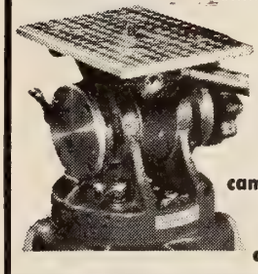
MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS



Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.



Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.



MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.



DOLLY COLLAPSED



FRANK C. ZUCKER CAMERA EQUIPMENT CO.

DEPT. B-11-13 1600 BROADWAY • NEW YORK CITY

IMPORTANT ANNOUNCEMENT

re: the Mitchell 16mm Professional Camera



IMMEDIATE SHIPMENTS

are currently being made





...with this announcement

the Mitchell Camera Corporation, for the first time in history, now offers you shipment of the famed Mitchell 16mm Professional Camera on receipt of your order.



THE CAMERA WITH A HERITAGE

There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

INFORMED PLANE PASSENGERS

PASSENGERS on Saturday afternoon flights of American Airlines leaving Washington are taking off with the latest football scores nowadays through WTOP there, which feeds hourly reports to the American office at the airport. The scores are written on prepared game sheets and distributed by stewardesses to all passengers.

WHHH CREWCUT QUEEN

MONTH-LONG contest to find a Crewcut Queen has been completed by WHHH Warren, Ohio, with the crowning of Sandy Keeley of Pitcairn, Pa. Her butch won the crown and title in competition entered by more than one-hundred contestants. John Peterson, disc m.c. of WHHH, conducted the contest, which was "the talk of the local 'coke' set" for a month.

KRCG (TV) SUPPLIES NBC-TV

STAFF MEMBERS of KRCG (TV) Jefferson City, Mo., which is scheduled to start programming before the end of the year, recently supplied films to NBC-TV of riots which broke out at the Missouri State Penitentiary. The films were shown on Dave Garroway's *Today*.

DUMONT TV SET PROMOTION

AS A MEANS of promoting sales of DuMont television receivers during the Christmas season, Allen B. DuMont Labs will offer free full color reproductions of the Norman Rockwell painting, "Their First Television Christmas," to persons visiting DuMont showrooms. The offer will be supported with announcements in major trade publications and with cooperative dealer newspaper advertisements.

HOTPOINT PROMOTION KIT

HOTPOINT Inc., Chicago, this week will distribute to more than 11,000 dealers a merchandising-advertising kit including sample radio-tv spot announcements for use in connection with the promotion of its clothes washer and dryer. In addition to various suggested spots, the kit also contains two types of message postcards, newspaper advertisements and a special window display and product mat illustration. The kit is designed for use with an advertisement running in the Nov. 13 issue of the *Saturday Evening Post*.

'MAN WITH A QUESTION'

NEW radio series, titled *Man With a Question*, started last week on WNYC New York. The premiere program, broadcast in cooperation with the American Foundation for the Blind, featured H. V. Kaltenborn discussing "Blindness in the World" with M. Robert Barnett, executive director of the foundation. Subsequent programs in the series of 15-minute broadcasts will bring a number of theatrical personalities to the WNYC microphone to discuss all phases of blindness with authorities in the field.

JAILED MAYOR

THE MAYOR of the town was arrested and jailed in Melbourne, Fla., when a listener to a special variety show being aired by WMMB there to raise money for the local high school band association offered a donation of $25 for the feat. Melbourne's Mayor Ed Kempfer was jailed and an additional $25 donation bailed him out. Nearly $500 was netted for the band in its fund drive for equipment and uniforms.



MOFFAT COAL Co. agrees to buy *Music in the Morgan Manor*, a Lang-Worth Production, to be heard over WQAN Scranton, Monday-Friday, 11:05 to 11:30 a.m. L to r: seated, Hayden J. Shaw, Moffat comptroller; Cecil Woodland, WQAN general manager; standing, Max Feinberg, account executive, and John R. Kreiger, commercial manager, both WQAN. Star of the program, Russ Morgan, started out years ago as a Scranton coal miner.

'BIG FIVE' AND COFFEE

FACES of the KLAC Hollywood "Big 5" disc m.c.'s—Dick Haynes, Gene Norman, Alex Cooper, Peter Potter and Jim Moore—are printed on 250,000 paper discs pasted on tops of Saberex coffee cans. The coffee, advertised on KLAC disc m.c. programs, is retailed in Southern California market chains.

COLOR TV SET CONTEST

CONTEST to give away a color television set to an Oklahoma school recently deluged Eddie Coontz of KOMA-KWTV (TV) Oklahoma City with mail from all over Oklahoma and surrounding states. The winning contestant was Wanda Thompson of the Oklahoma School for the Deaf at Sulphur, Okla. The set was awarded on Mr. Coontz's tv show.

KFAB FOOTBALL SPECIAL

LYELL BREMSER, sports director of KFAB Omaha, Neb., and 400 Nebraskans traveled to Boulder, Colo., Oct. 23 on the Lyell Bremser Football Special to watch the Colorado-Nebraska Big Seven Conference football game. Leaving Omaha, Lincoln and other points in Nebraska the preceeding night, the group journeyed by special bus to Boulder and enjoyed a "Buffalo Barbeque" on the U. of Colorado campus. The game, too, was enjoyable to the cornhuskers as Nebraska won 20-6.

WGN-TV EDUCATION SERIES

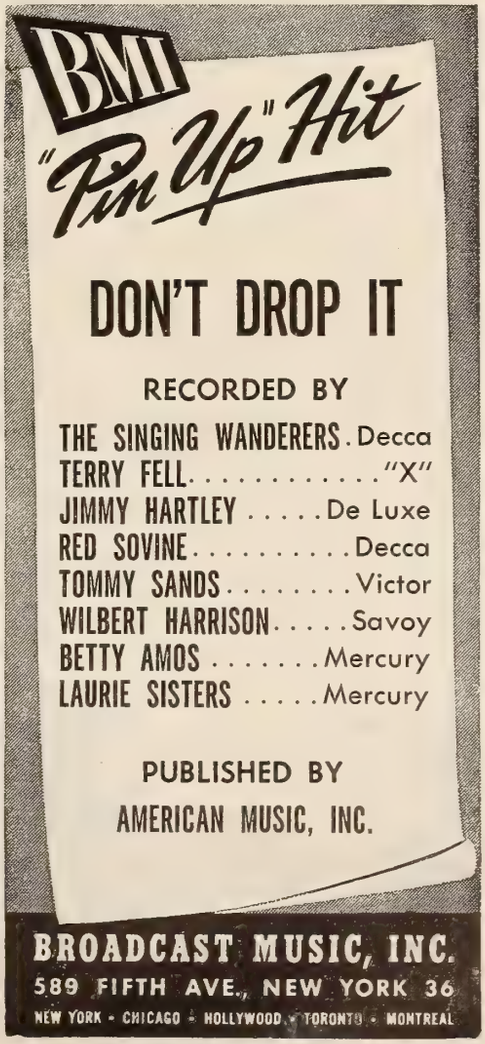
NEW *Learning Brings Adventure* program has been instituted by WGN-TV Chicago in cooperation with the city's public schools, Illinois Institute of Technology and Loyola U. The program is designed to include all phases of education, from kindergarten to college, and is seen three days weekly. The first telecast featured a group of Chicago industrial designers presented by IIT, with actual demonstrations of the effectiveness of streamlining dozens of appliances which are in home use each day. The three groups each present one telecast a week from 1:30-2 p.m.

'PASSPORT TO DANGER'

TELEVISION stations, agencies and advertisers are receiving a simulated film reel case from ABC Film Syndication containing a letter from George T. Shupert, president of the firm, a film brochure and a pair of handcuffs. Mr. Shupert, speaking about the handcuffs, states in his letter, "Criminals, you know, aren't the only people who wear this kind of thing." He says that when a diplomatic courier leaves on a foreign assignment, his dispatch case is locked firmly to his wrist the same way—his "Passport to Danger," the same name of the film series of the firm. *Passport to Danger*, Mr. Shupert explains, "brings you a 'name' star (Cesar Romero) at a remarkable cost . . . What's more, Romero will complete the identification by appearing in your commercials and promotions . . . " The brochure contains information about the series, plus billing *Mandrake the Magician*, *Racket Squad*, *Kiernan's Kaleidoscope*, and *The Playhouse*, other ABC Film series.

SMOKY PROMOTION

WNCT (TV) Greenville, N. C., has burned and smoked its way into advertiser and agency offices by sending them specially prepared cigarettes. Packages bear the call letters of the station and its channel number (ch. 9),



20,000 Piano Rolls Inspire New Show

BELIEVED to be radio's first disc-less disc jockey show, *Player Piano Playhouse,* will have its premiere Nov. 13 on WBZ-WBZA Boston-Springfield, Mass., as a result of WBZ's recent three-month promotion for old piano rolls. Following requests by station personalities, WBZ was deluged to the tune of 20,000 rolls, which prompted the station to halt the promotion while there was still room to move around.

The new half-hour weekly program was scheduled by Avner Rakov, program manager, who selected 5,000 of the choicest rolls for the show, totaling more than 300 hours of listening time. Scripts for the new "old" show will be written by Mr. Rakov and Herbert Lundquist, program supervisor.

The promotion was born in July when an old player piano was brought into the studio and Carl deSuze, morning disc m.c., made an informal request for piano rolls. A friendly feud developed when Nelson Bragg, who has an afternoon record show, panned the musical ability of his morning counterpart and made a piano roll request of his own. Other WBZ personalities made similar requests and a full-scale contest was underway.

Performers enlisted the aid of sponsors and others in the collection of rolls and guest stars, including Paul Whiteman and Joe E. Brown, made appearances on various shows and demonstrated their particular player piano "styles." Lud Richards, advertising and sales promotion manager of WBZ-WBZA Boston-Springfield, who started the rolls snowballing when he brought the player piano into the studios, arranged with the Eastern States Exposition at Springfield to accept piano rolls in lieu of the $1.25 admission charge. This resulted in about 6,000 rolls which Exposition-goers inscribed with the names of their favorite personalities. It was later discovered that some enterprising Springfield music stores had considerably stepped up sales by selling piano rolls for 25 cents apiece. With every station personality talking about other performers and shows, the result was a "great cross-promotion," according to Mr. Richards.



WITH 20,000 piano rolls for a background, Lud Richards (r), advertising and sales promotion manager of WBZ-WBZA Boston-Springfield, congratulates disc m.c. Carl deSuze on winning the station's three-month long piano roll contest.

Mr. deSuze received the most rolls, 7,990; Mr. Bragg was a close second with 7,597. Other totals scaled down. Mr. Richards sums the promotion up this way: "It just shows the kind of job radio can do. When you bring in 20,000 piano rolls, or box tops or soap wrappers or anything else, you can be sure you have a medium that's still very much alive."

and individual cigarettes are marked with the letters W-N-C-T. Gift cartons, sent by Hartwell Campbell, general manager, dramatized "the fact that one-third of all the bright leaf tobacco grown in the U. S. comes from Pitt County, home county of WNCT."

GARRULOUS PARAKEET

CORKY, a fluent parakeet who knows when to speak and when not to, was the recent recipient of $100 from KIXL Dallas. Green and yellow and ten months old, Corky was the first parakeet to chirp "KIXL Music—Sunup to Sundown" into the microphones of the station. The bird learned the phrase in a week and overcame the obstacle that stopped four other parakeets before him—that of saying the words when he was supposed to. KIXL will award $10.40 each to the next five birds who can say the phrase. The station's frequency is 1040 kc.

IT'S A DATE

TO PROMOTE the recent start of NBC-TV's *Tonight,* WTTV (TV) Bloomington, Ind., aired 34 10-second spots the two days preceding the premiere telecast. The spots featured Karen Lentz and used the idea, "We have a date for tonight at 11. I'll be waiting for you here on ch. 4." Just prior to the first telecast of *Tonight,* which stars Steve Allen, Miss Lentz appeared in a living room scene with lights low to offer a seat beside her to view the show. The station reports being particularly pleased with the results, in that many viewers thought the promotion spots were originating with the network.

SMILEY COMES TO YANKTON

WNAX Missouri Valley Barn Dance, aired Saturday evenings over WNAX Yankton, S. D., was highlighted recently with the appearance of Smiley Burnette, radio, tv and motion picture personality. Mr. Burnette, under the auspices of the A. E. Staley Mfg. Co., makers of Sweetose Waffle Syrup, was in that city for the annual Yankton Pancake Days. WNAX, to accommodate the audience for *Barn Dance,* moved the broadcast from the station's studios to a local gym.

COOPERATIVE FAIR COVERAGE

COMMERCIAL and educational television combined forces Oct. 19-23 to cover the North Carolina State Fair in Raleigh. Using WTVD (TV) Durham's transmitter and monitoring equipment, the mobile unit of WUNC-TV Chapel Hill and personnel from both, the stations broadcast three half-hour shows daily for the fair's duration. WUNC-TV, educational station operated by the U. of North Carolina, is not programming yet, but expects to commence operation late this year.

WFDF CAREER BOOTH

PICTORIAL exhibit to encourage youngsters to look into the possibilities of radio and television as a vocation was sponsored by WFDF Flint, Mich., at the first annual "Career Carnival," presented under the auspices of the Flint Board of Education. Nearly 7,000 high-school and junior college students visited the display over a two-day period. The station prepared a special pamphlet outlining various types of industry job opportunities and types of preparation for them. Staff members were in attendance at the booth at all times to answer questions and offer advice. WFDF reports receiving many compliments from teachers and civic leaders.

WCKY JAMBOREE ALMANAC

WCKY Cincinnati has published the 1955 edition of its annual WCKY Jamboree Almanac. Priced at 35 cents, the booklet contains 112 pages of weather forcasts, horoscopes, planting guides, cash contest opportunities, station personnel and operation information and mail order advertisers. "A Statement of Policy" points out that advertisers for the almanac are



FIRST ANNUAL WCCO Minneapolis-St. Paul broadcast of the "St. Paul Winter Carnival Radio Show," to be presented Jan. 29, is contracted for by Larry Haeg (l), WCCO general manager, and Wesley Chandler, general chairman of the 1955 Winter Carnival. The two-hour stage show, featuring well-known personalities, will originate from the St. Paul Auditorium.

SOUTHWEST Gates • HOUSTON
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TELEPHONE - - ATWOOD 8536
— FOR ALL BROADCAST EQUIPMENT NEEDS —

screened, with each one giving assurance of a "money back guarantee." Most of the articles are ordered through the station. A testimonial section lists the favorable response from several readers.

CIVIC SHOW MILESTONE

PROGRAM which urges integrity in the conduct of business affairs and is designed to aid the consumer has marked its 60th consecutive weekly broadcast with its originator, Ralph S. Hinman, over KFH-AM-FM Wichita, Kan. Mr. Hinman is manager of the Better Business Bureau in Wichita. The series, *Dutch Uncle Talks,* was begun in 1940 by him to assist business and the public by exposing frauds and

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Nov. 9 (7:45-8 p.m.): *Jo Stafford Show,* Gold Seal Co. through Campbell-Mithun.

Nov. 10 (10-11 p.m.): *Best of Broadway,* "Panama Hattie," Westinghouse Electric Co. through McCann-Erickson.

Nov. 14 & Nov. 21 (6:30-7 p.m.): *You Are There,* Electric Cos. Adv. Program through N. W. Ayer & Son and Prudential Insurance Co. through Calkins & Holden, alternating sponsors.

Nov. 17 (12:30-12:45 p.m.): *Search for Tomorrow,* Procter & Gamble Co. through Biow Co.

Nov. 18 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 28 (9:30-10 p.m.): *Honestly Celeste,* Bristol-Myers Co. through Young & Rubicam.

NBC-TV

Nov. 11 (9:30-10 p.m.): *Ford Theatre,* "The Road Ahead," Ford Motor Co. through J. Walter Thompson.

Nov. 15 (8-9:30 p.m.): *Producers' Showcase,* "State of the Union," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Nov. 17 (11 a.m.-12 noon): *Home,* pick-up of interior decorating discussion.

Nov. 18 (9:30-10 p.m.): *Ford Theatre,* "Summer Memory," Ford Motor Co. through J. Walter Thompson.

Nov. 20 (9-10:30 p.m.): *Max Liebman Presents,* "Best Foot Forward," Oldsmobile Div. of General Motors Corp. through D. P. Brothers Co.

Nov. 25 (9:30-10 p.m.): *Ford Theatre,* "The Legal Beagles," Ford Motor Co. through J. Walter Thompson.

Nov. 28 (4-6 p.m.): *Hall of Fame,* "Macbeth," Hallmark cards through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Advertisement



From where I sit *by* Joe Marsh

Our Town Makes Good in New York City

Couldn't place a new subscriber named Clark, but I found out who they were one day last week when they dropped in *The Clarion's* office.

"We're native New Yorkers," Mrs. Clark said, "and all our friends there are originally from other places. We always felt left out when they talked about things 'back home.'"

"That's why we 'adopted' your town and to get all the news we subscribed to *The Clarion.* Now we have a 'back home' of our own to talk about—and we think it's the most wonderful town there is!"

From where I sit, just about everyone thinks his own home town is best. Picking your town comes natural. The right *to do this "picking," though, is what really counts. Whether it's a favorite town, a favorite cut of meat, or even a choice of a beverage—say between beer and buttermilk, it's respecting the right to this freedom of choice that makes a good neighbor and a good American. I hope* you *subscribe to that!*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

WNEW's New Look Puts Disc Jockeys Everywhere

THERE's been a "big shakeup" at WNEW New York—but no one was fired. In fact, the independent station with a reputation for bold and imaginative programming, is lustily proclaiming "the shakeup" in newspaper advertisements and vigorous on-the-air promotion. WNEW has come up with a "new look" for its disc jockey programs.

For years WNEW's disc jockey shows had enjoyed high popularity and had gained considerable audience and sponsor acceptance, but when Richard Buckley became president last April, he began to think of ways of bolstering programming.

Strongest conviction Mr. Buckley held was that disc jockeys can be of around-the-clock value to sponsors. He realized that many stations offer their sponsors an impressive daytime audience, but neglect the evening and after-midnight audience, largely because of television competition.

Mr. Buckley decided to re-schedule his personalities in different time slots during the day, evening and post-midnight periods, so that "loyal fans" would follow one to his new time slot and, by force of habit, perhaps stay tuned for other personalities.

The principal change involved re-scheduling two popular deejays—Art Ford and Al (Jazzbo) Collins—but several other personalities also were "shaken up." The formats of several of the programs were altered, with Program Director William Kaland introducing innovations, including the featuring of new talent on the new *Art Ford Show* (Mon.-Sat., 7:35-9 p.m. EST) and use of a live orchestra on *The Bill Kemp Show* (Mon.-Sat., 5-5:30 p.m.).

To acquaint listeners with the "new look," which went into effect on Sept. 19, WNEW launched an extensive promotional campaign. This consisted of standard publicity material and on-the-air promotion, during which "Mabel The Operator," a WNEW character, often discussed the changes, and exploitation on all disc jockey shows. One phase of the promotion of which WNEW is particularly proud is its paid newspaper advertisements.

WNEW claims to be the first radio station in New York to contract for paid displays within the radio listings section of the *New York Post*. The station has been running "around-the-clock" ads in the listings section of the *Post* three times a week. Additionally, WNEW has taken page ads and some smaller ones in the *New York Journal-American* and the *New York Daily News*.

Kenneth Klein, promotion manager of WNEW, who conceived the station's overall promotion plan, noted that some newspapers throughout the country have dropped listings of radio programs for independents, working on the theory that their programming is "static." Mr. Klein maintained that listings indeed are important, particularly for stations that revamp their line-ups.

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covers these daily hazards
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possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.

WRITE FOR DETAILS AND RATES

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KANSAS CITY, MISSOURI

schemes masquerading as legitimate business. The quarter-hour series has been so well received that Mr. Hinman tapes the program for airing in other cities, including Milwaukee, Cleveland, Fort Wayne and Fort Worth.

'CONCERT OR CORN'

MIXTURE of corn and highbrow is emphasized in a new series of programs begun by WBBM Chicago as a follow-up to its Sunday New York Philharmonic network broadcast from CBS. Listeners are treated to *Concert or Corn*, alternating selections of classical and hillbilly music. The station has launched the project self-assured that it will create controversy and discussion, and Lund Mfg. Co., manufacturer of high fidelity sound systems, is sponsor. The show is aired 3-3:25 p.m. CST.

'THIS IS CINERAMA'

SERIES of broadcasts tracing the history of the motion picture industry currently is being sponsored on WNMP Evanston, Ill., by Chicago Cinerama Corp., through Sorensen & Co., Chicago advertising agency. The broadcasts feature Sam Lesner, drama critic of the *Chicago Daily News*, and Neil Bruce, who produced the series, in commentary designed to promote attendance at local theatre showings of "This Is Cinerama." The series will run 26 weeks and is beamed at families in suburban Evanston, as well as Chicago listeners. Cinerama Corp. retains re-use rights to the program, aired each Wednesday, 12:15-30 p.m.

EDWARD SMALL FILM RATINGS

FOUR-PAGE mailing piece in color is being sent to tv stations, advertisers and agencies reporting the ratings and competitive marks attained by Edward Small Film Features, according to Michael M. Sillerman, executive vice president of Television Programs of America, distributor of the series. Mr. Small is chairman of the TPA board. Highlighted in the presentation are the names and stars of the 27 top feature-length movies which Mr. Small produced. Other information includes the running time of each picture and reactions of stations which have programmed them.

NEWSROOM ON WHEELS

FULL-TIME "roving reporter" will be added to the staff of WRCA New York on Nov. 8 when Gabriel Pressman, formerly with the *New York World Telegram & Sun*, joins the station to take over this newly-created "beat." WRCA plans to set up a mobile radio newsroom from which Mr. Pressman will work. It will be equipped with a portable tape recorder and a beeper telephone. Mr. Pressman also will cover New York's City Hall and suburban communities' civic headquarters, the station has announced. His reports will be highlighted in the newscasts of Ben Grauer, Bob Wilson, John Wingate and Kenneth Banghardt.

PROMOTION SWAP

IN a novel arrangement, two independents in New York—one radio, the other tv—are promoting each other's talents and programs. The promotion "swap" was announced Monday by Fred M. Thrower, vice president and general manager of WPIX (TV), and Frank Roehrenbeck, WMGM general manager. Under the pact, WPIX's afternoon variety star, Bob Kennedy, promotes WMGM's Ted Husing and his morning show. Mr. Husing returns the promotional compliment. Other shows included are WMGM's *Bill Silbert Show* and *Ted Brown and the Redhead*, and WPIX's *First Show* and *Dancetime*. Both stations—each of which features *Liberace*—will give the performer major attention in their cross-promotion. Also being discussed: possible "live" appearances of various performers on each station.

'TRIPLE IMPACT' FOLDER

FOOD advertisers in the Los Angeles area last week received "Triple Impact," a promotion folder from KFWB Hollywood, outlining the station's new merchandising tie-up between its *Al Jarvis Make Believe Ballroom* program and 40 local supermarkets. Plan offers advertiser participation in the program, plus such merchandising aids as a personal appearance each week by Mr. Jarvis in one of the markets, multi-colored advertising cards on 2,500 supermarket carts, window banners, wire hangers, stack cards, shelf strips, and cooperation with the product's newspaper advertising.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
579 Fifth Ave., New York

They also know about our new
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HALIFAX NOVA SCOTIA

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HALIFAX NOVA SCOTIA

Peabody Awards Deadline Set for Jan. 10, 1955

CLOSING DATE of 1954 entries for the George Foster Peabody annual radio and television awards is Jan. 10, 1955, according to an announcement by the U. of Georgia, Athens, which administers the awards through its Henry W. Grady School of Journalism and a national board.

The awards, which give recognition to programs, stations, networks and individuals, are given in the following categories: 1) News (reporting and/or interpretation); 2) Entertainment; 3) Education; 4) Youth or Children's Programs; 5) Promotion of International Understanding; 6) Public Service by a Local Station, and 7) Public Service by a Regional Station.

Entries should be based on programs of the current year and may be submitted by any person or organization wishing to direct the attention of the Peabody board to a special program or programs.

Brotherhood Week Awards Are Planned In All Media

DURING Brotherhood Week, Feb. 20-27, human relations awards for outstanding contributions made in all divisions of the media of mass communications will be presented by the National Conference of Christians and Jews. The announcement was made last week by Ben Duffy, president of BBDO, New York, who is serving as general chairman of Brotherhood Week. Chairman for the media awards committee is Taylor Mills, Motion Picture Assn. of America.

Mr. Duffy stated that awards would give recognition to media firms, personalities and programs which have promoted goodwill and understanding during the year among American racial and religious groups. Nominations for the citations must be submitted by Dec. 15.

Awards will be presented in the following nine categories: advertising campaigns; cartoons; editorials; articles and fiction from magazines and newspapers; motion pictures; photographs with captions; books; radio programs, and television programs.

In the case of radio shows, scripts, tapes or recordings must be submitted. Scripts or kinescopes of telecasts must accompany an entry. Both single broadcasts and program series are eligible in the radio-tv category. Tear sheets must be submitted for entries in the cartoon, editorial, advertising, magazine article, and photograph classifications. The motion picture category covers 16 and 35mm film. Prints must be submitted. In the book division, copies of either fiction or non-fiction must be submitted by publishers.

AWARD SHORTS

Frank Stanton, president, CBS Inc., and **J. L. Van Volkenburg,** president, CBS-TV, commended by Iowa Governor William S. Beardsley and State U. of Iowa President Virgil M. Hancher for network's public service series, *The Search.*

Communication Product Div., Allen B. DuMont Labs, Clifton, N. J., presented award from Dr. Allen B. DuMont for attaining highest safety record for any DuMont Labs division during past year.

MINIMUM OF 90 TV STATIONS EXPECTED TO BE ON AIR IN EUROPE BY END OF '55

Other European activities include start of MSM's series in Sweden and indications of a controversy in Bavaria on filmed shows.

Stockholm

MSM Enterprises will start shooting a series of 100 semi-documentaries (30 minutes each) in Sweden and in other European countries in the next few weeks. Films are designed for American tv markets. Albert Schatz from Hollywood and Michael Road arrived in Stockholm a few days ago to line up the cast which will be made up of Swedish actors speaking English.

Series depicts big European crimes and is based on material collected by Harry (Shotgun Harry) Soederbaum, internationally renowned Swedish crime scientist, who presently is in New York participating as a teacher in a FBI training program. Sandrew-Bauman, Swedish motion picture concern, is providing technical equipment.

Frankfurt

According to estimates by Dr. Werner Nestel, technical director of NWDR (North West German Radio), there will be at least 90 television stations operating in Europe at the end of 1955.

On Nov. 5, this year, South German Radio, one of West Germany's semi-official radio networks, is to start regular television operations. South German Radio's tv studio will contribute two hours per month to the joint West German television program that is presently carried by all of the stations in the area.

On Nov. 6, Bavarian Radio which covers all of the U. S. Zone of Germany, will start regular television operations.

Even before there is any tv show on the air in Bavaria, controversies on whether feature films designed for cinema exploitation should be shown on tv or not have arisen. Dispute is between German motion picture distributors who announced they would not cooperate with tv and American companies which are already supplying trailers and sequences to the NWDR television network in Northern Germany and now plan to extend these program services to the Bavaria station.

Vienna

Has an Austrian company the right to pick up television programs from the Wendelstein transmitter in West Germany and rebroadcast them in Austria without asking permission?

This legal question has arisen from the fact that the Bavarian tv transmitter which will start regular non-commercial broadcasts within a few weeks can be received in Austria. A few days ago a private Austrian company announced plans to construct the first transmitter in Austria (country has up to now no tv whatsoever) using picked-up programs that come across the border from Bavaria. As there are no international treaties on who could use non-commercial tv programs that way, the Vienna Government is expected to do some investigating and make a decision in the case soon.

The more official introduction of television in Austria is slowly moving along "red tape lane." Latest estimate is that official tv in Austria will not start before mid-1955.

To promote the case of tv in Austria a Television Exhibition is actively planned. It will be held in the Kuenstlerhaus, Vienna, within some weeks. The government has established a Television Committee which has been designed to supervise programming of coming Austrian tv. The committee is under the direct control of the Education Ministry.

Berlin

European Television Corp. has completed its first tv film in color. Titled "Rainbow after the Rain," with a German cast, it is in Gevacolor, a European color process. Film is in English. German, French, Italian and Spanish versions are planned.

Two major German television equipment manufacturers, German Philips Co. and Telefunken Co., according to recent statements, are firmly convinced that the German tv set market is as yet untapped and holds large opportunities. Philips is presently constructing an entirely new plant in Berlin at costs of $710,000. Labor force will exceed 600. Telefunken has improved facilities and is turning tv sets out at a rate of three per minute.

1955 sales in tv sets in West Germany are expected to reach 500,000. Supply comes from a total of 20 manufacturers in the area.

London

Sir Kenneth Clark, chairman of the British Independent Television Authority, left for New York on Oct. 15. He plans to tour the U. S. on a survey covering entire tv field in America.

Sir Robert Brown Fraser, meantime, has been appointed ITA director-general. Most recently, he was director of the British Central Office of Information.

According to plans by the British Independent Television Authority, the first three transmitters operating on a commercial basis will start regular broadcasts before October of 1955. They will be located in London, Birmingham and South Lancashire.

Names of companies who will be appointed program contractors for the first stations have not yet been announced. But chances are that the names will be out before the end of the year. The newly established Incorporated Tele-

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A Lesson From Guam

WHILE skeptics in the U. S. were questioning the advisability of allowing radio-tv coverage of Congressional hearings and bellowing about the "circus atmosphere" it would create, KUAM Agana, Guam, reports it was successfully broadcasting an entire session of the island's Territorial Legislature "without disruption of the normal legislative process." Furthermore, the station points out, the legislators unanimously voted at the end of the session to commend the station for impartial reporting. Interest in government was stimulated throughout the island by the broadcasts which reached just about everyone because KUAM is the only station on the island and radios must be left on to prevent tropical fungus. The station employed two pencil mikes which were moved about the floor at the direction of a producer by two boys wearing "KUAM" shirts, giving members notice of the approach of the mikes. No attempt to "grandstand" or "show off" was made, according to the station. One listener, a legislator who was not feeling well and stayed home to listen to the session, heard his policies being severely criticized on the floor, jumped into his car, drove to the legislature building, got the attention of the chair and defended his position, thereby avoiding what might have been considerable delay in dealing with the issue. KUAM has broadcast a special session of the legislature called by the governor to consider monetary matters, and the station adds: ". . . there's nothing in the book that says KUAM won't go on broadcasting the full and complete sessions of the Guam Legislature, from gavel to gavel. And everything in the book says that it will be successful and well received."

vision Program Co. is dubbed as one of the most likely successful applicants. Granada Theaters and other interests from the British motion picture industry field are some more applicants having good reasons for hoping they will be on the first list.

Total number of licensed tv sets in Britain, according to latest official statistics, has exceeded the 3,500,000 mark.

CCBA Elects Caine At Niagara Falls Meet

HOWARD CAINE, manager of CKFH Toronto, was elected president at the fourth annual meeting of the Central Canadian Broadcasters Assn. Sessions were held Oct. 24-26 at the Sheraton Brock Hotel, Niagara Falls, Ont. Harvey Freeman, Northern Broadcasting Co., Toronto, and A. H. Collins, CKLB Oshawa, Ont., were elected vice presidents, with Fred Metcalfe, CJOY Guelph, Ont., as secretary, and Eugene Fitzgibbons, CKCO-TV Kitchener, Ont., as treasurer.

Panels in which station executives, agency timebuyers, advertisers and station representatives participated, all reported changes in Canadian broadcasting habits with advent of tv. Panel sessions dealt largely with new ideas in broadcasting and success stories of what broadcasting has done for local and regional advertisers.

Agency men discussed small campaigns, necessity of merchandising, knowing what the competition was doing, and saturation selling. Women as buyers and as sales personnel were discussed on an all-women panel of station personnel, in which it was pointed out that women could do a better radio job selling women's merchandise than can male announcers.

Sessions also were held by program managers, sales managers and television station operators, the latter planning to change rate protection time for advertisers from the present half-year period to a 90-day period.

At closed sessions on the final day of the meeting, reports were given by representatives of the national organization as to latest developments on copyright and legislative problems. To represent the CCBA on the national body, the Canadian Assn. of Radio & Television Broadcasters, the meeting elected Jack Davidson, CKGB Timmins, Ont.; W. T. Cruickshank, CKNX Wingham, Ont.; J. E. Campeau, CKLW-AM-TV Windsor, Ont.; J. A. Dupont, CJAD Montreal; and Wally Slatter, CJOY.

BBC Figures Show Tv Audience Increase

BRITAIN's television audience is still growing while radio listening in the United Kingdom is slowly but consistently following a downward trend, it has been revealed in the latest BBC audience research statistics which cover the third quarter of this year.

It is estimated that the average size of the adult total radio audience in the July-September quarter was about 26,000,000 as against 28,000,000 in the same period last year.

The average level of evening (6 p.m. to 11 p.m.) listening among the whole adult population of the U. K. (about 37,600,000) is given as follows:

	% of adult population
July-Sept. 1954	13.6
July-Sept. 1953	15.9

Average level of evening listening among total adult radio audience in Britain was:

	% of total adult radio aud.
July-Sept. 1954	17.3
July-Sept. 1953	18.8

BBC said it expected that radio listening will be off this quarter but gave no reasons for the expectation. The downward trend in radio listening in Britain is believed to be the result of television. BBC officials interpreted the figures by saying the radio listening per remaining radio set owner must not necessarily be down. In their opinion the overall loss in radio listening must be credited to few but eager radio listeners who "deserted" to tv.

Television figures for the same third quarter show that total adult television audience in Britain is up at 10,000,000 from 8,000,000 twelve months ago.

Average level of evening viewing among the whole adult population of the U. K. was as follows:

	% of adult population
July-Sept. 1954	10.5
July-Sept. 1953	8.5

Average level of evening viewing among

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total adult television audience in Britain was:

	% of adult tv audience
July-Sept. 1954	36.9
July-Sept. 1953	36.9

Latter table shows that there was no change in the extent to which the tv audience (the word is used in the statistics in the meaning of "people living in homes with television sets") used their sets. The general trend in Britain is indicated in statistics on audiences during those hours when all of the radio and tv stations in Britian are on the air. In those hours 54% of the total audience was listening to radio. 46% were before their tv sets. One year ago the figures were 62% for radio and 38% for television.

Tv Set Output in Canada Hits Peak for Nine Months

SALES of tv receivers in Canada almost doubled in the first nine months of 1954 compared to 1953, according to figures released by the Radio-Television Manufacturers Assn. of Canada. Sales in the January-September 1954 period totaled 345,327 sets valued at $120,379,826, compared to 199,376 sets in the same period in 1953. With stations opening up throughout Canada, sales are booming in markets other than southern Ontario and western Quebec, where tv stations have been for some years. In the three prairie provinces 27,105 sets have been sold this year, in the Vancouver area in British Columbia 35,803 sets, and in the three Atlantic provinces 10,460 sets. In Quebec province sales this year have totaled 123,519 sets, and in Ontario 148,440 sets.

Radio receiver sales in the first nine months of 1954 totaled 284,663 units compared to 412,330 for the corresponding 1953 period.

Elliott-Haynes Ltd. Reports On Canadian Radio Listening

REPORT on summertime radio listening trends in major Canadian markets has been released by Elliott-Haynes Ltd., Toronto. Broken down, the report showed the following percentage of radio homes tuned in during the May-August, 1954 period. Daytime: May, 23.5; June, 21; July, 17.2, and August, 17.5, Evening: May, 30.9; June, 28.4; July, 22.2, and August, 20.8, Elliott-Haynes Ltd. issues these sets-in-use reports three times a year covering the Montreal, Toronto, Winnipeg and Vancouver areas. The report points out that "the index is useful in compiling data on the size of the total possible radio audience in a given district for a specific time period."

CJIC-TV Makes Final Plans

CJIC-TV Sault Ste. Marie, Ont., which expects to be on the air before the end of the year with RCA equipment, has appointed Sam Pitt as manager and Gene Plouffe as commercial manager. The ch. 2 station is building a studio 45 by 28 feet in size, and will also have a screening room. Antenna is a 250-foot self-supporting RCA three bay turnstile, located in the center of the city. Station rates will start at $150 an hour for Class A time and $33 for a one minute announcement in Class A time. J. G. Hyland is president and managing director; All-Canada Television, Toronto, is Canadian representative; Weed Television, New York, is U. S. representative.

Station Authorizations, Applications

(As Compiled by B • T)

October 28 through November 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 3

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,628	2,624	134	160	76
Fm	559	533	37	5	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	261	316	577[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	290	117	407
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	935	337	725	528	1,254[2]
Educational	55		28	27	55[3]
Total	990	337	753	555	1,307[4]

[1] One hundred-seven CPs (21 vhf, 86 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 610 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Pasco, Wash.—Cascade Bcstg. Co. (KIMA-TV Yakima) granted uhf ch. 19 (500-506 mc); ERP 10.2 kw visual, 5.1 kw aural; antenna height above average terrain 910 ft., above ground 151 ft. Estimated construction cost $73,605, first year operating cost $25,000, revenue $45,000. Post office address P. O. Box 702, Yakima, Wash. Outlet would be satellite of KIMA-TV Yakima, Wash. Transmitter location S. W. of Richland Badger Mt., Wash. Geographic coordinates 46° 14' 02" N. Lat., 119° 19' 05" W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Frank H. McIntosh, Washington, D. C. Principals include **A. W. Talbot**, owner and principal stockholder Bellingham Shipyards and Bellingham Cold Storage, president (73.5%); **Thomas C. Bostic**, vice president (16.5%); **Frank E. Mitchell**, vice president (0.5%); **Ralph Sundquist**, owner Sundquist Fruit & Cold Storage, director (8%); **J. Barry Watkinson**, director-engineer (0.5%); **M. E. Burrill**, director-chief engineer (0.5%); **James D. Rolfe**, lawyer, secretary (0.5%); **Herchel R. Cary**, sales manager-director, no stock. Granted Nov. 3.

Bluefield, W. Va.—Daily Telegraph Printing Co. (WHIS), vhf ch. 6 (82-88 mc); ERP 50 kw visual, 28.8 kw aural; antenna height above average terrain 1,220 ft., above ground 185 ft. Estimated construction cost $226,000, first year operating cost $120,000, revenue $120,000. Post office address 623 Commerce St., Bluefield. Studio location Talbott St., Bluefield. Transmitter location 2.3 miles S.E. of Bluefield. Geographic coordinates 37° 15' 21" N. Lat., 81° 10' 55" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include **Estate of H. I. Shott** (29.2%); Vice Pres. **Jim H. Shott** (23.4%); **Hugh I. Shott** (23.6%), and **Mrs. B. L. Early** (0.2%). Granted Oct. 29.

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APPLICATION

Tupelo, Miss.—Tupelo Citizens Tv Co., vhf ch. 9 (186-192 mc); ERP 26.8 kw visual, 13.4 kw aural; antenna height above average terrain 371.8 ft., above ground 714.2 ft. Estimated construction cost $143,753, first year operating cost $91,992, revenue $97,920. Post office address 7 Oakdale Ct., Syracuse, N. Y. Studio and transmitter location 2 miles E. of Tupelo. Geographic coordinates 34° 15' 42" N. Lat., 88° 40' 18" W. Long. Transmitter Composit, antenna GE. Legal counsel Haley, Doty & Wollenberg, Washington. Consulting engineer Frank K. Spain, Syracuse, N. Y. Principals in general partnership include **Frank K. Spain** (35%), director of engineering at WHEN-TV Syracuse and former NBC tv development engineer; **Joseph G. Petit** (25%), NBC tv development engineer; **Walter D. Spain** (15%); **Perrin Purvis** (15%), insurance, and **Margaret H. Spain** (10%). Filed Oct. 28.

Existing Tv Stations . . .

ACTIONS BY FCC

WQXI-TV Atlanta, Ga.—Robert W. Rounsaville granted STA to operate commercially on ch. 36 until April 19. Granted Oct. 26; announced Nov. 2.

KCMO-TV Kansas City, Mo.—Meredith Engineering Co. granted mod. of CP for ch. 5 to change studio location to 125 E. 31 St., Kansas City; antenna height above average terrain 1,130 ft. Granted Oct. 26; announced Nov. 2

KREM-TV Spokane, Wash. — Louis Wasmer granted STA to operate commercially on ch. 2 until Jan. 25. Granted Oct. 25; announced Nov. 2.

APPLICATIONS

WDAN-TV Danville, Ill.—Northwestern Pub. Co. seeks mod. of CP for ch. 24 to change ERP to 14.1 kw visual and 7.63 kw aural. Filed Oct. 26.

KCOR-TV San Antonio, Tex.—KCOR Inc. seeks mod. of CP for ch. 41 to change ERP to 17.9 kw visual, 10.7 kw aural; antenna height above average terrain 346.5 ft. Filed Nov. 2.

STATIONS DELETED

KIFT (TV) Idaho Falls, Idaho—Idaho Falls Tv Inc. FCC deleted tv station on ch. 8 at request of attorney. Deleted Oct. 27.

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KTVI (TV) Nampa, Idaho—Idaho Bcstg. & Tv Co. FCC deleted tv station on ch. 6 at request of attorney. Deleted Oct. 28.

KWIK-TV Pocatello, Idaho — Eastern Idaho Bcstg. & Tv Co. FCC deleted tv station on ch. 10 at request of attorney. Deleted Oct. 27.

WBKZ-TV Battle Creek, Mich.—Booth Radio & Tv Stations Inc. FCC deleted tv station on ch. 64 at request of permittee. Deleted Oct. 27.

New Am Stations . . .

ACTIONS BY FCC

Loveland, Colo.—Loveland Bcstrs. granted 1570 kc, 250 w daytime. Post office address % John W. Ecklin, South River Drive Rt. 3, Austin, Minn. Estimated construction cost $14,281, first year operating cost $23,000, revenue $30,000. Principals include President **James Claude Grisham** (50%), farming, and General Manager **John Wellington Ecklin** (50%), chief engineer KMMT (TV)-KAUS Austin, Minn. Granted Oct. 27.

Lakewood, Colo.—Maurice J. DaVolt, Julia W. DaVolt & Edythe G. Sweeney d/b as Lakewood Bcstg. Service granted 1580 kc, 250 w daytime. Post office address 1315 Oak St., Lakewood. Estimated construction cost $13,311, first year operating cost $30,500, revenue $36,500. Principals in general partnership include **Maurice J. DaVolt** (⅓), mechanical, ordnance and industrial engineer; **Julia W. DaVolt** (⅓), and **Edythe G. Sweeney** (⅓), government employe. Granted Oct. 27.

Washington, Ind. — Washington Radio Inc. (WMFL [FM]) granted 1580 kc, 250 w daytime. Post office address P. O. Box 89, Washington. Estimated construction cost $4,326, first year operating cost $35,000, revenue $50,000. Principals include President **Mrs. Paul R. Bausman** (54%), **Dr. C. Philip Fox** (11.5%), and 20 other stockholders each holding less than 3% of the total stock. Granted Nov. 3.

Gulfport, Miss.—John Edward Breland granted 1390 kc, 1 kw daytime. Post office address: 316 E. Beach St., Long Beach, Miss. Estimated construction cost $28,040, first year operating cost $36,500, revenue $65,000. Mr. Breland deals in real estate and will be sole owner. Granted Nov. 3.

Riverhead, N. Y.—Suffolk County Bcstg. Corp. (WALK-AM-FM Patchogue, N. Y.) granted 1390 kc, 500 w, daytime. Post office address, P. O. Box 230, Patchogue. Estimated construction cost $20,930, first year operating cost $21,000, revenue $28,500. Principals include President **Niles E. Segerdahl**; Vice President-Treasurer **W. K. Macy Jr.** (40%); Secretary **Phillip A. Roll**; and **Julia D. Macy** (60%). Granted Oct. 27.

Henderson, N. C.—Howard V. Harrell d/b as Vance County Bcstg. Co. granted 1450 kc, 250 w, unlimited. Post office address Hillsboro St., Oxford, N. C. Estimated construction cost $14,767, first year operating cost $27,500, revenue $43,000. Mr. Harrell is chief engineer at WOXF Oxford, N. C. Granted Nov. 3.

Greer, S. C.—Vernon Tennyson Fox and S. Gibson Bruce Jr. d/b as Greer Radiocasting Co. granted 1300 kc, 1 kw daytime. Post office address P. O. Box 52, Greer. Estimated construction cost $16,235, first year operating cost $21,000, revenue $30,000. Principals include **Vernon Tennyson Fox** (51%), fishing lake owner, and **S. Gibson Bruce Jr.** (40%), used car dealer. Granted Oct. 27.

McMinnville, Tenn.—Cumberland Valley Bcstg. Co. granted 960 kc, 500 w daytime. Post office address % Joe M. Matvas, P. O. Box 162, McMinnville, Tenn. Estimated construction cost $19,050, first year operating cost $32,952, revenue $37,440. Principals include **W. W. Davis**, optometrist, president (8%); **Herman Spivey**, president lumber company, vice president (4%); **Frank Howard**, insurance agent, secretary (2.8%); **I. D. Byars**, radio engineer, treasurer (8.4%); **Frank Martin**, express company manager (5.2%); **Joe Rader**, garment company superintendent (8.4%); plus 37 other stockholders. Granted Nov. 3.

Platteville, Wis.—Southwest Wis. Co. granted 1590 kc 1 kw daytime. Post office address % Charles E. Brennan, 3666 S. 17th St., Milwaukee. Granted Nov. 3.

APPLICATIONS

Monticello, Ark.—James A. West Jr., Elgie M. Risinger, Delvin R. White & Bill Wells d/b as College Bcstg. Co., 1430 kc, 1 kw daytime. Post office address James A. West Jr., % West Bros., El Dorado, Ark. Estimated construction cost $15,510, first year operating cost $24,000, revenue $35,000. Principals in equal general partnership include **James A. West Jr.**, ¼ partner of KDMS El Dorado, Ark.; **Elgie M. Risinger**, employe at West Bros. dept. stores; **Delvin R. White**, and **Bill Wells**, commercial manager KWRF Warren, Ark. Filed Oct. 27.

West Hartford, Conn.—The Trout Brook Bcstrs. Inc., 1230 kc, 250 w unlimited. Post office address % Frank Hatch, Butler Bldg., 1000 Farmington Ave., West Hartford. Estimated construction cost $17,691, first year operating cost $75,000, revenue $75,000. Principals include Pres. **C. George Taylor** (32½%), sec.-12½% owner WHIM Providence, R. I., and pres.-25½% owner WORC Worcester, Mass.; Vice Pres. **Kenneth M. Cooper** (25%), general manager WORC; Sec. **John E. Metts** (10%), business manager WORC, and Treas. **Robert T. Engles** (32½%) pres.-12½% owner WHIM and vice pres.-25½% owner WORC. Filed Oct. 26.

Pendleton, Ore.—John Truhan, 1290 kc, 1 kw daytime. Post office address Star Rt. 2, Lebanon, Ore. Estimated construction cost $12,800, first year operating cost $42,000, revenue $65,000. Mr. Truhan is ⅓ owner KGAE Salem, Ore. Filed Oct. 29.

West Warwick, R. I.—W. Paul Oury, 1450 kc, 250 w unlimited. Post office address 557 Potowomut Rd., East Greenwich, R. I. Estimated construction cost $18,103, first year operating cost $35,000, revenue $50,000. Mr. Oury deals in real estate and is former owner of WERI Westerly, R. I. Filed Nov. 1.

APPLICATIONS AMENDED

New Albany, Miss.—Vernon K. Wroten & Wynez Wroten d/b as New Albany Bcstg. Co. amend bid for new am station on 900 kc 250 w daytime to specify 1580 kc. Filed Oct. 28.

Reno, Nev.—Thompson Magowan, G. V. Jones & J. W. Harford d/b as Magowan, Jones & Harford amend bid for new am station on 1400 kc 250 w unlimited to specify 1450 kc. Filed Oct. 28.

The Dalles, Ore.—Radio Mid-Columbia Inc. amends bid for new am station on 1480 kc 250 w daytime to specify 1300 kc 1 kw. Filed Oct. 26.

Thermopolis, Wyo.—Thermopolis Bcstg. Co. amends bid for new am station on 1050 kc 250 w daytime to specify 1240 kc unlimited. Filed Oct. 28.

APPLICATIONS DISMISSED

Oxnard, Calif.—Pacific Bcstrs. FCC dismissed bid for new am station on 1520 kc 250 w unlimited as of Nov. 24. Dismissed Oct. 29.

Morehead, Ky.—Morehead Bcstg. Co. FCC dismissed bid for new am station on 1310 kc 1 kw daytime as of Nov. 24. Dismissed Oct. 29.

Paducah, Ky.—E. Weaks McKinney-Smith. FCC dismissed bid for new am station on 1560 kc 1 kw daytime as of Nov. 24. Dismissed Oct. 29.

Saline, Mich.—Saline Bcstg. Co. FCC dismissed bid for new am station on 1290 kc 500 w day as of Nov. 24. Dismissed Oct. 29.

Existing Am Stations . . .

ACTIONS BY FCC

KOSI Aurora, Colo.—Mid-America Bcstg. Co. granted mod. of CP to change transmitter location to 0.4 mile N. of U. S. Hwy. 36-40, 1.1 miles E. of Aurora City; studio location to 9100 W. Colfax Ave., Riveriera Motel, Aurora City. Granted Oct. 29; announced Nov. 2.

WRFC Athens, Ga.—Radio Athens Inc. FCC dismissed bid to change from 500 w night, directional, 1 kw day to 1 kw night, directional, 5 kw day on 960 kc as of Nov. 24. Dismissed Oct. 29.

WRUM Rumford, Me.—Rumford Bcstg. Co. granted CP to change from 1450 kc 250 w unlimited to 790 kc 1 kw daytime. Granted Nov. 3.

WIPS Ticonderoga, N. Y.—Portage Bcstg. Co. granted mod. of CP to change transmitter and studio location to 1.2 miles E. of city limits on State Rd. 347. Granted Oct. 29; announced Nov. 2.

WBLT Bedford, Va.—Bedford Bcstg. Corp. granted CP to change from 1490 kc 250 w unlimited to 1350 kc 1 kw daytime. Granted Nov. 3.

APPLICATIONS

WZOB Ft. Payne, Ala.—Glenn M. Gravitt seeks CP to change from 1 kw to 5 kw on 1250 kc. Filed Oct. 28.

KBHS Hot Springs, Ark.—Resort Bcstg. Co. seeks CP to change from 1 kw daytime to 1 kw day, 500 w night, directional night. Filed Oct. 28.

KDEF Albuquerque, N. M. — Frank Quinn amends bid to change from 930 kc daytime to 1030 kc unlimited using 500 w night, 1 kw day to specify 1150 kc 1 kw unlimited. Filed Nov. 1.

APPLICATIONS DISMISSED

KIEM Eureka, Calif.—Redwood Bcstg. Co. FCC dismissed bid to change from 1480 kc 5 kw unlimited, directional to 930 kc 5 kw day, 1 kw night, directional night as of Nov. 24. Dismissed Oct. 29.

WKXY Sarasota, Fla.—Sarasota Bcstg. Co. FCC dismissed bid to change from 1540 kc 1 kw day to 930 kc 500 w night, 1 kw day, directional. Dismissed Oct. 29.

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New Fm Station . . .

ACTION BY FCC

Wabash, Ind.—Wabash-Peru Bcstg. Co. granted CP for new class B fm station on ch. 248 (97.5 mc); ERP 21 kw; antenna height above average terrain 74 ft. Granted Nov. 3.

Existing Fm Stations . . .

ACTIONS BY FCC

WDLP-FM Panama City, Fla.—Panama City Bcstg. Co. granted mod. of CP to change ERP to 1.6 kw. Action Oct. 29; announced Nov. 2.

WFMZ (FM) Allentown, Pa.—Penn-Allen Bcstg. Co. granted CP to change ERP to 4.8 kw; antenna height above average terrain 835 ft.; change studio and transmitter location to 0.2 miles NE of Bauer Rock, about 3 miles SSE of Allentown. Granted Oct. 29; announced Nov. 2.

Ownership Changes . . .

ACTIONS BY FCC

WAUD Auburn, Ala.—Auburn Bcstg. Co. granted voluntary acquisition of negative control (50%) by Neil O. Davis through purchase of ⅓ interest from Elmer G. Salter for $70,000. Granted Oct. 27; announced Nov. 2.

KFIA (TV) Anchorage; KFIF (TV) Fairbanks, Alaska—Kiggins & Rollins granted assignment of CP's to Richard R. Rollins. No monetary consideration. Granted Nov. 3.

KPIX (TV) San Francisco, Calif.—KPIX Inc. granted assignment of license to parent corporation Westinghouse Bcstg. Co. Granted Oct. 26; announced Nov. 2.

WESO Southbridge, Mass.—James W. Miller granted assignment of CP to WESO Inc. for 50% of the corporate stock. Principals include Pres. **J. W. Miller** (50%); Treas. **Rosario S. Normandin** (10%), attorney; **Paul Kiritsky** (10%), and **John M. Richardson** (10%). Granted Nov. 3.

WROW-AM-TV Albany, N. Y.—Hudson Valley Bcstg. Co. granted voluntary transfer of control to Lowell J. Thomas (31.2%), radio commentator; Frank M. Smith (20.8%); Ellen B. Elliot (20.8%), and Alger B. Chapman (10.4%), former ABC director, through sale of 83½% interest for $298,800. Messrs. Thomas and Smith are officers of Cinerama Productions Corp. Granted Nov. 3.

WTRF-AM-FM Bellaire, Ohio—Tri-City Bcstg. Co. granted voluntary assignment of license to Ohio-W. Va. Bcstg. Co. for $90,000 plus accounts receivable. Principals include Pres.-Treas. **John W. Kluge** (100%), officer and stockholder WGAY Silver Spring, Md., KXLW Clayton, Mo., WLOF Orlando, Fla., WKDA Nashville, Tenn., and WILY Pittsburgh, Pa. Granted Nov. 3.

KNEL Brady, Tex.—G. M. Burns, executor of the estate of G. L. Burns, deceased granted assignment of license to Ruth Burns, wife of deceased. Granted Nov. 3.

APPLICATIONS

KRDO-AM-TV Colorado Springs, Colo.—Pikes Peak Bcstg. Co. seeks voluntary transfer of control from Joseph H. Rohrer to William J. Gregory, Harry C. Roth and Harry W. Roth through sale of 50.3% interest for $24,500 plus cancellation of $13,000 note due Mr. Gregory. Purchasing group will now own approximately 86% interest. Filed Oct. 27.

WEIM Fitchburg, Mass.—WEIM Fitchburg Inc. seeks voluntary transfer of control to Henry G. Molina Jr. through sale of all stock for $150 and assumption of obligations. Mr. Molina is pres.-general manager of WEIM. Filed Oct. 27.

KCHR Charleston, Mo.—Kermit Barker & Charles W. Hobbs d/b as South Mo. Bcstg. Co. seek voluntary assignment of license to corporation under the same name and to admit third equal partner James L. Ryrd III. Filed Oct. 27.

KDEF Albuquerque, N. M.—Frank Quinn seeks voluntary assignment of license to KDEF Bcstg. Co. No consideration involved as Mr. Quinn remains as sole stockholder. Filed Oct. 27.

WPWA Chester, Pa.—Lou Poller seeks voluntary assignment of license to Eastern Bcstg. Co. for $87,500. Eastern Bcstg. is subsidiary of Delaware River Ferry Co. Principals include Pres. **Louis Kapleski** (11%); **Leon Cherksey** (3%); Vice Pres. **Harold D. Steinbright** (7%), and Sec. **Lyle K. Slingluff.** Filed Oct. 25.

OTHER ACTIONS

Am 10 Percent Rule—By Memorandum Opinion and Order, the Commission denied a petition filed Sept. 3 by KIFN Phoenix, Ariz., requesting a stay of the effectiveness or withdrawal of the Report and Order issued Aug. 11 finalizing revisions to the "10 percent rule." Action Oct. 29.

WGMS Washington, D. C.—The Good Music Station Inc. FCC Comr. Robert T. Bartley granted petition for dismissal without prejudice of its bid for new am station of 570 kc 1 kw, directional night, specified hours at Bethesda, Md., and retained in hearing its application to change power to 5 kw and change transmitter location. Action Oct. 27.

Newburgh, Ind., Southern Ind. Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co. FCC examiner Herbert Sharfman granted motion of Southern to amend its bid for new am station on 1590 kc 500 w daytime to specify 910 kc 1 kw day, directional; returned to processing line amended application and competing application of Mt. Vernon. Action Nov. 2.

KHTV (TV) Hibbing, Minn.—North Star Tv Co. FCC designated for hearing application for extension of time to complete construction of tv ch. 10; hearing to begin Dec. 10. Action Nov. 3.

WBEN-TV Buffalo, N. Y.—WBEN Inc. FCC denied request for waiver of rules and acceptance of application for mod. of CP for ch. 4 to increase visual ERP to 100 kw at 1,200 ft. Action Oct. 29.

WBTL Emporium, Pa.—Bucktail Bcstg. Corp. FCC designated for hearing application for reinstatement of an expired CP for new am station on 980 kc 500 w daytime; made WILK Wilkes-Barre, Pa., a party to proceeding. Action Nov. 3.

WSHA (TV) Sharon, Pa.—Leonard J. Shafitz. FCC issued an order to show cause why the CP for ch. 39 should not be revoked and ordered hearing on Dec. 7. Action Oct. 27.

Yankton, S. D.—Yankton Bcstg. Co. FCC Comr. Robert T. Bartley granted petition to amend its bid for new am station on 1450 kc 250 w unlimited to reflect agreement; application was removed from hearing docket and returned to processing line; dismissed as moot petition for reconsideration and grant without hearing. Action Oct. 28.

Tv Allocation—FCC invites comments by Nov. 22 to a rule-making proposal by KBOI (TV) ch. 2, Meridian, Idaho, that ch. 2 be shifted from Caldwell to Boise and ch. 9 minus from Boise to Caldwell, with Order to Show Cause for KBOI to operate on ch. 2 at Boise. Meridian is within 15 miles of Boise. Action Oct. 29.

Tv Allocation—By letter, the Commission dismissed for nonconformity with the rules a petition filed Oct. 13 by WCOC-TV, ch. 30, Meridian, Miss., requesting that ch. 7 be assigned to Meridian. Action Oct. 29.

Tv Allocation—By Report and Order, the Commission denied a petition by KALE Inc., a prospective tv applicant, and terminated rule-making proceedings instituted Feb. 10 on KALE's proposal to assign tv ch. 3 to Richland, Wash., by shifting it from Lewiston, Idaho, and substituting chs. 32 and 42 in Lewiston. Action Oct. 29.

Tv Allocation—By Memorandum Opinion and Order, the Commission denied a petition filed Aug. 30 by Monona Bcstg. Co. requesting that the educational reservation in Madison, Wis., be shifted from uhf ch. 21 to vhf ch. 3 in order to remove the intermixture of vhf and uhf commercial assignments in that area. Comr. Bartley dissented. Action Oct. 29.

Tv Assignment—By Report and Order, the Commission finalized rule making of Sept. 15 and assigned tv ch. 10 to Goodland, Kan., which was petitioned for by James E. Blair who plans to apply for a new tv station there effective Dec. 7. Action Oct. 29.

Arlington, Tex.—Mid-Cities Bcstrs. FCC Comr. Robert T. Bartley granted petition to dismiss its bid for new am station on 1220 kc 250 w daytime. Action Oct. 26; announced Oct. 28.

Richmond, Va.—Louis Adelman. FCC designated for hearing bid for new am station on 1320 kc 1 kw daytime. Action Nov. 3.

Routine Roundup . . .

October 28 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

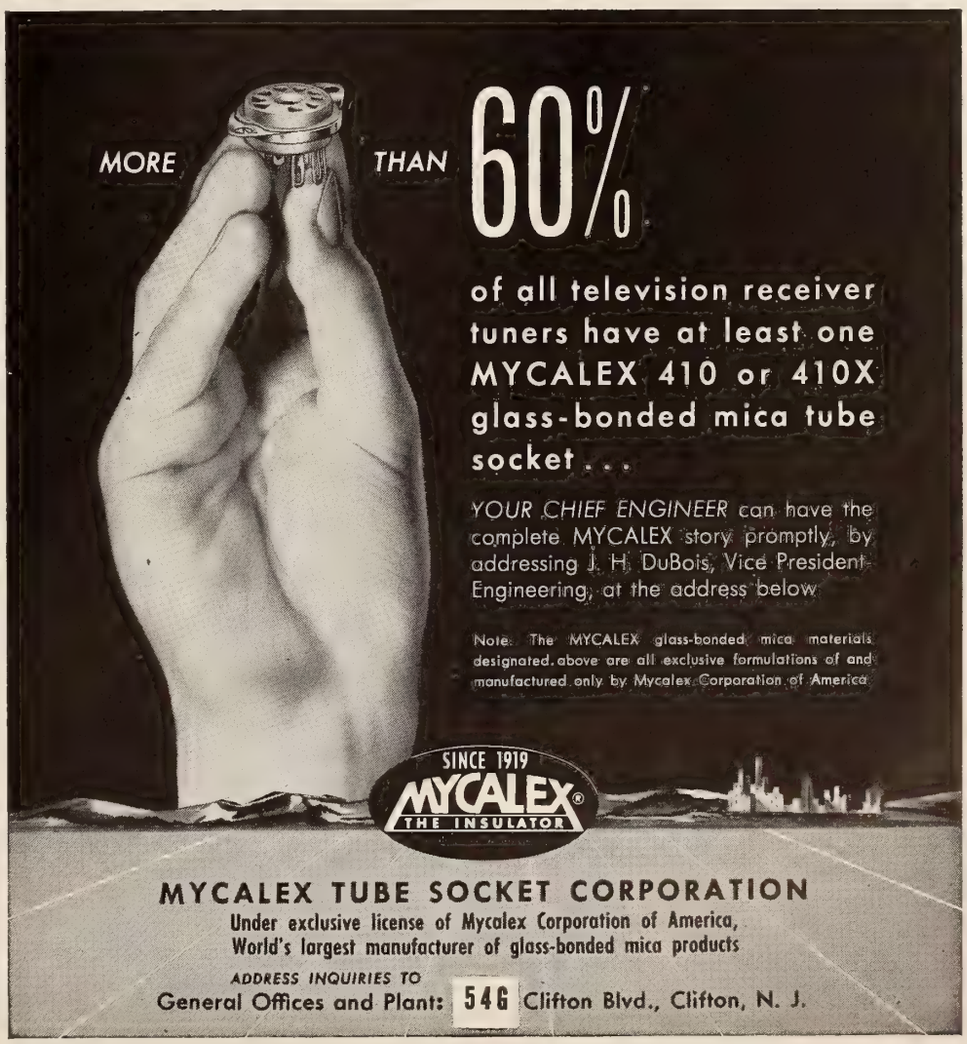
By Commissioner Robert T. Bartley

St. Louis, Mo., Signal Hill Telecasting Corp.—Granted request for withdrawal of its protest to grant of CP to KWK Inc. (Docket 8810; BPCT-324) and said protest was dismissed (Action of 10/26).

Chief Broadcast Bureau—Granted petition for acceptance of his late filing of Proposed Findings in re applications of White Radio Co., Wichita Falls, Tex., et al. (Dockets 10719 et al.) (Action of 10/25).

By Hearing Examiner H. Gifford Irion

WGMS Washington, D. C., The Good Music Station Inc.—Granted petition filed Oct. 12 requesting leave to withdraw its petition filed Sept. 30, which requested leave to amend its application (BP-9078), and dismissed said petition; retained in hearing status its application (Docket 11105; BP-8764).



By Hearing Examiner James D. Cunningham

Granted petition of Matheson Radio Co. to amend its application for ch. 5 in Boston, Mass. (Docket 8739; BPCT-248), by eliminating from Sec. II and Exhibit A thereof all reference to Fidelity Bcstg. Corp., and by changing its name to WHDH Inc. (Action of 10/26).

Issued a Final Order Governing Hearing in re applications of Matheson Radio Co. et al. applicants for ch. 5 in Boston, Mass. (Dockets 8739 et al.); said hearing to be resumed on Nov. 8 (Action of 10/21).

Gave notice of an informal hearing conference to be held Oct. 29 in re applications of Dorsey Eugene Newman, Hartsell, Ala., et al., for am facilities (Dockets 10638 et al.) (Action of 10/26).

By Hearing Examiner William G. Butts

WEMR Emporium, Pa., Kenneth E. Rennekamp; Emporium, Pa., Curt Doelicke—Granted petitions for indefinite postponement of hearings scheduled for Nov. 1 in the matter of Cease and Desist Orders directed against them (Dockets 11134, 35).

Bay Shore, N. Y., Key Bcstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bcstg. Corp.—Continued hearing scheduled for Oct. 25 and rescheduled same for Nov. 19 in re am facilities (Dockets 10379, 11014) (Action of 10/21).

By Hearing Examiner Herbert Sharfman

Granted petition by Tennessee Tv Inc., Knoxville, Tenn., for extension of time to Nov. 5 in which to file response to request for reopening of the record in re applications for ch. 10 (Dockets 10512 et al.).

By Hearing Examiner Elizabeth C. Smith

Price, Utah, Carbon Emery Bcstg. Co.—Granted petition for continuance of hearing from Nov. 16 to Jan. 18, 1955, in re am application (Docket 10739).

By Hearing Examiner Annie Neal Huntting

WKRZ Oil City, Pa., WKRZ Inc.—Granted petition for indefinite continuance of hearing now scheduled for Nov. 1, in re Cease and Desist Order (Docket 11139).

By Hearing Examiner Hugh B. Hutchison

KLYN-TV Amarillo, Tex., Plains Empire Bcstg. Co.—Gave notice of a pre-hearing conference to be held Oct. 28 in re application for extension of time to complete construction (Docket 11191).

October 29 Applications

ACCEPTED FOR FILING

License for CP

WPAQ Mount Airy, N. C., Ralph D. Epperson—License to cover CP (BP-9107) as mod. which authorized increase in power to 10 kw, except during critical hours as defined in proposed agreement with Canada (Canadian Restricted) and install new transmitter (BL-5503).

KUTI Yakima, Wash., Walter N. Nelskog, D. Gene Williams and Delbert Bertholf d/b as Independent Bcstrs.—License to cover CP (BP-8988) as mod. which authorized new standard broadcast station (BL-5501).

WITZ-FM Jasper, Ind., Jasper on the Air Inc.—License to cover CP (BPH-1954) which authorized new fm station (BLH-1009).

WOPI-FM Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—License to cover CP (BPH-1950) which authorized changes in licensed station (BLH-1010).

WRNJ-FM Racine, Wis., Racine Bcstg. Corp.—Operate by Remote Control from 411 Main St., Racine, Wis. (BRCH-115).

Modification of CP

WCOC-TV Meridian, Miss., Miss. Bcstg. Co.—Mod. of CP (BPCT-1181) as mod. which authorized new tv station to extend completion date to 12-12-54 (BMPCT-2389).

WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp.—Mod. of CP (BP-8413) which authorized mounting tv antenna on top of am tower for extension of completion date (BMP-6673).

License for CP

WKAM Goshen, Ind., Kosciusko Bcstg. Corp.—License to cover CP (BP-8868) as mod. which authorized change frequency; power, type transmitter and change transmitter and studio location (BL-5502).

WHO Des Moines, Iowa, Central Bcstg. Co.—License to cover CP (BP-9088) as mod. which authorized changes in the antenna system (BL-5498).

KRXL Roseburg, Ore., Umpqua Bcstr. Inc.—License to cover CP (BP-8995) which authorized installation of new antenna and ground system, and move tower 90 ft. (BL-5499).

WDIX Orangeburg, S. C., WDIX Inc.—License to cover CP (BP-8500) as mod. which authorized change frequency, increase in power, install new transmtiter; install DA-2 and change transmitter location (BL-5500).

Renewal of License

WWIT Canton, N. C., Western N. C. Bcstrs. Inc.—(BR-2977).

WFMO Fairmont, N. C., Carolinas Bcstg. Co.—(BR-2877).

WEYE Sanford, N. C., Lee Bcstg. Corp.—(BR-2739).

Remote Control

WGPC Albany, Ga., Albany Bcstg. Co.—(BRC-562).

WRJN Racine, Wis., Racine Bcstg. Corp.—(BRC-561).

WMBO Auburn, N. Y., WMBO Inc.—(BRC-560).

CP

WEBQ-FM Harrisburg, Ill., Harrisburg Bcstg. Co.—CP to replace permit (BPH-1901) which authorized changes in licensed station which expired 8-2-54 (BPH-1977).

WLVN-FM Olney, Ill., Olney Bcstg. Co.—CP to replace permit (BPH-1889) as mod. which authorized new fm station which expired 8-11-54 (BPH-1976).

WJHL-FM Johnson City, Tenn., WJHL Inc.—License to cover CP (BPH-1960) which replaced expired permit (BLH-1008).

Renewal of License

WJHL-FM Cape Fear Bcstg. Co., Fayetteville, N. C.—(BRH-169).

Modification of CP

KISJ (TV) Pocatello, Idaho, Eastern Idaho Bcstg. and Television Co.—Mod. of CP (BPCT-1556) as mod. which authorized new tv station to extend completion date to 7-25-55 (BMPCT-2573).

KCKT (TV) Great Bend, Kan., Central Kansas Television Co.—Mod. of CP (BPCT-1838) which authorized new tv station to extend completion date to 5-3-55 (BMPCT-2575).

KALA (TV) San Antonio, Tex., W. W. Lechner d/b as Alamo Television Co.—Mod. of CP (BPCT-802) as mod. which authorized new tv station to extend completion date to 4-25-55 (BMPCT-2574).

November 1 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Charles J. Frederick

Continued hearing in re application of Westinghouse Bcstg. Co. et al. for ch. 11 in Pittsburgh, Pa., from Nov. 1 to Nov. 3 (Dockets 8694 et al.), because of the elections (Action of 10/29).

Hastings, Neb., The Seaton Pub. Co.—Adopted an order formalizing action taken orally on Oct. 5 continuing from Oct. 6 to Nov. 10 the hearing re application for ch. 5 (Docket 10965) (Action taken 10/26).

Ordered hearing in re applications of City of Jacksonville, et al. for ch. 12 in Jacksonville, Fla., be resumed on Nov. 8 (Docket 10833 et al.) (Action of 10/21).

By Hearing Examiner William G. Butts

Bay Shore, N. Y., Key Bcstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bcstg. Corp.—Adopted an Order to govern the course of hearing in re applications for am facilities (Dockets 10379, 11014); said hearing to commence Nov. 19.

By Hearing Examiner Annie Neal Huntting

Columbus, Ohio; Abraham Klein, Hartford, Conn.—Issued a statement concerning pre-hearing conference of Oct. 25 re (Dockets 11175-76), and ordered hearing scheduled for Nov. 4 continued to Dec. 2.

By Hearing Examiner Hugh B. Hutchison

Chattanooga, Tenn., Greenwood Bcstg. Co.; Murphy, N. C., Cherokee Bcstg. Co.—Issued a Statement and Order in re am applications (Dockets 11101-02), continuing hearings now scheduled for Nov. 9 to Jan. 4, 1955.

Issued a Statement and Order governing hearing in re applications of Jessie Mae Cain, Grand Prairie, Tex., and KLIF Dallas for am facilities (Dockets 11025-26), the taking of testimony to begin Nov. 2 (Action of 10/29).

By Hearing Examiner Basil P. Cooper

On petition of WORZ Inc. granted continuance of hearing in re ch. 9, Orlando, Fla., from Nov. 1 to Nov. 2 (Dockets 11081 et al.).

By Hearing Examiner Herbert Sharfman

Newburg, Ind., Southern Ind. Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.—Granted petition of Southern Indiana to continue indefinitely the prehearing conference scheduled for Nov. 1, to permit consideration of its petition to amend to another frequency (Dockets 11076-77).

By Hearing Examiner Isadore Honig

Chief Broadcast Bureau—By Memorandum Opinion and Order, granted petition for extension of time to and including Nov. 1, in which to file proposed findings in re applications of Appalachian Bcstg. Corp. and Tri-Cities Tv Corp. for ch. 5 in Bristol, Tenn.-Va.; such extension being applicable only to counsel for the Broadcast Bureau.

November 2 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of October 29

Granted License

KVOA-TV Tucson, Ariz., Arizona Bcstg. Co.—Granted license for tv broadcast station (BLCT-223).

WBAY-TV Green Bay, Wis., Norbertine Fathers—Granted license for tv broadcast station (BLCT-232), and license for auxiliary transmitters and antenna system at main transmitter site (BLCT-239).

(Continued on page 121)

West Coast Independent

$90,000.00

Wonderful market with excellent facilities. Present owner making $30,000.00 per year. Can be financed with only $20,000.00.

Midsouth Independent

$30,000.00

Single station market which owner must sell. Can be financed. Ideal owner-manager operation in good section of south. Well equipped.

Appraisals • Negotiations • Financing

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DESIGNERS • BUILDERS • INSTALLERS
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To Be Seen by 75,956* Readers
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RADIO

Help Wanted

Managerial

Salesmen

New England fulltime network station wants experienced salesman. Salary, commission and mileage allowance. Write Box 228F, B•T.

Central valley 1,000 watt fulltime network. Permanent well paying position for right man. Box 230F, B•T.

Salesman or saleslady: Wanted for eastern Pennsylvania station. Network affiliated. Well established. Salary, commissions, or drawing account. Remuneration worked out between you and company. Incentives. Full details to Box 238F, B•T.

Experienced salesman wanted for nineteen year old CBS affiliate. If you are making less than $10,000 a year and can qualify, contact WAIM, Anderson, S. C.

Independent kw daytimer needs stable, experienced sales-service man. Commission, drawing account, salary—you name it. L. O. Fitzgibbons, Manager, WRRR Rockford, Illinois.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

Wanted—a good morning DJ with ratings to prove it. Major market top station. Also need good afternoon or evening DJ—no would be's or has been's. Box 80F, B•T.

Network station in Detroit wants a top announcer—mature and hard working. We offer good pay and excellent working conditions in return for the right man. To qualify you must be capable of doing top job with popular records, as well as general staff duties. Outstanding opportunity for the right man. Send tape, picture and resume. Box 154F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcer. 1st phone, some copy writing. Arizona Network. $1.65 hour. Box 158F, B•T.

Announcer-salesman for South Carolina station willing to settle in small town. Strong on hillbilly. Salary plus commission. Box 200F, B•T.

Radio announcer interested in earning $80 to $100 per week as starter, answer this ad. Must be professional, good adlibber and versatile. Extra bright future in North Georgia city. Box 202F, B•T.

Announcer—operate board, $60.00, 40 hours, overtime, talent. Near New Orleans. Box 217F, B•T.

Ohio network radio station 250 watt located in city of 50,000 population has opening for play-by-play sports announcer. Box 218F, B•T.

Top notch announcers. Minimum 3 years experience. Eastern seaboard station. Resume, tapes. Box 226F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Immediately! Announcer for am outlet Pacific northwest. Competent with ability to handle board work. Draft exempt and in good health. Mail complete details plus photo and tape recording of voice. This is a pleasant, livable, medium sized college city. Box 264F, B•T.

South Carolina station needs combination morning man—little play-by-play. Strong hillbilly. Commission on sales. WBCU, Union.

Opening on WBRC, Jackson, Mississippi, 5000 watter for versatile experienced announcer with all-around ability. Give references, details of experience and past and expected earnings.

FOR SALE IMMEDIATELY

TV STUDIO EQUIPMENT

New, perfect-condition RCA equipment adaptable for uhf or vhf use:

- **Field Switcher System**
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- **TGIOA Field Sync Generator**

and other equipment. For details, contact:

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RADIO

Help Wanted—(Cont'd)

Announcer—Florida gold coast radio station covering rich combination market. A real profit bonanza awaits a smart capable man with good air experience. Send audition tape and full background details to S. R. Sague, President, Delray Broadcasting Corp., Radio Station WDBF, Delray Beach, Florida.

Immediate opening: Announcer with experience. Permanent position for reliable person. State background, salary requirement, first letter. WFPM, Fort Valley, Ga. Contact Hugh Birdsong.

Wanted: Announcer, currently employed at independent station, desiring switch to NBC affiliate. Require production "know-how." 2 years experience, details, photo, tape. WSCR, Scranton, Pa.

2 experienced staff announcers, new daytime operation, opening around Dec. 1st, Pittsfield, Illinois. Start $70.00. Send tape, resume, Warren Hewitt, WTIM, Taylorville, Illinois.

Technical

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Chief engineer for southern station with remote control; we want man strong on maintenance; give complete information on background, references, experience and salary requirements. Box 195F, B•T.

Combo engineer-announcer. 1st phone license mandatory. Eastern seaboard station. Box 225F, B•T.

Wanted, first class engineer experienced in console work, magnecord, patching, remotes and maintenance. Directional experience also desired. Station under construction for 1 kw directional. Starting salary $65. Send response with phone number to Al Dubenetsky, Chief, WICH, Norwich, Connecticut.

1st class engineer. $55 for 40 hours with time and one-half for all over 40. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

Production-Programming, Others

Program director for aggressive independent station. Must have experience and ability. Give complete details. Excellent opportunity in outstanding market. Box 61F, B•T.

Copywriter, experienced. English major. Eastern area station. Send resume, samples. Box 227F, B•T.

Newsman—gather, write, air local news. Top rated independent. Rush tape, photo, background to Johnny Special, KGBC, Galveston, Texas.

Experienced program director for CBS affiliate. Good starting salary, plus talent. Prefer applicants from southeast. Contact Don Lynch, Manager, WBSR, Pensacola, Florida.

Continuity writer needed immediately. Send sample copy, photo, experiences and salary desired to WPIC, Sharon, Pa.

Situations Wanted

Managerial

Let my seven years experience manage your station. First phone. Box 169F, B•T.

Sales manager. Proven record. Have attained peak in present organization. Desire opportunity for advancement. Top business and personal references. Enthusiastic, aggressive, sincere. East preferred. Box 235F, B•T.

General manager—successful, hard-working, economy minded. 15 years experience, all phases, including 8 as manager and consultant. Box 236F, B•T.

Top ranking station sales manager, employed New York-New Jersey area, desires change. Box 243F, B•T.

Salesman

Salesman, 30, college, 3 years tangible sales experience, seeks opportunity. Box 197F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer-salesman: Good staff man; college and recent broadcasting school grad; excellent sales background; 1st phone if needed; family man. Box 252F, B•T.

Announcers

Sports announcer. 5 years minor league baseball, college basketball, football. College education. Interested only in top sports station; present station de-emphasizing sports. Family man. Available immediately. Box 141F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 160F, B•T.

Negro DJ, experienced 18 months, not afraid of work. Emphasis announcer. Very ambitious. Box 178F, B•T.

Staff announcer—strong news, deejay, play-by-play, football, baseball, basketball. 3 years experience, 26, single, vet. Dependable, hard worker. Box 199F, B•T.

DJ, am-tv announcer now working for peanuts, desires variety in diet. Available January 1. Box 204F, B•T.

"Sehr gut" DJ and newsman, 3 years, B.A. degree, employed. Large market. Tape, resume. Box 205F, B•T.

Announcer with first-phone presently employed—ready now for move up! Will consider only well established station near N. Y. Seeking security for my family as well as decent position. Every phase of radio and tv broadcasting. Box 208F, B•T.

Ambitious, versatile experienced announcer desires progressive station, opportunities for advancement. Box 209F, B•T.

Smooth, relaxed personality deejay; day or night shows. Four years experience all phases. College graduate, 26, veteran. Northeast location preferred. Box 212F, B•T.

Seven years experience. Married, one child. Top play-by-play in state where employed. Interested in straight sport work. Present employer best reference. Contract only. Complete details on inquiry. Box 220F, B•T.

Air salesman with proven time sales ability. Experienced deejay "pop" or c&w fields. Tape available. Phone Hubolt 6-7039, Chicago. Box 232F, B•T.

Ambitious young announcer, 24½ years old, married with family, has 1½ years experience commercial network radio. Wants work in large radio station with advancement. Eager to settle. Degree Syracuse University radio-tv school. Copy and some programming experience. Preferable location, mid-Atlantic states. Box 240F, B•T.

Staff announcer. Capable—news, sports, music. Four years experience. College graduate. Box 242F, B•T.

First phone, am, fm, graduate radio school, 2 years Army Signal Corps, radio station experience, radio amateur 7 years. Available immediately broadcast work. Willing to travel. Box 246F, B•T.

Announcer, 21, single, draft exempt. Will travel. Recent radio school graduate, light experience, good interpretations. Tape, resume, photo. Box 247F, B•T.

For tops in copy, disc jockeying—this idea gal can do great. Hire me now, it's never too late. Box 248F, B•T.

Tv-radio announcer—5 years combined experience. 1st phone. Experienced in all phases of announcing and technical duties. Tape, photo, resume on request. Box 249F, B•T.

Announcer—some experience, college graduate, veteran, write copy, single, travel. Box 250F, B•T.

Family man—dependable, sincere. Desire within 100 mile radius of Chicago. Tape on request. Box 251F, B•T.

1st combo: Staff announcer, good copywriter. Prefer heavy announcing, light engineering. Recent Midwestern grad; college; ambitious, married, family. Box 253F, B•T.

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

RADIO

Situations Wanted—(Cont'd)

Staff man, experienced, DJ, gimmick, vet, single, desires work with future, run board. Location no object, free to travel. Tape, references, pix. Russ Barron, 5478 Arlington Street, Philadelphia 31, Pa.

Good ad-lib DJ. Age 21. Veteran. Experience. Robert Daniels, Hoopston, Illinois.

Radio-tv announcer with six years commercial experience desires good position. Worked 2 years at WGAR, 50,000 watt CBS affiliate in Cleveland, as substitute for service man. Present job as summer relief announcer at NBC's owned and operated Cleveland radio and tv stations, WTAM and WNBK, will end by the 15th of November. Member of AFTRA. Good references. Contact Guy Ewing, 12951 Lake Ave., Lakewood 7, Ohio.

Sports director, radio-tv, ten years experience programming, announcing, selling, professional sports, can organize midwest or west, permanent, available immediately. Excellent references. Jack Toepp, Cadillac, Mich., 5-7863.

Radio-tv announcer—10 years experience. News, play-by-play all sports. Disc shows. Strong on commercials. 5 years present spot. Married, draft exempt. Apt. 4W, 1320 N. Astor Street, Chicago. Delaware 7-4912.

Announcer—network affiliate and indie experience. Good DJ, news, sports. College grad., 28. Call Summit 6-10283, New Jersey.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

First phone man, limited practical experience, willing to learn, desire northeast states, excellent references. Box 201F, B•T.

Engineer, 1st phone, single, draft exempt. Two years experience, 5 kw am directional. Three years training, radio-tv, broadcasting. Desire position as tv studio engineer. Will consider other offers. Box 215F, B•T.

First class engineer-announcer, over six years in broadcasting. Desire Ohio or midwest. Immediate availability. Box 233F, B•T.

First phone, recent graduate RCA Institutes. Extensive experience Radio-tv servicing. Desires position with radio or tv station. Single, veteran. Box 244F, B•T.

Engineer: Experienced all phases, 28. Prefer radius 100 miles, N. Y. C. Box 260F, B•T.

First phone—experienced. Prefer small Texas town. Stewart Bean, Dublin, Texas. Phone 314-J.

First phone, no experience, graduate radio and tv school, 31, vet, taking CIRE courses. Peter Cap, 233 Cook Ave., Yonkers, N. Y.

RADIO

Situations Wanted—(Cont'd)

First phone, am-fm-tv experience, age 30, car, available immediately. Write, wire: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Chief engineer—announcer available November 15th. 13 years experience construction, maintenance. Family, sober, reliable, permanent. Western DJ specialty. Pat Jeter, KDLK, Del Rio, Texas.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Newscaster-editor, knows that legwork-on the spot reporting brings best results. Experienced newspaperman, press photographer, U. S. and Europe. Knows foreign languages, WW II veteran, B.S., graduate studies. Widely travelled, references. Box 210F, B•T.

Newsman with non-commercial experience desires start, network station preferred. B.S. radio journalism 1952, former Army news analyst. Box 234F, B•T.

Program director-salesman for CBS or NBC station (radio or tv) in keenly competitive market. 14 years experience programming, announcing, selling, including 3 years television. College graduate, 30. Am aggressive, meticulous, conscientious. Know how to select and supervise competent personnel on limited budget. Excellent references. Seeking larger market which will offer better opportunities for earning financial advancement. Box 254F, B•T.

Proven promotional experience national advertising and promotion executive who knows how to create the merchandising tie-ins and the exploitation salvos that build sales and audiences. Easy to work with. Knows how to get results for agency, advertiser, network or packager. Box 256F, B•T.

Continuity, mike work, traffic. Serious minded. Excellent references. Jean Gilligan, Belmond, Iowa.

TELEVISION

Help Wanted

Managerial

Administrative assistant for midwest tv station with major network. Prefer radio or tv background in budget control. Accounting experience desirable. State age, experience, salary expected. Box 58F, B•T.

Technical

First class engineer for 100 kw vhf station. Must have video experience. Permanent position with good organization. Box 135F, B•T.

Need good license man to run video controls at successful uhf near Chicago. Emphasis on control ability no tv experience necessary. Will train. Union station. Five days, forty hours, seventy dollars to start. Up to ninety dollars in eighteen months. Box 221F, B•T.

(Continued on next page)

FOR SALE

THREE HOP MICROWAVE RELAY SYSTEM

(Complete package or any part)

WSAZ-TV inter-city relay system, operating successfully for over four years—discontinuing to take AT&T service. Length of hops—38 miles, 43 miles and 48 miles. Separate audio and video equipment. Video—50 watt, 2000mc. Raytheon. Audio—895mc. RCA. (1) 100 foot tower, (1) 200 foot tower. Screens, dishes, stand-by generators, etc. Immediate delivery. Also have experienced operating personnel available. For details contact:

Leroy E. Kilpatrick
WSAZ-TV
Huntington, West Virginia
Phone 4-4126

TELEVISION

Situations Wanted

Managerial

Experienced account executive—age 29—over six years in advertising, sales and sales promotion seeking managerial position local sales. Top earner over year with one of the nations leading uhf stations in major market. Background includes radio-tv, retail merchandising, station advertising and promotion and advertising manager for wholesale appliances. Family man, willing to relocate for right opportunity. Now available for personal interview. Box 146F, B•T.

Announcer

Talented radio announcer-producer seeks television opportunity. Seven years experience. Box 170F, B•T.

Experienced; news, weather, special events and general staff duties. Also art, display, some directional experience. Two years tv, eight years radio. Family man; references. Box 213F, B•T.

Currently employed tv . . . eleven years radio-tv. Play-by-play, children's shows, pitch or relaxed commercials. Working major market now. Versatility proven. Interested tv primarily. Prefer east, rest not included. Expect good salary plus adequate fee scale. Box 241F, B•T.

Production-Programming, Others

Experienced tv program director, operations director. 6 years tv, 6 years radio. 30, married. Midwest only. Wire for personal interview. Box 157F, B•T.

Seeking executive position in programming, production, or continuity, in medium or large market station. Six years experience, including PD in radio and television stations. Have put two television stations and one radio station on air. College education. Best references, including current, previous employers. Available for personal interview or immediate employment. Box 161F, B•T.

Production background, also music, film. Desire further experience, salary secondary. Box 198F, B•T.

Young married man wishes tv career in producing-directing field. Creative, responsible, personable, college graduate with art knowledge. Design and advertising background. Will start anywhere at almost any salary to gain experience. Prefer east but will go west. Box 219F, B•T.

Program manager—imagination, alertness, dependability, ambitious, forcefulness and stability backed by eight years radio-television experience. Six years producer-director major network affiliate. Put same station on air. Best references. Box 222F, B•T.

Experienced cameraman—all studio operations with network affiliate. Now employed, is seeking position with opportunity for production. Experienced video, lighting, audio, floor manager, some directing. Box 229F, B•T.

Experienced production manager-film director available. Married, vet, currently employed above capacity. Best references. Real know-how that can cut operating costs for you. Box 237F, B•T.

Television executive, 31, wishes to return to production and programming. Will start as assistant program director with know-how all phases of production and engineering. Need more experience in above capacity. Presently employed but immediately available. Box 257F, B•T.

For Sale

Stations

Florida west coast 5000 watter for sale or will trade for midwest radio or tv property. Box 153F, B•T.

Eastern Virginia uhf station. Established major city uhf market. $95,000.00. Small down payment, very attractive terms. Wire or write Box 173F, B•T, for details.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

For Sale—(Cont'd)

Equipment Etc.

RCA studio consolette type 76-D, now in use, $525. Box 206F, B•T.

10 kw REL fm amplifier. New unused. Complete with spare tubes. Make offer. Box 216F, B•T.

Two PT 6 AH portable Magnecorders with 91X121 heads. Extra new head. Six 109AA Western Electric reproducer assemblies. Presto 92A recording amplifier. Auricon NR amplifier. Make offer. KCVN, Stockton, California.

140′ IDECO guyed tv tower, $2500. 240′—1⅝″ tv transmission line, fittings, hangers, etc. 5 kw dummy load $400. 3 kw RCA fm transmitter $1000. Write KHSL-TV, Chico, California.

Presto model Y 16″ disc recorder. Excellent condition, $350.00, FOB, KOSI, Aurora, Colorado.

Used Lehigh 300′ self-supporting tower, heavily galvanized, in excellent condition. Dismantled, ready for shipment. 20 tons. $5000.00. Beacon, obstruction lights and 70′ steel mast included at no extra cost if desired. WFMZ-TV, Allentown, Pa.

Ampex 300 dual track, two sets of electronics. Can use for binaural. Used less than 100 hours. $1400. J. R. Kauke, 1641 S. LaCienega, Los Angeles 35.

For Sale—1 kw fm transmitter, Westinghouse with tubes, spare parts and antenna. Communications Dept., American University, Washington 16, D. C.

Wanted to Buy

Stations

Experienced radio men want to buy small station in Virginia, North Carolina. Box 203F, B•T.

Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 211F, B•T.

Am interested in acquiring, with services, part or whole interest in radio station. 20 years experience in radio. Would consider one or more partners. Prefer northeast. Box 231F, B•T.

I want a radio station in the East, medium or large city. $50,000-$75,000 cash plus financing. Confidential. Box 245F, B•T.

Experienced broadcaster wants to purchase all or part of radio operation. Maine to Florida location. All replies confidential. Immediate action. Box 261F, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

RCA-770 or BK11A microphones—transcriptions turntables—Gray 106SP or 108B transcription arms—Gray 602 equalizer. Box 70F, B•T.

1000 watt transmitter—modulation monitor—insulated tower 240′-280′. Box 71F, B•T.

Ten kilowatt am transmitter in good operating condition. Box 165F, B•T.

RCA 10 kilowatt fm transmitter and up to 600 feet of 3⅛ line. Box 224F, B•T.

Andrew 2, 4 or 8 bay fm antenna, immediately. Box 239F, B•T.

Wanted 250 watt fm transmitter in top condition. Advise lowest price and full particulars. Box 263F, B•T.

Surplus RCA TP-6 A or Eastman model 250 projector and RCA MI-26521 field power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.

Wanted 5kw broadcast transmitter in good condition. Please send complete information to Loren Dorough, Chief, WVOP, Vidalia, Georgia.

Instruction

FCC operator license quickly. **Individualized** instruction correspondence or residence. **Free** brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Check your qualifications for obtaining a 1st phone by taking Westech School of Broadcasting FCC type practice tests. Complete set: One dollar. 6435 Crenshaw, Los Angeles, California.

RADIO

Help Wanted

COMPLETE STAFF

. . . for new daytime station approximately December 1st.

Sales Manager

Salesmen

Program Director (with air qualifications)

Girl Friday

Announcers (specializing in popular and hillbilly disc jockey shows, with or without first class ticket.)

All Personnel must be capable of air work

Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

C. LESLIE GOLLIDAY
Radio Station WEPM
Martinsburg, W. Va.

Salesman

IDEAL OPPORTUNITY

Salesman for top Southern network affiliated station. Salary plus commission. Ideal opportunity for right man. Send all details and photo first letter. All replies confidential.

Box 196F, B•T

RADIO

Situations Wanted

Announcers

DISCOMEDIAN

34, radio-TV, employed but use to larger markets, 12 years radio, 1 year TV, own show. Excellent results. Savvy, know-how, personality, friendliness, intelligent humor. Professional ability. 2 years network. New York City summer replacement. Miami Beach plush hotel. Good references past and present employers. Established show format and style. Original entertainer. Tape and brochure on request. Make me a good offer.

Box 259F, B•T

TELEVISION

Situations Wanted

Production-Programming, Others

SUCCESSFUL TELEVISION PRODUCER

Employed with a Television Production agency in Eastern market of 2 million, desires to join Television station or advertising agency in Florida working in production-promotion-sales. Also, will consider any qualified offers to represent film companies in the State of Florida. Family man in early thirties, college degree in advertising, graduate work in Television. Available February 15th. Reply to Box 223F, B•T.

FOR SALE

Stations

Experienced management-sales personnel with capital to invest in excellent AM property, please contact us at once. Complete proposal covering plan to purchase 50kw station will be made available to qualified parties. J. Rogers & Company, 926 Main Street, Peoria, Illinois.

FOR SALE

Equipment

AVAILABLE IMMEDIATELY

UHF-TV

TRANSMITTER

CHANNEL 38

If you're building a UHF station or satellite, this is for you! A perfect-condition, almost-new unit, ready for action!

Incl. RCA-TTU1B, 1KW, UHF transmitter, RCA-TTC1B control console, side band response analyzer visual demodulator, transmission lines, dehydrator, 90-degree elbows, adaptors, cover plates, gas stop, etc. For complete details, contact

GREAT PLAINS TV

4 West 58th Street, New York, 19, N. Y.
PLaza 9-2929

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

Equipment Etc.

WANTED...

TV Camera chain, preferably RCA. Also Audio Console and what have you.

Box 207F, B•T

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

(Continued from page 116)

WRCA-TV New York, N. Y., National Bcstg. Co.—Granted license covering changes in tv broadcast station (BLCT-215), and license to maintain the main transmitters specified in BRCT-1, granted 5/19/54, as auxiliary transmitters (BLCT-216).

WWOR-TV Worcester, Mass., Salisbury Bcstg. Corp.—Granted license for tv broadcast station (BLCT-226).

WSEL (FM) Chicago, Ill., Chicago Skyway Bcstg. Co.—Granted license for fm broadcast station (BLH-915).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WRJN Racine, Wis.; WGPC Albany, Ga.; WMBO Auburn, N. Y.; KOSI Aurora, Colo.; WRJN-FM Racine, Wis.

Granted CP

WVLN-FM Olney, Ill., Olney Bcstg. Co.—Granted CP to replace permit (BPH-1889) as mod. which authorized new fm broadcast station which expired 8-11-54 (BPH-1976).

KUGN-FM Eugene, Ore., KUGN Inc.—Granted CP to replace expired permit (BPH-1642) as mod. which replaced expired permit (BPH-1971).

WEPS (FM) Elgin, Ill., Board of Education, Union School District #46—Granted CP to change antenna system of noncommercial educational fm station (BPED-262).

Modification of CP

WPON Pontiac, Mich., Gerity Bcstg. Co.—Granted mod. of CP to change type of transmitter (BMP-6676); conditions.

KPMC Bakersfield, Calif., Pioneer Mercantile Co.—Granted mod. of CP to change type transmitter and antenna towers obstruction markings; conditions (BMP-6650).

WCOC-TV Meridian, Miss., Mississippi Bcstg. Co.—Granted mod. of CP for extension of completion date to 2-12-55.

KISJ (TV) Pocatello, Idaho, Eastern Idaho Bcstg. and Tv Co.—Granted mod. of CP for extension of completion date to 4-25-55.

Actions of October 28

Granted License

KIDO-TV Boise, Idaho, KIDO, Inc.—Granted license for tv broadcast station and to designate transmitter and studio location (not a move) (BLCT-230).

KFEQ-TV St. Joseph, Mo., KFEQ Inc.—Granted license for tv broadcast station (BLCT-240).

KTVT (TV) Salt Lake City, Utah, Intermountain Bcstg. and Tv Corp.—Granted license covering changes in facilities of tv broadcast station (BLCT-146).

WMCT Memphis, Tenn., Memphis Pub. Co.—Granted license covering changes in facilities of tv broadcast station (BLCT-198).

WCIA (TV) Champaign, Ill., Midwest Tv Inc.—Granted license for tv broadcast station (BLCT-224).

KSWO-TV Lawton, Okla., Oklahoma Quality Bcstg. Co.—Granted license for tv broadcast station (BLCT-210).

WCAU-TV Philadelphia, Pa., WCAU Inc.—Granted license covering changes in facilities of tv broadcast station (BLCT-221), and license covering installation of auxiliary transmitters at main transmitter site (BLCT-245).

WTAR-TV Norfolk, Va., WTAR Radio Corp.—Granted license for auxiliary antenna and transmitters (BLCT-234).

WGAL-TV Lancaster, Pa., WGAL Inc.—Granted license covering changes in facilities of tv broadcast station (BLCT-214); and license for maintenance of presently licensed main transmitters and antenna system as auxiliary transmitters and antenna, to be located at the present transmitter site (BLCT-236).

Granted CP

WRAK-FM Williamsport, Pa., WRAK Inc.—Granted CP to replace permit (BPH-1786) as mod. which authorized changes in licensed station which expired 7-12-54 (BPH-1974).

WFMF (FM) Chicago, Ill., Functional Music Inc.—Granted CP to change antenna system of fm station (BPH-1975).

Modification of CP

KALA (TV) San Antonio, Tex., Alamo Tv Co.—Granted Mod. of CP for extension of completion date to 4-25-55.

KCKT (TV) Great Bend, Kan., Central Kansas Tv Co.—Granted Mod. of CP for extension of completion date to 5-3-55.

Actions of October 27

WDOD Chattanooga, Tenn., WDOD Bcstg. Corp.—Granted request for cancellation of license (BR-471) and BS-471 which authorized an auxiliary transmitter of am station.

Granted License

KERG Eugene, Ore., Guard Pub. Co.—Granted license covering increase in daytime power and change type transmitter; 1280 kc, 1 kw, 5 kw-LS, DA-N, U (BL-5466).

WOR-TV New York, N. Y., General Teleradio Inc.—Granted license covering changes in tv broadcast station (BLCT-218).

WNAC-TV Boston, Mass., General Teleradio Inc.—Granted license covering changes in facilities of tv broadcast station (BLCT-168).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WBRZ Baton Rouge, La., to 5-25-55; KVAN-TV Vancouver, Wash., to 5-15-55.

Actions of October 26

Granted License

WNHC-AM-FM New Haven, Conn., The Elm City Bcstg. Corp.—Granted license covering changes in fm station (BLH-1005).

WRGS Rogersville, Tenn., Rogersville Bcstg. Co.—Granted license for am broadcast station (BL-5465).

WOKE Oak Ridge, Tenn., Air Mart Corp.—Granted license covering increase in hours of operation, using 500 w power night, installation of DA for nighttime operation, make changes in antenna system and change transmitter location (Coordinates only); conditions (BL-5435).

Modification of License

WEEK-AM-TV Peoria Ill., All-Oklahoma Bcstg. Co.—Granted Mod. of licenses to change name of licensee to West Central Bcstg. Co. (BML-1602; BMLRE-377, BMLRY-108, BMPCT-2531).

WHDH-FM Boston, Mass., Matheson Radio Co.—Granted Mod. of license to change name to WHDH Inc. (BMLH-78, BMLRY-107, BML-1604).

Modification of CP

WLDB Atlantic City, N. J., Atlantic City Bcstg. Co.—Granted Mod. of CP to change transmitter and studio location, change type transmitter and make changes in the antenna system (BMP-6584).

The following were granted Mod. of CP's for extension of completion dates as shown:

WNXT Portsmouth, Ohio, to 2-1-55, conditions; KREM Spokane, Wash., to 4-1-55, conditions; KREM-FM Spokane, Wash., to 3-1-55.

Actions of October 25

Modification of CP

WTRN Tyrone, Pa., Tyrone Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter location, and specify studio location; condition (BMP-6588).

WCTA Andalusia, Ala., Andalusia Bcstg. Co.—Granted Mod. of CP to change location of #2 and #3 towers (BMP-6660).

KREM-TV Spokane, Wash., Louis Wasmer—Granted Mod. of CP to change description of transmitter and studio location (not a move), install new transmitters, add power amplifiers, change type antenna and make other equipment change; ERP: Vis. 100 kw, Aur. 56.2 kw (BMPCT-2565).

The following were granted Mod. of CP's for extension of completion dates as shown:

KREM-TV Spokane, Wash., to 5-18-55; WRDW-TV Augusta, Ga., to 5-16-55; WBTM-TV Danville, Va., to 5-20-55; KPTV (TV) Portland, Ore., to 5-20-55; KCCC-TV Sacramento, Calif., to 5-3-55.

November 2 Applications

ACCEPTED FOR FILING

Modification of License

WTAC Flint, Mich., Trendle-Campbell Bcstg. Corp.—Mod. of license to change name of licensee to WTAC The Big Station Inc. (BML-1606).

Remote Control

KOGA Ogallala, Neb., Ogallala Bcstg. Co.—(BRC-563).

November 3 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

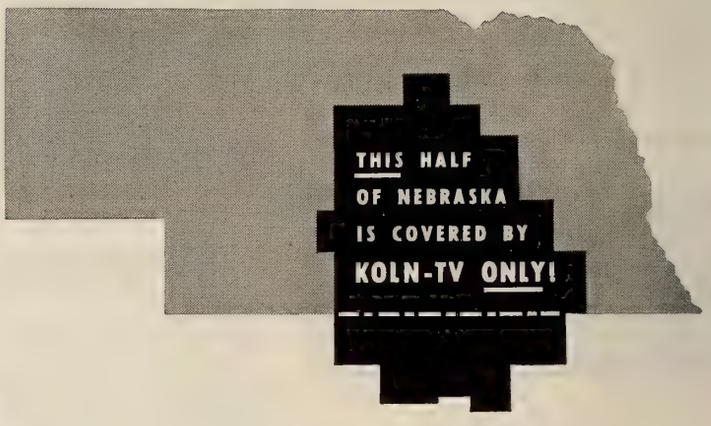
On petition of WMIE-TV Miami, Fla., the Commission on Oct. 29 extended to Nov. 8 the time for filing comments and reply to Show Cause Order in re Docket 11206, and extended to Nov. 15 the time for filing replies to these comments.

By Commissioner Robert T. Bartley

Memphis, Tenn., WREC Bcstg. Service; WMPS Inc.—Granted petition of WREC for extension of time to Nov. 8 in which a reply may be filed to the exceptions to initial decision in re ch. 3 (Dockets 10761-62). Action Oct. 29.



Is This "COVERAGE"?



YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND—42 counties with 200,000 families—*100,000 unduplicated by any other station!* Lincoln's population is 110,000—in the same bracket with Lancaster, Pa., Schenectady, N. Y., or South Bend, Ind.

The KOLN-TV tower is 75 miles from Omaha! This LINCOLN-LAND location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

KOLN-TV COVERS **LINCOLN-LAND**—NEBRASKA'S **OTHER** BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

By Hearing Examiner Hugh B. Hutchison

Milan, Tenn., West Tennessee Bcstg. Co.—Granted petition for continuance of hearing from Nov. 10 to Dec. 10 in re application for am station (Docket 11103) (Action of 10/29).

By Hearing Examiner Annie Neal Huntting

By Memorandum Opinion and Order granted petition of Drew J. T. O'Keefe, Levittown-Fairless Hills, Pa., for extension of time to and including Nov. 24 to specify a definite site for the location of the antenna system in application for am facilities (Dockets 10933 et al.) (Action of 11/2).

By Hearing Examiner Basil P. Cooper

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted motion for continuance of hearing from Nov. 4 until 20 days after the Commission has acted on petition of Chief, Broadcast Bureau, to enlarge the issues (Docket 11100; BP-9139). Action Oct. 29.

By Hearing Examiner James D. Cunningham

KGUL-TV Galveston, Tex., Gulf Tv Co.—The Examiner on his own motion, continued from Nov. 15 to Nov. 18 the hearing in re (Docket 11207; BPCT-1875). Action Nov. 1.

By Hearing Examiner Millard F. French

Raleigh, N. C., WPTF Radio Co.; Capitol Bcstg. Co.—On agreement by all parties, continued from Nov. 4 to Nov. 8 the hearing in re ch. 5 (Dockets 10861-62). Action Nov. 1.

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WREB Holyoke, Mass.; WRAP Norfolk, Va.; WFRM Coudersport, Pa.; WPXY Punxsutawney, Pa.; WAAA Winston-Salem, N. C.; WAGS Bishopville, S. C.; WAIR-AM-FM Winston-Salem, N. C.; WAKE Greenville, S. C.; WAKN Aiken, S. C.; WALD-AM-FM Walterboro, S. C.; WANS Anderson, S. C.; WAYS Charlotte, N. C.; WBAW Barnwell, S. C.; WBBB-AM-FM Burlington, N. C.; WBBO-AM-FM Forest City, N. C.; WBIG Greensboro, N. C.; WBRM Marion, N. C.; WBT Charlotte, N. C.; WBUY-AM-FM Lexington, N. C.; WCBT Roanoke Rapids, N. C.; WBSC Bennettsville, S. C.; WCFC Rocky Mount, N. C.; WCHL Chapel Hill, N. C.; WCKB Dunn, N. C.; WCOG Greensboro, N. C.; WCOS-AM-FM Columbia, S. C.; WCPS-AM-FM Tarboro, N. C.; WCRS-AM-FM Greenwood, S. C.; WCSC-AM-FM Charleston, S. C.; WDKD Kingstree, S. C.; WEAB Greer, S. C.; WEED Rocky Mount, N. S.; WELP Easley, S. C.; WELS Kinston, N. C.; WESC Greenville, S. C.; WFBC Greenville, S. C.; WFGN Gaffney, S. C.; WFLB Fayetteville, N. C.; WFRC Reidsville, N. C.; WFTC Kinston, N. C.; WGBG Greensboro, N. C.; WGBR Goldsboro, N. C.; WGCD Chester, S. C.; WGIV Charlotte, N. C.; WDNC-FM Durham, N. C.; WFNS Burlington, N. C.

McFarland Letter

Portland, Ore., Robert E. Bollinger; KLIQ Mercury Bcstg. Co.—Are being advised that their applications (Bollinger for a new station on 1290 kc, 1 kw, D), (BP-9320) and KLIQ to change studio and transmitter location and install new transmitter (operating on 1290 kc, 1 kw, D), (BP-9400), and for renewal of license (BR-2266), indicate necessity of a hearing.

November 3 Applications

ACCEPTED FOR FILING

Applications Returned

WHBO Sulphur Springs, Fla., Sulphur Springs Bcstrs. Inc.—License renewal (BR-1985).

WCAW Charleston, W. Va., Capitol Bcstg. Corp.—CP to change transmitter location.

TELESTATUS

November 8, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Alabama Educational Tv Comm. (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 39,200
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-Dec. '54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 99,814
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 105,570
►KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 32,240
Yuma†—
►KIVA (11) NBC, DuM; Grant; 23,809

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) Initial Decision 10/15/54
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 82,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 17,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,929,254
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,929,254
►KHJ-TV (9) DuM; H-R; 1,929,254
►KNXT (2) CBS; CBS Spot Sls.; 1,929,254
►KRCA (4) NBC; NBC Spot Sls.; 1,929,254
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,929,254
►KTTV (11) Blair; 1,929,254
Modesto†—
KTRB-TV (14) 2/17/54-Unknown

New Starters

The following tv stations are the newest to start regular programming:

KUON (TV) Lincoln, Neb. (ch. 12), educational, Nov. 1.

KREM-TV Spokane, Wash. (ch. 2), Oct. 31.

Go ahead! I have my

TELECASTING Yearbook



. . . you'll be the winnah in any quiz on television with your TELECASTING Yearbook-Marketbook in front of you.

To cash in on the jackpot of information covering commercial television, reserve your copy of the 1954 - 55 TELECASTING Yearbook-Marketbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook - Marketbook; the TELECASTING Yearbook-Marketbook,* and 52 weekly issues.

* Publication dates:

BROADCASTING Yearbook January.
TELECASTING Yearbook August.

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Here's my order for both Yearbooks and for a subscription to BROADCASTING • TELECASTING.

☐ $11.00 enclosed ☐ Bill me

Name

Firm

Street

City Zone

State

KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...



Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of November 1

100 micro-volt contour . . . 107,532

Represented by Weed Television

LEE STATIONS

National Sales Offices

WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM

KHQA-TV, WTAD-AM-FM — Quincy, Ill.

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,016,110
► KPIX (5) CBS; Katz; 1,016,110
► KRON-TV (4) NBC; Free & Peters; 1,016,110
► KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 643,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 278,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 19,500
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 79,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/54
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC; Weed; 39,324
► WJNO-TV (5) ABC, CBS, NBC, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 78,111
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,127
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

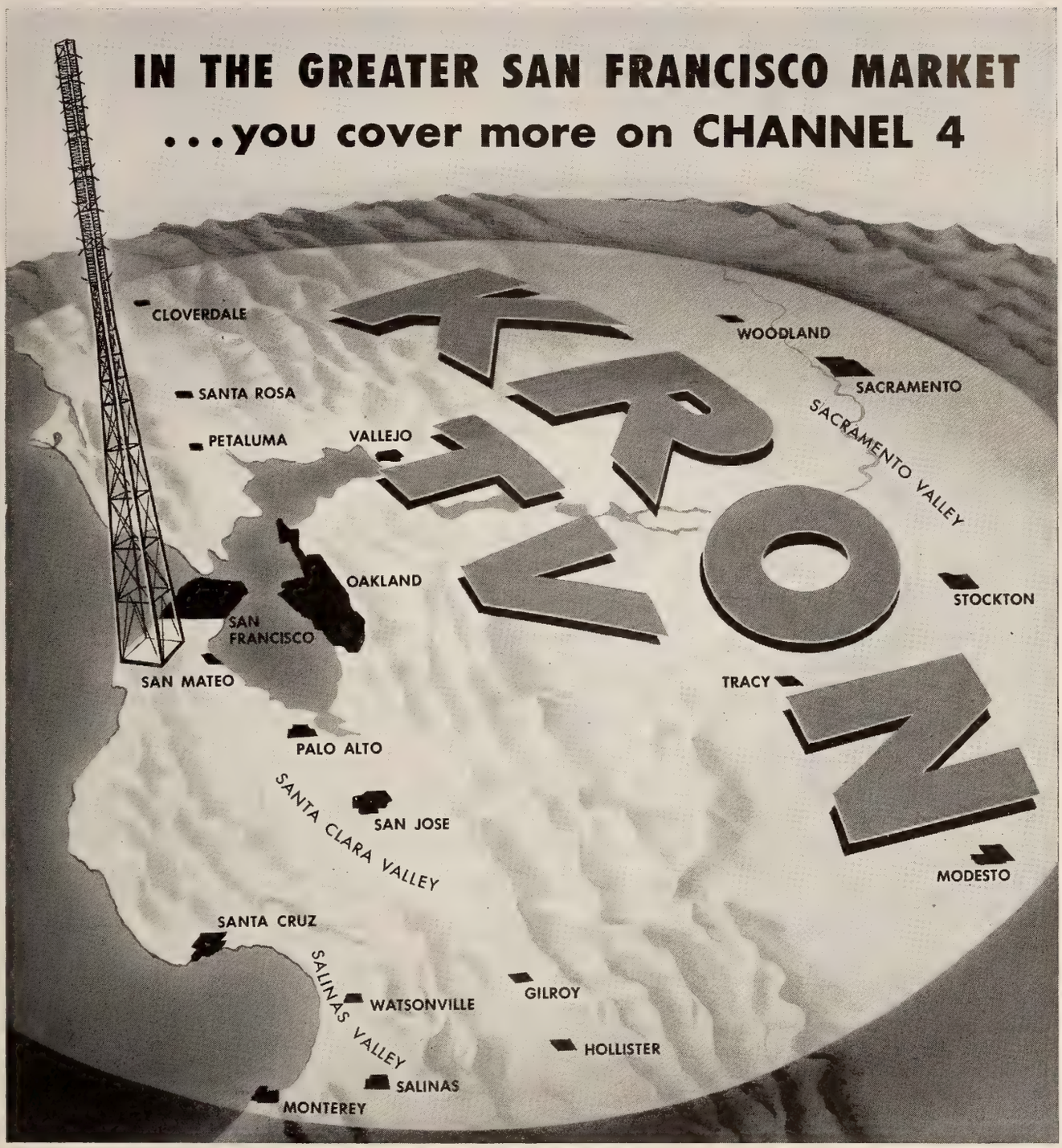
Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 202,600
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

IN THE GREATER SAN FRANCISCO MARKET
...you cover more on CHANNEL 4



KRON-TV COVERS THIS BIG MARKET...

- With a population of 3,600,000
- Spending 4½ billion dollars annually on retail purchases
- The eighth largest in set ownership

BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs

...SO COVER MORE ON CHANNEL 4

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

KRON TV 4
SAN FRANCISCO

Rockford—
►WREX-TV (13) ABC, CBS; H-R; 219,257
►WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
►WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
►WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
►WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
►WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
►WFIE (62) ABC, NBC, DuM; Venard; 73,207
►WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
►WKJG-TV (33) ABC, NBC, DuM; Raymer; 101,500
►WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
►WFBM-TV (6) CBS; Katz; 662,000
►WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
►WTTV (4) See Bloomington
LaFayette†—
►WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200
Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 76,800
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
►WSBT-TV (34) CBS, DuM; Raymer; 200,368
Terre Haute—
►WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
►WINT (15) CBS; H-R; 94,500

IOWA

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
►KCRG-TV (9) ABC, DuM; Venard; 116,333
►WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
►WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
►KGTV (17) ABC; Hollingbery; 76,500
►WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
►KQTV (21) ABC; Pearson; 42,100
Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
►KTIV (4) NBC; Hollingbery
►KVTV (9) ABC, CBS, DuM; Katz; 117,167
Waterloo—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/15/54
Hutchinson—
►KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311
Wichita—
►KAKE-TV (10) ABC; Hollingbery
►KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

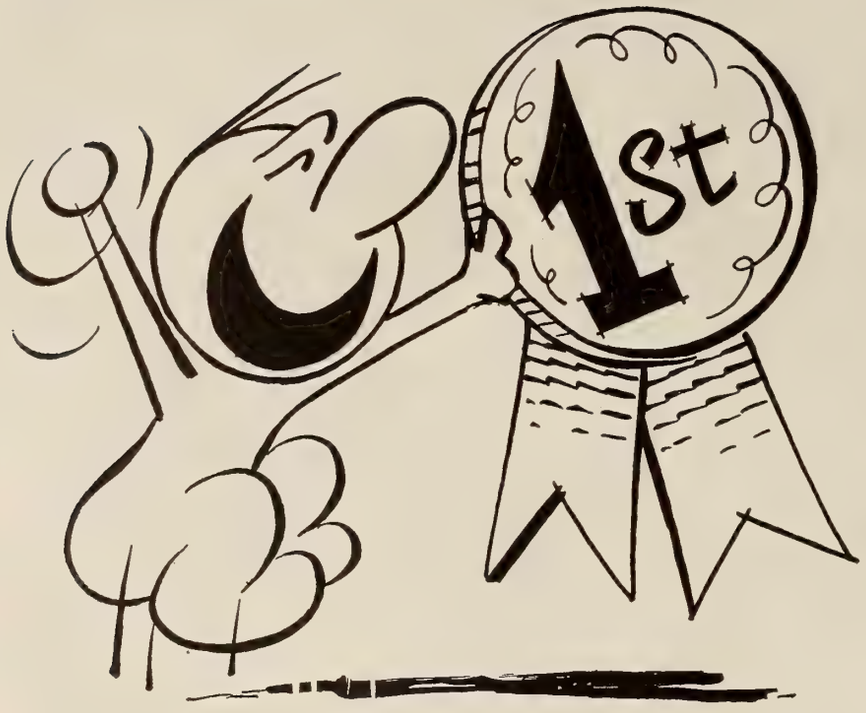
Alexandria†—
►KALB-TV (5) Weed
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
►KPLC-TV (7) Weed
►KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 171,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 61,500
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) CBS, NBC; Hollingbery; 81,275
►WTWO (2) Venard
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
►WCSH-TV (6) NBC; Weed; 130,988
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 568,020
►WBAL-TV (11) NBC; Petry; 568,020
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 568,020
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760



"The FIRST WITH THE MOST!"

That's why WINDY, the guiding spirit of TV in Central Kansas, declares **KTVH** — *"The Best in Its Class."*

According to WINDY and everyone in the know, "**KTVH** was the first television station in Kansas — the first network affiliate in the state — the first TV station in Kansas with network color telecasts — first with a full day of programming — first with remote telecasts."

And there are plenty more reasons why **KTVH** is the "first and last word" in television for Central Kansas.

WINDY says, *"Better investigate, today!"*

KTVH
WICHITA - HUTCHINSON

VHF
240,000
WATTS

CHANNEL
12

CBS BASIC — DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas serves more than 14 important communities besides Wichita. Studios and sales offices are located in Wichita (Hotel Lassen) and Hutchinson. Howard O. Peterson, *General Manager.*

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (74) DuM; Walker; 135,541

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,223,801
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,223,801

Brockton†—
WHEF-TV (62) 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 148,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 62,212

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 455,596
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Dec. '55

Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 511,000
► WTCN-TV (11) ABC; Blair; 490,000

Rochester—
► KROC-TV (10) NBC; Meeker; 85,000

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 490,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 95,000

Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 128,716
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
► KSWM-TV (12) CBS; Venard; 66,177

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 426,783
► KMBC-TV (9) CBS; Free & Peters; 426,783
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 426,783

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780

St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Forjoe; 59,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000

Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54

Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 271,275

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,150,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 50,000
► KGGM-TV (13) CBS; Weed; 50,000

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,218

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 120,000
► WTRI (35) CBS; Headley-Reed; 114,000
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

EVEN NORWAY WATCHES

W·H·E·N



In Norway they've discovered that seeing is more fun than skiing. They don't turn aside for anything when Channel 8 is in view .



The slalom-happy Norwegians (Norway, N. Y., that is) are high-jumping for joy over WHEN-TV. (They wax mighty enthusiastic up in those parts!)

In Norway, as in more than 250 similar upstate communities, Channel 8 has more pull per pound (and pull per product) than a ski-tow up Mt. Marcy.

Want to see your sales figures take a turn (a Christie, naturally) for the better?

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES

W·H·E·N

CHANNEL 8

SYRACUSE, N.Y.

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Nov. '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 17,000
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 349,530
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 350,000
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,000
► WLOS-TV (13) ABC, DuM; Venard; 204,907
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 239,209
► WTOB-TV (26) ABC, DuM; H-R; 73,400

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 687,514
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,057,110
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 367,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
Woodward Bcstg. Co. (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 289,503
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,650
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Nov. '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 84,591
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 45,055
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000

Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 175,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 174,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 189,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 126,603
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 65,070
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.
Greenville—
► WFBC-TV (4) NBC; Weed; 301,892
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/30/54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 91,060
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 297,746
► WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
► KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 58,584
► KGNC-TV (4) NBC, DuM; Katz; 58,584
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 88,965
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 25,300
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 59,106
► KTSM-TV (9) NBC; Hollingbery; 55,270
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 404,000
KFJZ-TV (11) 9/17/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,380
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 370,000
KTRK-TV (13) ABC; Blair; 2/23/54-Dec. '54
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 63,843
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 63,843
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
► WOAI-TV (4) NBC; Petry; 215,328
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 89,349
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (d)
► KLTV (7) ABC, NBC; Pearson
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 43,126
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 85,000

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 89,837
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (d)
► WVEC-TV (15) See Hampton
Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 470,108
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 276,345

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 116,299
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 82,743
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 91,515
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
Daily Telegraph Printing Co. (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 441,140
WHTN-TV (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Nov. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 37,500
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 65,000
► WMTV (33) ABC, NBC, DuM; Bolling; 60,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 351,150
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) CBS; Meeker

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
► CFRN-TV (3)
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont.—
► CKLW-TV (9) CBC, DuM; Young
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 415; total cities with stations on air: 276. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,614,580.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.
(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

NOVEMBER

Nov. 7-13: National Radio & Tv Week.

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-9: New Jersey Broadcasters Assn., Essex House, Newark.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 9: Maine Assn. of Radio-Tv Broadcasters, Eastland Hotel, Portland.

Nov. 9-10: NARTB Dist. 13 meeting, Rice Hotel, Houston.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 12: Joint meeting, Md.-D. C. Radio-Tv Broadcasters Assn. and Chesapeake AP Radio-Tv Assn., Emerson Hotel, Baltimore.

Nov. 12-13: Louisiana Assn. of Broadcasters, Jung Hotel, New Orleans.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 16: BAB board and stockholders meetings, New York.

Nov. 17: NARTB Sports Committee, Ambassador Hotel, New York.

Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 19: NARTB Freedom of Information Committee, Ambassador Hotel, New York.

Nov. 18-20: Radio Television News Directors Assn., Hotel Sherman, Chicago.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

FEBRUARY

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 13-19: National Advertising Week.

What The Election Means

THE DEMOCRATS' indisputable control of the House and probable control of the Senate in the 84th Congress are bound to change the climate of radio-television legislation and regulation.

The extent and precise nature of the changes that will take place cannot be accurately foretold so far in advance of the convening of the new Congress. It is possible, however, to make intelligent guesses about what may happen in some legislative and regulatory areas.

The Bricker Probe: No Congressional investigation of recent years could more profoundly affect the basic structure of broadcasting than this one—providing it were allowed to continue on its present course and to a point of producing drastic legislation for the regulation of networks. The new political arrangements on the Hill will probably alter its course.

It is known that the Democratic minority of the Senate Interstate and Foreign Commerce Committee was not sympathetic with the desire of Chairman John W. Bricker to conduct a major investigation of television. If, as is indicated, the minority becomes the majority next January, it will have to decide what to do with an investigation which, by that time, will have been underway for several months.

It is unlikely that the investigation would be abandoned. The investigation has been identified, however speciously, as a trust-busting effort to protect the underdog. To kill it would expose the Democrats to the unwanted political accusation of favoring big business.

The Democrats probably are obliged to let the investigation go on, but the chances are good that it will be toned down.

FCC Membership: It is conceivable that a real struggle could develop here between a Democratic Senate and the Republican administration. The Democratic majority might argue that since the FCC is a creature of Congress, the FCC membership should contain a Democratic majority or at least a heavier proportion of Democrats than it has now.

There are now two Democratic Commissioners, Robert T. Bartley and Frieda B. Hennock; one independent, Robert M. Webster, and four Republicans, Rosel H. Hyde, John C. Doerfer, Robert E. Lee and Chairman George C. McConnaughey.

Of these, Mr. McConnaughey is particularly vulnerable to political caprice. His appointment has not been confirmed by the Senate. Presumably it will be sent to the Senate at the session beginning today. If he is not confirmed at this session, he will have to be reappointed and the reappointment submitted to the 84th Congress.

If political manipulations prevented Mr. McConnaughey's confirmation at this session or by the 84th Congress, he would be an innocent victim. So far he has demonstrated commendable traits as chairman. He believes in minimum government control and seems to be acting in accord with that policy.

The fate of the McConnaughey nomination will be a clear indication of things to come in the next two years. For broadcasters, they could be important years indeed.

Between Campaigns

IN THE aftermath of the elections broadcasters will wish to forget politics and get back to business. The temptation will be strong to put politics aside until that subject is forced upon radio and television again in 1956.

However strong, the temptation should be resisted. If broadcasters do nothing between now and then to relieve themselves of some of the more bothersome problems of political broadcasting, they may be assured that the headaches of 1954 will be repeated in 1956. There will be unavoidable suits for libel and practically irresistible demands for free time.

Everyone (except the politicians) agrees that there should be intelligent revision of the federal law and regulations governing political broadcasting. In particular those sections prohibiting broadcasters from censoring candidates' speeches, without protecting broadcasters from libel actions that may ensue, are in urgent need of revision or deletion.

The five Nashville stations which are co-defendants in $3 million worth of libel suits arising from a political talkathon [B•T, July 19, *et seq*] would, we are sure, attest to the desirability of overhauling the anti-censorship provisions of the law.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's not putting the old sell in those Army recruiting commercials since he got his induction notice last week!"

To our knowledge, these are the only stations which got into court during the 1954 campaign season, but the miracle is there were not more. It will be equally miraculous if others do not find themselves defending libel actions in 1956—unless corrective legislation is not obtained before then.

While other provisions of the political broadcasting law and regulations may not be as objectionable, the entire structure should be re-examined. There is enough confusion about it to precipitate the kind of ridiculous clamor that went on in the week before the Nov. 2 election, with Democrats and Republicans demanding free time—and getting it—and with Vice President Nixon issuing a 1500-word telegram to 70 key newspapers denouncing NBC for refusing what it in fact had granted, a half-hour of prime radio and tv time.

In the heat of a campaign, reason prevails with the greatest difficulty. In their present state, the political broadcasting rules only add to the odds against rational comment and behavior.

One of the most important projects that broadcasters could undertake would be to obtain revision of these archaic rules.

L. B. Wilson Saga

RADIO mourns the loss of one of its most colorful and respected personalities with the passing of L. B. Wilson. He made WCKY Cincinnati a nationally known station through his ingenuity and showmanship.

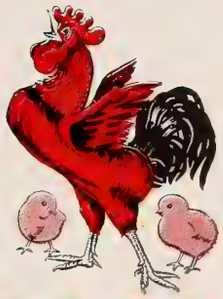
L. B., at 63, was the victim of a heart seizure—an ailment which lamentably has become an occupational killer in broadcasting and the related advertising fields.

There were legions in and out of radio who paid him homage. L. B. found friends in all walks. All his philanthropies will never be known. Material things were never uppermost with him. He achieved success in any pursuit in which he ventured—stage, motion pictures, banking and industry.

In 1929, L. B. invested in radio as a side-line. WCKY was in Covington, Ky., his birthplace. It didn't do too well. He took over active management two years later and WCKY became "One Minute from Cincinnati." Later he discovered what high power and high frequency could do with a night-time sky-wave. He went independent and his slogan became "On the Air Everywhere . . . 24 Hours a Day . . . Seven Days a Week." Every announcer became a "sales expert"; every advertiser, mail order or otherwise, had to get results.

Aside from showmanship and salesmanship, L. B. was a dedicated man. To his widow and his family of co-workers (they were never employes) go the sympathies of an art which fared better because he was part of it.

Sunday is Family Day on WJAR-TV



"SUNDAY SUPPLEMENT"

A NEW CONCEPT IN PROGRAMMING
For the first time anywhere, a 2 hour program integrating morning devotion and family entertainment.

SUNDAY MAGAZINE SUPPLEMENTS
Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

PIPSQUEAK PARADE
Talented youngsters perform. Cartoons and Westerns, too!

NEWS AND WEATHER
The latest news plus weather reports for Sunday drivers and sports enthusiasts.

RELIGION
Sunday morning devotions, inspirational messages, Bible Stories for the entire family.

GUESTS
People who make the Sunday Supplement news.

TIME PERIOD
10 a.m. to 12:00 noon every Sunday.

COST
One minute slide, live or film participation $65.00.

★ **Starring Betty Adams**
known to thousands of WJAR-TV viewers for over 2 years!



National Sales Representatives—WEED Television • NBC Basic • ABC—Dumont-Supplementary

WEED

and Company

RADIO STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA • HOLLYWOOD

NOVEMBER 15, 1954 35c PER COPY

BROADCASTING TELECASTING

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NA Gets Answers To Tv Problems
Page 32

McConnaughey nfirmation Blocked
Page 78

Broadcasters Urge Own Relays
Page 86

EATURE SECTION
Begins on Page 39

24TH year

THE NEWSWEEKLY OF RADIO AND TV

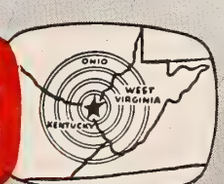
happy birthdays to us!

The Fall is always a fine season down here in our industrial heart of America. It has special importance for us because it brings new anniversaries for both WSAZ-TV (now starting its 6th year) and WSAZ (31, going on 32).

As a super-birthday gift to WSAZ-TV, we're putting into service a brand-new TV tower 1,100 feet high . . . 1,253 feet above average terrain. (That's about double the Washington Monument.) Although it weighs 200 tons, it will have a far greater weight among some half-million viewers across our five-state area who can now see WSAZ-TV programs better, more clearly than ever before.

It's quite a gift for advertisers, too. Here's bonus coverage and greater impact at no present boost in rates. When you figure that against the 2½ billion dollars (plus) our friends have for buying purposes every year, it's cause to get all the facts from the Katz Agency right away!

WSAZ



TELEVISION
Huntington-Charleston, West Virginia
Channel 3 — 100,000 watts ERP
NBC BASIC NETWORK
-affiliated ABC and Du Mont
Also affiliated with Radio Stations
WSAZ, Huntington; WGKV, Charleston
Lawrence H. Rogers, Vice President
& General Manager, WSAZ, Inc.
Represented nationally by
The Katz Agency

WKRC Radio

King in the Queen City*





Morning, noon and night, WKRC-Radio reigns King in the Queen City in Quarter Hour listening Monday through Friday.*

No wonder advertisers and their agencies choose WKRC-Radio when they want sales results in the Cincinnati area.

Contact your Katz Agency representative for more detailed information.

*July, August — Pulse

We use WKRC Radio regularly and sales results show that in the Cincinnati area WKRC - Radio is a primary selling tool.

JAMES M. TWOMEY
Cincinnati General Manager
City Products Corporation

RADIO CINCINNATI, INC.
owners and operators of:

WKRC-Radio, Cincinnati, Ohio
WKRC-TV, Cincinnati, Ohio
WTVN-Television, Columbus, Ohio
WTVN-Radio, Columbus, Ohio

Kenneth W. Church, *National Sales Manager, Radio Cincinnati, Inc.*

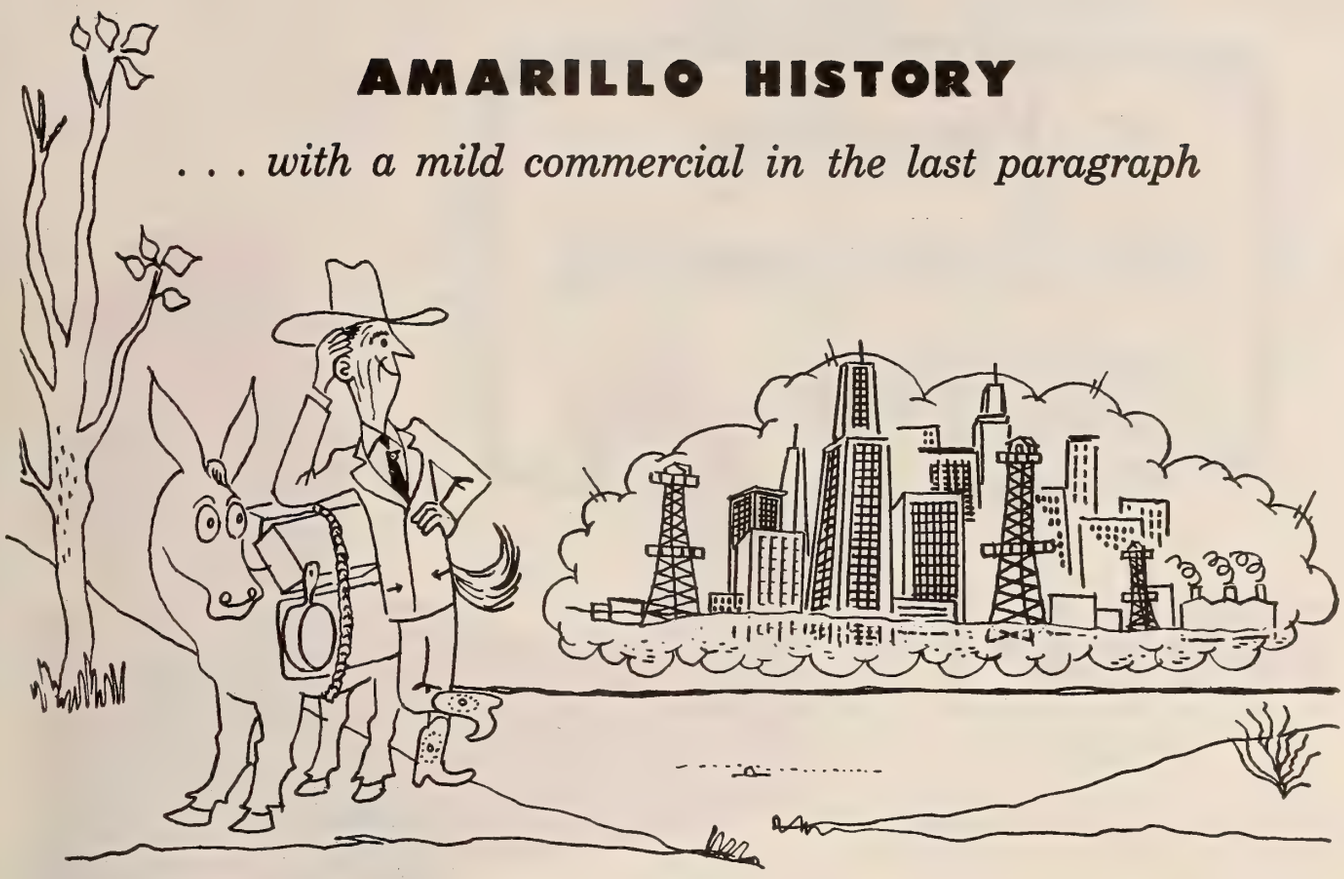
CBS **WKRC RADIO** *CINCINNATI, OHIO

CBS RADIO AFFILIATE

Represented by The Katz Agency

AMARILLO HISTORY

. . . with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Amarillo, first in the nation in per family retail sales, is close to the stuff an advertiser looks for when he wants business. KGNC, half as old as Amarillo, reaches 78 counties with 1 million persons in Texas, New Mexico, Kansas, Oklahoma and Colorado. KGNC-TV, a high-powered newcomer, covers an area of 400,000 persons, gives its advertisers a clean shot of Panhandle hospitality and loyalty.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Presenting the Super-powered CHAMPION



WGAL-TV

NBC CBS DuMONT
LANCASTER, PA.

316,000 Watts

WGAL-TV makes every blow tell, every advertising dollar you spend *count*. Use WGAL-TV to reach a vast, enthusiastic audience —three and a quarter million people who have an annual effective buying income of more than $5 billion, who spend almost $3 billion for retail goods annually. *Win everytime with WGAL-TV.*

The Channel 8 Mighty Market Place

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Sunbury	Pottsville
Chambersburg	Lewistown	Lewisburg
Waynesboro	Lock Haven	Shamokin
Hazleton	Westminster	Bloomsburg
Frederick	Hagerstown	Martinsburg

STEINMAN STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, INC. NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

closed circuit®

MARKET in reports of tv station sales remained bullish last week, but confirmations were bearish. Most talked-about report—of negotiations toward absorption of DuMont Tv Network by ABC—still drew "no comment." Accounts of hands-shaking by DuMont and Westinghouse Broadcasting Co. over latter's reported purchase of former's WDTV (TV) Pittsburgh circulated widely but were denied by Westinghouse.

★ ★ ★

ONE thing, however, appeared certain: Westinghouse is aiming for full complement of five vhf and two uhf stations, with best attainable network affiliations. To that end, discussions have been held not only with NBC, as reported earlier [B•T, Nov. 8], but also with CBS-TV, ABC and DuMont. Station swaps, shifting of affiliations, station purchases or new-station applications may ultimately be involved, but negotiators expect no definite deal now.

★ ★ ★

BELT-TIGHTENING at Mutual, calculated to get network into shape for what its top officials foresee as "a New Look" in network radio, continues gradually. Unofficial word last week was that staff of around 350 would eventually dwindle to around 150. Mutual officials skeptical of this report, however, and point out that some branches of Mutual's parent General Teleradio, notably Film Div., are expanding personnel.

★ ★ ★

IN WHAT would be first re-run on network of major tv series, CBS-TV reportedly considering presentation of second runs of *I Love Lucy* in late afternoon period, perhaps Sundays, at package price of $37,500 plus, of course, time.

WHEN C. TERRENCE CLYNE moves from Biow Co. to McCann-Erickson effective Jan. 1, he'll take along with him dozen or more Biow staffers identified with handling Bulova Watch account which amounts to in excess of $7 million for media, advertising and exploitation.

★ ★ ★

PHILIP MORRIS cigarettes, which last week relinquished half-hour alternate-week sponsorship of its *I Love Lucy* to Procter & Gamble (see story page 36), is also understood to be contemplating releasing half of its *Public Defender,* Thursdays, 10-10:30 p.m. on CBS-TV.

★ ★ ★

NEWSPAPERS are concerned over full effect of color tv upon their revenues, as evidenced by recent memo of John Cowles, publisher of *Minneapolis Star* and *Tribune,* regarding purchase of 47% minority in WCCO-AM-TV Minneapolis [B•T, Nov. 8]—but they are not alone. Increasing interest in tv station acquisitions is rising among theatre exhibition chains, and it wouldn't be surprising to see them figure in upcoming sales (including possibly one or more DuMont outlets).

★ ★ ★

QUALITY Radio Group, seeking chief executive for more than two months, may make choice soon. Five-member selection committee meets this week in New York to pick candidate for consideration by board, which meets soon in Chicago.

★ ★ ★

AMONG spectators in packed Senate galleries last Wednesday watching special session to consider motion to censure Sen. Joseph R. McCarthy (R-Wis.) was FCC Comr. Robert E. Lee, who never has made secret of fact he is close personal friend of Wisconsin senator.

THOSE four applicants in Miami ch. 7 tv fight may have to wait a while for initial ruling of Examiner James D. Cunningham. When last brief was filed Sept. 14 he hoped to write decision in 30 days, but since then other cases have demanded his time. He may not get to writing Miami ruling before mid-December. Ch. 7 bidders are Biscayne Tv Corp. (Niles Trammell, WIOD, WQAM), South Florida Tv Corp. (includes James Lawrence Fly), Sunbeam Tv Corp. and East Coast Tv Co.

★ ★ ★

FCC IS GOING to move warily on allocation of tv space in 680-980 mc band to AT&T for testing of "over-the-horizon" radio relay to Cuba. Commission regards requested assignments in Southern Florida as interim measure and wants to know when equipment for above 1,000 mc will be ready for relays proposed. But FCC is satisfied it's feasible to use 680-980 mc there "without risk of causing interference to the tv broadcast service," hence issued proposal (story page 102).

★ ★ ★

ESTATE of L. B. Wilson, owner of WCKY Cincinnati who died last month, expected to be in excess of $2 million. While his widow and three top executives (C. H. Topmiller, general manager; Thomas A. Welstead, eastern sales manager, and Jeanette Heinze, traffic and personnel director) will control station as principal heirs, all employes were bequeathed minimum of $500. Personal friends included among secondary legatees were William M. Ittmann, president of Procter & Gamble subsidiary in Cuba, who moves to London Jan. 1 as head of British subsidiary; C. Terrence Clyne (see above) and Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING.

the week in brief

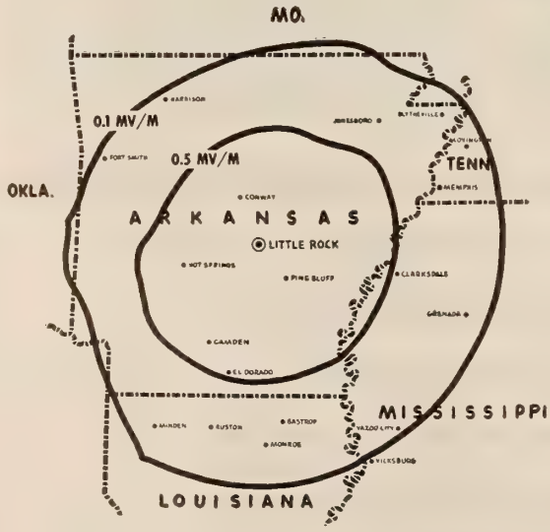
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DON'T USE KTHS *IF YOU SELL A "Limited Market"*

(Little Rock ONLY, for instance)



DO USE KTHS *IF YOU SELL most or all of Arkansas!*



Daytime, the Station KTHS primary (0.5MV/M) area has a population of 1,002,758. More than 18%, or over 100,000, do not receive primary daytime service from any other radio station.

KTHS interference-free daytime coverage extends to the 0.1MV/M contour, except in the southwest quadrant — has a population of 3,372,433.

IF you want to cover anything less than *all* of Arkansas, you wouldn't and shouldn't use KTHS.

OK. So there are two ways to cover Arkansas with radio. One is to use some 15 or 20 stations scattered all over the State. The other is to use KTHS. 50,000 watts, plus CBS, plus location at the center of the state . . . well, look at our coverage map at the left!

But high power, good location, top network *isn't all the story.* KTHS does a magnificent job of Arkansas programming—Arkansas farm service—Arkansas public service. That's why people *DO* listen, wherever they *CAN* listen!

If you need all of Arkansas, the easy, effective, economical way to cover it is with KTHS. Ask The Branham Company for the whole story.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

at deadline

Tom Maloney to Direct Grant Office in New York

TOM MALONEY, president of Cecil & Presbrey, New York, will take over as executive vice president in charge of Grant Adv.'s New York office and will serve as member of agency's executive committee, effective Jan. 1, as part of Grant's expanded operations in New York, President Will C. Grant announced Friday. He said three vice presidents—Larry Stapleton, Fred E. Spence and Jack Bailhe—have been assigned additional responsibilities in the expanded operation.

Mr. Maloney will bring five people from Cecil & Presbrey, which goes out of business Dec. 31, with him to Grant. They are: Frank P. McCord, vice president and director of research at C & P, who will assume same title and duties at Grant's New York office; Arax Ojabashian, librarian at C & P, who will accompany Mr. McCord to Grant; James J. Flood, vice president and director of merchandising at C & P, who also assumes same title and responsibilities at Grant; William C. Patterson, director of radio and television at C & P, who assumes same duties at Grant, and Paul Kolton, who has been with Mr. Maloney for past 10 years and who joins Grant as account executive.

Mr. Stapleton, vice president of Grant, becomes general manager of New York office and will continue to head account group on Florists Telegraph Delivery Assn. Mr. Spence, vice president and head of Grant's international division, will move to New York permanently with international staffs to be maintained in both Chicago and New York. Mr. Bailhe, vice president, assumes public relations services throughout Grant's network of 24 foreign offices. Hugo Vogel, vice president and head of New York office, returns to Chicago.

Donald E. Tomkins, who joined Grant in 1953 in Chicago and currently supervising production of film and live commercials for Dodge-sponsored shows and National Airlines commercials as well as Chrysler Airtemp, named director of television and radio for Grant's New York office.

New ABC Radio-Tv Sales

NEW SALES announced by ABC Friday included: American Chicle Co., through Dancer-Fitzgerald-Sample, to sponsor Sugar Bowl (Jan. 1) football simulcast on ABC-AM-TV; Chrysler Corp., through McCann-Erickson, Thanksgiving parade of J. L. Hudson Dept. Store, Detroit, on ABC-TV, Nov. 25, 10:15-11 a.m. (EST); Studebaker-Packard, *Tv Readers Digest*, through Ruthrauff & Ryan, beginning Mon., Jan. 17, 8-8:30 p.m. (EST) on ABC-TV. Also renewal of *Revival Time* by The Assemblies of God (agency, Walter F. Bennett) for 52 weeks, effective Dec. 12, Sun., 10:30-11 p.m. (EST) on ABC Radio.

Revlon Panel Show

REVLON Products Co., New York, will sponsor *What Goes On?*, Goodson-Todman package panel show, on ABC-TV, Sundays, 9:30-10 p.m., effective Nov. 28. Lee Bowman will emcee. Agencies for Revlon are William H. Weintraub & Co. and Sullivan, Stauffer, Colwell & Bayles, both New York.

WHERE ANGELS FEAR

UNDISMAYED at ruling keeping its cartoonist, Leo Hershfield, out of Senate gallery with his pad and pencil (see story page 100), NBC last week sent cartoonist into chamber armed only with his eyes and memory to sketch his impressions after leaving gallery. Network's commentator Dave Brinkley showed sketches on Washington portion of NBC-TV *Camel News Caravan* last Friday (7:45-8 p.m. EST), despite warning that this, too, was violation of Senate rules, NBC said.

September Radio-Tv Sales Far Ahead of 1953 Level

RETAIL sales of home-type radio receivers in September set new record for year, 763,589 sets, according to Radio-Electronics-Tv Mfrs. Assn. Figure exceeded 447,025 sold in August and 650,898 sold in September 1953. Nine-month retail radio sales totaled 4,032,704 sets compared to 4,526,186 in same 1953 period. September is five-week statistical month.

Tv set sales at retail totaled 986,136 in September compared to 484,533 in August and 753,953 in September 1953. Nine-month tv retail sales were 4,645,063, well ahead of 4,300,360 sold in comparable 1953 period. RETMA retail data does not include auto radios, which move direct to producers. RETMA previously reported 296,327 auto radios were made in September, with nine-month total of 2,843,740.

Johnson Quits NARTB Board

ALBERT D. JOHNSON, NARTB District 16 (Ariz., Calif., Nev.) director who formerly managed KOY Phoenix and now is general manager of KGBS San Antonio, has resigned from board. He had been re-elected to second term this year.

THE FINER THINGS

WNEW New York is setting out today (Monday) to prove that its audience is sprinkled with coating of upper crust able to afford "finer things in life."

Station's *Make Believe Ballroom* program will carry commercials for $49,000 yacht by Chris Craft; full-length Labrador mink coat at $22,000 from Gunther Jaeckel's, and Van Cleef & Arpels necklaces. Richard D. Buckley, new owner-manager of WNEW, sums up his attitude this way: "At first sight, selling furs, yachts and jewels by a disc-jockey may seem ridiculous, but you don't have to sell a lot of necklaces, minks or cruisers to satisfy a sponsor. We are betting that among the millions who listen there is a group, infinitesimal in number but tremendous in affluence, that will make this sort of thing pay." Mr. Buckley has given Jerry Marshall, WNEW's "top disc jockey-salesman," task of proving that disc m.c. shows can sell "super-luxury" items.

• BUSINESS BRIEFLY

MORE SPOT RADIO • Chap Stick Co., Lynchburg, Va., through Lawrence C. Gumbinner Agency, New York, expanding its radio spot announcement campaign on 21 stations with frequency increased from three to five times per week and adding 19 stations to schedule, effective mid-November. Contracts run for 13 weeks.

ATLANTIC RENEWAL • Atlantic Refining Co., through N. W. Ayer & Son, New York, is setting up renewal plans for its present five-minute radio news show all over country, to start first of year. Most stations will be renewed.

CHEMICAL RADIO DRIVE • American Cyanamid (chemicals) planning to use radio and print campaign after first of year, through Conklin & Mann, New York agency.

MOTOROLA TO BURNETT • Motorola Inc., Chicago (radio-tv receivers), appoints Leo Burnett Co., same city, to handle all consumer advertising effective next January. Account ($3-3.5 million) formerly handled by Ruthrauff & Ryan.

COSMETIC FIRM APPOINTS • Harriet Hubbard Ayer (cosmetics and toiletries) to James P. Sawyer Inc., N. Y., effective immediately.

IBM TO BENTON & BOWLES • International Business Machines Corp., whose advertising formerly was handled by Cecil & Presbrey, names Benton & Bowles, N. Y., as its agency.

KINNEY NAMES AGENCY • G. R. Kinney Co. (shoe chain retailers), N. Y., names Anderson & Cairns as its advertising agency, effective Jan. 1.

ABC-TV Installs 'Super-Power'

INSTALLATION now underway at all five ABC-owned and operated tv stations of new, 50 kw vhf General Electric transmitters, Robert M. Kintner, ABC president, is announcing today (Mon.). Transmitters, said by Mr. Kintner to be GE's first five of "super-power" type, were designed cooperatively by network and GE. They can transmit color and have incorporated in their design "latest advances in tubes and circuitry," Mr. Kintner said. Installation at WABC-TV New York, WXYZ-TV Detroit, WBKB (TV) Chicago, KGO-TV San Francisco and KABC-TV Los Angeles will complete network's $2 million program begun last year under direction of Frank Marx, ABC's vice president in charge of engineering.

Lucky Lager in 39 Markets

LUCKY LAGER Brewing Corp., San Francisco, signs for MCA-TV's half-hour film show, *Lucky Lager Sports Time*, in 39 markets, starting in January. McCann-Erickson, San Francisco, is agency. Though Lucky Lager has used radio spots and programs and television spots, *Sports Time* is said to represent company's entry into "extensive television programming." Markets in transaction include Los Angeles, San Francisco, Seattle, San Diego, Salt Lake City, Anchorage and Honolulu.

the open door to increased sales . . .



Here's a refreshing two hour show, timed for and geared directly to a vast women's audience. Featuring 6 established WSPD-TV personalities, this daily hard-hitting sales tool has variety to interest every type of woman.

There's Dorothy Coon with household hints; Jane Schroeder with heart warming human interest stories; Ginny Wood with guests, hobbies and news of direct interest; Betty Zingsheim with the latest fashion showings. Rusti supplies the organ music throughout the show and Earl Wells acts as male host.

Add to this combination the billion dollar Toledo area market with its 297,000 set saturation, and you get real sales results!

For further information, call your nearest Katz Agency or ADams 3175 in Toledo.

WSPD RADIO TELEVISION TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Md.-D.C. Broadcasters Plan Freedom of Information Unit

WATCH-DOG committee to keep track of radio-tv rights to report news, cover public events and enjoy same privileges as press will be set up by Maryland-District of Columbia Broadcasters Assn. under resolution adopted Friday at Baltimore meeting (early story page 66). Second resolution opposed federal and state legislative attempts to restrict radio-tv advertising but called attention to need for good taste and caution in commercials. Group met jointly with Chesapeake AP Radio-Tv Assn.

Leslie H. Peard Jr., WBAL Baltimore, elected president of Md.-D. C. association, succeeding Joseph L. Brechner, WGAY Silver Spring. Other officers: Ben Strouse, WWDC Washington, vice president; William H. Paulsgrove, WJEJ Hagerstown, secretary-treasurer. Board members: Allen Long, WFMD Frederick; Robert B. Jones, WFBR Baltimore; R. C. Embry, WITH Baltimore; Malcolm Campbell, WNAV Annapolis; Charles Truitt, WBOC Salisbury, and Mr. Brechner.

Striking at "natural conservatism and inherent antipathy to change of legal fraternity," Thad H. Brown Jr., NARTB tv vice president, called for abandonment of American Bar Assn.'s Canon 35, banning court room broadcasts. He said general public favors "precept of freedom to broadcast, without condition or qualification." ABA's canon, he recalled, was result "of the flash bulbs in Flemington, N. J., in the winter of '36" as well as resistance of lawyers to progress.

Bricker Trip Touch and Go

WHETHER Sen. John W. Bricker (R-Ohio), who has been trying to push nomination of FCC Chairman George C. McConnaughey through Senate, will leave Washington before special Senate session ends, last Saturday was hanging on executive session of Joint Congressional Atomic Energy Committee at which Dixon-Yates contract was to come up for clearance. Atomic energy group, of which Sen. Bricker is member, planned to leave on tour of Australia late yesterday (Sunday) or today if contract were cleared Saturday.

Louisiana Group Discusses Radio Sales Advantages

RADIO's advantages as advertising medium reviewed by S. William Brown, Gardner Adv. Agency, St. Louis, in address Friday to opening session of Louisiana Assn. of Broadcasters, at Jung Hotel, New Orleans. Mr. Brown, handling important Ralston-Purina account, spoke on topic "Farm Programming Sells." John Arthur, head of his own New Orleans agency, talked on topic, "Why I Buy Radio."

Willard Cobb, KALB Alexandria, retiring president, presided at meeting. Friday agenda included "Mitch's Pitch" by Maurice B. Mitchell, president of Encyclopaedia Britannica Films Inc., and talk by Charles H. Tower, NARTB employe-employer relations manager. Saturday speakers included Jack Davis, AP, New York; Gene Nelson, WLCS Baton Rouge; Frank Ford, KENT Shreveport, and E. V. Brinckerhoff, head of his own agency in New Orleans.

COLOR APATHY

ZENITH RADIO Corp. reports "very favorable response" to stepped up network tv advertising program but discerns no "greater enthusiasm" by public for large-screen color tv receivers than for original 15-inch models. In quarterly financial report (see early story page 115), E. F. McDonald Jr., Zenith president, said firm "has no finalized plans for offering color television receivers for sale to the public in the near future" but is continuing research. Acceleration of advertising campaign referred to Zenith's part sponsorship of NCAA football games on ABC-TV and *Omnibus* on CBS-TV.

Dallas Business Census Shows Trade Up 42%

SPECIAL survey of business in Dallas metropolitan area published Friday by Dept. of Commerce, based on special census for 1953 conducted with funds supplied by local interests and government. Survey is typical of information to be gathered in forthcoming census of business.

Retail sales in Dallas totaled $998,626,000 in 1953 compared to $704,804,000 in 1948, gain of 42%, survey shows. Number of retail establishments increased in period from 5,986 to 7,190, or 20%.

New RCA Color Device

NEW calibration pulse generator, to facilitate precise measurement of studio color signal, also monochrome voltage by tv stations, announced by RCA's Engineering Products Div. Generator suited for calibrating processing amplifier, other elements of RCA 3-Vidicon color film camera chain to obtain accurate matching of red-green-blue color channels, according to RCA, and can be used with its live color camera. Three-Vidicon film camera slated for delivery to more than 40 stations within several months, RCA said.

RETMA Radiation Report

REPORT detailing progress of restricted radiation devices submitted to FCC Friday by Radio-Electronics-Tv Mfrs. Assn. Included is letter from Dr. W. R. G. Baker, General Electric Co. vice president and director of RETMA Engineering Dept., listing work of eight task forces working on subject. Task force chairmen to hold meeting Nov. 23 to review progress.

UPCOMING

Nov. 16: BAB board and stockholders meeting, New York.
Nov. 17-19: RETMA fall conference, Palmer House, Chicago.
Nov. 18-20: Radio-Tv News Directors Assn., Hotel Sherman, Chicago.

For other Upcomings see page 135

PEOPLE

THOMAS F. O'NEIL, president of General Teleradio and MBS, named by Brand Names Foundation Inc. to head committee to plan Brand Names Day—1955, which will be celebrated April 13 at dinner at Waldorf-Astoria Hotel, New York.

GEORGE CLARK, formerly head of his own station representation firm, named midwestern sales manager for WINS New York headquartering in Chicago. Mr. Clark also will represent KYA San Francisco and KTVW (TV) Tacoma, Wash.

EWART M. BLAIN, formerly sales director of WEEU-TV Reading, Pa., joins sales staff of KYW Philadelphia.

KIRK LOGIE, formerly music director at WBKB (TV) Chicago and supervisor of radio-tv production at Loyola U., that city, appointed radio-tv supervisor at Illinois Institute of Technology.

EARLE LUDGIN, president of Earle Ludgin & Co., Chicago agency, elected to U. of Chicago board of trustees.

Ryder Named IRE Head; Fellowships Awarded

JOHN D. RYDER, dean, school of engineering, Michigan State College, elected president, Institute of Radio Engineers, for 1955 succeeding William R. Hewlett of Hewlett-Packard Co. Franz Tank, of Zurich, Switzerland, succeeds Maurice J. H. Ponte, of France, as vice president.

Directors (1955-57 term): John F. Byrne, Motorola Inc., and Ernest Weber, Microwave Research Institute. Regional directors (1955-56 term): John N. Dyer, Airborne Instruments Lab, North Central Atlantic; E. M. Boone, Ohio State U., East Central; Durward J. Tucker, managing director, WRR Dallas (city owned), Southern; John T. Henderson, National Research Council (Canada).

IRE announced award of Browder J. Thompson Memorial Prize for 1955 to Blanchard D. Smith Jr., Melpar Inc., for paper titled, "Coding by Feedback Methods."

IRE named 76 radio engineers and scientists to fellowships for outstanding contributions to radio engineering or allied fields.

Lamb Testimony 'Checked'

IN CROSS examination Friday about testimony she and her Negro husband gave earlier in week of alleged Edward Lamb contribution to Communist cause (story page 94), white Mrs. Claudius Mace Russell admitted to Lamb counsel Friday she and Mr. Russell checked their stories beforehand. Asked if they came to hearing "prepared to testify to the same thing," Mrs. Russell replied, "Well, yes." Both earlier said Mr. Lamb, whose license for WICU (TV) Erie, Pa., is subject of renewal hearing, pledged and contributed money at 1944 dedication of Lincoln House, Communist Party headquarters at Toledo.

Bishop Sheen in Canada

BISHOP Fulton J. Sheen's *Life Is Worth Living* will start on CBC-TV network and undisclosed number of independent stations in Canada Dec. 4 for 26 weeks, Canadian Admiral Corp. announced. Under agreement with Admiral Corp. and DuMont Tv Network, film recordings to be made available "without any advertising messages and without any form of credit line or other identification for sponsors." Canadian Admiral also to sponsor *Passport to Danger* film series on about 10 CBC-TV stations starting Nov. 25.

WWOR-TV
WORCESTER, MASS.
THESE WWOR-TV PROGRAMS HAVE CAPTURED THE TREMENDOUS WORCESTER AUDIENCE.

MONDAY NIGHT BOUTS ★ THE NAME'S THE SAME ★ THE UNITED STATES STEEL HOUR ★ THE ELGIN HOUR ★ CHANCE OF A LIFETIME ★ THE GOLDBERGS ★ LIFE IS WORTH LIVING ★ WEDNESDAY NIGHT WRESTLING ★ SATURDAY NIGHT FIGHTS ★ SUNDAY PROFESSIONAL FOOTBALL ★ JOHN DALY AND THE NEWS ★ MARTHA WRIGHT SHOW ★ DOCTOR I Q ★ SOLDIER PARADE ★ THEY STAND ACCUSED ★ A DOLLAR A SECOND ★ THE VISE ★ THE STORK CLUB ★ LIBERACE ★ TREASURY MEN IN ACTION ★ ANNIE OAKLEY ★ DANGEROUS ASSIGNMENT ★ DREW PEARSON ★ HOPALONG CASSIDY *

PLUS 60 LIVE LOCAL SHOWS WEEKLY

THESE ADVERTISERS HAVE USED WWOR-TV TO SELL THIS CAPTURED AUDIENCE.

OLDSMOBILE ★ U. S. STEEL ★ ELGIN WATCH ★ EXQUISITE FORM ★ QUALITY JEWELERS ★ CHEVROLET ★ MOGEN DAVID WINE ★ STERLING DRUG ★ OLD GOLD ★ PACKARD ★ FORD ★ STUDEBAKER ★ ADMIRAL ★ KRAFT FOODS ★ PONTIAC ★ DODGE ★ REVLON ★ TIDEWATER OIL ★ QUAKER OATS ★ MOTOROLA ★ PHILCO ★ HERBERT TAREYTON ★ FIRESTONE ★ GENERAL FOODS ★ CHESEBROUGH MFG. ★ JACOB RUPPERT ★ RALSTON ★ MUTUAL OF OMAHA ★ GENERAL TIRE ★ HELENE CURTIS ★ NASH ★ GENERAL MOTORS ★ GREYHOUND ★ SS KRESGE ★ ARMSTRONG TIRE ★ VITAMIN CORP. OF AMERICA ★ CHEFMASTER ★ CHRYSLER ★ ATLANTIC REFINING CO. *

*PLUS 178 MORE

SEE PAUL H. RAYMER CO.
WWOR-TV
1ST STATION IN NEW ENGLAND'S NO. 3 MARKET
A B C — DUMONT

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BROADCASTING* TELECASTING
THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* John Osbon, *Midwest News Editor;* Barbara Kolar.

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

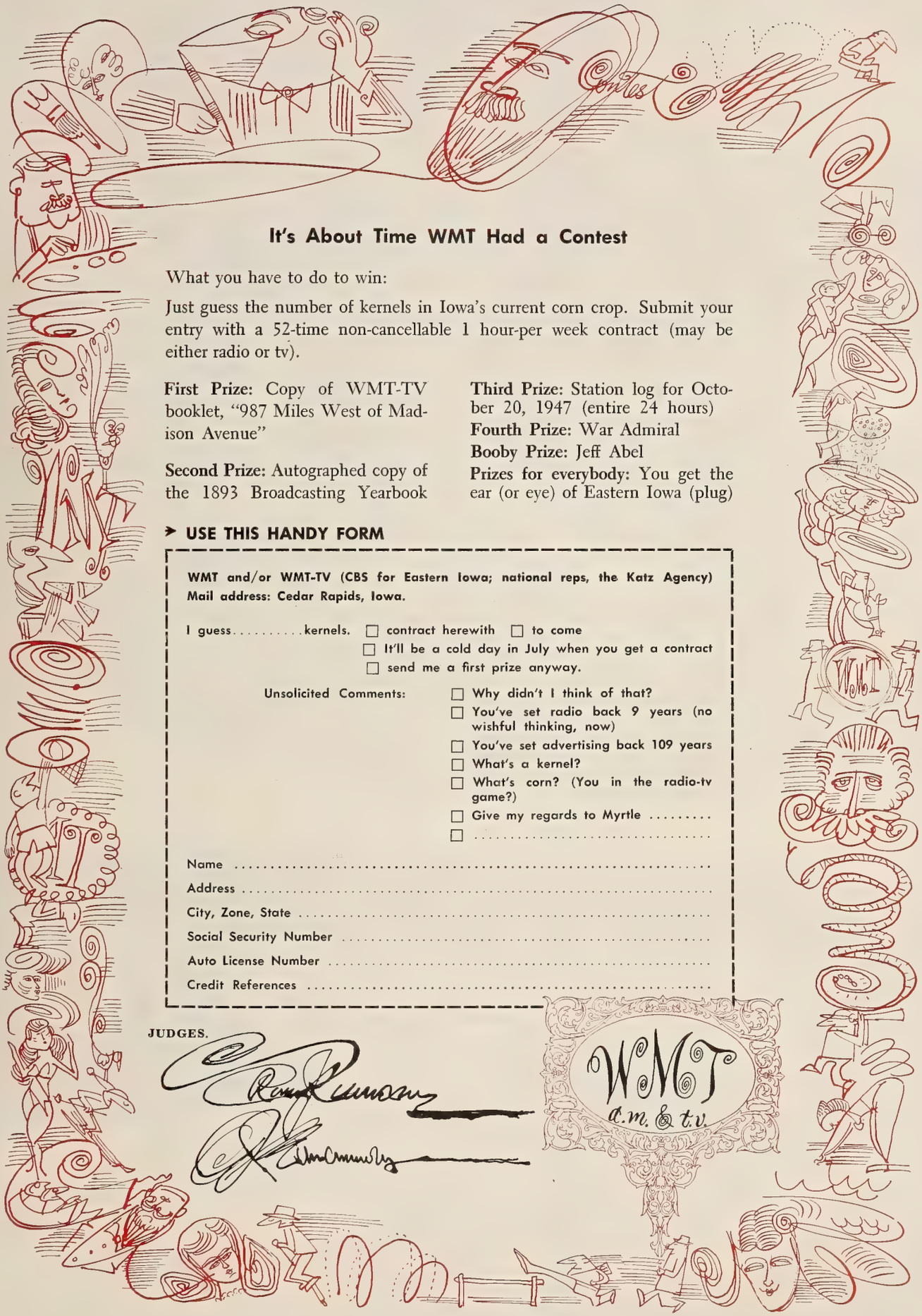
Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 De Sales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office
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It's About Time WMT Had a Contest

What you have to do to win:

Just guess the number of kernels in Iowa's current corn crop. Submit your entry with a 52-time non-cancellable 1 hour-per week contract (may be either radio or tv).

First Prize: Copy of WMT-TV booklet, "987 Miles West of Madison Avenue"

Second Prize: Autographed copy of the 1893 Broadcasting Yearbook

Third Prize: Station log for October 20, 1947 (entire 24 hours)

Fourth Prize: War Admiral

Booby Prize: Jeff Abel

Prizes for everybody: You get the ear (or eye) of Eastern Iowa (plug)

➤ **USE THIS HANDY FORM**

WMT and/or WMT-TV (CBS for Eastern Iowa; national reps, the Katz Agency) Mail address: Cedar Rapids, Iowa.

I guess.....kernels. ☐ contract herewith ☐ to come
☐ It'll be a cold day in July when you get a contract
☐ send me a first prize anyway.

Unsolicited Comments:
☐ Why didn't I think of that?
☐ You've set radio back 9 years (no wishful thinking, now)
☐ You've set advertising back 109 years
☐ What's a kernel?
☐ What's corn? (You in the radio-tv game?)
☐ Give my regards to Myrtle .....
☐ .....

Name .....
Address .....
City, Zone, State .....
Social Security Number .....
Auto License Number .....
Credit References .....

JUDGES.

WMT
a.m. & t.v.


Recipe for a
successful
TV campaign



Basic Ingredient: If you want to sell your product to women, pick a locally produced woman's show.

Plus the Personal "Pitch":

In addition to delivering your commercial, the local TV hostess creates even greater demand for your product through her personal selling and endorsement of your product. Because she speaks to her women-viewers in terms they understand—about items that interest them most, they're more than willing—yes, even eager—to try the products she recommends.

The Frosting on the Cake: Locally produced women's shows are low priced. Economical, too, because you get an audience made up exclusively of potential buyers . . . housewives. In addition, you select only the markets you want, the TV stations you want.. even the saleswoman you want.

Ready to Serve: Every one of these stations has at least one locally produced program that appeals predominantly, and overwhelmingly, to women.

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KOA-TV . . . . . Denver
WICU . . . . . Erie
KPRC-TV . . . . . Houston
WJIM-TV . . . . . Lansing
KARK-TV . . . . . Little Rock
KABC-TV . . . . . Los Angeles
WTVW. . . . . Milwaukee
KSTP-TV . . . . . M'p'l's-St. Paul
WSM-TV . . . . . Nashville
WATV . . . . . New York
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WTVH-TV . . . . . Peoria
WENS . . . . . Pittsburgh
WOAI-TV . . . . . San Antonio
KFMB-TV . . . . . San Diego
KGO-TV . . . . . San Francisco
KREM-TV . . . . . Spokane
KOTV . . . . . Tulsa
KEDD . . . . . Wichita

ABC Pacific Television Regional Network

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO

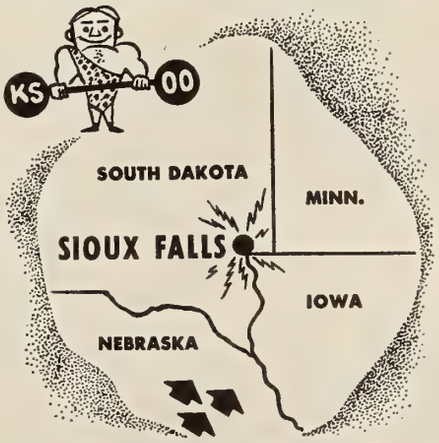
$26 MILLION FOR APPLIANCES SPENT BY KSOO FARM FAMILIES IN '53

83% of Farms Electrified

MARKET FACT NO. 4

To the 123,000 high-income RADIO KSOO families, pump-handle farmers are history book characters! A 60 county $26,000,000 market for home appliances is worth its weight in gold, especially when you can get through to it at such low cost. 15 minutes costs only 35c per 1,000 families on RADIO KSOO . . . 1 minute only 13c. Farmers with an average income of $10,660 in 1953 can make impulse purchases because they have the money and do enjoy all modern conveniences. RADIO KSOO delivers 65% more audience than the second Sioux Falls station. RADIO KSOO *sells* because people buy what they hear most about . . . on their favorite station!

The Dakotas' Most Powerful Radio Station!



KSOO

Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

IN REVIEW

STUDIO ONE

". . . WE have reached such a low point in our human relationships that we tolerate the vilification of the virtures of men by anonymous attacks, distortions, outright fabrications and insidious propaganda."

This quotation is from a speech on "Freedom Is a Dynamic Action" made last Wednesday by Roger M. Kyes, vice president of General Motors and former Deputy Secretary of Defense, at the Assn. of National Advertisers convention in New York.

Just two days earlier, Westinghouse's *Studio One,* on CBS-TV, presented a thought-packed drama spotlighting the very problem which troubles Mr. Kyes.

What happens when fear of the strange or unknown or the different strikes the American community? The *Studio One* play, "Almanac of Liberty," was based on a book of the same title authored by U. S. Supreme Court Justice William O. Douglas. Mr. Douglas' treatment of the matter, however, was academic as opposed to the dramatic, or story form, of the tv play of Reginald Rose.

The tv author created typical small community characters representing the life-blood facets of American life—through which flow the ingredients which preserve our freedom as documented in the Bill of Rights.

The tv play cut a path somewhere between fantasy and allegory. But the point was hammered through, even perhaps a bit too hard at the conclusion. The theme: the freedoms we take for granted easily can be jeopardized by our individual exaggerated fears. When the community, acting as a mob, attacks a stranger because he says things with which the citizenry disagrees, time stands still. Once the reason for the time standstill—the attack was made on the eve of the anniversary of the signing of the Bill of Rights—is discovered and the citizens forget their fears, rededicating themselves to respect the freedoms bequeathed them by the Bill of Rights, time resumes, the stranger disappears and the people are buoyed in spirit.

This play packed a powerful impact. The entire action took place in an old meeting hall, but the viewer was neither restricted nor confined. The action, words and ideas, carried the program through in fine fettle, giving an outstanding example of what the visual medium can do when used with imagination and inspiration.

Production Cost: Approximately $25,000.
Sponsor: Westinghouse Electric Corp. through McCann-Erickson.
Network: CBS-TV—Monday, 10-11 p.m. EST "Almanac of Liberty" from book written by Justice William O. Douglas (Nov. 8).
Adapted by: Reginald Rose.
Producer: Felix Jackson; Director: Paul Nickell.
Cast: Lee Richardson, Eli Mintz, Frieda Altman, Pat Hingle, Joe Fallon, Ginger McManus, P. J. Kelly—as townspeople of Ridgeville, U. S. A.
Narrator: Charles Collingwood.

MARCH OF MEDICINE

TO OPEN its third year on tv, the *March of Medicine* tackled one of the toughest problems of modern medicine and probably the one the public understands the least—that of mental illness in general and schizophrenia in particular. Smith, Kline & French Labs, the series' sponsor, and the American Medical Assn., which cooperates in the presentation of these medical telecasts, are to be commended for daring to deal with such a touchy topic.

To this reviewer, however, the Oct. 31 telecast visits to the Hudson River State Hospital at Poughkeepsie, N. Y., a modern institution for the treatment of the mentally ill, and to the New York State Psychiatric Institute in New York City, where research in the causes and treatment of schizophrenia is being carried on, were a lot less satisfactory than other *March of Medicine* programs of previous years.

The need for public understanding that mental illness (the word "insanity" was scrupulously avoided) is simply another disease and nothing to be more ashamed of than tuberculosis or scarlet fever is doubtless as great as many of those participating in the program pointed out. But is that need best met with a view of a patient being prepared for shock treatment, accompanied by a report on its somewhat violent effects?

The tour of the hospital was as interesting and instructive as any brief visit to a large institution can be, but the subject of schizophrenia—one that the average viewer probably never has nor ever will encounter personally—seems too complex to be handled adequately in a 30-minute tv exposition. The final scenes —the patients gathered for vesper service in the hospital chapel and the dramatic revelation that the young lady who had led the visit to the women's wing in the early moments of the program was herself a former patient there—seemed too contrived and theatrical for inclusion in a program of serious educational intent.

Despite its faults, the program did give a number of scientists a chance to describe to a large audience what is being done to treat schizophrenic patients and to learn more of the nature of this dread affliction. It did stress the need for public understanding and support, both financially and through personal visits to mental institutions. It did boldly discuss a subject still somewhat taboo and, just by bringing it up, it aroused the viewer's curiosity.

Those are worthwhile achievements in themselves. But if in addition the program's impact was such as to push viewers beyond the curiosity stage and into a desire to help, then indeed it will have succeeded.

Presented by Smith, Kline & French Labs in cooperation with American Medical Assn., through Doremus-Eschelman Co.
Produced by Smith, Kline & French Labs.
Broadcast by NBC-TV approximately once a month at various times. Oct. 31 program was telecast 5:30-6 p.m. EST.
NBC Producer: Doris Ann; director: Charles Christensen.
Writer: Lou Hazam.
Narrators (Oct. 31): Merrill Muller and Ben Grauer.

★ ★ ★

BOOKS

MOTIVATION RESEARCH IN ADVERTISING AND MARKETING, by George Horsley Smith. McGraw-Hill Book Co., New York. 242 pp. $5.

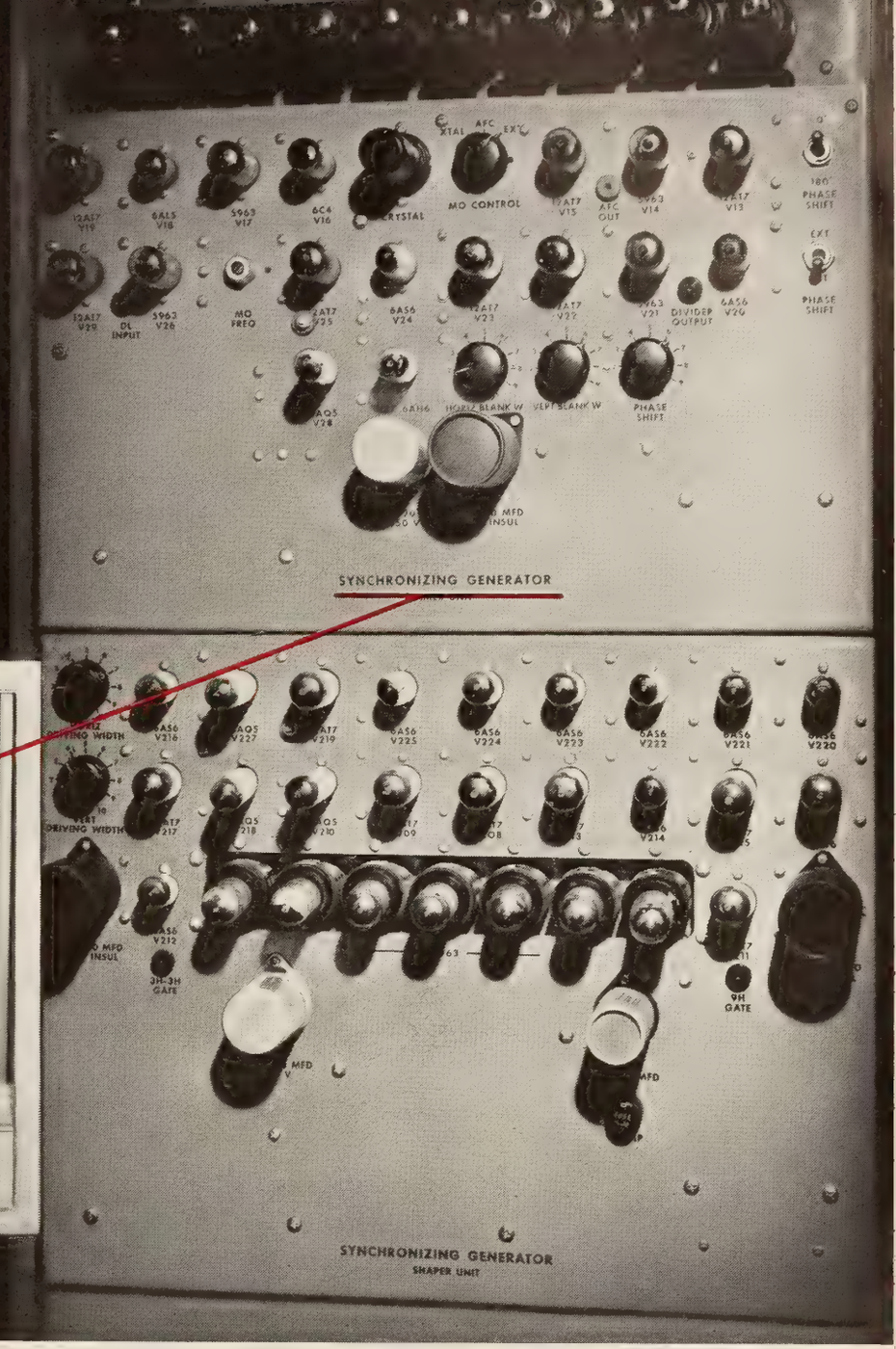
"WHY RESEARCH" might be a better name than motivational research for this new adjunct to advertising, Mr. Smith, associate professor of psychology, Rutgers U., says in the first chapter of his book. The word "why," he says, "would focus attention on the whole set of inner conditions that play a dynamic part in a person's buying or not buying, responding favorably or unfavorably to some communication." Assumptions, beliefs, attitudes, sensations and other inner conditions, in addition to motives, influence buying behavior, he notes. The book, one of a series sponsored by the Advertising Research Foundation, describes the various techniques employed in motivation research, with extensive references for readers who want to explore any technique more fully.

BUY FOR BLACK & WHITE *TODAY!*

USE FOR COLOR TV *TOMORROW!*



RONALD REAGAN, star of the General Electric Theater, Sunday evenings, CBS Network.



G-E Sync Generators for uninterrupted signals...clear picture quality!

PYRAMID PLAN FOR COLOR TV

HERE is the key equipment for maintaining a standout coverage position in monochrome today and in color tomorrow. Signals go clearer with the high-accuracy timing and interlace of G-E sync units. Now's the time to equip for optimum picture quality. A stronger position in B & W means you'll be that much stronger in color!

The beauty of G-E sync design is its easy changeover to color whenever you're ready. An inexpensive color adaptor fits into the present rack. No scrapping, *no waste of equipment*. The same applies to G-E transmitters, stabilizing or utility amplifiers, monitors, cameras. Follow the G-E PYRAMID PLAN for color and save thousands of dollars—as you convert G-E equipment *quickly, easily.*

See how much you'll save! Have your G-E field representative timetable your future in color. Phone or write today for details on the action-packed PYRAMID PLAN. *General Electric Co., Section X2114-15, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



Meets your TV needs

EMSCO engineered towers

Be sure your proposed TV tower is designed specifically to meet your requirements. Get the features you want . . . with an Emsco tower design that is *unconditionally guaranteed.*

Emsco "Towers of Strength" meet rigid RTMA and AISC standards. As standard equipment on towers in excess of 500', tower and antenna top are equipped with built-in telephone system providing ground instructions for adjustment, maintenance and repair of electrical equipment. All towers are hot dip galvanized reducing maintenance costs . . . insuring long structural life.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy . . . specify Emsco. Prompt delivery is assured.

Typical Emsco guyed TV tower Galveston, Texas

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

E-182

OPEN MIKE

Cooperation, Not Conflict

EDITOR:

May I take this opportunity to commend your Closed Circuit item in your issue of Nov. 8 pertaining to the objectives of Vitapix. Those of us who have had a part in contributing ideas for increased tv spot business feel there is a place for cooperative effort between a program production source and television stations.

The multitudinous problems in producing local studio shows for spot sale find a welcome relief in the Vitapix-Guild objective. In this there most certainly is no conflict with the networks who contribute immeasurably to the American system of free television.

John E. Fetzer
Chairman of the Board
Vitapix Corp.
(WKZO-AM-TV Kalamazoo)

85 for 5

EDITOR:

. . . KMMJ's top five announcers have a total of 85 years behind the mike here. They are:

George Kister, farm director, 27 years at KMMJ; Nay Deines, sports, 18 years at KMMJ; Dutch Woodward, farm specialist, 18 years; Orie Kerwood, d.j., 14 years; Ed Meyer, d.j., 8 years.

Can any station's five oldest men, in point of service to their present station, beat KMMJ's record?

Bill Moore
Regional Sales Manager
KIOA Des Moines; KMMJ Grand Island, Neb.; KXXX Colby, Kan.

FCC Diversification History

EDITOR:

That is a very interesting article in B•T for Nov. 1 headed "Diversification: Its Case History." . . . [With your permission] we are going ahead with offset reproduction here with credit to you. . . .

Cranston Williams
General Manager
American Newspaper Publishers Assn.
New York, N. Y.

[EDITOR'S NOTE: B•T is happy to grant ANPA permission to reproduce its review of the FCC's handling of newspaper applications for tv stations in the past ten years.]

Study Coverage

EDITOR:

We owe you and your staff many thanks for the nice editorial coverage you gave our study for Mutual [B•T, Oct. 4].

I have just returned from Chicago, where many agency men mentioned the article to me in favorable terms and this has given me some small idea of the way in which your publication covers its field.

James A. Ward, President
J. A. Ward Inc., New York

Department Store Radio

EDITOR:

We would appreciate receiving twenty reprints of the article, "Department Stores Hail Radio Selling Power," appearing on page 40 of the Oct. 25 issue of B•T.

Tim Elliot
President-General Manager
WCUE Akron, Ohio



Announcing

the acquisition of the facilities
and the transfer of the license of

RADIO STATION

KTSA

SAN ANTONIO

to the

O. R. Mitchell Company

SAN ANTONIO, TEXAS

plus the appointment as
national representatives of

Paul H. Raymer Co., Inc.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • HOLLYWOOD

Continuing 25 years of Good Listening



Between 1951 and 1953...Did your sales



MORE PEOPLE . . .

MORE FOOD SALES . . .



MORE INCOME . . .



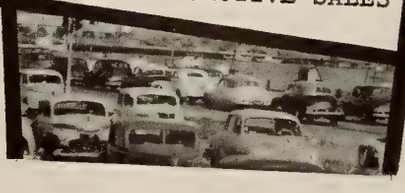
MORE TOURIST SPENDING . . .

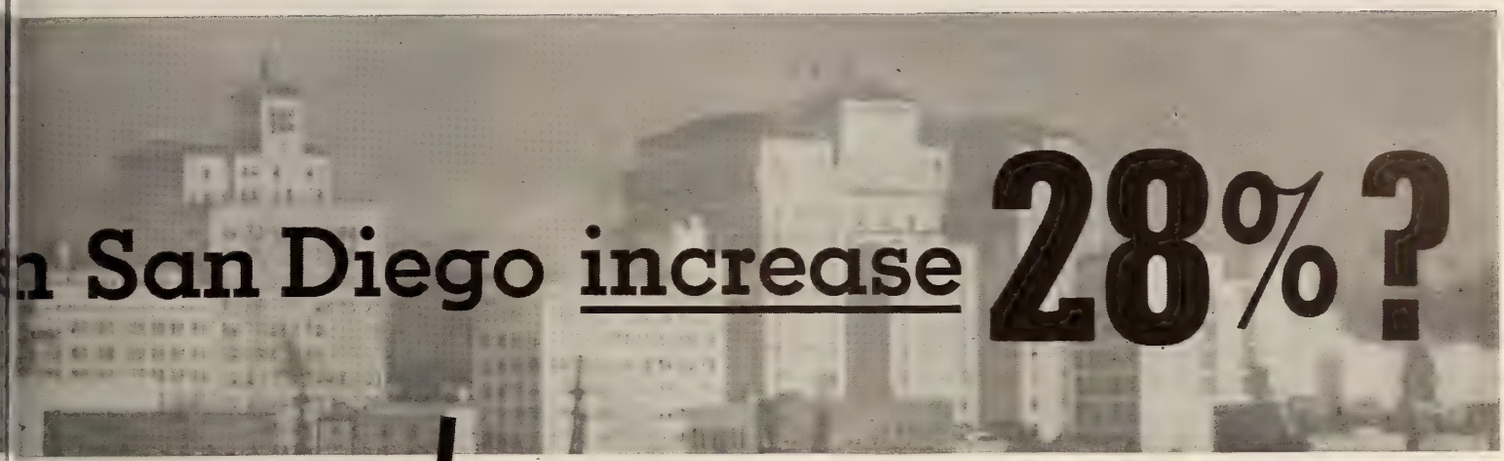
MORE DEP'T. STORE SALES



MORE AUTOMOTIVE SALES







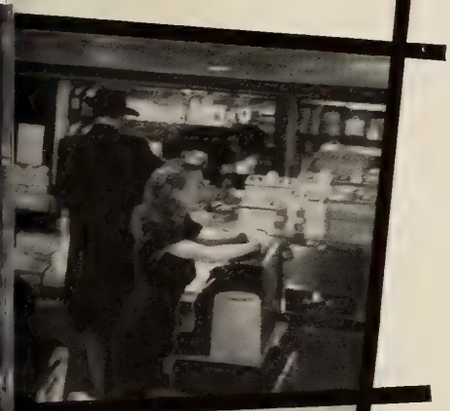
n San Diego increase 28%?

They should have!

Because, in 1953 San Diego's retail sales totaled $775,008,000, a gain of 28% over 1951. This is a greater rate of increase than Los Angeles, San Francisco or Phoenix realized during the same period!

Small wonder. During these same two years, San Diego's population rose 22% (to 720,100) and the Effective Buying Income of its sun-soaked residents gained 31% (to $1,316,011,000)! In these categories too, it led L.A., S.F. and Phoenix in growth rate. "Where the West Grows Fastest!", that's San Diego.

Consider This:



MORE DRUG SALES . . .

In January, 1954, San Diego had more people than Toledo and Salt Lake City combined!

In 1953, San Diegans made more than the residents of Columbus, Ohio and New London-Norwich combined!

In 1953 San Diegans spent more than the folks in Des Moines and Syracuse combined!

It's hardly amazing, considering these facts, that timely time-buyers from coast to coast are referring to San Diego as,

"America's MORE Market!"

To get back to our original question, "Did your sales in San Diego increase 28%?". We've given you a few solid reasons why "They should have!"

They could have! (and they still can) -- thru regular use of San Diego's leading (tops in PULSE, 6:00 AM to Midnight, Sun. thru Sat.) radio station,

KFMB CBS *Radio*

5000 watts on 540 kilocycles

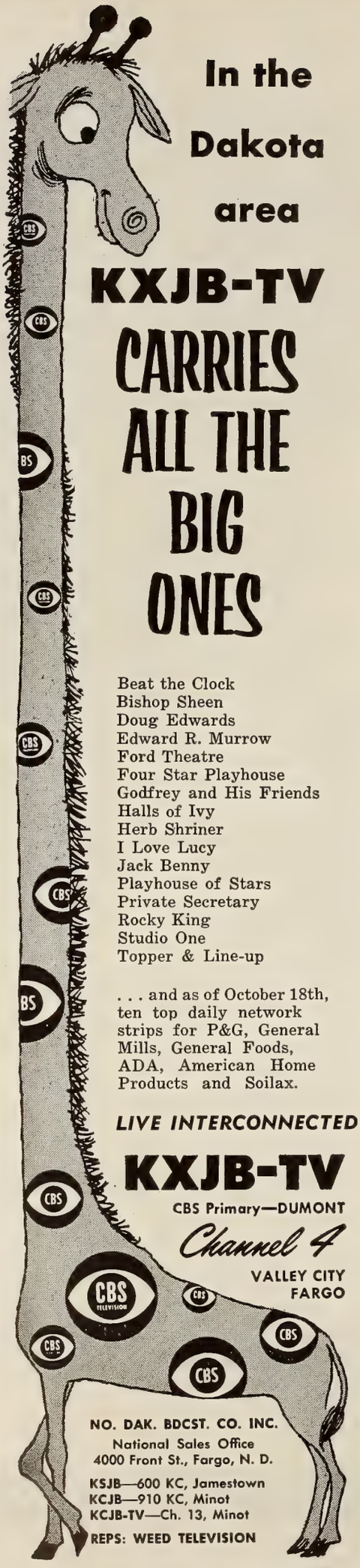
Wrather-Alvarez Broadcasting, Inc. KFMB Bldg., San Diego 1, Calif.

Represented by

Edward Petry & Co., Inc.

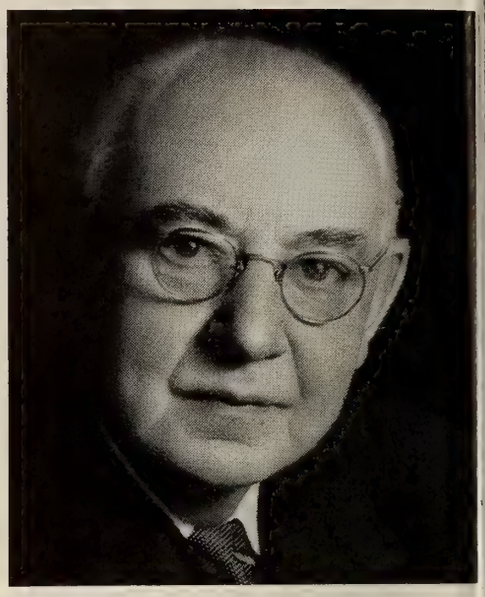
NEW YORK CHICAGO LOS ANGELES DETROIT ST. LOUIS SAN FRANCISCO ATLANTA

Note: All figures and comparisons from Sales Management "Survey of Buying Power," Metropolitan county area data, May, 1954.



our respects

to OLIVER DAVID FISHER



HIS FULL NAME is Oliver David Fisher, but his fellow citizens in Seattle know him today as O. D., his employes at Fisher Flouring Mills Co., address him as "Mr. O. D.," and the staff of KOMO-TV Seattle refers to him as "The Channel Four Kid."

From the days, in the mid-twenties, when he and his brothers originally invested money in the then young and struggling radio station, KOMO Seattle, O. D. Fisher has had a major and continuing influence on broadcasting. He has had, over the years, three careers in the broadcasting media: a radio broadcaster, a tv broadcaster, and an advertiser.

Mr. Fisher sits today in the same unpretentious office, in a corner of the second floor of the flouring mill company, in which he sat in 1926, discussing the possible purchase of KOMO when he decided—and persuaded his brothers—to invest Fisher Flouring Mills money in a new company, to be known as Fisher's Blend Station Inc., and to install Birt Fisher (no relation) as manager. KOMO had a 1 kw Western Electric transmitter and the Federal Radio Commission (predecessor of FCC) hadn't been heard of.

The company was capitalized at $1,500, but when it went on the air, less than two months after the decision, it started with a 14-hour broadcasting day, all live programming and all sponsored. KOMO at that time had a payroll numbering 65 persons, and all its air time was underwritten by a group of local firms organized as Totem Broadcasters Inc. Mr. Fisher was president of Totem Broadcasters (in addition to heading the flour company, which was one of the participants).

KOMO started broadcasting under its new owners on Jan. 1, 1927. On Jan. 17, the young National Broadcasting Co. held a meeting in New York, to which it invited spokesmen for leading West Coast stations. The result was establishment of NBC's Orange Network on the Coast. KOMO was among the charter affiliates.

NBC itself owned KJR Seattle, but the station was losing money, and the network leased it to Fisher's Blend Station for 10 years for $1. (Mr. Fisher doesn't recall that the dollar was ever paid.) When Fisher's Blend relinquished KJR, as a result of the FCC duopoly ruling years later, the station had a resale value in the neighborhood of $700,000.

KOMO's progress was marked by several milestones, including its increase in power to 5 kw in 1936, to 50 kw in 1948, and the inauguration of its new studio building at Fourth North and Denny Way and new transmitter building on Vashon Island in 1948.

Mr. Fisher has been on the board of Fisher's Blend Station Inc.—now sole owner of KOMO and KOMO-TV—since it was formed. He also is chairman of the board of Fisher Flouring Mills Co., and serves as a director or officer of numerous other firms in Seattle and elsewhere. One of his brothers, O. W. (Wally) Fisher, is president of the broadcasting company, having retired as general manager in March 1952.

O. D. Fisher's services to the world of broadcasting did not end with the early years of KOMO radio. He took an active part in obtaining ch. 4 for KOMO-TV. Hanging on his office wall is a framed certificate, signed by KOMO-TV executives and inscribed:

"To O. D. Fisher, the Channel Four Kid, who has never permitted the burden of mature responsibility to dull the insatiable curiosity of youth. . . June 13, 1953."

His influence on broadcasting has not been limited to his association with KOMO, because—in the words of Trevor Evans, president of Pacific National Advertising Agency, Seattle —"He believes in advertising!" Mr. Evans should know, because for 10 years he was radio-tv director of the agency he now heads, and worked actively on the Fisher Flouring Mills account. Fisher, as a result of O. D.'s interest in the medium, has always been a major user of radio. One of its major products, a breakfast cereal called Zoom, was introduced into California markets by personality programs in radio. The flour company was among the first Seattle advertisers to use the NBC Coast network, and when it was using commentators on both the Red and the Blue NBC networks, in 1945, Fisher was the biggest Pacific Coast advertiser on the Blue. For about two years, it sponsored the only five-a-week Coast network show originating from Seattle, and during this period had 13 quarter-hours a week on one network alone.

Since 1947, Fisher Flouring Mills has never been without a radio advertising effort, and it now spends considerable sums in radio throughout the western states, as well as some spot radio in Alaska and Hawaii, plus television in Seattle, Portland and occasionally elsewhere.

"O. D. Fisher's basic thinking from the past has set the pattern for Fisher's current advertising program," according to Mr. Evans.

Born in Orleans, Mo., Nov. 29, 1875, O. D. Fisher was the youngest cadet ever accepted for enrollment at Virginia Military Institute, and he tied for first in his class. His business career began in 1893 with the Cordz-Fisher Lumber Co. in Birch Tree, Mo. He moved to Seattle in 1906. Fisher Flouring Mills was established in 1910.

Mr. Fisher married the former Nellie E. Hughes in 1896. They celebrated their fifty-seventh wedding anniversary and heralded the birth of their first great-grandson on Dec. 10, 1953, the day KOMO-TV first went on the air.



Like umbrellas on State Street...

WHDH is a habit in Boston

Several novelists became famous lampooning Bostonians' unique tastes in clothing.

But you can't lampoon the fact that unique Bostonians spend over $225,000,000 annually on clothes.

As a powerful independent station, WHDH is in a perfect position to program to Boston's unique tastes. It does . . . and so successfully that WHDH is a *habit* in Boston.

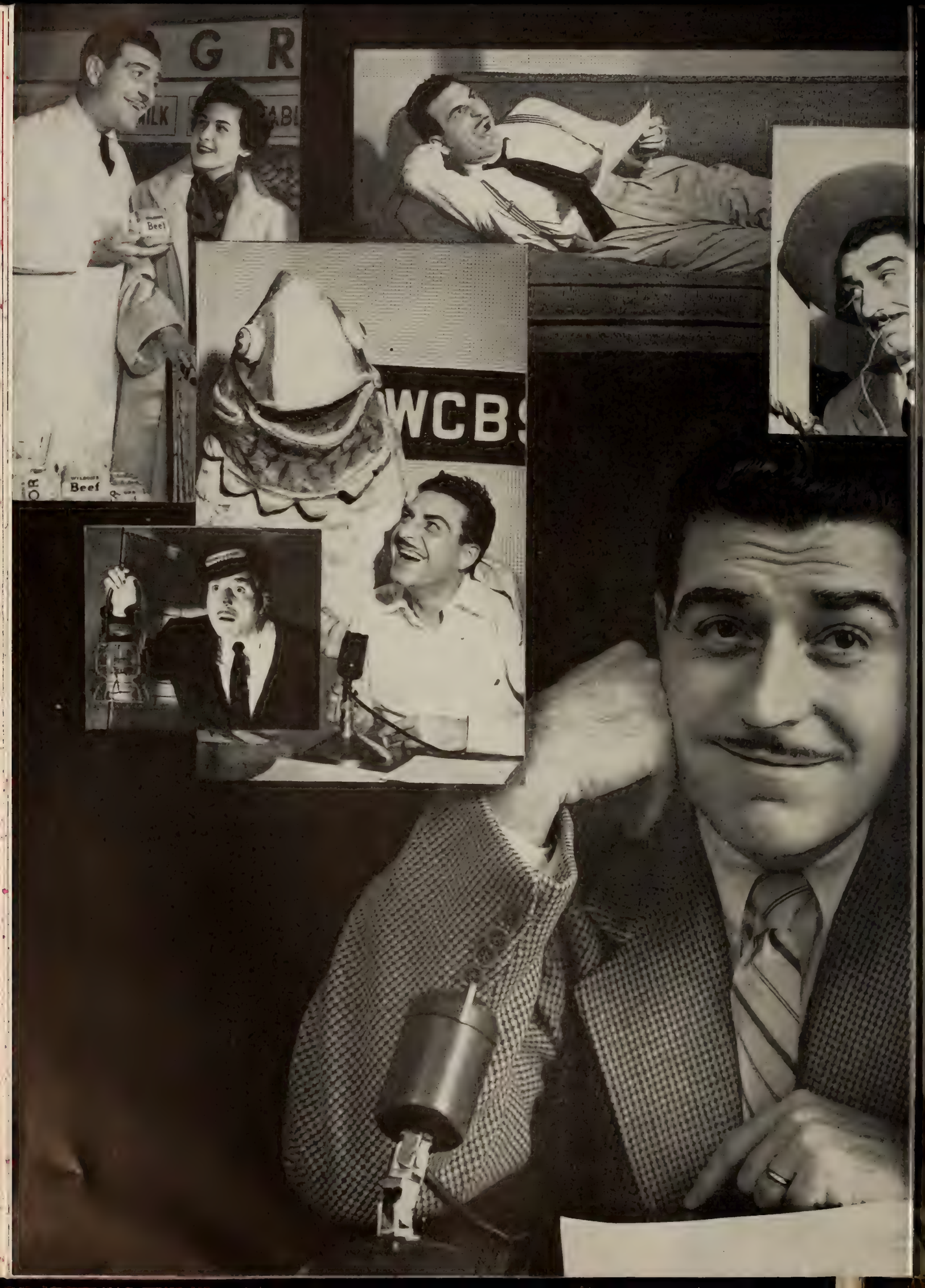
Next time you have a product or service to sell, buy time on the one station that's a *habit* in Boston . . . WHDH!

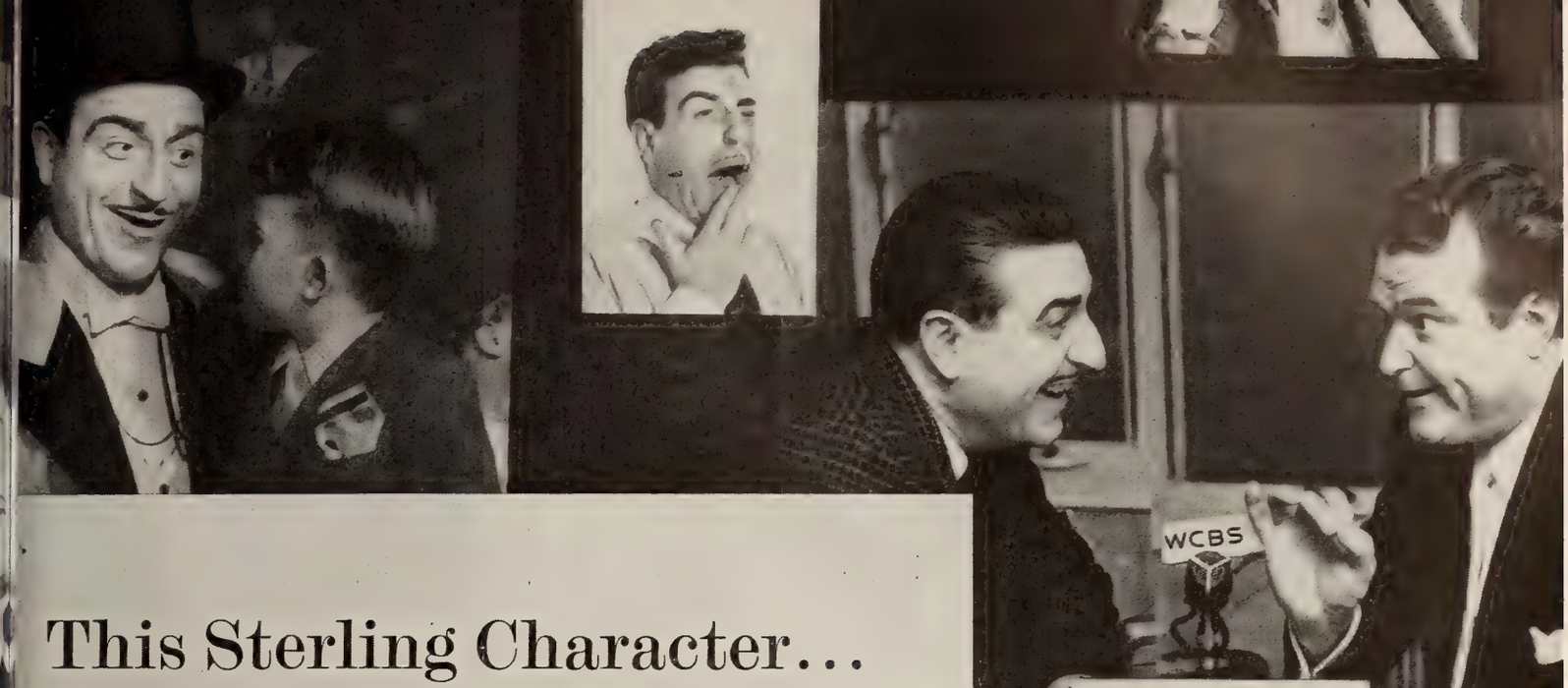
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WHDH

50,000 WATTS • BOSTON • 850 ON THE DIAL

Owned and operated by The Boston Herald-Traveler Corporation


WCBS



This Sterling Character...

Up and down the avenue, he's known as one of the most accomplished storytellers in the trade. Same way on almost any street across the vast WCBS Radio listening area. People take his talk to work with them, out to the back fence, even to school. On Madison or Main, "Did you hear Jack Sterling's story about..." is as nice a way to start the day as any.*

But that's only one facet of the Sterling character. His *success stories* are even better. Like the one from an agency's Executive Director, with the punch line, "Your commercial at *5:45 a.m.* has delivered prospects at the *lowest cost per inquiry we have ever been able to accomplish!*" And another which goes, "Not only are we happy with the mail counts which have brought our costs down to the *lowest in the country,* but also we are pleased with the *loyalty and quality of your listenership.*" And maybe you've heard the topper to his recent WHY I LIKE RADIO contest. The entries totaled 44,901, with all but five *states* heard from!

How has he managed to accumulate such a record of successes? Mostly hard work. Eighteen years in broadcasting, in his seventh with WCBS Radio. Experience as a salesman, raconteur, reporter and ringmaster...all the qualifications that mean showmanship. And, like all of our WCBS Radio personalities, his program consistently ranks among the top locally-produced participating programs on New York's network stations! In the market for your own Sterling success story? Call CBS Radio Spot Sales or...

WCBS RADIO
New York

rling is heard on WCBS Radio
through Saturday from 5:30 a.m. to 7:45 a.m.
he CBS Radio Network Monday
Friday from 11:30 a.m. to 11:45 a.m.)



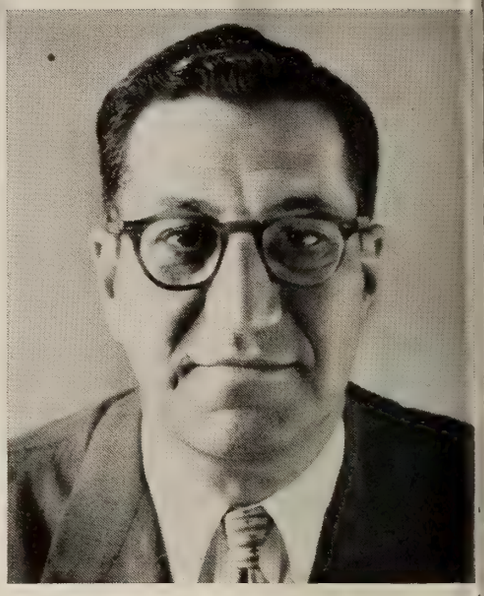
local shows that make "beautiful music"

Like "Jamboree", a weekly half hour, citified hill billy hoe-down that turns mountain tunes into cracker sales for Strietmann Biscuit Company. Strietmann's spectacular sales success in Tidewater Virginia is greatly due to our production know-how, skillful live commercials and the kind of experienced, expert touch you'll find in all of WTAR-TV's local shows . . . "Romper Room", "Variety Show", "Fun House", "Esso Reporter", and many more. See your Petry man and let WTAR-TV make "beautiful music" for you.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.



PAUL GUMBINNER

on all accounts

PAUL GUMBINNER, radio-tv director of Lawrence C. Gumbinner Adv., New York, this year celebrates his 25th anniversary at the helm of the agency's broadcasting activities. His rise in the industry dates back to a meeting a quarter of a century ago with the late George Washington Hill, head of American Tobacco Co.

In 1929, when Mr. Hill was moving to the forefront as a radio advertiser, Paul Gumbinner went to him with an idea for the first less-than-a-minute singing commercial that Mr. Hill had ever heard. The commercial, a 15-second jingle for Herbert Tareyton, received Mr. Hill's enthusiastic endorsement, and Mr. Gumbinner was literally on his way.

In order to place the commercials on a national spot basis, Paul Gumbinner toured the country to secure the most effective time breaks and the likeliest list of stations. Shortly thereafter Mr. Hill rearranged his radio budget to buy national spots for American Tobacco's Roi-Tan and Cremo cigars. Paul Gumbinner still is producing both radio and television spots for that company's cigar division.

Mr. Gumbinner was born on Feb. 4, 1905, in New York. He attended Commerce High School and shortly after graduation joined his brother's firm, Lawrence C. Gumbinner Adv., where he has served since.

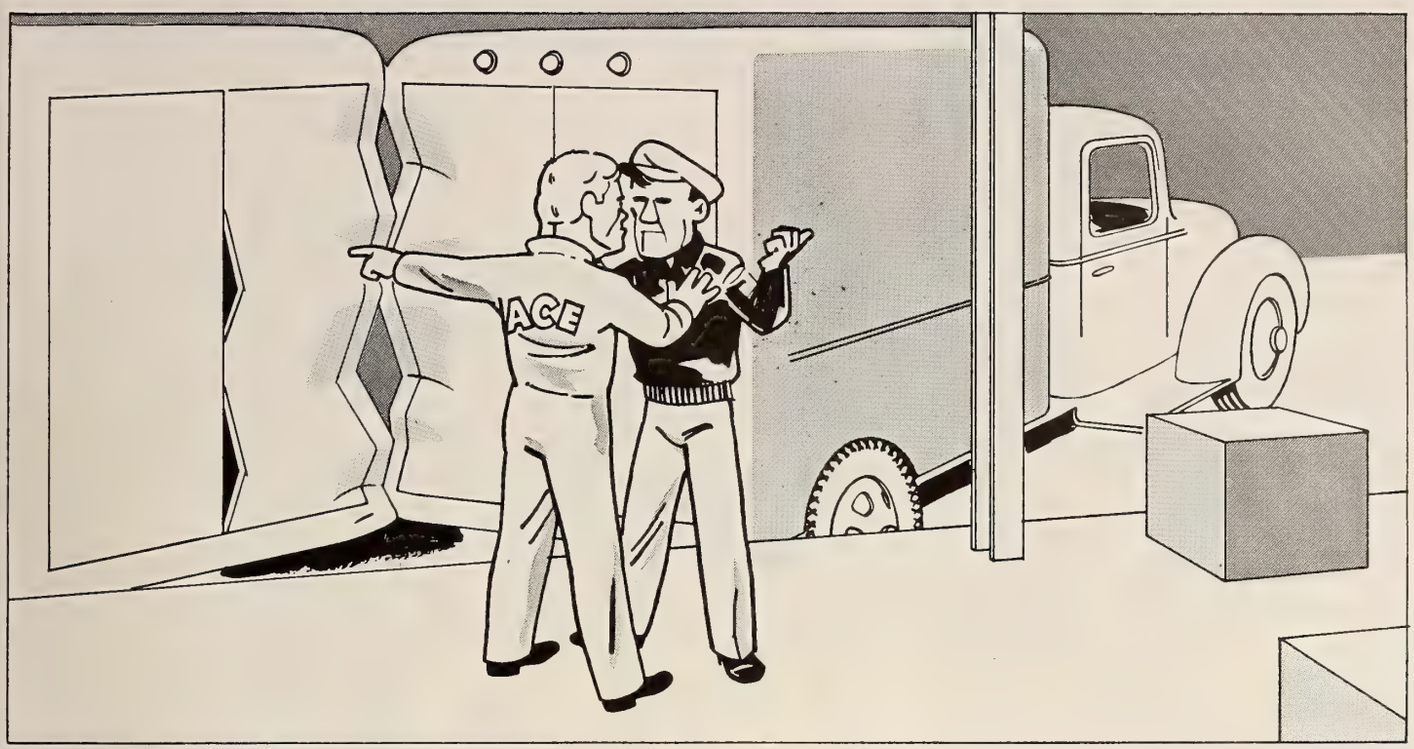
Recently the agency celebrated the fifth year in television for its sponsor Savarin coffee and its *Savarin Saturday Night News* on WRCA-TV New York, reportedly making this the oldest continuously sponsored local news tv program in the country.

In discussing television, Mr. Gumbinner recalls that some of the earliest commercials he made, those for a hair tonic client, were fashioned in the apartments of friends with Riverside Drive providing most of the outdoor location shots. As for radio, Paul Gumbinner says that "If, as the experts say, radio is dead, it is one of the liveliest corpses I've ever seen."

Currently the agency is placing radio and tv time for American Tobacco Co., Chapstick Co., Q-Tips Inc., Good Grooming Products and Messing Bakery, among others.

Mr. Gumbinner is married to the former Roslyn Singer. They have four children: Mark, 20, Joan, 17, Kay, 16, and Paul Jr., 12. The family lives in Manhattan.

Mr. Gumbinner's hobbies are golf and photography.



It's No Draw...in Omaha

YOUR selling message will get delivered to more people on KMTV—*Omaha's favorite television station in 8 out of the 9 time classifications!*

Audience surveys* reveal KMTV has 11 of the 15 most popular weekly shows. . . . 7 of the top 10 multi-weekly shows. . . . and the Omaha area's favorite multi-weekly and locally-produced show.

This KMTV popularity leadership currently is being put to good use by 103 national spot advertisers. And, according to the third quarter Rorbaugh Report, *this gives KMTV a 32 per cent lead in national clients over* Omaha's second station!

In addition to popularity, these spot advertisers also recognize the selling value of KMTV's pioneering, imaginative programming. For example, KMTV introduced last month the "Circle 3 Ranch" show to keep children quietly entertained from 7:30 to 9 on Saturday and Sunday mornings.

Grateful parents wrote KMTV to express their thanks, and the children themselves sent KMTV over 600 letters after the show's emcee asked them to name a singing dop puppet on the show.

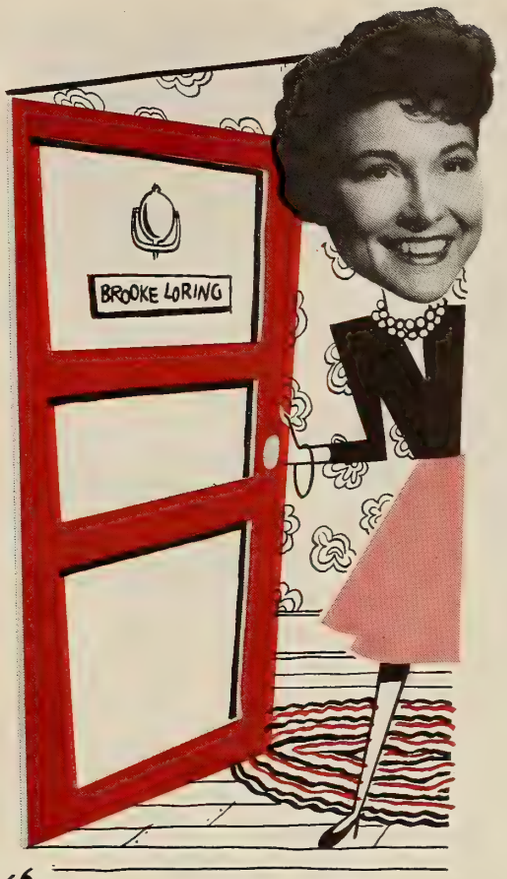
To get your sales message on the Omaha TV station that has the popularity, the programming, and the production know-how that mean more sales results, contact your Petry man or KMTV today.

**ARB-Hooper-Pulse (Sept. 7-13)*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO



Brooke Loring

OPENS
THE DOOR TO
MORE SALES
ON . . .

"Brooke Loring at Home"

"If it's women you're looking for . . . women who are ready, willing and able to buy your product . . . come on in and join *Brooke Loring at Home*, Oklahoma's most popular women's show!"



BROOKE LORING, KOMA women's editor, is extremely popular with Oklahoma women because she understands and enjoys all phases of homemaking and women's activities. **HER TRAINING** at Julliard School of Music, American Academy of Dramatic Art, USC and UCLA all combine to qualify her as an effective radio personality and "salesman." **HER HOMEMAKING EXPERIENCE** includes cooking, sewing, embroidery, crocheting, designing and decorating—things in which Oklahoma women are vitally interested. **HER SHOW,** *Brooke Loring at Home,* is heard Mondays thru Fridays at 10:45 A.M. over KOMA, Oklahoma City's 50,000 watt CBS-Radio outlet.

LET BROOKE LORING OPEN THE DOOR TO MORE SALES FOR YOUR PRODUCT

OKLAHOMA CITY

koma

50,000 WATTS • CBS-RADIO

AFFILIATED MANAGEMENT KWTV • REPRESENTED BY AVERY-KNODEL, INC.

EDGAR T. BELL, General Manager • GENE RIESEN, Sales Manager

MILESTONES

► EVERETT MITCHELL, commentator on the *National Farm and Home Hour,* recently celebrated his 31st anniversary as an NBC announcer.

► AL EICHOLZER, chief engineer, WSYR Syracuse, N. Y., was the guest at a dinner given by the station as a tribute to him on his 25th year with the outlet.

► HOWARD SUGG, WPTF Raleigh, N. C., transmitter engineer, has been presented a silver bowl in recognition of his 25 years' service to the station.

► KFXM San Bernardino, Calif., recently commemorated 25 years of broadcasting.

► WKBZ Muskegon, Mich., has observed its 28th year on the air.

► WCAU-AM-TV Philadelphia's *Children's Hour,* recently celebrated its 27th year of radio broadcasting.

► EVERETT KEMP (Uncle Ezra), personality, KCMO Kansas City, Mo., recently celebrated simultaneously his 80th birthday and his 25th year in radio.

► CHEF MILANI, celebrating his 25th year in broadcasting, has marked his 1,500th cooking and entertainment telecast with KCOP (TV) Hollywood.

► PETER POTTER, Hollywood radio-tv disc m.c.-personality, has celebrated his 20th year in radio.

►INTERMOUNTAIN NETWORK has celebrated its 15th anniversary.

► WARL Arlington, Va., recently marked the beginning of its ninth year of broadcasting.

► MBS' *Family Theatre* recently marked its 400th broadcast. Theme of the program is "The Family That Prays Together Stays Together."

► WMAR-TV Baltimore has begun its eighth year of telecasting.

► WAAM (TV) Baltimore has begun its seventh year of television broadcasting.

► KOSE Osceola, Ark., recently celebrated its fifth birthday.

► JAMES A. BYRON JR. is marking his 10th anniversary as news editor of WBAP Fort Worth, Tex. He also is news editor of WBAP-TV.

► WPTZ (TV) Philadelphia's *Television Kitchen* is celebrating its fifth year of sponsorship by the Philadelphia Electric Co.

► WHAS-TV Louisville, Ky., recently began its fourth year of broadcasting *Inside Our Schools,* a day-to-day look at the local school system.

►BURNS W. LEE ASSOC., Hollywood and San Francisco public relations firm, marked its fifth anniversary this month.

ZIV-TV

proudly presents

THE WORLD'S MOST

FABULOUS ENTERTAINER

NOW READY TO MAKE SALES FOR YOU!



WHOOPEE!

ZIV's GLORIOUS
NEW TELEVISION
EXTRAVAGANZA...

"THE ED

THE BIGGEST AND MOST ELABORA

CAN



with
EDDIE
CANTOR
Your Star! Your Host!
Your Producer!

COMEDY TI



DIE

STARS!
LAUGHS!
SONGS!

BRILLIANT
MUSICAL
REVUES!
GREAT
COMEDY
STORIES!

SERIES EVER PRODUCED FOR LOCAL SPONSORSHIP

TOR

SOMETHING
DIFFERENT
AND
EXCITING
EVERY WEEK!

so BIG! so LAVISH!
so ELABORATE!

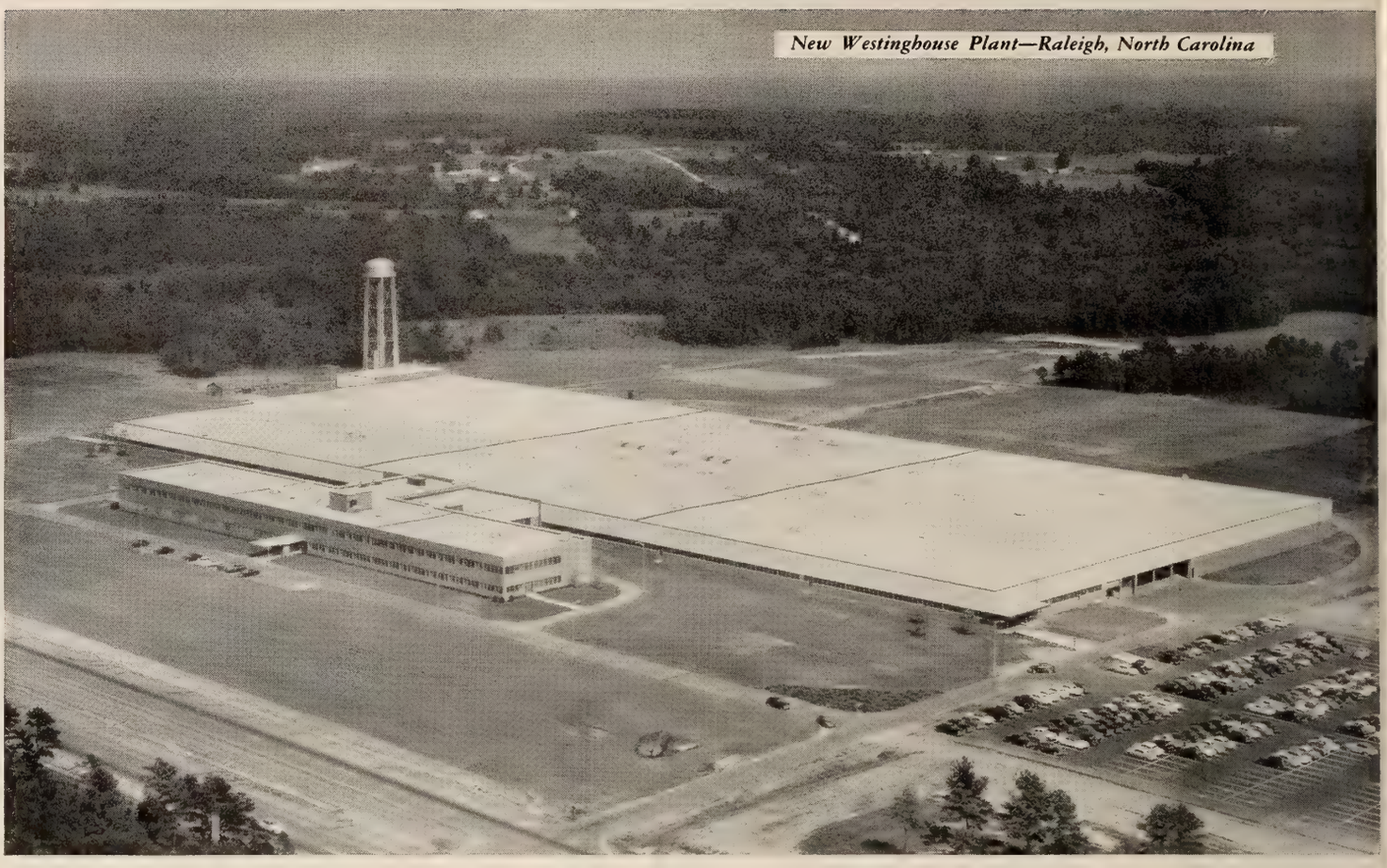
With guest stars including
Brian Aherne, Don deFore,
Pat Crowley and many more.

EATRE"



ZIV TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD


New Westinghouse Plant—Raleigh, North Carolina

Industry Looks To North Carolina For Expansion And New Plant Sites

Do your sales and advertising plans reflect the tremendous industrial growth now taking place in North Carolina? For example, 31 important new plants were established here within the past three months. And that's only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, growing market is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 kc

FREE & PETERS
National Representative

R. H. MASON, General Manager . GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

November 15, 1954 Vol. 47, No. 20

FCC SQUARES OFF TO FACE SUBSCRIPTION TV DILEMMA

Economic basis of visual medium will be at stake as Commission prepares to start serious study of subscription methods of paying for programs. Agencies, advertisers, networks, stations, motion picture industry, sports promoters—whole entertainment and educational field has deep interest in final decision, one of the most important in the history of commercial broadcasting.

THE QUESTION of subscription tv—which foreshadows a possible revolution in the art of American broadcasting—is due to be formally explored by the FCC sometime next week or the week after, B•T learned last week.

At that time, the FCC will issue a notice inviting comments on the whole range of considerations involved in the principle of pay-as-you-look tv, it is understood.

Due to be involved are not only broadcasters and networks, but advertising agencies, advertisers, motion picture exhibitors and producers, baseball and football leagues and teams, boxing and wrestling promoters, legitimate theatre, musical comedy and opera impresarios, and a host of others who feel deeply one way or the other on the question of pay-tv.

The legal and policy ramifications of box office tv is believed certain to open a Pandora's box. Basic questions of constitutionality, Congress' definition of broadcasting, the determination as to whether subscription tv should be a broadcast activity or a common carrier activity (with its associated implication of rate regulation) are bound to put into the pale the mere determination whether the techniques of subscription tv is feasible.

Second only in importance to the legal and policy problems will be that of determining which of several methods of collection should be imposed.

Over all will hover the spectre of a radical change in the 34-year-old (as of Nov. 2) American system of free broadcasting whereby the only cost to the listener or viewer has been the price of a receiving set.

The FCC has had on file since 1952 a petition by Zenith Radio Corp. to authorize commercial use of subscription tv. In fact, Zenith has been in the forefront of subscription tv promotors. Zenith President Comdr. E. F. McDonald Jr. as early as 1947 was urging the establishment of a toll system of tv.

More recently, Skiatron Tv Inc. petitioned the FCC to authorize a system of pay-tv with the proviso that a provision be included in the new authorization restricting the use of subscription tv to uhf stations for a period of three years [B•T, Sept. 20].

Backing for the Zenith petition came from a score of uhf stations in 1953. The gist of these petitions was that the Commission take action on the Zenith request quickly as subscription tv seemed to point the way for uhf station survival.

During the past week, two stations filed approval of the Skiatron petition. These were ch. 4 KBST-TV Big Spring, Tex., and ch. 33 WACH-TV Newport News (Norfolk), Va. KBST-TV urged that the Skiatron proposal regarding three-year exclusivity in the use of pay-tv be widened to include not only uhf stations but also vhf stations in small markets. Earlier, ch. 54 WTVI (TV) Belleville, Ill. (St. Louis) seconded the Skiatron request.

On the other side of the fence, motion picture exhibitors just last month set up a Committee on Toll Tv, which is headed by Alfred Starr, Theatre Owners of America, and Truman Rembusch, past president of Allied States Assn., as co-chairmen [B•T, Oct. 25], and which has as its objective all-out opposition to the establishment of pay-tv.

From time to time there have been scattered objections by broadcasters to the principle of subscription tv. Most outspoken, publicly, has been Brig. Gen. David Sarnoff, RCA board chairman, and H. W. Slavick, manager of the Scripps-Howard WMCT (TV) Memphis.

A move to amend the Communications Act's definition of broadcasting, led by Rep. Carl Hinshaw (R-Calif.), was the subject of exploration by the House Commerce Committee last spring [B•T, May 17, 3]. Rep. Hinshaw's bill (HR 6431) would make subscription tv a common carrier service.

But, subscription tv proponents also have their adherent in Congress. Sen. Andrew F. Schoeppel (R-Kan.) has twice spoken in behalf of the pay-as-you-see system as a means of providing additional revenue for hard-pressed uhf and vhf stations [B•T, Oct. 18, Sept. 6].

Besides Zenith and Skiatron, a third entry in the subscription tv sweepstakes is International Telemeter Corp., which is 57% owned by Paramount Pictures Corp. Since a year ago it has been conducting a pay-tv test in conjunction with its Palm Springs, Calif., community television system [B•T, May 3].

Primarily, subscription tv works on a simple technical basis. A picture is broadcast which is received on ordinary tv receivers in garbled form. Through a variety of collection schemes, the subscriber who desires to see the program pays for having the picture unscrambled. The method of inducing the distortion in the picture and the means of payment are what separate the three systems.

Distortion can be accomplished in two ways —by deleting one element of the video signal, or by adding an element to the regular picture signal. The converse at the receiving end clears up the picture.

Methods of collecting range from the original suggestion by Zenith that the decoding signal be transmitted via telephone lines with the charge added to the subscriber's telephone bill, to a punch card system recommended by Skiatron, to an actual coin-box attachment urged by ITC.

Genesis of subscription tv goes back to pre-World War II days when Muzak Corp., pur-

HOW THREE WOULD HAVE YOU PAY

BASIC differences among the three leading proponents of subscription tv are in their methods of collecting the fee for clearing up the distorted picture.

Zenith: The leader in the field, Zenith Radio Corp. originally planned to decode the garbled video signal at the home receiver via regular telephone connections, with the charge for the program added to the subscriber's regular telephone bill. However, when the Chicago radio-tv manufacturer submitted its formal petition to the FCC in 1952, it stated that there were a number of other ways by which the decoding and billing could be accomplished. It did not specify the alternative methods.

Skiatron: This company, which holds the rights to Subscriber-Vision, has suggested a punch-card method of decoding and payment. In this system, the viewer would purchase a coded-card (similar to an IBM card) which would be fitted into the decoding machine to unscramble the picture. Subscriber-Vision was originally developed by Skiatron Electronics & Television Corp. Skiatron Tv Inc. is headed by Matthew Fox, who also holds major interests in the motion picture and television film fields (Motion Pictures for Tv Inc.).

Telemeter: International Telemeter Inc. has been experimenting with subscription tv at Palm Springs, Calif. It has keyed its principal on the use of an actual cash box attached to the tv receiver to decode and collect the fee. Similar to the coin-operated gas meters of the early 20th century, Telemeter would have subscribers insert nickels, dimes, quarters and half dollars in the coin-box in order to clarify the picture.

veyor of mood and background music for public places (restaurants, hotels, factories, etc.) via wire lines, petitioned the FCC to permit it to transmit its service over the air. Muzak suggested the intrusion of a "pig squeal" in its broadcast signal which could be removed only by its subscribers.

The basic premise of subscription tv is that advertising cannot support high quality tv programming. This was the theme which Zenith's President McDonald used in 1947 when he launched the idea of pay-as-you-see tv, through the use of what Zenith then called Phonevision.

In 1951, Zenith conducted a 90-day experiment with 300 Chicago families, using the Phonevision system. Although a final, authoritative report was never issued, Zenith did announce that the average family saw 1.73 movies per week, at a price of $1 admission for each. This compared, Zenith said, with the average family's movie-going average of 0.47 movies per week.

In 1952, Zenith filed its petition with the FCC. It has lain dormant there since then.

However, with the advent of uhf television, following the lifting of the tv freeze, the prospect of home box office began to intrigue more and more uhf broadcasters who were finding themselves in precarious financial straits. During 1953, a score of uhf station operators (and some vhf broadcasters) filed petitions with the FCC urging it to act quickly on the Zenith petition. Although a brief flurry of pay-as-you-see tv excitement was generated, the FCC made no public moves on the subject. It was then, however, that the Commission staff was instructed to begin studying the situation seriously.

Early this year, both Zenith and Skiatron tested the technicalities of their respective systems over WOR-TV New York. These were after-hours tests not involving the public.

Telemeter, which ran its Palm Springs subscription tv system in conjunction with a local theatre, closed down during the summer months when most of that desert community's citizens are not in residence. It has failed to resume subscriber-casting this fall, but this has been due solely to lack of product, according to Paul McNamara, ITC executive.

Since the Telemeter pay-tv activity used wire lines to deliver the signals to subscribers, the FCC was not involved.

Throughout the years, Zenith, Skiatron and ITC have engaged in extensive promotion. Motion picture producers have been proselytized, sports promoters courted and other show people invited to get on the bonanza band wagon.

In each case, the theoretical possibility of huge returns from a single telecast—via toll tv, naturally—has lighted the gleam of enthusiasm in the eyes of these entrepreneurs.

For example, a single crucial World Series game might attract an audience of 12 million tv set owners (out of today's more than 30 million). The figure most used by subscription tv adherents as a base charge is $1 per show. This would mean a "take" of $12 million. Also most used by subscription tv leaders is a 50-50 split of this box office. That would mean $6 million for the baseball industry for a single game—a gigantic income that no advertiser could possibly hope to meet for sponsorship on free, home broadcasting.

The same, enormous income, relatively, has been estimated for a single paycast of a feature motion picture, a top Broadway musical comedy or drama, a Metropolitan Opera Co. performance, a heavyweight boxing match, a Saturday afternoon's college football game.

This potential threat to motion picture exhibitors was what galvanized the two principal organizations of theatre owners into the formation of a "militia" committee. Formed in Chicago last month, the joint Theatre Owners of America-Allied States Assn. committee has announced that it stands ready to battle in defense of "free tv." The committee has been roundly denounced by Comdr. McDonald and Skiatron Electronic's President Arthur Levey.

In all the promotion issued by subscription tv proponents, a common theme is that pay-tv would be supplementary to regular free home tv and not envisaged to supplant present-day telecasting.

ADVERTISERS & AGENCIES

ANA'S TV POSERS ANSWERED AT CONVENTION IN NEW YORK

Spokesmen from four tv networks unfurrow advertiser brows in frank discussions of costs, programming, client relations and the outlook for the medium. Convention also hears of radio's new growth, explained by a changed pattern of selling.

RADIO-TV stole the media spotlight at last week's Assn. of National Advertisers' 45th annual meeting, held at the Hotel Plaza in New York with a record attendance which at its peak exceeded 700.

Purse-string holders of top broadcast accounts, and invited agency executives, pulled up chairs to hear what radio and television have been doing to keep up with changing advertiser budget demands in an expanding economy.

Both the blue-chip and the small-budget advertiser were rewarded with assurances that:

- Radio hasn't been sitting on its haunches. It's now a "brand new medium," strengthening schedules, streamlining for flexibility and obtaining a better competitive position to tv, magazines and newspapers.
- Tv "brains" have been at work, continually developing new ways to facelift the medium to fit advertiser needs. Tv programming, like top cigarette brands for the smoker, will come "in all sizes" for the advertiser.
- Tv has broken away from its fledgling program days and now is building and working toward a level where the advertiser will obtain for his money a result that approaches a "guaranteed circulation" plus bonuses.
- Both media are looking toward increased set circulation, greater audiences and a subsequent further decline of costs-per-thousand for the advertiser.
- Radio rests its "case" on delivery of large audiences at the lowest cost in advertising.

With the success of the tv panel method of discussion at past ANA meetings in mind, convention planners scheduled it in a choice time spot on the Tuesday calendar, starting the period at 11:15 a.m.

An all-network cast presented the tv picture: Sylvester L. Weaver Jr., NBC president; Robert Kintner, ABC President; J. L. Van Volkenburg, CBS-TV president, and Theodore G. Bergmann, managing director, DuMont Television Network.



". . . MOST people listen most to the stations that carry the most sponsored time," John Karol (r), CBS Radio vice president, testifies during mock trial at the ANA convention last week. "Witness" Karol is "interrogated" by Stanley H. Pulver, broadcast media manager, Lever Bros.

An earlier session featured John Karol, CBS Radio's sales vice president, who "testified" for radio at a mock trial in "The Advertisers' Court of Media Relations." Newspapers, outdoor advertising and magazines were the other media "interrogated."

Advertisers on the tv panel were E. W. Ebel, General Foods Corp., chairman of ANA's radio & television steering committee, moderator; Walter Craig, Pharmaceuticals Inc., and Rodney Erickson, Young & Rubicam (for agency viewpoints).

Queries were aimed at wiping away some of the mist on the tv picture caused by the rapid development and changes in network programming patterns — such as emergence of the "magazine concept," the "spectacular" or "extravaganza" type of one-shot show, spiraling costs of production and talent, etc.

In brief, these were the advertiser's tv worries: "excessive" costs in producton, a perennial ANA complaint; "bumping" of advertisers from regular time periods, making way for other sponsored programs; sponsored public service time pre-empting advertiser-built program periods; fear of network "control" without assumption of the advertiser's risk; "magazine concept"—what does it mean and will it black out the extra value factor of consumer gratitude to the sponsor; the CBS-NBC duel for dominance, on grounds that if allowed to get out of hand it may outrun the advertiser's objective; growing belief that advertisers' commercials are being diluted by increased sandwiching of commercials between "shortened" half-hours; reports that the shorter 30-minute periods may become even shorter, and a feeling that with more tv stations going on the air perhaps this is the time for tv networks to begin thinking of full-network discounts.

The sheer weight and length of the various questions kept network officials under pressure with the more than an hour's time available proving to be too short for full explanation.

Network leaders presented a solid front,

all finding agreement that:

1. The advertiser actually is the one who, taking the cue from the public, will most affect the future of programming. The spectacular type of show would not now be in full bloom were it not for these advertiser demands and public acceptance.

2. The spectacular type of program is for the advertiser with the type of long-range budget which can handle such a show. For the short-range budget, there is the "magazine" or "participation" show. For the advertiser who wants program association, his needs are being met. Thus, the trend in tv is toward greater flexibility.

Under "cross-examination" by Stanley Pulver, broadcast media manager of Lever Bros., Mr. Karol emphasized that radio's new growth could be tagged to its changed patterns of selling.

Nighttime rate reductions in radio despite radio's boasts of increased circulation—an apparent conflict which advertisers wanted explained—can be attributed to television, he said. "Television has cut into the nighttime radio audience, and so radio has realistically reduced its nighttime costs. On the other hand, television has encouraged the sale (and even the use) of *new* radio sets that have gone into new locations all over the house."

Radio networks, he said, have altered selling patterns to permit national advertisers to buy smaller units of time, thereby successfully competing not only with the segmented tv program but also with the small space ads of the magazines and newspapers.

Thus, Mr. Karol said, "the radio industry is adjusting to television in many sound, positive ways—with new appeals for its audience, new ways to measure that audience and new ways to package it for advertisers."

Qualitative Measurements

New measurements will include out-of-home listening, and a stress on data on the composition of the at-home radio audience, he said.

Radio, Mr. Karol said, "can only be judged by what it delivers today. On this basis it compares most favorably with other media." To give the advertiser audience a conception of radio's wide circulation, Mr. Karol showed a few pertinent parts of CBS Radio's sales film which pictorially emphasized the size of radio's in-home and out-of-home audiences.

"A detailed analysis of radio listening made this spring shows over 46 million U. S. families spending an average of 20 hours a week—in their homes alone—listening to their radio sets. These figures give us the total of 927 million family hours of radio listening per week, and out-of-home listening is additional," Mr. Karol said.

There actually are more families listening to radio now than there were in 1948, Mr. Karol said, adding that while this is partly due to increased population and growth, it also has occurred in the face of television's attainment of two-thirds of its total foreseeable penetration.

"This all means that radio, with its tremendous existing amount of listening, has little more to lose to television. In a few years total listening will resume its long term growth—not only because of our population increase, but also because we are in the midst of a great expansion in personalized listening both in and out of homes," he said.

Asked about overcrowding of commercials into programs, Mr. Karol said the average commercial time must be considered as well as the number of commercials. Such figures, he said, do not bear out the charge. He said commercials broadcast under the NARTB Code serve the best interests of the advertiser.

In response to another question, Mr. Karol noted that while there may be some truth to a charge that some stations turn up volume during the delivery of commercials, that it could be traced to special arrangements between production people connected with the station, sponsor or agency. The practice is not encouraged nor condoned.



GENERAL MOTORS' sparkplug at the Assn. of National Advertisers' convention last week, William G. Power, advertising manager of GM's Chevrolet Motor Div., calls the tv panel to order (l to r): Rodney Erickson, Young & Rubicam; Walter Craig, Pharmaceuticals Inc.; E. W. Ebel, General Foods Corp.; Joseph M. Allen, ANA's radio-tv director; Mr. Power; Theodore G. Bergmann, managing director, DuMont Tv Network; Robert E. Kintner, ABC president; John L. Van Volkenburg, CBS-TV president; Sylvester L. Weaver, NBC president.

Cure for any special "dealing" between stations and advertisers, presenting one advertiser with an advantage over another, Mr. Karol said, is for the advertiser to turn down such offers and let the station or network know he does not approve.

In answer to a charge that radio was programming itself into oblivion by scheduling five- and ten-minute network programs lacking in importance, Mr. Karol said CBS Radio was aware only of its own practice of increasing the number of its five-minute news shows but not of ten-minute shows. The five-minute show, he explained, usually is coupled with a 25-minute show. It adds to schedule strength, he said, by capitalizing on the "unique superiority of radio in the dissemination of news."

Mr. Karol also said radio still tries to maintain time separation between competing products, another subject of advertiser concern. He said radio networks and most stations maintained this separation, although magazines, for example, do not avoid placing competing products only a few pages apart.

As to placing competitive companies back-to-back on network shows, Mr. Karol said he could not see any justification for a restriction of this practice provided the companies are not advertising competitive products.

Broken down by topics, this is the way the network spokesman handled advertiser tv worries:

New concept—"magazine": Mr. Weaver said tv is breaking away from the radio format and becoming more flexible. Advertising is the reason the American economy has "catapulted." Tv, thus, is trying to create flexibility so that it can develop a "range of services for all advertisers and for their needs." Mr. Weaver said NBC "will not modify its plans" because some advertisers may fear tv "is not being sold like radio."

Mr. Van Volkenburg agreed that the magazine concept is acceptable and that an effort is being made so that in time advertisers will feel that "tv comes in all sizes and that's the way it should be." He questioned the newness of the concept, however, noting that it is "as old as radio," which developed the practice into what now is called "participations." Mr. Kintner took issue with the "magazine concept" terminology to describe what he said was simply "flexibility." All the networks, he said, are moving toward this idea.

Mr. Kintner cautioned networks and advertisers not to lose sight of the advantages of viewers' familiarity of sponsor with program.

A development which should be encouraged in tv is this "familiarity of programs"—of "remembrance," Mr. Kintner said, noting it was an area in which tv can learn from radio.

Guaranteed circulation: Mr. Weaver was the first to answer on this subject. He said that from time to time discussions had been held at NBC, looking toward guaranteed circulation. The NBC president said that some day, "we may work toward this," and that "even with guaranteed circulation" there would be "bonus bonanzas" for the tv advertiser. The offer to the advertiser then would not be "just show time plus cost," he asserted.

Mr. Bergmann offered a prediction that "guaranteed circulation is much closer in television than Mr. Weaver indicates." He noted that responsibility must remain with the network.

Gratitude factor: All speakers agreed the gratitude factor is obsolete in television. Mr. Weaver asserted it is the commercial message which sells the advertiser's product, not the desire of audiences to support his program. As an example of the negligible nature of audience "gratitude" he cited the emergence of spot announcements.

Pre-emption: In answer to advertiser concern of "some alleged public service shows which are sponsored by an advertiser other than the one whose investment has built the listening habit or listening franchise for that time spot," and "shouldn't the advertiser who regularly

COMIC RELIEF

ANA at its media session last Tuesday used stunts to break up an outpouring of media facts during its staging of a mock trial hearing the "Case of the Missing Advertising Dollar." Among those used was a woman chasing a child through the audience, waving an umbrella belligerently and shouting to the "judge"—enacted by J. Ward Maurer, advertising director of Wildroot Co.—that her son deserved a sound thrashing because he wanted to be an advertising manager when he grew up.

For its last stunt, ANA had a man waving and shooting a cap pistol at another fellow, explaining to the judge: "That's my advertising manager — he wants me to sponsor a spectacular."

SIXTEEN TALENTS FOR ONE JOB

AN ADVERTISING manager today "must be an outstanding expert in 16 different jobs," according to Roy W. Johnson, executive vice president, General Electric Co. Mr. Johnson spoke on advertising management at a morning session Monday at the 45th annual convention of the Assn. of National Advertisers in New York.

These are the 16 jobs he lists as calling for the skill of the advertising manager:

1. He must be an *Accountant* . . . he has to plan, present, sell and control his budget.

2. He must be a *Market and Media Research Expert* . . . he has to analyze markets, sales potentials, buying habits, ratings and reconcile media to markets.

3. He must be an *Art Critic* . . . he may buy more art work in a single year than the curator of the local museum buys in 10 years.

4. He must be a *Graphic Arts Specialist* in order to buy thousands of dollars worth of printing of all kinds, annually.

5. He must be a *Psychologist* in order to supervise his own and his agency's temperamental creative geniuses (shall we say?).

6. He must be an *Economist* . . . for he must recognize important trends, cycles and forecasts.

7. He must be a *Showman* . . . he must dramatize his sales presentations and all other facets of the work he does.

8. He must be a *Teacher* . . . he must teach the principles and values of Good Advertising to employes, to his management and to those with whom he works.

9. He must be a *Writer* . . . he must write important speeches, letters, plans and programs.

10. He must be a *Banker* . . . he invests his company's money and must know the best advertising values and investments.

11. He must be a *Lawyer* . . . he must know all the rules and all the angles, from FTC to SAG.

12. He must be a *Scientist* and *Physicist* . . . for his copy ofttimes may be based on scientific discoveries and claims.

13. He must be a *Diplomat* . . . to maintain harmonious working relationships between management, media, agencies and the sales department.

14. He must be a *Super-Salesman* for he must constantly sell the hardest of all things to buy . . . *ideas.*

15. He must be a *Traveling Man* . . . for he's got to get out and put his programs to work.

And finally, number 16, he must be *NUTS* to stay in the kind of work which demands that he try to be all things to all people!

occupies that time be given the opportunity to sponsor it before you offer it to another advertiser?" Mr. Van Volkenburg said:

There is no doubt but that the building of weekly or multi-weekly shows by advertisers is desirable—"the full selling impact is most important and economic when the program establishes a viewing habit." He noted that CBS-TV in its election coverage contacted each advertiser before pre-emption, offering sponsorship. When sponsors declined, he said, CBS-TV then assumed two hours of "sustaining and costly time." Of the electric light companies' recent four-network buy of the *Light's Diamond Jubilee* show, he pointed out that CBS-TV followed a policy of first obtaining an agreement from advertisers affected.

Talent cost, CBS-NBC feud, spectaculars: Speakers agreed that the public is the final winner, getting better programs, increased set circulation and product sales. Thus far, networks have scheduled special shows to satisfy advertiser desires. First spectaculars—General Foods and Ford anniversary programs were conceived by advertisers themselves. Prices will go up, yes, because a one-time appearance of a star nets him more than appearance in a program series, but the advertiser costs per thousand will go down. Ultimately it is the advertiser who will decide on spectaculars through public reactions.

Mr. Weaver noted that the special timebuy to mark a company's anniversary or some other such special event was used in radio as far back as 1933. NBC-TV, he said, has not been engaging in "displacements" of advertisers to make room for special programs, except "for continuity purposes." Other network spokesmen said they have not been shuffling advertisers against their will.

Mr. Kintner took issue with the lengthy, one-time spectacular-type of show, saying there was nothing to indicate that it would upset his belief that a program scheduled at the same time every week "will get the highest circulation."

Shorter half-hours: Advertisers pointed out that half-hour programs, originally 29 minutes 30 seconds in length are now five seconds shorter and said there are reports of a further reduction to 29 minutes 20 seconds, thus making way for more advertising in the break period. The network panel denied any such move.

Advertisers also asked for control over spot announcements at the local level. In answer, Mr. Kintner reminded them that station breaks and IDs are the "very lifeblood of the station." He said that with both network and local commercials, television still averages only 13% advertising at night compared to 45% advertising content in leading publications.

If the spot were dropped, he emphasized, the advertisers would be the first to complain. He noted that tv is using the NARTB Tv Code and other voluntary regulations as guideposts.

Production costs: Mr. Kintner said network production is not in the same category as the motion picture industry's budget. What increases do exist in production costs serve to create better programs—and networks, he noted, do not profit from production costs. He said a closer relationship between the networks, the advertisers and their agencies is needed to attack this problem.

Mr. Van Volkenburg said that as competition increases, quality shows emerge. Thus, much of the higher production cost can be traced to people within the industry who feel they must meet competition. He cited the doubling of rehearsal hours in order to produce a "better show" than a competing program.

Full-network discounts: Panelists showed a lack of enthusiasm for this suggestion. Mr. Bergmann, chief spokesman on the subject, stressed that tv networks are trying not to pick up the practice, which, he said, was started by radio.

Advertiser bumping and program control: Mr. Weaver said this practice is not new. He reminded the advertisers that no one of them has "renewal privilege" in its network contracts. He said NBC had asked four advertisers to move to new time periods but in all cases there were excellent reasons and each was given long-term notice.

According to Mr. Weaver, in each case the program in question was harming the "circulation pattern in adjacent program periods." Part of the network job, he said, is to keep the audience interested in the program schedule by keeping it varied. Networks, with control of the programming schedule, can "refresh" it, thus attracting all the people to watch television and thus, in turn, helping each advertiser's program, Mr. Weaver asserted.

Color: Because time ran out on the panel before it could get far into the subject, only the trimmings were touched. Mr. Weaver thought that advertisers are not doing enough color. Advertisers, he said, should be buying color "double-trucks" on tv—using a publication term for heavy color use in advertising. He predicted that color television would be the major marketing tool of the future.

First day of the ANA convention, Monday, was devoted to sessions on advertising management, business and elections, and closed meetings on "case histories" and other discussions presenting a review of the general advertising picture.

As Roy W. Johnson, executive vice president of General Electric Co., saw the overall advertising business: An estimated $8 billion will be spent this year but even this figure could be dwarfed if marketing executives seize the opportunity before them.

Tuesday afternoon meetings featured mail order, advertising copy and emphasis on sales meetings. Annual dinner was held Tuesday night with entertainment furnished by ABC. Among the performers were Morey Amsterdam, m.c.; Estelle Sloan; Mr. Ballantine; Dick Shawn; Mindy Carson and Milton Delugg, and the ABC orchestra.

Philosophy of Regulation

The Federal Trade Commission's philosophy in the regulation of ad practices in the field was expounded Wednesday morning by its chairman, Edward F. Howrey, and Charles E. Grandey, director of FTC's bureau of consultation (also see separate story, page 35).

In a CBS-produced film shown to conventioners, Mr. Howrey hailed the "voluntary" or self-control and self-regulation concepts of advertisers and their agencies, asserting these are more "desirable" and "much more effective" than government compulsion.

Nearly 75% of FTC's advertising investigations involve deceptive practices, he said. Since his chairmanship, Mr. Howrey reported, FTC has issued 129 cease and desist orders, 29 in the antimonopoly field and 100 in the deceptive practices field. Of 141 complaints issued within that time, he said, 34 were antimonopoly and 107 deceptive practices.

Members of the ANA program committee, chairmanned by William G. Power, Chevrolet Div. of General Motors, were John Alden, Norwich Pharmacal Co.; Donald Cady, The Nestle Co.; R. H. Coffin, RCA; Walter Craig, Pharmaceuticals Inc.; James J. Delaney, Sinclair Refining Co.; Milton M. Enzer, Yale & Towne Mfg. Co.; Donald S. Frost, Bristol-Myers Co.; Alden James, P. Lorillard Co.; R. S. Lowell, U. S. Plywood Corp.; Harold F. McAneny, The Flintkote Co.; John O'Donoghue, Indian Head Mills Inc.; H. F. Osterheld, Borden Cheese Co.

Mr. Pulver of Lever Bros.; H. T. Rowe, IBM Co.; A. Craig Smith, Gillette Safety Razor Co.; William C. Sproull, Burroughs Corp.; A. H. Thieman, New York Life Insurance Co.; Stuart D. Watson, S. C. Johnson & Co., and Ralph Winslow, Koppers Co.

GERBIC ELECTED ANA BOARD CHAIRMAN

Johnson & Johnson vice president chosen at New York annual meeting. West re-elected ANA president.

EDWARD G. GERBIC, vice president of Johnson & Johnson, was elected chairman of the board of the Assn. of National Advertisers last Monday as the ANA opened its 45th annual meeting in New York (also see page 32).

Edwin W. Ebel, director of corporate marketing for General Foods, was elected vice chairman, and seven others were named or renamed to the ANA board, while Paul B. West was re-elected president.

In the board chairmanship Mr. Gerbic, who was elected vice president in charge of merchandising and advertising of Johnson & Johnson in 1951, succeeds B. R. Donaldson, director of institutional advertising for Ford Motor Co. The election was for a one-year term.

George J. Abrams, vice president and advertising manager, Block Drug Co.; John McLaughlin, advertising and sales promotion manager, Kraft Foods Co.; M. Anthony Mattes, manager, advertising department, Standard Oil Co. of California; William G. Power, advertising manager, Chevrolet Div., General Motors Corp., and Ralph Winslow, vice president, public relations, Koppers Co., were elected to three-year terms on the ANA board. Howard A. Marple, director of advertising and public relations, Monsanto Chemical Co., was elected for a one-year term, and Charles W. Rice Jr., advertising manager, American Viscose Corp., was re-elected for a two-year term.

With J. & J. 20 Years

ANA's new board chairman has been with Johnson & Johnson since 1934. Mr. Gerbic started as a salesman in the company's Chicago office, moved to headquarters (New Brunswick, N. J.) as product director in 1937, became director of merchandising in 1947, and was elected to the management committee in 1949. Mr. Gerbic has been ANA vice chairman and formerly was its treasurer. He also is a member of the board of the Advertising Council and was appointed coordinator of the Council's civil defense campaign in April 1951. He also has been president of the Advertising Club of New Jersey.

Mr. Ebel, new vice chairman of ANA, joined General Foods in 1948 as a sales and advertising manager of the company's Gaines Div. He was promoted to general sales manager of the division in 1949 and transferred to the Post Cereals Div. as director of sales and advertising in 1950. He formerly was with Calkins & Holden, Tracey Locke Dawson, and Pedlar & Ryan. He is a member of the Advertising Council board and the American Institute of Food Distribution.

Mr. West, re-elected president, joined ANA in 1932 as managing director and secretary-treasurer and became president in 1935. He currently is a director of the Advertising Council and Advertising Research Foundation, a past president of Controlled Circulations Audit and former vice president of the Advertising Council.

The 1954-55 ANA board consists of the officers and board members named last week, plus the following:

R. A. Applegate, E. I. du Pont de Nemours & Co.; Storrs J. Case, Sun Oil Co.; Ben Donaldson, Ford; Ralph H. Harrington, General Tire & Rubber Co.; George E. Mosley,



MR. GERBIC

Seagram-Distillers Co.; George Oliva, National Biscuit Co.; George B. Park, General Electric Co.; M. F. Peckels, International Harvester Co., and William Brooks Smith, Thomas J. Lipton Inc.

FIVE-MINUTE TV SHOW PAYS OFF FOR PAN-AM

Programs permit time for hard sell, cost little more than 20-second spots, ANA is told.

A SALES pitch and a tv success story from one advertiser to another was made Wednesday afternoon at the Assn. of National Advertisers convention. Pan-Am Southern Corp., New Orleans, a subsidiary of Standard Oil Co. of Indiana, held a private showing of a five-minute, popular science tv program it has been using in six states in the South. Hal R. Yockey, advertising manager of Pan-Am, asked other advertisers if they were interested in adapting the show for their needs outside of Pan-Am's territory. Mr. Yockey said in part:

"Briefly, this . . . show was developed for one primary reason: we needed a minute commercial time, rather than 20 seconds, to sell gasolines and motor oils. Studying rates, we found that five minutes cost just a little more than a short 20-second spot. After smoothing out many production problems, we are now able to give nearly four minutes of good, interesting entertainment and lead right into a full one-minute commercial.

"Today the *Pan-Am Answer Man* is rated among the top 10 multi-weekly shows in the 14 markets it is now showing. We plan to expand its use in January to 22 markets, all tv markets available in our six states.

"Its selling power has been proven by our sales increases (well above industry average) and by traffic builders, promoted solely through the show."

Tobacco Ad Standards Expected Soon–Grandy

DISCLOSURE that advertising standards for the cigarette industry may be adopted soon was made at the Assn. of National Advertisers convention in New York last week (see main convention story page 32).

Charles E. Grandy, director of the Federal Trade Commission's bureau of consultation, revealed in a talk on commission views on deceptive advertising practices, that FTC and the tobacco industry held a conference in Washington on Nov. 5.

Setting up cigarette advertising standards would mark the first direct use of FTC's new and informal procedure to permit quick action, thus assuring industry members that their practices comply with Commission law, he said.

The conference followed FTC issuance early in the fall of suggested standards of practice for cigarette advertising [B•T, Sept. 20].

GE's Colley to Assist ANA Group Ad Study

NAMING of Russell H. Colley of General Electric to work with the Assn. of National Advertisers Advertising Management Committee was announced Monday as the association's annual meeting got underway in New York (see convention story page 32).

The committee was formed to develop ad-

LATEST RATINGS

NIELSEN

Two Weeks Ending Oct. 9:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	14,357
2.	Martha Raye Show (NBC)	14,313
3.	Buick-Berle Show (NBC)	13,986
4.	Toast of the Town (CBS)	12,579
5.	Jackie Gleason Show (CBS)	12,227
6.	Dragnet (NBC)	12,184
7.	You Bet Your Life (NBC)	12,016
8.	Colgate Comedy Hour (NBC)	10,748
9.	Sid Caesar Show (NBC)	9,825
10.	This Is Your Life (NBC)	9,824

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (CBS)	52.9
2.	Martha Raye Show (NBC)	51.3
3.	Buick-Berle Show (NBC)	49.7
4.	Toast of the Town (CBS)	45.2
5.	Jackie Gleason Show (CBS)	45.1
6.	Dragnet (NBC)	43.1
7.	You Bet Your Life (NBC)	42.0
8.	Colgate Comedy Hour (NBC)	37.9
9.	This Is Your Life (NBC)	37.8
10.	Sid Caesar Show (NBC)	37.5

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VIDEODEX

Week Ending Oct. 7:

	Name of Program	No. of Cities	% TV Homes
1.	Dragnet (NBC)	104	40.5
2.	I Love Lucy (CBS)	120	40.3
3.	You Bet Your Life (NBC)	125	39.6
4.	Toast of the Town (CBS)	105	35.0
5.	Milton Berle (NBC)	117	34.6
6.	Jackie Gleason (CBS)	97	32.9
7.	World Series (Sat.-NBC)	164	32.3
8.	Godfrey & Friends (CBS)	126	31.8
9.	Comedy Hour (NBC)	109	30.4
10.	Tv Playhouse (Philco) (NBC)	105	29.6

	Name of Program	No. of Cities	Homes (000's)
1.	Dragnet (NBC)	104	10.517
2.	You Bet Your Life (NBC)	125	10,091
3.	I Love Lucy (CBS)	120	10,002
4.	Milton Berle (NBC)	117	8,812
5.	Toast of the Town (CBS)	105	8,746
6.	World Series (Sat.-NBC)	164	8,575
7.	Jackie Gleason (CBS)	97	8,308
8.	Godfrey & Friends (CBS)	126	8,072
9.	Comedy Hour (NBC)	109	7,855
10.	Tv Playhouse (Philco) (NBC)	105	7,790

vertising organization and management studies in ANA member companies. While spending most of his time during the coming year with the committee, Mr. Colley, formerly consultant of manager development with GE, will continue to serve other clients in the organization-marketing management field.

Paul West, ANA president, announcing the appointment by the ANA board, stressed the aid Mr. Colley's experience will lend to committee work.

P&G TO ALTERNATE ON 3 CBS-TV SHOWS

Already a heavy broadcast user, firm plans to put another $4 million into alternate-week sponsorship of 'Lucy,' 'Topper' and 'Favorite Husband.'

PROCTER & GAMBLE, Cincinnati, will spend $4 million dollars after the first of the year to purchase three half-hour nighttime programs, all on an alternate-week sponsorship basis, on CBS-TV.

P & G will underwrite alternate-week sponsorship of the following shows: *I Love Lucy,* with Philip Morris & Co.; *Topper,* with R. J. Reynolds Tobacco Co., and *My Favorite Husband,* with Simmons Mattress.

In effect P & G started the pattern of sharing high-rated shows with the current sponsors when it recently bought in on *This Is Your Life,* which it sponsors alternate weeks with Hazel Bishop Co. on NBC-TV.

Philip Morris' willingness to release the alternate week of the highly-rated *Lucy* Monday night show reportedly was based on the cigarette company's desire to spread its tv budget in the direction of additional tv properties. Biow Co., New York, is the agency for Philip Morris.

R. J. Reynolds, Winston-Salem, through William Esty & Co., New York, will relinquish half of *Topper,* Fridays, 8:30-9 p.m. EST, to P & G, in order to direct the money into other tv avenues, it was understood.

Simmons Mattress and International Silver, both handled by Young & Rubicam, New York, are currently alternating sponsorship of *My Favorite Husband,* Saturdays, 9:30-10 p.m. EST, but the silver company plans to drop out after the first of the year when P & G takes over alternate sponsorship.

The Procter & Gamble contract represents a heavy investment by the soap company on the CBS-TV network. P & G, aside from its alternate-week share of *This Is Your Life* on NBC-TV, also sponsors *Fireside Theatre* and *Letter to Loretta* on NBC-TV.

Dean, Ex-Owner, KOTA-KOZY Becomes Agency Principal

ROBERT J. DEAN, former station owner and candidate in 1953 for the FCC, becomes a principal in Universal Advertising Agency, Los Angeles, today (Nov. 15).

The agency was formerly headed by William Reid, who died three months ago, and Ellis Craig. Mr. Craig remains a principal owner with Mr. Dean. Others in the ownership will be Blaine Riley, art director, and Charles R. Olsen, account executive.

A veteran broadcaster, Mr. Dean sold out his station interests—in KOTA-KOZY (FM) Rapid City, S. D.—last May. He was a leading candidate for the FCC vacancy created by the retirement of Comr. Paul A. Walker in 1953 and later for the FCC secretaryship.

COWLES PREDICTS ADVERTISING GAINS

Sigma Delta Chi hears its honorary president say the gross national product will increase to $535 billion in 1965, benefiting all media.

AN "EXPANDING economy of abundance" which will raise the gross national product of $363 billion in 1953 to $535 billion in 1965 will benefit all advertising media, John Cowles, president of the *Minneapolis Star* and *Tribune* told the national convention of Sigma Delta Chi in Columbus last Thursday as its keynote speaker. He is honorary president of the journalistic fraternity.

Citing the future of American newspapers, Mr. Cowles also discussed competitive broadcast media, pointing out that he has more than a passing interest in radio and television. The Cowles organization a fortnight ago bought from CBS its 47% interest in WCCO-AM-TV Minneapolis for $3,950,000 and also owns KRNT-AM-FM Des Moines (initial decision favoring grant of ch. 8 pending); WNAX Yankton, S. D., and KVTV (TV) Sioux City.

Some people, said Mr. Cowles, "enjoy predicting the imminent rapid decline of newspapers. First it was radio that was going to put us out of business. Then television was supposed to do it. Now some are saying that color television will do it. I have no doubt that television advertising revenues will continue to grow, and probably color television will accelerate it, but I believe that newspaper advertising revenue will also continue to grow." He added that readership surveys of television-owning homes show that people are not devoting less time to newspapers. He said they are cutting down only on the time spent in reading "relatively mediocre newspaper amusement features."

More Money—Less Work

Looking ahead, Mr. Cowles said that by 1965 the population will be around 190 million or an increase of between 25 and 30 million. The predicted 46% increase in the national economy to $535 billion in 1965, he said, will be achieved with reduction in the work week to a seven-hour-day, five-day-week projected average.

Defending "monopoly newspapers" Mr. Cowles said they are unjustly criticized. Such newspapers, he said, have a deep feeling of their responsibility and obligations because of the very fact of absence of competition. Moreover, he said that some critics of single newspaper ownership make the completely erroneous assumption that newspapers are the sole source of news, information and ideas for the public. Among the dozens of news sources, he said, tv and radio are the foremost competitors.

Discussing results of a recent analysis of daily newspaper circulation gains and losses, he said that the dailies which are having circulation troubles are those that have relied heavily upon entertainment features and sex and crime sensationalism, or papers which too frequently "tend to distort and slant the news and make it buttress their editorial opinions." Television, he said, satisfies enough of the entertainment appetite of the average person so that he is less interested in reading entertainment features in newspapers unless they are of exceptional quality.

GRUEN TO PART WITH WINCHELL

EFFECTIVE the first of the year, Gruen Watch Co. will drop its alternate-week sponsorship of the *Walter Winchell* show on ABC-TV. In other year-end terminations, Sunbeam appliances will cancel *Ethel and Albert* on NBC-TV and Plymouth cars will give up *That's My Boy* on CBS-TV.

Gruen, which recently appointed Grey Adv., New York, as its new agency, is in the midst of negotiating its 1955 plans. The company plans to discontinue sponsorship of Mr. Winchell, Sundays, 9-9:15 p.m. EST, because reportedly that type of program did not sell watches as well as the client would like. Radio spots and/or network may be possible successors for the tv budget, it was understood. Specific plans are expected to be made by Thanksgiving week.

Sunbeam Corp., Chicago, through Perrin-Paus Co., Chicago, is dropping *Ethel and Albert,* Saturdays, 7:30-8 p.m. EST, presumably because of the high cost of the Sunday night NBC-TV spectacular which Sunbeam co-sponsors with Hazel Bishop. Sunbeam plans

(Continued on page 55)



DISCUSSING the closed-circuit telecast, conducted by WAAM (TV) Baltimore which was used to introduce Van Sant, Dugdale & Co. personnel to the staff of its client, Baltimore's American Brewery, are (l to r) Leiter FitzSimons, American Brewery vice president; Wilbur Van Sant, agency president; Dan Loden, agency vice president, and John L. Savane, director of sales and merchandising for the agency. The telecast was conducted in Baltimore's Sheraton-Belvedere Hotel with the WAAM production and engineering departments setting up and supervising the technical facilities.

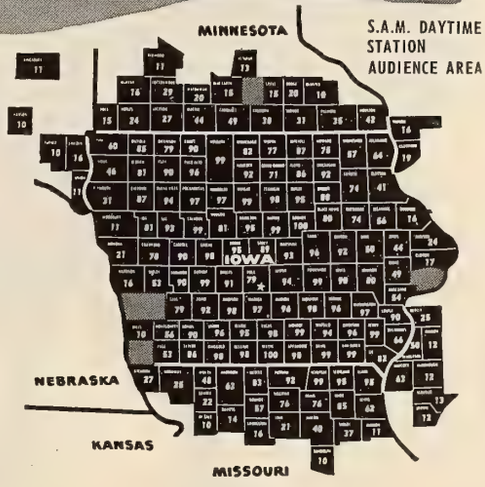
Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!



DRUG SALES PERCENTAGES

7.1%	Cedar Rapids	
5.1%	Tri-Cities	
13.4%	Des Moines	
2.0%	Dubuque	
5.8%	Sioux City	
4.6%	Waterloo	
38.0%	TOTAL METRO. AREAS	
62.0%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)



Iowa has six Metropolitan Areas which, all combined, do 38.0% of the State's Drug Sales, as shown above.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

At 10 a.m., WHO gives you 63,442 Actual Listening Homes for only $47.50 (13.4 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 63,442 homes *all over Iowa* are actually tuned to WHO at 10 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 13.4 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking,* here at WHO. Ask Free & Peters for all details!



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

BIG POWER BOOST COMING!

A Booster for our Rooster!



New 316 kilowattage coming up!

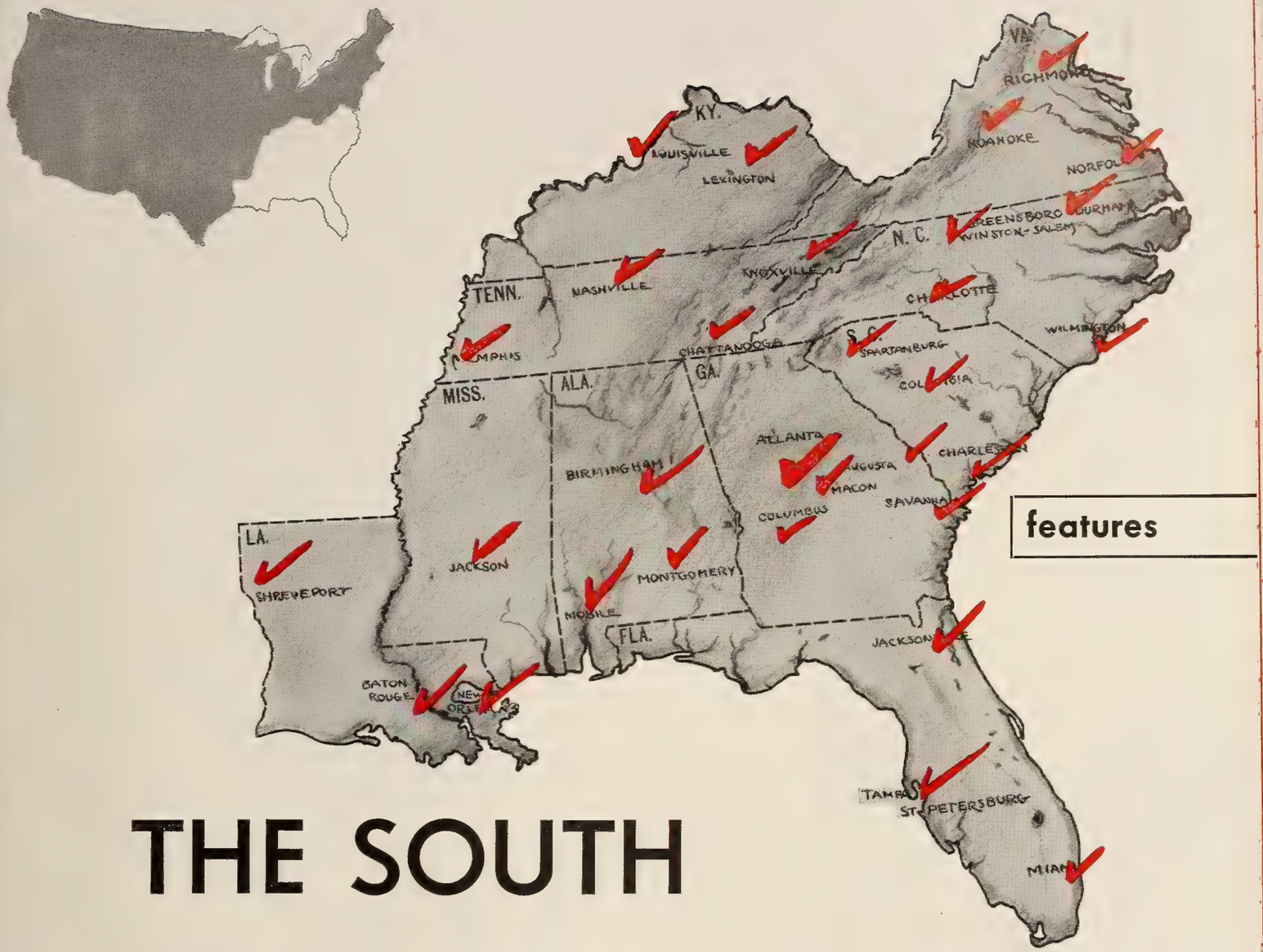
Also coming up soon . . . new big brochure with latest coverage map to show what you get in the big 316 kw Channel 10 package! New England's most powerful line-up of live local shows will really dominate the market with stepped up power!

Don't miss your copy of our power boost brochure!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives—WEED TELEVISION

NBC—Basic
ABC DuMont—Supplementary



features

THE SOUTH

FROM THE FIELDS OF COTTON AN INDUSTRIAL EMPIRE GROWS

By J. Frank Beatty

A FEW BLOCKS off Peachtree St., hub of Atlanta's business and financial district, a service station attendant wiped gasoline dribbles off a dusty fender and offered the traditional Georgia invitation:

"Hurry back!"

"Why?"

Picking up the blunt cue, he replied:

"Listen, my Yankee friend, the future belongs to the South. Hurry back!"

A prosperous present and a promising future belong to the South. Any Miami-bound motorist will quickly get a true idea of what has been happening south of the Potomac and east of the Mississippi if he will leave the tavern and motel-lined Routes 1, 17 and 301 long enough to take a look at the real South.

For more than two decades the New South has been developing. Still surviving, curiously, are the historic magnolia and molasses concepts—the fictional plantation owners with mint juleps dripping down their goatees, looking over vast cotton fields and muttering bitterly over stacks of Confederate currency.

Today's southern currency is authentic, abundant and increasing, as a balanced economy supplants the cotton and tobacco basis of the Old South. New industry and new agriculture are coming to the New South, injecting new financial blood into old cities and nurturing fast-growing communities.

The New South is Atlanta, New Orleans, Memphis. It is Jackson and Jacksonville, Greensboro and Greenville, Mobile, Charlotte, Spartanburg, Nashville, Birmingham, Roanoke, Norfolk, Richmond, Raleigh, Columbia—in all, several dozen thriving cities forming focal points of an economy that blends the traditions of past decades with the pulsating vigor of the present (see map above).

Economic miracles are happening in the South—faster than economists can record them. In the last two years alone, a substantial share of the industrial development in the nation has taken place in the South. Four-fifths of the nation's textile capacity is located in the South, and the ratio is increasing as the woolen industry joins other members of the textile family in migrating to this land of fabulous natural resources.

Per capita income is climbing faster than the national average. Distribution of income, equally important, is leveling out. Aside from Florida, there has been no unusual increase in population; the South's increase is below the national average.

Putting it in quick terms, the annual per

FIRST OF A SERIES

WITH THIS introductory article on the South, B•T begins a continuing report on major growth regions of the U. S. In succeeding articles, to appear at approximately monthly intervals, individual market areas of the South will be studied—with particular attention to their importance in radio and television advertising. After the series on the South, B•T will explore other regions.

capita income in 10 Southern states has risen from a little over $300 a year in 1939 to around $1,160 in 1953. This is an increase of roughly 275%.

For the United States as a whole, per capita income rose from $539 in 1939 to $1,709 in 1953, an increase of 217% for the 14-year period.

There it is: 275% for the South; 217% for the U. S.

Or look at telephones, barometer of social and economic activity. In the South: up 266% since 1939. In the U. S.: up 162%.

Since World War II, telephone installations have increased 133% in the South, 91% in the U. S.

Eighty-four commercial tv stations are operating and the number of aural broadcast outlets has increased from 206 to 757.

Definitions of the South range from six South Atlantic states to a broad belt extending westward to New Mexico and northward to Kansas, Missouri, Ohio River and Mason-Dixon Line. For the purposes of this brief resume, the South is defined as including the 10 states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. Not included are Arkansas, one of three Mid-South group, and the neighboring Texas and Oklahoma, all enjoying spectacular growth and another modern miracle in economic history.

Getting to know the South involves a look into its resources, weather, people, agriculture, industry, finance, cities and general economy. There's misunderstanding around the nation, and around the world, about all of these basic elements.

Take the weather, for example, and it's really not at all hard to take, especially when some of the torrid comments about southern weather are matched against the actual atmospherics of the area.

The South is mild in winter, except for some of the mountainous terrain. Its summers are admittedly hot, but in general the hot days are no hotter and no more frequent than those in much of the East and Midwest. Actually, they are not so hot as the Midwest and Southwest a lot of the time and the average southerner might feel he was being fried endlessly and without mercy if exposed to a Plains' summer.

In general, the weather extremes in the South are well within the standards of the Ohio and Northern Mississipppi Valleys, Midwest and Atlantic Coast areas. Heat prostration, a northern problem, is practically unknown in the South.

Actually, the South's climate is one of its most important resources. Since there is little sub-freezing temperature, the area has a long growing season that often will support two or three crops in the southernmost states. Rainfall is ample; consequently crops usually get their moisture without artificial aid.

The rainfall feeds numerous rivers that give the South a third of the nation's hydroelectric generating capacity, with a larger potential harnessed than in any other area, thanks to TVA. Good inland navigation is available via these well-fed streams.

Climate and water blessings are attracting industry because of lower fuel bills and fewer winter interruptions. Thus, operating expenses of industry run well under the national average.

Rainfall leads to erosion, a problem the South is finally solving by means of modern techniques. Much of the soil is below the quality of the Midwest's black loam, but cheap power and availability of minerals help offset the differential in quality of soil. The area is rich in mineral resources, including petroleum, iron ore, coal, bauxite and other products. Opening of the tidelands oil area promises to stir up a boom in the Gulf area.

With nearly half of the nation's coastline, rugged mountain areas and year-round vacation climate, the South provides recreational resources that are becoming an important part of the economy. The spread of paid vacations in business and industry brings swarms of heavy-spending visitors to the resorts. Florida, especially, attracts tourists and recreation is a major factor in the state's amazing growth.

Four of the nation's finest harbors—Norfolk, Charleston, Mobile and New Orleans—attract ship traffic from all over the world.

Half of the South is wooded, providing extensive saw-timber resources and supporting the naval stores industry. The story of the South's new paper industry is one of the nation's important economic miracles.

The South's human resources have undergone rapid changes in the last two decades, a development that deserves wider understanding. Three decades ago the South had a heavy Negro population marked by low-income families who managed to attain only the bare necessities. As the nation emerged from depression during the '30s, economic and social concepts underwent a change.

The textile industry was one of the first to migrate into the South, locating principally in the Carolinas and Georgia. World War II created heavy demands for textiles and now the synthetics, after temporary transition problems, will carry the industry to new heights. The woolen mills are last of the northeastern plants to move southward. Apparel manufacture has developed in the South with textile production.

One of the South's outstanding economists, Wailes Thomas of Southern Bell Telephone & Telegraph Co., lists these five natural advantages that have attracted industry: ample electric power; raw materials; stable and loyal labor force (not a poorly paid one, as many believe); favorable conditions for economical and efficient production; sympathetic political climate, with state and local officials offering natural inducement to new industries.

Here the human element enters again, as modern new factories, built on ample sites near the edge of medium-size and small cities, provide pleasant places to work and comfortable employe housing, including room for gardens.

"Contrast these comforts," Mr. Thomas suggested, "with the dingy factories in some northern cities, the daily traffic problems of employes and the crowded housing."

Economic well-being prevails through the South. "The chief reasons," according to Mr. Thomas, "are the phenomenal increase in per capita income and distribution of income. Except for Florida, there has been no outstanding population increase, with six states having smaller percentage increases than the nation's average since 1950.

"The rise in income has enabled several million families, who formerly had incomes sufficient only to buy the bare necessities of life, to improve their living standards and come into the market for good housing, automobiles, telephone service and electric appliances of all kinds which make living more comfortable and enjoyable.

"In noting the small population increases in some of the southern states, it is easy to be misled into thinking that because the states as a whole had little growth, the same pattern of growth applied to cities and towns in the states. Actually the relatively poor population growth in these states was the result of losses in rural population, very substantial in a state like Mississippi, while cities in these states were having population increases considerably greater than the average for other cities in the nation."

An important consideration in the changing economy of the South, economists agree, is the continued heavy movement of Negroes to the North and West. In 1920, Negroes comprised 52% of the total population of the South. By 1950, the ratio had dropped to 41%. During the 1940-50 decade, white population growth in seven southern states was 2,300,000 persons, while the Negro population increased only 185,000. This was the net result of a natural increase in births over deaths of 974,000 Negroes offset by a net out-migration of 789,000 Negroes.

Thus the South's population is changing, with a larger share of its people moving into higher income brackets.

Had the 1954 drought swept the South

(Continued on page 46)

HOW RADIO AND TV HAVE GROWN IN THE SOUTH

HERE are state-by-state totals showing postwar increases in the number of operating commercial am and tv stations.

	RADIO STATIONS			TELEVISION STATIONS	
	Dec. 31, 1945	Nov. 1, 1954	% Increase 1954 over 1945	Dec. 31, 1945	Nov. 1, 1954
Ala.	19	93	389.5	0	5
Fla.	27	95	251.9	0	14
Ga.	31	91	193.5	0	12
Ky.	12	54	350.0	0	3
La.	14	58	314.3	0	8
Miss.	16	55	243.8	0	4
N. C.	31	115	271.0	0	11
S. C.	15	55	266.7	0	9
Tenn.	20	75	275.0	0	9
Va.	21	66	214.3	0	9
Total	206	757	267.5	0	84
U. S. Total	916	2,550	178.4	6	398



What does happen when LIFE hits Seattle?

Plenty . . . if Bill and Cheri Corcoran are pitching the magazine on Seattle's most popular afternoon strip (KING'S KAMERA, 3:30-4:30 p.m., Monday thru Friday).

Take the time Bobo The Gorilla helped review the new issue. The adorable little adolescent stopped the show. He chased Bea Donovan, KING'S QUEEN, around the studio demanding kisses. Cheri calmed him down finally by offering ice cream. But, in the midst of the LIFE critique, Bobo removed his overalls and threw them at the lights.

Fortunately, not a thing was broken . . . except the latest daytime Pulses for Seattle. Our viewers ate it up. So did the LIFE magazine boys.

We can't guarantee gorillas for every client, but we can deliver the largest TV audience in this market. Choose your weapons—Pulse, ARB, Hooper, or what you will. KING-TV is tops . . . morning, noon, and night.

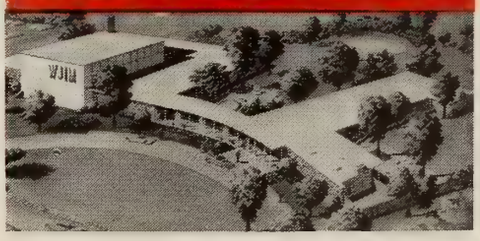
Channel 5 • ABC
100,000 Watts
Ask your BLAIR TV Man

FIRST IN SEATTLE

KING-TV

Otto Brandt, Vice President and General Manager

A B•T PICTURE STORY



ELEGANCE IN LANSING

WJIM'S NEW HOME IS DECORATOR'S DREAM

MODERN architecture and the warmth of a past century are blended in the new million-dollar plant of WJIM-AM-TV Lansing, Mich., formally dedicated Oct. 31. Five years in the planning, the WJIM Country House fulfills the dream of Harold Gross, president.

An early French provincial table desk dating back to 1763 set the styling for this unusual broadcast plant. Mr. and Mrs. Gross combed Europe for antiques that would carry out the intimate feeling of a living room in a business structure. The French table desk is located in the center of a curved glass-walled gallery that connects the executive and studio wings.

Decoration of the unique structure was in charge of Marshall Field, Chicago. Draperies have specially designed musical, call-letter and symbolic motifs. All were specially woven, as were the carpets. Mr. Gross' office is paneled with wood from an old English house. The reception lobby and the office of Vice President Howard K. Finch are paneled in wormy chestnut. Mr. Finch's office has draperies with a large violin pattern.

All around the building are antique paintings and prints. Office doors are identified in black script.

When landscaping is complete, Mr. Finch's office will look upon a peach orchard, which will shield the station swimming pool from the public.

In the office wing corridor is a drinking fountain made from an early French labadol. The tank at the top originally held water for this unique device, which has been adapted to modern plumbing. The labadol is recessed in Travertine marble.



FROM BEHIND a French stack desk with wood carvings, Wanda Kearns, receptionist, greets visitors in the glass-front "living room" of the Country House.

THE LONG office corridor, leading to the executive suite, has a green and white, harlequin patterned rug. Walls are decorated with green Japanese grass cloth. Antique brass fixtures provide lighting. Smaller photo shows the copper labadol, one of many antiques. Executive offices off the hall are done in shades of desert sage and brown.

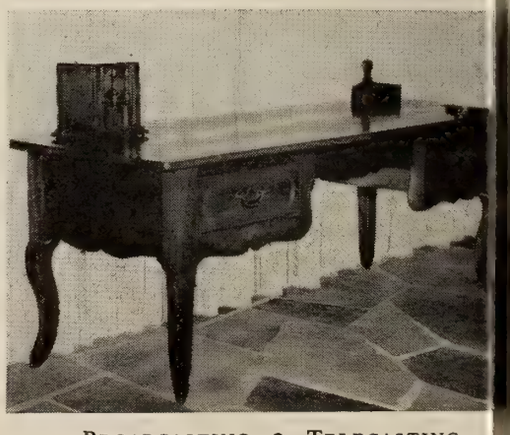






FCC Chairman George C. McConnaughey admires an antique break front with WJIM President Harold Gross (r).

THIS VALUABLE old table-top desk, early French provincial, set the styling for the Country House decoration.





SIMPLICITY marks the curved glass-walled gallery connecting the two main sections of the building. At the far end is a clients' room, carpeted in pumpkin with a six-sided table and white leather chairs. At right center of gallery is the cherry table-top desk, key item in the furnishings. The circular fountain and courtyard landscaping are visible from the reception room.



A BACH FUGUE motif marks this music studio for radio use. Members of the staff have dubbed this studio "The Liberace Room."



CLUB ROOM for the staff is furnished with captains chairs, hurricane lights on a large copper hoop and a copper-hooded fireplace. Not shown are Parisian copper street lamp that glowed in Napoleon's era and large, modern kitchen.



ENTERING the glass-fronted building, the visitor faces this long sofa, flanked by two antique fruitwood pieces and a huge blown-glass bottle lamp. In the reception room are conversation nooks, one of which has two triangular-shaped tables. The colorful slate floor blends into the warmth of the reception room. A modern touch appears in the form of a tv screen.

New West Coast TV Outlet

KPIX, pioneer television station of San Francisco, became the newest Westinghouse Broadcasting Company property.

WBZ-TV became first television station in New England to broadcast color TV.

A TV FIRST

WPTZ scored another TV first. Telerama news showed a "line-up" at Criminal Investigation Division in Philadelphia City Hall.

BILLBOARD WINNER

WBZ-WBZA won the coveted first place in *Billboard's* Audience Promotion Awards.

SAN FRANCISCO'S MAYOR ELMER E. ROBINSON proclaimed KPIX-WESTINGHOUSE WEEK to commemorate KPIX joining WBC family.

WESTINGHOUSE BROADCASTING COMPANY, INC. became new corporate name of the Westinghouse Radio Stations.

Advertisers who know KDKA best —Pittsburgh area companies—are spending 52 per cent more dollars on KDKA today than one year ago.

WOWO records greatest local net sales in history during August, 1954.

PULSE reported KEX 19-county survey area—Average Tune-In 26.3. This was six points higher than next highest Pacific Coast area.

No. 1 IN PHILADELPHIA

Mac McGuire, tops among Philadelphia "morning men," signed long-term contract, moved to KYW.

BENNINGTON SCOOP

WBZ-WBZA scored a clean beat, by hours, on-the-spot reporting of the Bennington disaster and fed the network.

First Color Commercial

Three hours after the FCC granted permission for commercial color television, WPTZ became the first television station in America to put a commercial on the air in color.

HOLLYWOOD PLAYHOUSE on WPTZ rated as the lowest-cost-per-thousand feature film in all the major cities in America in *TV Magazine's* "Cost-per-thousand study."

NEW PRESIDENT

CHRIS J. WITTING took over as president of Westinghouse Broadcasting Company, Inc.

New National Program Manager

Richard Pack became WBC National Program Manager, following a solid string of successes at WNBT, WNBC and WNEW, New York.

TV GUIDE AWARD

Special *TV Guide* Tornado Award given to WBZ-TV for extraordinary service and coverage of the Worcester tornado.

TOP TALENT SIGNS UP

REGE CORDIC, highest-paid talent in the area, brought top-rated *Cordic & Co.* morning program to KDKA.

KEX FIRST

KEX rated first in Pulse 19-county Portland area, including 4-county metropolitan Portland.

Artwork from WBC's national advertisements in KPIX and WOWO's "Little Red Barn" was selected to be hung in the exhibit of the Art Director's Club of Chicago.

DAVID E. PARTRIDGE came to Westinghouse Broadcasting Company as advertising and sales promotion manager. He had been with Crosley for 12 years.

WBZ-WBZA appointed William J. Williamson sales manager. He is veteran of nearly 20 years in the TV-radio-advertising field.

ROLAND V. TOOKE, WPTZ general manager was elected to Board of Directors of the Chamber of Commerce of Greater Philadelphia.

WBZ-WBZA signed up veteran disk jockey-newscaster-announcer-emcee Dick Tucker for hilarious new show, *Fun On The Phone.*

NEW SALES HIGH

October, 1954, was the biggest month in the history of WBZ-WBZA local sales.

NEW *SWAN BOAT* SHOW became an outstanding hit as morning TV hour on WBZ TV.

B. CALVIN JONES, veteran TV producer-director, is named executive director at WPTZ.

MORE FAMILIES IN Allegheny County listen to KDKA than any other station—according to an independent survey.

JOHN J. KELLY became assistant advertising and sales promotion manager of Westinghouse Broadcasting Company. He was formerly sales promotion manager of WPTZ, Philadelphia.

EDWARD O. SMITH, JR. was appointed to the WBZ-WBZA sales staff.

The Nelson Bragg Show comes to WBZ-WBZA, Boston.

ED SCHAUGHENCY, long-famous KDKA "getter-upper" launches a new afternoon slot with a five-day-a-week musical show.

CARL VANDAGRIFT named new station manager of WOWO, Fort Wayne.

TV CHANGES A TOWN'S NAME. Mauch Chunk, Pa., was changed to Jim Thorpe, Pa., as a result of suggestions on WPTZ's Esso Reporter program.

E. J. MURIATY became new advertising and sales promotion manager of WBZ-TV, Boston.

KDKA average quarter-hour audience rose 11%; share of minutes listened to KDKA rose 27% according to A. C. Nielson.

KEX, Oregon's only 50,000 watt station, increases broadcast schedule to 24 hours daily.

duPont Award

WBZ-WBZA and WBZ-TV won the coveted Alfred I. duPont award for outstanding performance in the public interest.

EDWARD WALLIS was appointed manager of sales promotion and publicity for Westinghouse Station WPTZ, Philadelphia.

Leo Egan's *Over The Plate* and *All About Sports*—both on WBZ-WBZA —were voted BEST SPORTS PROGRAMS OF THE YEAR by Cambridge School of Broadcasting.

THINGS

LOWEST COST SHOW

WPTZ's "Let Scott Do It" rates lowest cost-per-thousand kitchen show in America in all major markets (*TV Magazine's* "Continuing Cost-Per-Thousand Study").

Two Billboard awards were won by WOWO, Fort Wayne.

H. D. "Tommy" Longsworth was named new sales manager at WOWO, Fort Wayne.

Pulse Shows KDKA Tops

Pulse showed that KDKA has the 10 top-rated daytime shows, the 10 top-rated evening shows and the 10 top-rated Saturday-Sunday daytime shows in the 15-county Pennsylvania, Ohio, West Virginia area.

First Network Broadcast

Westinghouse Broadcasting Company broadcasts its first "network" show from the International Exposition and its second from the duPont award ceremonies.

WBZ-WBZA wins Automobile Legal Association Award for (1) being the most highway safety conscious station in the state, (2) having the most safety-minded announcer, Ken Mayer.

KYW and WPTZ, both Philadelphia, combine technical operations under the direction of Ray J. Bowley, chief engineer for WPTZ.

PAUL KNIGHT, 10-year veteran of New England radio, joined WBZ-WBZA on new *All Night With Paul Knight* show.

New *Weatherbee Yachting And Fishing Forecast* on WBZ-WBZA offered snowfall map of New England six times on each of its time slots (9:00 A.M. and 6:30 P.M.)—got 22,200 requests.

WBZ-TV receives 1953 Zenith Television Award for outstanding service rendered on *Domestic Diary* program. Ohio State Award is won by WPTZ for *Operation Blackboard.*

WPTZ's new Esso newsman, Taylor Grant (11:00 P.M. News) becomes highest paid newscaster in Philadelphia TV.

Ketchum, MacLeod & Grove, Inc. became new advertising and public relations agency for Westinghouse Broadcasting Company, Inc., and a large national campaign was launched in general magazines and trade papers.

WPTZ fed NBC's *Today* program first live coverage ever made inside a maximum security institution. Remote was transmitted from Holmsburg Prison.

WOWO went on 50,000 watt power full time.

MISS HILDA WOEHRMEYER was appointed advertising and sales promotion manager of WOWO, Fort Wayne.

ANOTHER TOP PULSE

19-county Portland area Pulse survey showed that KEX rates first in 16 out of 20 morning quarter hours, far surpassing all other stations.

WPTZ produced new, 20-minute 35mm color film, "*Miracle on the Delaware.*" First all-inclusive documentary film ever made of city's tremendous post-war expansion and business boom.

KYW LOCAL SALES during the first six months of 1954 beat the same period in 1953 by 37.1%.

PAUL E. MILLS, a veteran in the Westinghouse Broadcasting Company organization, was named station manager of WBZ-WBZA, Boston.

WBZ-WBZA inaugurated a daily detailed forecast for yachtsmen and fishermen by Weatherbee, the 'BZ Weatherman.

George Mathiessen was promoted from production manager to assistant to the general manager at KPIX, San Francisco.

WBZ-TV returned to air with auxiliary tower only nine hours after main tower (highest structure in New England) was toppled by hurricane. Station was back on air from new tower with full power in 27 days, 22 hours.

FULLY ACCREDITED RADIO COURSE offered by WOWO in affiliation with Indiana University.

WBZ-WBZA set up new Sales Service Department with Lud Richards, formerly advertising and promotion manager, as head. New department coordinates sales efforts between national offices and New England district managers, brokers, distributors.

PURDUE UNIVERSITY adopted 4-H Health Project pioneered by WOWO . . . reprinted for classroom use WOWO's *Positive Approach to Health* manual.

WOWO presented its FM transmitter to Taylor University.

BILL DEMPSEY was moved up to production manager at KPIX, San Francisco. He was formerly educational director.

ALL PORTLAND DISC JOCKEYS honored Barney Keep's 10-year record on KEX with special broadcast.

The first American-made phase contrast film ever shown on television was put on the air by KPIX and the University of California.

ARE HAPPENING AT WBC

Just since the first of the year all these things and many more have happened at Westinghouse Broadcasting Company

ROBERT E. RUDOLPH was named sales manager of Westinghouse station KEX, Portland.

JOE DOUGHERTY, one of the best-known personalities in the Philadelphia food field, joined the WPTZ sales staff.

FREEDOMS FOUNDATION AT VALLEY FORGE cited Westinghouse radio stations KEX and KYW for "outstanding achievement."

NEW SALES RECORD

WPTZ hit new sales highs in 1954. Every month topped previous year's month.

WBC Stations Win in BAB Contest

Three WBC stations won Broadcast Advertising Bureau's "Radio Gets Results" awards: KDKA, Pittsburgh, KEX, Portland, Ore., KYW, Philadelphia.

New modern studios for WPTZ were opened in Philadelphia.

KEX's local sales were highest summer record in history.

As KEN MAYER broadcast hurricane reports from WBZ-WBZA news communication center, 650-foot TV tower crashed through roof overhead. One alert listener caught airing on home recorder . . . tremendous crash, then the one voice of Mayer saying, "Our TV tower has just crashed into our building . . . " Mayer continued broadcasts from under a table, with plaster, debris and steel falling all around.

CIVIC AND BUSINESS LEADERS of San Francisco Bay Area attended a banquet welcoming KPIX to Westinghouse Broadcasting Company family.

KEX, Portland, gave musical salute to KPIX, San Francisco with Governors F. Heintzleman of Alaska, Paul Patterson of Oregon, Arthur Langlie of Washington; Premier W. A. C. Bennett of British Columbia; Mayor Fred L. Peterson of Portland all sent congratulatory messages.

OVER 18,000 PLAYER PIANO ROLLS rolled into WBZ-WBZA from listeners in disc jockey contest. Competition started when Carl DeSuze brought one in to play as a gag.

John Crosby's nationally distributed *Radio & Television* column on Oct. 29 called WBZ-WBZA Piano Roll Contest "the most sprightly news to come out of Boston since Bob and Ray left there."

WOWO ran a special train to Chicago's International Livestock Exposition and another to Indiana State Fair. People came from as far as 100 miles to board trains.

KPIX EXECUTIVES Philip G. Lasky, Richard C. D. Bell, William Dempsey, Ray Hubbard and George Mathiessen, took active parts in Stanf[illegible]ersity's Summer Radi[illegible]stitute.

K[illegible]e tv
to[illegible]
du[illegible]
TV[illegible]
Fan[illegible]
favor[illegible]
burn as [illegible]orite

KDKA wins National Sat[illegible]
cil Public Interest Award [illegible]
ceptional service in promoting safety on the farm.

WOWO's farm program, "*The Little Red Barn*" made so vivid an impact on listeners that a blind man built a scale model of barn, wagon and equipment described on air.

Little Red Barn ad in *Look* magazine brought offer from Dale Nichols, internationally famous "Red Barn Artist" to render special painting of barn.

RILEY'S GUN STORE, Avilla, Indiana (600 pop.) has reported sales and inquiries from Havana, Alaska, V[illegible]d most eastern states[illegible]rmal trading area, [illegible]ouncements
n W[illegible]

[illegible]ewspaper-
[illegible]newscaster
[illegible] NBC and
w[illegible]s director of

[illegible]n Signor joined KYW as advertising and promotion manager.

Savings and loan sponsor reported spending $7,500 on KDKA which resulted in $1,250,000 of deposits in new accounts, plus much business from old customers.

Bennett Cerf liked KDKA's spoofing in *Hiatus, Inc.* survey, that showed "Business is lousy in summer, so why advertise?" Cerf wrote column for *Saturday Review of Literature* about "those clever fellows at KDKA."

WBZ-WBZA local business for first nine months of 1954 was up 25.4% over 1953.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • **WBZ-TV,** *Boston;* **KYW** • **WPTZ,** *Philadelphia;* **KDKA,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
WBC National Representatives, FREE & PETERS, INC.

RADIO'S EARLIEST MORNING TELEPHONE QUIZ SHOW started on Bill Givens' KYW morning show—*515 Club.*

IMPORTANT STATISTICS on Radio Listening in Automobiles for Portland and surrounding area were revealed in survey by KEX.

SPURRED for ACTION



With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

BELL TELEPHONES IN TEN SOUTHERN STATES*

	1-1-39	1-1-54	% Increase 1954 over 1939	1-1-45	% Increase 1954 over 1945
Ala.	112,395	454,385	304.3	181,230	150.7
Fla.	136,555	621,645	355.2	220,551	182.0
Ga.	178,143	631,260	258.4	279,146	126.1
Ky.	122,641	372,048	203.4	177,271	109.9
La.	169,280	609,412	260.0	265,780	129.3
Miss.	70,907	259,646	266.2	111,458	133.0
N. C.	103,552	399,288	285.6	153,379	160.3
S. C.	57,446	245,742	327.8	93,703	162.3
Tenn.	193,222	663,944	243.6	301,553	120.2
Va.	213,119	706,088	231.3	349,060	102.3
10 Southern States	1,357,260	4,963,458	265.7	2,133,131	132.7
U. S.	16,286,957	42,672,010	162.0	22,309,219	91.3

* Sources: Virginia data from Chesapeake & Potomac Telephone Co.; all other states from Southern Bell Telephone & Telegraph Co.

(Continued from page 40)

two decades ago, the effect would have been crippling. The dry spell cost cotton farmers alone at least $400 million, according to Mr. Thomas. Other crops, too, suffered heavily. Even so, the South is taking this heavy blow in stride because it has emerged from the one-crop cotton system, which had destructive effects on both land itself and profits.

Cotton's share of southern farm receipts fell from 46% in 1929 to 21% in 1946. In 1929 agricultural income was 65% above manufacturing income. The agricultural domination had about disappeared by 1948, amounting to only 10%.

A more productive agriculture has been achieved, Mr. Thomas points out. Livestock can be found grazing in lush pastures all over the South. Forage plants, peanuts and sweet potatoes are now important crops and impoverished land is being built up by modern techniques. Thus a better balance between agriculture and industry has been achieved. Mechanical cotton pickers and flame cultivators are revolutionizing cotton farming and all agriculture is being similarly mechanized.

While the South's industrial labor force increased 50% from 1939 to 1947, this average was a little under the rest of the nation. Significant, however, is the fact that the increase in wages paid was 274% and the value added by manufacture was 244%, both much greater than the national average. Since 1947 the increase in the South's industrial labor force has been accelerated.

The motorist moving along Southern highways will pass numerous trucks loaded with pine logs—plain, old yellow pine logs cut from trees that once were deemed a symbol of futility. These logs are the raw material for the fast-growing paper industry—mainly kraft paper for packaging. Even newsprint and other papers are coming out of the mills, and the brown bag and box are fast supplanting the burlap bag and wooden box in the movement of America's manufactured products.

Chemical plants are springing up through the South, turning out fertilizer, fissionable materials, explosives, synthetic rubber, synthetic textiles, vegetable oils and dozens of other products. Where oil-drilling has failed, chemical plants have moved in to take advantage of the salt and other minerals. Often whole communities have been built around these plants. Steel is an important industry, centered around Birmingham.

New industries are arriving in parade fashion as the South's advantages are realized. Two atomic energy plants in the billion dollar category—Paducah, Ky., and Aiken, S. C.—are joining the Oak Ridge, Tenn., project.

Here is a list showing some of the major plants built in the last few years in the nine states served by Southern Bell:

ALABAMA—Anniston, GE tube plant, $6 million; ordnance depot expansion, $13 million. Decatur, Chemstrand nylon, $30 million. Huntsville, guided missile arensal expanded. Mobile, Mathieson Chemical, $11 million (salt domes found when oil drilling failed); Courtaulds Inc., rayon, $25 million; Ala. Power Co., $30 million steam plant; Geigy Chemical, insecticides, $1.25 million; Stauffer Chemical, carbon bisulphide, $2.3 million.

FLORIDA—Pensacola, Chemstrand nylon, $80 million; St. Regis Paper, $15 million. Extensive development of industries

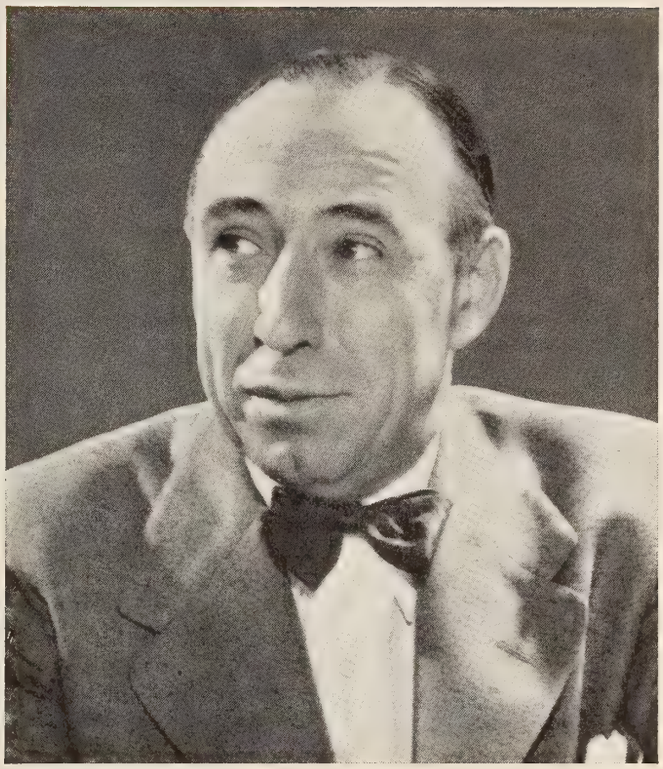
PER CAPITA INCOME

	1939	1953	% Increase 1939-53
Ala.	$242	$1,043	331
Fla.	442	1,368	210
Ga.	290	1,184	308
Ky.	297	1,167	293
La.	354	1,249	253
Miss.	201	834	315
N. C.	308	1,097	256
S. C.	261	1,095	320
Tenn.	295	1,186	302
Va.	425	1,355	219
10 Southern States	$312	$1,158	269
U. S.	539	1,709	217

Dan Gerber

President, Gerber Baby Foods, says:

"Babies, bless them, have a way of getting what they want. And in this thriving market area, parents can well afford to be indulgent. Business is constantly expanding . . . paychecks are sizeable — and retail sales show it. WOOD-TV's continuing expansion is the logical outcome of this sound, prosperous area development."





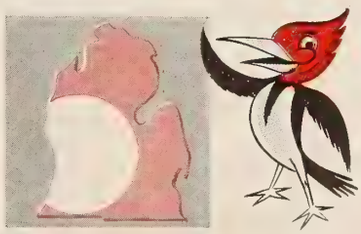
WOODland-TV is big territory!

There are lots of babies in WOODland-TV and nobody knows it better than Gerber's! Babies are their business . . . their *only* business. They cheerfully strain egg yolks, fruits, vegetables, soups, desserts — even meats — so youngsters everywhere can get off to a good, growing start. All this makes for a good, growing business . . . in an area where business as a whole is constantly expanding.

WOOD-TV . . . first station in the country to deliver 316,000 watts from a tower 1000′ above average terrain . . . gives you complete coverage of this thriving Western Michigan area. With WOOD-TV you get the prosperous small towns like Fremont; cities like Muskegon, Battle Creek, Lansing, Kalamazoo; and the primary Grand Rapids market. For top results, schedule WOOD-TV . . . Grand Rapids' *only* television station.

WOOD-TV

GRAND RAPIDS, MICHIGAN



GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

NEW COMMERCIAL

YOU HAVE to see it to believe it.

That tried and true, if slightly dog-eared maxim, applies so well to the amazing strength of Pyrex dinnerware that its maker, Corning Glass Works, and the agency, Maxon Inc., decided that demonstration would be the best sales approach.

Obviously, that meant television. So, on Oct. 28, the Pyrex dinnerware line made its tv debut via a commercial spot on NBC-TV's *Home* show, selected because of its large feminine audience. The Pyrex spot, filmed by Transfilm Inc., will appear on *Home* 13 times in the current campaign, which runs to Dec. 17.

To prove the durability of the Pyrex dinnerware, the commercial subjects it to punishment beyond the scope of even the heaviest-handed dishwasher. First a fragile looking teacup is used as a hammer to drive a three-inch nail into and through a two-inch board. The nail is then bent, with the cup still used as a hammer. Now it is straightened out again with the cup handle and finally, by pounding the cup against the point of the nail, it is driven back through the board.

James H. Bierer, advertising and sales promotion manager for Pyrex, summed it up this way: "Our decision to enter television was based on the demonstratable qualities of our Pyrex dinnerware. It lends itself so readily to a factual and graphic demonstration of its remarkable dual assets, beauty and durability."

Sponsor: Corning Glass Works.

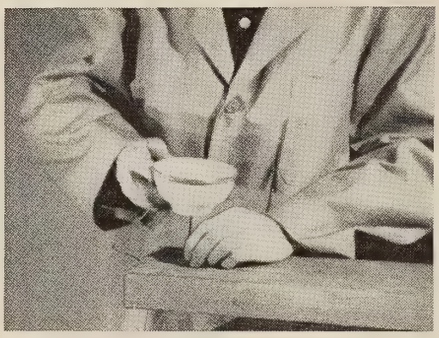
Agency: Maxon Inc.

Commercial producer for agency: Paul de Fur.

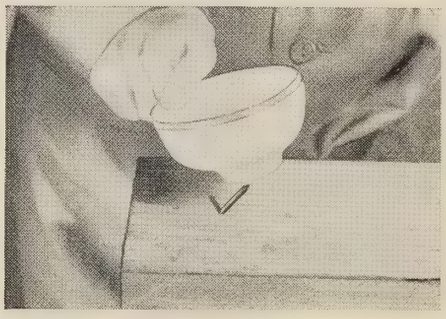
Account executive: Gordon Hurt.

Film producer: Transfilm Inc.

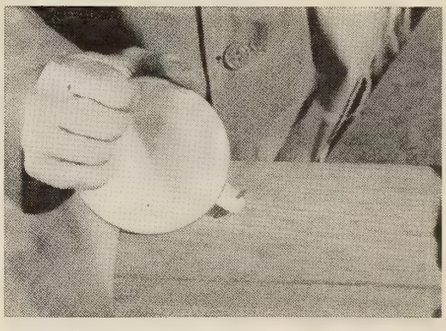
Shown on NBC-TV Home *(Mon.-Fri., 11 a.m.-12 noon) 13 times between Oct. 28 and Dec. 17.*



He drives it through . . .



bends it over . . .



straightens it out.

in Jacksonville, Tampa, Orlando and Miami.

GEORGIA—Jesup, Mengel Co. paper box, $20 million; Rayonier cellulose, $29 million. Marietta, Lockheed aircraft plant adapted to B-47 jet bombers. Rome, GE transformers, $25 million; Mead, paper, $20 million. Savannah, Union Bag & Paper, $25 million. Valdosta, National Container, $25 million.

KENTUCKY—Brandenburg, Mathieson Chemical, $20 million. Calvert City, Air Reduction Corp., $10 million; National Carbide, $10 million. Louisville, GE appliance, $32 million; International Harvester, $58 million. Paducah, atomic energy and steam plants, $900 million.

LOUISIANA—Baton Rouge, Standard Oil, $25 million expansion; Ethyl Corp., $70 million expansion; Allied Chemical, $13 million expansion; Kaiser Corp., aluminum ore, $22.5 million; Gulf States Utilities, $35 million. Lake Charles, Cities Service-Continental refinery, $100 million. Luling, Lion Oil, $30 million. New Orleans, Kaiser aluminum, $150 million; Chrysler auto, $70 million; American Cyanamid, $47 million. Norco, Shell Oil, $30 million.

MISSISSIPPI — Natchez, International Paper, $20 million; Johns-Manville fibre board, multi-million dollar plant. Pascagoula, Ingalls Shipbuilding, $75 million for merchant vessels.

NORTH CAROLINA — Wilmington, Riegel Paper, $20 million. Black Mountain, Oerlikon Tool, 2,000-employe plant. Raleigh, Westinghouse meter, $10 million. Spray, Union Carbon, $30 million.

SOUTH CAROLINA—Aiken, H-bomb, $1.2 billion. Camden, DuPont orlon, $20 million. Rock Hill, Celanese, $40 million.

TENNESSEE—Bristol, Sperry-Farragut guided missile, $25 million. Charleston, Bowater paper, $50 million. Chattanooga, DuPont nylon, $35 million; Wheeland gun plant, $15 million. Morristown, American Enka tire cord, $30 million.

Concededly some heavy industry plants are highly mechanized and provide fewer jobs than smaller enterprises. At the same time they supply products that attract other industries, purchase raw materials from the area and use transportation and other service facilities.

Progress is the order of the day in the South. There is foreign trade in New Orleans, Mobile, Miami and Norfolk; commerce in Memphis; textiles, insurance and wholesaling in Charlotte; steel in Birmingham; most every type of business and industry in Atlanta, a true aviation, rail, communications, manufacturing, financial and distribution center for the entire South; resort business in Miami, Tampa-St.Petersburg, Orlando, West Palm Beach, Daytona Beach and a whole chain of other busy cities.

New markets are developing; old ones expanding.

Southern people no longer meet the novelist's standards. They live in the manner of Yankees and Westerners. The place is lively. Even the drawl is disappearing, along with some of the over-rated claims on behalf of what is loosely called "southern cookin'."

The economy is highly stable. New industries are coming—air-conditioning, plastics, aviation, atomic energy, synthetic textiles (Dacron, Nylon, Orlon, etc). Living standards are rising. Tourist business is booming. Auto manfacturers are putting up assembly plants.

Some areas are developing with explosive force—Florida grew 40% in a decade, and it's only the beginning. Atlanta, diversified and blessed like many southern cities with a salubrious climate, is getting within range of a million population. Miami, now 600,000 (metropolitan area), expects to reach a million in a few years. It is becoming a distribution center.

New schools are going up everywhere, with many cities providing equal facilities for Negroes, though shabby structures are still found in some areas.

The South is working out its difficult social problems, aided by the spread of wealth and tolerance. Out-migration of Negroes has been speeded by mechanized agriculture, acquisition of automobiles and general raising of the Negro educational and economic level. These have encouraged migration northward and westward, where prejudices are less severe.

High birth rate of the 1940s will bring a record crop of marriageable young people by the end of this decade. This in turn will mean booms in housing and products associated with new family formation. Infant mortality has been lowered and life expectancy raised.

The Old South is giving way to a fresh, vigorous New South. Millions of families are buying good housing, autos and the other fruits of economic well-being. Southern cities are growing faster than the average U. S. metropolis. States are competing against states, cities against cities, to bring in new industries, and their aggressive community spirit is reaping rewards.

The markets in the New South are new markets.

Quoting Mr. Thomas: "Markets are a lot of people who need and want things."

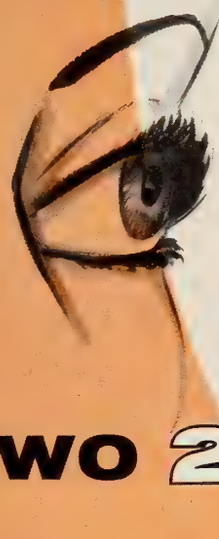
Southerners need and want things. Moreover, they're able to buy them—from Winston-Salem to West Palm Beach; from Savannah to Natchez.

After several thousand miles of motoring through the South, it's easy to understand why southerners say:

"The future belongs to the South."

CHANNEL 2 Opens up IN SPOKANE

Announcing KREM-TV



TWO 2 TIME

KREM-TV CHANNEL 2—On November 1st inaugurated continuous every-day operation with 10 hour schedules.

TELEVISION SCHEDULES TO TOP PREMIUM AVAILABILITIES READY TO CLOSE IN SPOKANE ON A GUARANTEED TIME BASIS

the eyes have it!

New and different TELEVISION PROGRAMING is now being telecast over KREM-TV's facility by the northwest's newest, technically advanced station installation.

A unique and unduplicated program structure brings top, proven theatre to the telescreens in the Spokane-Inland Empire market of the northwest. KREM-TV plays favorites—and is winning the rank of favorite.

In the picture—and BIG—KREM-TV opens new access to the great Northwest Market and Spokane's top position as a primary TEST MARKET. For it, KREM-TV is the new, fluid, flexible, dynamic television vehicle for your promotion job.

REPRESENTED BY

EDWARD PETRY CO.

INCORPORATED

KREM-TV

on CHANNEL 2...
100,000 WATTS

SPOKANE, WASHINGTON

KREM-TV is owned and operated by LOUIS WASMER, northwest electronic pioneer and developer. KREM-TV is the television division of the Inland Empire and Spokane market's only complete TRILECTRONIC A. M. F. M.-TV installation.

TELEPHONE BINGO MAKES GOOD ON TV



KTLA (TV)'S 'PLAY MARCO' IS THE NEWEST RAGE IN HOLLYWOOD

By Leo Kovner

BINGO—once an innocuous parlor game called Lotto and in its present incarnation a financial boon to innocent churches and charities or an instrument of professional gamblers, depending on one's point of view —has appeared on the television scene with a loud and noticeable bang.

Initiator of video Bingo is The Caples Co., with Russell R. Rullman, vice president in charge; John Cody, account executive, and J. Patrick Cooney, radio-tv director, all of the Los Angeles office, jointly conceiving a version feasible for tv shortly after the Supreme Court decision upholding radio-tv giveaway programs.

The Caples Co. carefully approached the FCC, the U. S. Post Office and the California Attorney-General's office for opinions on the legality of the program. All opined that the advertising firm's version, as outlined, was not a lottery.

Play Marco, introduced on KTLA (TV) Hollywood last July as The Caples Co.'s initial presentation, sidesteps legal difficulties by not permitting the player to submit a consideration to play. To do this would constitute an illegal lottery.

One interesting sidelight occurred during preparatory stages for *Play Marco's* Los Angeles debut. While planning to get the cards necessary to any version of Bingo into the public's hands, it was first suggested the forms be printed in local newspapers, to be cut out, filled in and mailed to the station. Attorneys dissuaded KTLA and The Caples Co. from this plan, pointing out that purchase of the newspaper, although not expressly to obtain the *Marco* form, still constituted submitting a consideration to play the game. Under these conditions, *Play Marco* would be a lottery, the attorneys stated.

As introduced in the Los Angeles metropolitan area, the game starts with the participant picking up his *Play Marco* forms from a market or store. He can obtain up to three forms, each printed in duplicate. He picks any combination of 125 numbers, filling in both halves of the form according to a pre-arranged pattern. Once filled, he tears the card along a perforation, sends one half to the station with his name thereon, and keeps the other half, on which he plays each Saturday night.

At KTLA, the card is filed alphabetically by a corps of professional filing clerks, in an elaborate system broken down into 10,000 component parts. On the program, m.c. Jerry Lawrence picks the numbers, painted on 125 table tennis balls, as they are blown at random from a container into a trap by a jet of compressed air. Pretty Betty Hanson, a model employed by The Caples Co. to assist in all *Play Marco* promotions, marks the numbers on a master board as called. When a winner is possible, a series of telephone numbers is posted and the "fun" begins.

The video form of Bingo depends on use of the telephone. Those who fill the customary row or diagonal must call in to actually win. When they get their call through, a filing clerk finds their duplicate card, checks it and declares a winner, if correct.

However, most headaches accruing to both KTLA and The Caples Co. on *Play Marco* come from the mechanical difficulties in getting a call through to the station with a winner. Many participants have called in with only four numbers in a row, depending on chance to fill in the fifth number before their call is completed. However, their cards have to be checked out, nevertheless, and that takes valuable time from the real winners.

Others will dial the first few digits of the posted numbers, reserving the last until they fill their row. But when enough people do this, though the call is not completed, the backlog can tie up an entire exchange.

Still other drawbacks to telephonic communication include that minority which consistantly disregards pleas not to call in merely for instructions, and the usual quota of drunks and connoisseurs of feminine beauty, attempting to date Miss Hanson. All this contributes to congestion, with real winners often unable to get their calls through and claim their prizes.

Despite 22 lines and an appropriate and different total of telephone numbers assigned to the program weekly by the Pacific Telephone and Telegraph Co., sometimes the congestion reaches serious proportions, as when a medical exchange was blocked. A new "level-hunting" system recently installed by the phone company has helped relieve the situation, but not entirely.

Paradoxically, out-of-town callers (who, incidentally, must pay their own toll charges) have a better chance of winning than Los Angeles residents. An alert operator can spot and plug in on an available number, while a dialer must try again at a busy signal.

KTLA and The Caples Co. have taken other steps to relieve the congestion. Now players are warned that if they do not have a winner when they complete a call, that particular card will be "jerked" for the rest of the evening's play. All drunks and mashers are curtly cut off by the operators and the perennial instruction-seekers are briefly told to write to the station for clarification.

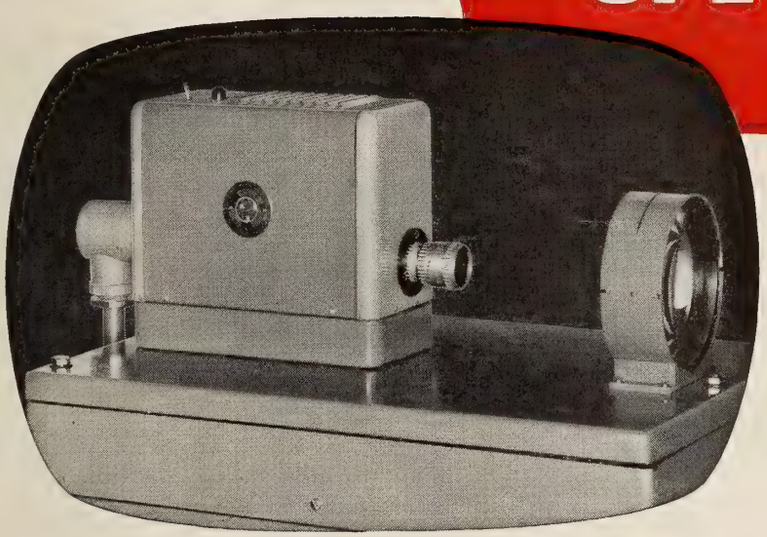
This has resulted in speeding up progress on the KTLA 1½ hour *Play Marco* program from five or six games a night to double that number, which creates another problem for The Caples Co. The advertising firm supplies the prizes in the Los Angeles area, and since none is worth less than $200 (and the grand prizes—offered every fifth week—which have included a Studebaker, a mink coat and a trip to Paris, worth considerably more), with the increase in efficiency, the firm must budget more for prizes. However, The Caples Co. smiles gamely at

PICTURE AT TOP: m.c. Jerry Lawrence calls a "Play Marco" number while Betty Hanson, "Miss Marco," marks it on a master sheet. At left is the battery of telephones used to answer contestants' calls.

Your FILMS and COSTS BOTH LOOK BETTER

with the new

GPL VIDICON FILM CHAIN



- **Low first cost; low operating cost**
- **Operates unattended; frees studio manpower**
- **Photo-conductive tube**
- **Stable black level**
- **No shading correction required**
- **No back or edge lighting required**
- **Lowest "noise" level in television**
- **Easy to multiplex**

STATION OWNERS & OPERATORS

Test this GPL chain in your station, with your projectors and monitors . . . your operating conditions. See for yourself its almost automatic operation, its quality with all types of film. No charge, no obligation. Just write, wire or phone.

TWO MAJOR ADVANTAGES for station owners sum up the features of this new Vidicon Film Chain produced by GPL.

First, it sets a new high for quality.

Second, it saves dollars. And more dollars.

It's built around a photo-conductive tube, with long-proven GPL circuits and construction techniques. It is compact, simple and rugged . . . easy to maintain, flexible for 4 *or more* multiplex combinations. All your existing projectors, monitors, master monitor and standard racks can be used. *A stable black level, and almost complete absence of spurious signals, eliminates the need of constant attention. You save man-hours that previously went into monotonous monitoring.*

This GPL chain has the lowest noise level in television. The grey scale reproduction is true. In all, with this GPL combination of both quality and economy, you can afford to retire your iconoscopes to slides. And, in equipping a new station, the GPL Vidicon is unmatched for value.

General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

Write, wire or phone for information

GPL

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

the additional outlay, expressing itself "happy to go along with the demand."

Despite an almost unanimously bad press reception from local radio-tv editors, station, advertising firm and sponsor are happy with *Play Marco* results.

"It's a merchandising dream," says John Cody, one of the creators. "It builds up store traffic better than anything we've ever found."

KTLA enthusiastically points to the over one million cards currently on file, which presently require 26 file clerks (formerly 48) handling the still-incoming flow of *Play Marco* duplicates during the week. However, only six are required to handle the files during the actual program.

As for the Los Angeles sponsor, the Victory Packing Co. (Thorofed Dog Foods) not only has renewed for a second 13-week cycle on KTLA, but is planning an intensive merchandising and promotion campaign around a new dog food, to be called Marco, shortly to appear on the market.

Despite, or perhaps because of the impressive reception, all is not smooth sailing for *Play Marco*. Two separate suits, one for $500,000 and the other for $250,000, have been filed in Los Angeles Superior Court against KTLA and The Caples Co., charging infringement and plagiarism from similar programs. In reply, Klaus Landsberg, station vice president and general manager, issued this statement:

Legal Clearance

"Before placing *Marco* on the air, we satisfied ourselves as to our legal rights therein. Regardless of any suit or threat of suit, we're still satisfied as to our rights."

One Los Angeles housewife, unable to get her call through when she had a winner, appeared at the station personally. By that time another person had been declared the winner and the lady, very angry, has filed a complaint with the FCC and is threatening legal action.

But even more important than overt legal action has been the attitude of local Parent-Teacher Assns. and other civic groups toward the video form of Bingo. Several careful inquiries from these groups have apparently satisfied them that *Marco* presents no moral temptation to children, both station and agency say. Here, the foresight of The Caples Co. has paid off. The agency placed the program on KTLA, in part, because the station would give them a Saturday time block too late for youngsters to be up, yet not too late in the evening for their elders. Also, The Caples Co. is aiming the program at an "older, settled crowd," who do not go out on Saturday nights, executives say.

However, KTLA and agency replies to the preliminary inquiries have apparently satisfied the civic groups, because no complaint regarding *Marco* has ever been received on any official stationery. Now, KTLA and The Caples Co. both wistfully admit they had rather hoped for some controversy, since both felt sure of their positions and believed a well-publicized skirmish might create more interest in the program.

But perhaps the most persistent criticism of video Bingo has come from press commentators, who charge that it does not constitute "entertainment." In a letter to Paul Price, *Los Angeles Daily News* radio-tv columnist and chief opponent of *Play Marco*, Mr. Rullman, another of the program's creators, replied to the charge.

". . . I think you will agree that the end-all of tv is not exclusively entertainment, any more than it is education, instruction, news and any other facet of tv programming. The medium has room for all.

"The basic appeal of *Marco* is excitement —with a chance to win a prize through no greater effort than playing a little game that has held public interest for many years, in the home, at church and charity bazaars, county fairs, etc."

Taking up other criticism of *Play Marco*, Mr. Rullman continued:

"Because *Marco* does create excitement, viewers take a more personal and intense interest . . . than with most other programs. . . . You have happy winners, you have disappointed losers and you have a large middle group who enjoy the contest for what it is, and keep its importance in proper focus.



MISS MARCO helps look up a few of the over one million cards on file during a program session.

". . . In spite of the fact that on every show we announce the rules—including emphasis . . . that a *Marco* at home does not make you a winner until your card is checked out in the studio—we get a few people each week who do not understand the procedure, or who are not good sports about being 'also rans' . . .

"Accusations run as follows: (1) The game is 'rigged'—an obvious impossibility and without motive on our part. (2) It's impossible to get through on the phones—yet we are playing nine to 10 games a program (Mr. Rullman's letter was writtten in mid-September) and some games are completed in less than four minutes. (3) The phones favor the local dialer—but the fact is that about 40% of our winners to date have been toll calls.

"Many columnists have conjectured about the odds in the *Marco* game. These are not known exactly, since each player picks his own numbers; but mathematically, when five numbers are drawn, there is one chance in 53,150 that a *Marco* will be hit. If additional balls are drawn, more winners will result. . . . The percentage of *Marcos* per game is 27. . . . In 10 games, then, about 260 folks will be second-best in the race to the phone. And all but a few of these realize that it's all part of a game, and have enjoyed the program, win or lose.

"So far, I've discussed the program's problems. What's the good side of *Marco*? We feel it's good tv for a late hour, because it's a change of pace from the old movie routine. Production and talent stand up well for a local show. Prizes top anything ever offered before by a local station.

"Do folks like *Marco*? *Marco* cards are coming back to us on an average of nearly 50,000 per week, currently. We receive over 1,000 letters per week, five-to-one commending the show, about 15% constructively critical and helpful, and about 5% blasting the program, which is about normal for most shows, even those of a less controversial nature."

Under other names, *Play Marco* is spreading to other cities, through The Caples Co., for most part. Already started is *Play Marko* on KOVR (TV) Stockton, Calif., by Dallman Co. (northern California Philco radio-tv set distributors); and *Play Hi-Land* on KUTV (TV) Salt Lake City, by the Hi-Land Dairy. At Salt Lake City, over 60,000 cards, entire stock on hand, were completely distributed in one week and a hurried call was placed for the remainder of a 500,000 card printing by the station and sponsor, The Caples Co. reports.

On in 10 Markets

Within a short time the advertising firm, which has syndicated but will not produce its form of video Bingo outside of Los Angeles, will have the game on the air in a total of 10 markets, including Chicago, Minneapolis, Atlanta, Miami, Seattle, Reno and Fresno, agency executives announce.

In other cities, a slightly different version of *Play Marco* may be presented, with prenumbered cards supplanting the self-numbered variety and helping to reduce costs. "We can eliminate much of the filing without the alphabetical filing," says Mr. Cody.

Cost of the first 13 weeks on KTLA did run high, Mr. Cody admits, due to expensive props, the elaborate filing system and the process of learning. The second 13-week cycle will prove more profitable, he believes, with the props paid for and a lesser number of people required to present the show.

Already, competitors have appeared on tv with other Bingo-type games. *The Video Game* reportedly has made its appearance on KOMO-TV Seattle, with three sponsors, Ocoma Foods Co., Milwaukee Sausage Co. and Arden Dairy Farms, distributing different-colored cards, one color for each sponsor. Official Films, N. Y., introduced a film version called Tune-O to the tv industry in October.

Bingo is definitely on the march in video these days. What effect the old parlor game of Lotto will have on television, and what effect television will have on Bingo, promises to be one of the more interesting facets of the ever-changing medium during the forthcoming season.

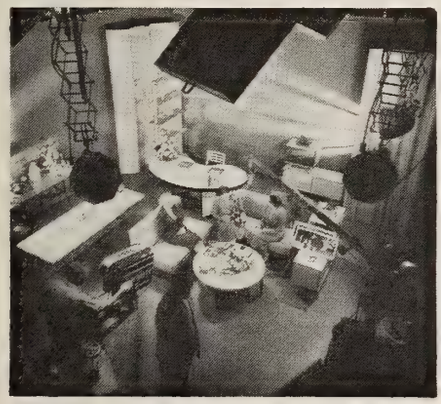
Key to 3-million people in a 4-billion dollar market . . .

WTMJ-TV CHANNEL 4



It's the heart of America's dairyland, the center of Wisconsin's industry and finance . . . and WTMJ-TV is the **only** TV station **blanketing** the area!

FIRST in coverage, programs, results . . . in a market that's always first!



WTMJ-TV facilities are unequaled in Wisconsin. Seven studios, mobile unit, and three microwave relay transmitters are available for use . . . in the hands of Wisconsin's most experienced TV producers to serve the big Milwaukee market.



Master technicians, operating the finest telecasting equipment yet developed, mean outstanding quality in WTMJ-TV telecasts. And 100,000 watts of power, transmitted from a 1,035-foot tower, provide better image for the 3,416,085 people (not counting Chicago) with a 90-mile radius.



Product sales climb fast when WTMJ-TV is used. Year after year, results obtained by advertisers have kept WTMJ-TV first in scheduled advertising . . . first with **local and national** advertisers. One test campaign over WTMJ-TV will prove why!

There's no substitute for

WTMJ-TV EXPERIENCE

1st

- with seven years on-the-air experience in television.
- to transmit network color programs in Wisconsin.
- to originate local color broadcasts in Wisconsin.
- in the homes and hearts of the people of Wisconsin.

WTMJ-TV is the only television station in Wisconsin that blankets this entire market for advertisers. The station is on the air more than 115 hours per week . . . presenting local and basic NBC-TV network programs. Due to audience and demand, WTMJ-TV presents more programs than any other Wisconsin television station.

WTMJ-TV CHANNEL 4

The Milwaukee Journal Television Station

Represented nationally by HARRINGTON, RIGHTER AND PARSONS, INC. New York • Chicago • San Francisco

RELIGION ON THE AIR

ABILENE CHRISTIAN'S FINDINGS ABOUT RELIGIOUS PROGRAMMING

MORE THAN HALF of all time devoted to religious programming by U. S. radio stations is sponsored by religious organizations, whereas less than a third of religious time on tv is commercial, according to a survey of religious broadcasting made by the Radio Division of Abilene Christian College, Abilene, Tex.

The radio figure is perhaps more significant than that for tv, since the college questionnaires, sent to 3,412 am, fm and tv stations, were returned by 717 am and fm stations but were answered by only 23 of the nation's tv broadcasters.

Highlights of the survey's findings are:

• Radio stations devote, on the average, 5 hours, 48 minutes a week to religious programming, of which four-fifths is local, one-fifth network. The tv station average is 37 minutes of religious programs a week, three-fifths local, two-fifths network.

• Combination of preaching and music, the type of program most frequently used by religious organizations in both radio and tv, is the most effective kind of religious programming in the opinion of radio station executives, but tv broadcasters ranked these programs second to dramas in impact.

• Straight preaching, second in point of use in radio, was ranked eighth in order of effectiveness by radio broadcasters. This type of religious program is much less used in tv and the tv stations responding to the survey gave it no votes as the most effective program type.

• Baptists make the greatest use of radio time (16%), according to a breakdown which shows Catholics second (9%), Lutherans third (7%), Methodists fourth (6%), Presbyterians fifth (5.5%) and the other faiths following. A majority of tv stations reported using a rotation system to give a fair distribution of time among the various religious groups.

• A total of 446 stations (am, fm, tv) or 60% of those answering the questionaires, indicated that their local ministerial alliances arranged their religious programs. Negative answers came from 35%, the rest giving no indication.

Commenting on the correlation between the tables showing the comparative extent to which each type of religious programming is used on the air and the effectiveness rating given it by stations, Lowell G. Perry, director of Abilene College's Radio Division, points out that "the preaching-and-music program was the first choice on both tables" and calls attention to the fact that "686 of the stations use this type but only 255 believe it is the most effective type of program."

Straight preaching, he notes, was second on the use list but eighth on the effectiveness list, with drama and music standing high on both lists.

"Broadcasters ranked the broadcasting of services comparatively high as an effective type of broadcasting, but it was close to the bottom of the list of programs being broadcast," Mr. Perry says. "Religious news is high in actual use, but broadcasters rank it down as an effective type of program."

Mr. Perry also calls attention to "the large number of stations utilizing a variety of different types of programs rather than just one or two." The use table, he points out, "shows that eight different types of programs are being used rather extensively."

"In television," he reports, "preaching-and-music ranked the highest as the type of program used but it was lower in effectiveness. Music, drama and children's programs ranked high among the programs being used, but drama was rated as the most effective."

HOW MUCH IT'S USED

	AM & FM Hours	AM & FM % of Total	TV Hours	TV % of Total
Sustaining time	1870	45	10	70
Commercial time	2148	51	4	30
No indication	163	4	..	..
Local origination	3289.5	79	8.5	60
Network origination	801.5	19	5.5	40
No indication	90	2	..	..

WHAT IS BEING USED

Type	AM & FM No. of Sta.	AM & FM % of Total	TV No. of Sta.	TV % of Total
Preaching & Music	686	96	8	57
Straight Preaching	364	50	2	14
Music	293	40	6	42
Drama	248	33	5	35
Religious News	172	23	1	7
Children's Program	119	17	4	28
Question & Answer	84	12	2	14
Discussion	72	10	2	14
Interview	47	7	2	14
Women's Program	21	3	..	..
Services	19	3	3	21
Bible Reading	2	.02	..	..
Bible Study	2	.02	..	..
Observing Rel. Holidays	..	..	4	28

WHAT BROADCASTERS WOULD PREFER

Type	AM & FM No. of Sta.	AM & FM % of Total	TV No. of Sta.	TV % of Total
Preaching & Music	255	35	2	14
Drama	135	19	4	28
Music	44	6	1	7
Discussion	21	3	1	7
Services	15	2	2	14
Children's Program	12	2	..	..
Question & Answer	14	2	..	..
Straight Preaching	10	1	..	..
Religious News	8	1	..	..
Interview	2	.02	1	7
Women's Program	2	.02	..	..
Bible Reading	1	.01	..	..
Bible Study	1	.01	..	..


NOW SEE THIS
most-sponsored newsman . . . 20 years in co-op radio . . .
now brings a new co-op TV show for you!



A new kind of news program for new TV profit for your station!

FULTON LEWIS, JR., "invented" the cooperative news program for radio 20 years ago. Broadcasting 5 nights a week on MBS, the world's largest network, he has long been hailed by listeners and stations alike as (A) the *most widely heard* and (B) the *most heavily sponsored* commentator in the co-op news field.

FULTON LEWIS, JR., has now developed an unique format for *co-op TV news*—designed expressly to bring substantial new advertising revenue to individual TV stations, market by market. Programmed to assure lively viewer-interest, and priced to provide solid profit for *your* station.

News Feature Program

In his new format for television, Fulton Lewis, Jr., plans a feature news show which will supplement your daily news programs. It will bring Mr. Lewis' acute perceptions to bear on the big news stories of the week. It will widen the perspective on national and international events, with the kind of research and reportorial treatment that are only possible in a once-a-week commentary.

NOW SEE THIS



History-Making Guests

Mr. Lewis' acquaintance with the men who make news in government is probably wider than any other man's. In his programs he will feature government experts, legislators, men whose names are news and whose acts are history.

Now SEE this ⟶



Each edition of the **FULTON LEWIS, JR.**, television show will be 15 minutes for once-a-week presentation. Each will be made and rushed to you warm from the studio. It's a revolutionary new approach to network quality TV for local sponsorship, and one that will pay off in heightened viewing and sales response.

The series will start in January, 1955, so it's time right now to get the franchise for your market. You can get a sample film and complete information, including low cost in your market, by sending in this handy reply card today:

GENERAL TELERADIO INC.

(Continued from page 36)

to continue to underwrite the spectacular.

Meanwhile Swift & Co., through J. Walter Thompson Co., New York, purchased Friday the NBC-TV time period vacated by Sunbeam, effective Jan. 8. Swift will sponsor a new show starring Horace Heidt in the half-hour Saturday night period.

Plymouth cars, through N. W. Ayer & Son, Philadelphia, has been unhappy with the rating of *That's My Boy*, Saturdays, 10-10:30 p.m. EST on CBS-TV and will drop the program in January. Meanwhile the agency is shopping about for a program to replace it.

Kudner's Fuson Dies; Public Relations V. P.

SAMUEL D. FUSON, 64, vice president of Kudner Agency, New York, died Nov. 4 at Hunterdon Medical Center, Flemington, N. J., after a lingering illness.

He entered the public relations field in 1930 when the late Arthur Kudner offered him the job of director of public relations of Erwin, Wasey & Co., of which Mr. Kudner was president. When Mr. Kudner formed his own agency in 1935, Mr. Fuson became the first vice president in charge of public relations of a major advertising agency.

He was active in establishing the ethics of the public relations profession, and in 1945 served as president of the National Assn. of Public Relations Counsel, which later became the Public Relations Society of America, of which he was a director.

He was vice chairman of the Public Relations Committee of the New York Red Cross, a member of the Flint Country Club, Flint, Mich.; Recess Club, Detroit; National Press Club, Washington; Saints and Sinners; Overseas Press Club, and a director of the Advertising Club of New York.

'Digest' Buys Blair Plan

PURCHASE of John Blair & Co.'s national saturation group plan, covering all Blair-represented radio stations, by *Reader's Digest* was announced last week by Robert E. Eastman, executive vice president of Blair. The schedule consists of 24 one-minute participations weekly in local programs on all Blair stations beginning in January 1955. Previously the group plan has been sold to American Safety Razor and Cadillac Motor Car Co. The agency placing the *Reader's Digest* campaign is Schwab & Beatty, New York.

DuM. Tries Direct Mail

DETAILED and costly direct-mail promotion experiment is underway in New Jersey to stimulate customer interest in DuMont tv receivers. Last week, one million and a quarter pieces were mailed out, to reach every family living in the 14 counties of the state serviced by DuMont New Jersey Inc., the area's DuMont distributor, underlining DuMont's giveaway offer of a framed reproduction of Norman Rockwell's "Their First Television Christmas." The copy stresses the value and quality of the DuMont receiver.

Postage alone for the campaign is expected to run over $20,000, spokesmen said, and the distributor's total bill will probably hit the $50,000 mark.

NL&B Expands N. Y. Office; Vice Pres. Mitchell Is Head

EXPANSION of its New York operation along the same lines as its Chicago headquarters, with Frederick A. Mitchell heading up the unit as vice president, was announced Monday by Needham, Louis & Brorby.

The move was attributed to increased advertising business, including the new Monsanto Chemical Co. Plastics Div. (All detergent) account effective Jan. 1. Agency's radio-tv billings are expected to approximate $12 million this year, N L & B reported, noting that heretofore the New York staff has functioned primarily to service broadcast clients.

Present quarters will be expanded at 730 Fifth Ave. to accommodate an enlarged roster to be staffed mainly from Chicago office personnel. Among those being transferred, along with Mr. Mitchell, is William P. Bager, copy writing group chief. Richard L. Eastland will continue in New York as radio-tv director.

Gruber to Kletter Assoc.

HERBERT GRUBER, chief timebuyer of Cecil & Presbrey, New York, has been named business manager of the radio and television department of Edward Kletter Assoc., Mr. Kletter, president, said last week.

As business manager, he will be concerned chiefly with the buying of all radio and tv time and the execution of all contracts.

SPOT NEW BUSINESS

Blue Bird Potato Chips Co., Oakland, Calif., starts jingle spot announcement campaign on seven northern California radio stations, with 850 spots during December. Agency: Mottl & Siteman Adv., L. A.

Scudder Food Products Inc., Monterey Park, Calif., starts jingle spot announcement campaign on eight southern California radio stations, with 850 spots during December, starting Dec. 1. Agency: Mottl & Siteman Adv., L. A.

NETWORK RENEWALS

Allis-Chalmers Mfg. Co., Milwaukee, to sponsor for sixth consecutive year full-hour telecast on NBC-TV of International Live Stock Exposition from Chicago's International Amphitheatre, Nov. 30, 3-4 p.m. EST. Agency: Bert S. Gittins Adv., Milwaukee.

AGENCY APPOINTMENTS

Lucy's of Hollywood (women's wear outlet) appoints John M. Kemp Adv., same city, with Mr. Kemp as account executive. Radio spot campaign will be used.

Scheider Brewing Co., Trinidad Colo., appoints Jimmy Fritz & Assoc., Hollywood. Radio-tv spot announcement campaign is planned.

Mennen Co. (Mennen lather and brushless shaving creams), Morristown, N. J., appoints McCann-Erickson, N. Y., effective Jan. 1.

Cargill Inc., Minneapolis, additionally appoints its agency, Bruce B. Brewer & Co., same city, for Drying Oils advertising.

Regal Shoe Co., Whitman, Mass., appoints Doyle Dane Bernbach, N. Y., effective Jan. 1.

Gunther Brewing Co., Baltimore, appoints Bryan Houston Inc., N. Y., for Gunther Premium Dry Beer and Gunther Old English Ale.

A&A PEOPLE

R. E. Osborne, vice president and general manager, Knudsen Creamery Co., L. A., appointed president, succeeding **Thomas R. Knudsen,** firm's founder, who was elected chairman of board.

Alfred J. Seaman, vice president and creative director, Compton Adv., N. Y., elected to board of directors.



MR. SEAMAN

Lawrence D'Aloise, copy supervisor, Benton & Bowles, N. Y., to Dancer-Fitzgerald - Sample, same city, as vice president and copy supervisor.

Cliff Hosking, acting chairman, L. A. office executive committee, Abbott Kimball Co. of Calif., named vice president.

Russ Raycroft, radio-tv account supervisor, Dancer - Fitzgerald - Sample, N. Y., to Robert W. Orr & Assoc., same city, as vice president in charge of radio-tv, succeeding **Louis L. Ergmann,** who has resigned.



MR. RAYCROFT

Roy C. Lochten, media director, Arndt, Preston, Chapin, Lamb & Keen, Phila., appointed member of agency's operating committee.

Janet Schuster to Ad Fried Adv. Agency, Oakland, Calif., as media director; **L. G. Mendershausen** to agency in charge of premiums, promotions and contests; **Phil J. Martinez** to agency as manager, S. F. office.

Charles E. Darwent, formerly advertising director, Tru-Ade Inc., Chicago, appointed advertising manager of Converted Rice Inc., Houston, Tex.

Jack Davidson, West Coast publicity director, Dodge Truck division account, Ross Roy Inc., Hollywood, to McCann-Erickson, L. A., as account executive; **Charles Powers,** executive tv-radio producer, Dancer-Fitzgerald-Sample, N. Y., to McCann-Erickson, N. Y., as director in charge of commercial production; **Buell A. Patterson,** public relations director, Pan American-Grace Airways Inc., N. Y., to agency in public relations capacity; **Betty Clements,** formerly in management-research capacity, Sherman & Marquette, N. Y., to McCann-Erickson, L. A.

Alvin Erickson to Campbell-Mithun Inc., Chicago, as account executive.

William Shartel, formerly with Rogers & Smith, Chicago, to Rutledge & Lilienfeld Inc., same city, as account executive.

Jeremy D. Sprague, Compton Adv., N. Y., to Cunningham & Walsh, same city, as timebuyer.

H. Jeff Forbes, vice president and producer-tv consultant, Productions on Films Inc., Cleve-

land, appointed executive director, motion picture and television studio, Cabell Eanes Inc., Richmond, Va.

Leslie C. Bruce Jr., former account executive, Kastor, Farrell, Chesley & Clifford Inc., N. Y., to Purex Corp. Ltd. (bleaches), L. A., as associate advertising manager.

Jay Bottomley, tv producer and director, Young & Rubicam, Hollywood, named consulting supervisor for daytime tv programming.

Reginald Whitson, Chicago sales office, Warner Electric Brake & Clutch Co., Beloit, Wis., appointed government liaison engineer with offices in Washington.

Jane Hite, copywriter, Calkins & Holden Inc., L. A., to Geoffrey Wade Adv., same city, in similar capacity.

MCA NEGOTIATIONS FOR UTP REPORTED

Unconfirmed reports say Gross-Krasne would stay in field but sell films to MCA.

NEGOTIATIONS were reported in progress last week between the Music Corp. of America and United Television Programs under which MCA would purchase UTP and acquire its large catalogue of tv filmed shows.

A spokesman for UTP in New York said he had heard reports of such negotiations but could not corroborate them. Reports circulating were that Gross-Krasne, which acquired UTP last winter, would continue in the tv film production field, but would sell its tv film output to MCA.

UTP properties include *Lone Wolf, Mayor of the Town, Where Were You?, Waterfront, Rocky Jones, The Ruggles, Counterpoint, Heart of the City, Royal Playhouse* and other products. MCA's television division syndicates *Man Behind the Badge, Long John Silver, Abbott & Costello, Biff Baker, City Detective* and 200 half-hour dramatic anthology films under the title of *Famous Playhouse,* among others.

AAP TELEVISION-THEATRE PLANS TOLD BY HYMAN

Extensive distribution and production contemplated by new firm, which intends to operate on a world-wide basis.

OPERATIONS of the recently-organized Associated Artists Productions, New York, encompassing the distribution for television of filmed series and a large catalogue of feature films, as well as production and distribution of pictures for theatrical showing, were outlined at a trade news conference last week by Eliot Hyman, AAP president.

Mr. Hyman said that AAP has available for television a package of 56 feature films, plus 89 half-hour and 100 quarter-hour programs of the *Candid Camera* series, with Allen Funt; 39 *Johnny Jupiter* half-hour shows; *Sherlock Holmes* series of 12 feature-length films starring Basil Rathbone and Nigel Bruce, and 199 Monogram pictures, with the latter product earmarked initially for showing in foreign tv territories. Mr. Hyman said that AAP also has acquired 83 Spanish feature films and 40 German productions that currently are in the process of being dubbed into English for tv release.

WOR TV Buys the 56

The package of 56 feature films, Mr. Hyman pointed out, already has been sold in New York to WOR-TV [B•T, Nov. 8]. He noted that many of them are still in theatrical runs and cannot be shown on tv until Jan. 1 or Nov. 1, 1955.

Associated Artists Productions currently will concentrate its production activities in television to the *Douglas Fairbanks Presents* tv filmed series, Mr. Hyman said, but probably will branch out to other activities in the future. AAP will handle for distribution the entire output of films from the Fairbanks series.

The main offices of AAP have been established in New York at 345 Madison Ave. Mr. Hyman said he is in the process of setting up offices in Los Angeles and Chicago.

Officers of AAP, in addition to Eliot Hyman, are Kenneth Hyman, vice president, and Samuel Haims, controller and treasurer. Department heads of the new organization, as named by Mr. Hyman, include Jacques Kopfstein, general sales manager in charge of domestic distribution for television and theatrical fields; Norman Katz, sales manager of foreign distribution for television and theatre, and Herbert Richek, chief of the booking department and office manager.

Mr. Hyman disclosed plans for an extensive advertising and promotional campaign. Advertising phases will be handled by Monroe Greenthal Co., New York, and the public relations aspects by Albert Margolies & Co., New York.

Mr. Hyman voiced the belief that his organization is the first to be formed to handle distribution of films for both television and the theatre on a large scale. He expressed the view that this dual function was not incompatible, pointing out that feature films will not be released for tv until they have out-lived their theatrical usefulness and value.



NEW ORLEANS PATIO PARTY—
but where are the people?

They're listening to WDSU's "Top Twenty," for this is the highest-rated local afternoon show in New Orleans. And it not only entertains — it sells products. "Top Twenty" is typical of WDSU's top-flight programming. Time and time again, we have proved to the satisfaction of sponsors that our programs not only entertain well, but sell well. Why not ask us about them?

WDSU NEW ORLEANS—VITAL TO THE SOUTH'S BIGGEST MARKET

NARROW it DOWN

Yes, narrow it down! Narrow down the reasons why people listen to a certain favorite radio station! You'll find every time that years' long habit brought about through their reception of better programming, local and national, a powerful signal, and a feeling of personal friendship for, and pride in, that particular station are the real and powerful reasons why.

These are the reasons more people listen more of the time to KVOO than to any other station in Oklahoma's No. One market!

That's also why experienced advertisers always insist on using KVOO for maximum results at lowest per listener cost. KVOO has served the Southwest since 1925. Now on the air 24 hours per day with top local and NBC network programs.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

THESE ARE THE STATIONS

NATIONAL SPOT



FREE & PETERS
INC.

Pioneer Station Representatives Since 1932

NEW YORK	CHICAGO	DETROIT
444 Madison Ave.	*230 N. Michigan Ave.*	*Penobscot Bldg.*
Plaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blva.*	*Russ Building*
Main 5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798

FOR YOUR

RADIO CAMPAIGN . . .

EAST, SOUTHEAST

WBZ-WBZA	Boston—Springfield	NBC	51,000
WGR	Buffalo	NBC	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth—Dallas	NBC-ABC	50,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

Tv Tic Tac Toe Sold In 22 Markets, NTA Says

GIVEAWAY contest titled Tv Tic Tac Toe offering prizes worth $1 million has been set in 22 markets to date, National Telefilm Assoc., New York, sponsor of the contest, announced last week. Sales were made during the first month the contest was available to local stations, NTA Executive Vice President Oliver Unger said. He also revealed that negotiations for the contest in 118 other markets are currently underway.

When the contest was announced, it was designed for broadcast on local stations in 100 markets. If it is set in more markets, 33 originally planned prizes will exceed the $1 million mark.

A large-scale promotion preceded the contest campaign and is still being carried on by NTA. Last week, the film company mailed 2,500 giant promotional pieces. Previously the firm has mailed more than $1,800 in actual cash plus imitation million dollar checks.

Telemat Exhibits Tv 'Mat Service' Technique

AN ADAPTATION of the newspaper "mat service" technique to tv was demonstrated last week by Telemat, Beverly Hills tv film production firm. A library of 40 fully-animated 10-to-20 second "open-end" spot announcements were exhibited.

Spots are complete with music and sound effects, and sponsor messages can be incorporated in both video and audio portions. For audio, the sales message can be delivered live, on acetate pressings or by tape recording.

Telemat, founded by Alan Wise and Don Gertsman, plans to supply stations throughout the country with rotating spot libraries capable of adaptation to any advertising need. Stations will not be charged for libraries until a spot is sold, then charges will be based on use frequency. Basic sponsor cost was set at $60 for six weeks use, a firm spokesman stated.

Other exclusive Telemat services and features include a staff available for story board work and consultation on special cartoons, as well as guaranteed copyright protection and area exclusivity for a 13-week minimum period.

The firm announced sale of four spots since the service's introduction: to Los Angeles Downtown Businessman's Assn., for $10,000 Christmas tv promotion starting Dec. 6; KCOP (TV) Hollywood, for station identification; Robert C. McDavid political campaign for California State Board of Equalization, and Thrifti-Lux Cleaners, Los Angeles.



"LET US GIVE THANKS"

Once again, the simple words, "Let us give thanks," are guided upward by pointing church spires. Once again the labor of Kansas farm families has been rewarded far beyond all expectations.

We at WIBW enjoy a double share of this Thanksgiving joy. First, as farmers ourselves; and second as a long established friend and welcome daily visitor into the homes of these farm families.

We are human enough to derive our greatest pleasure from this enviable listener relationship and pledge ourselves to its continuance.

Gen. Mgr., WIBW and WIBW-TV, Topeka
KCKN, Kansas City

KTLA (TV) Purchases 39 Theatrical Films

PURCHASE of 39 recent theatrical films at KTLA (TV) Hollywood, including three British pictures not yet shown in movie theatres locally, was announced by Klaus Landsberg, station vice president and general manager.

Unusual plan calls for simultaneous showing of these British films, all released this year, both on tv and in local theatres. Films are "Green Scarf" with Michael Redgrave, Ann Todd and Leo Genn; "Those Who Dare", with Akim Tamiroff, and "An Inspector Calls," with Patricia Neal and Alistair Sims. However, no definite theatrical bookings have been announced as yet.

Other films, both American and British, include "Pandora and the Flying Dutchman," "The Winslow Boy," "The Scarf," "Park Row," "Duffy of San Quentin" and "Algiers." Partial breakdown shows 7 features in the block were released in 1953, 10 in 1952, 10 in 1951 and 6 in 1950.

The station purchased the 39 films from Associated Artist Productions Inc., New York. Details of the deal, including the price and number of showings, were not available. Films are slated for Sunday night showing starting Dec. 5.

NBC Film Adds 3 Salesmen

NBC Film Div. has added three new salesmen to the staff, according to John B. Cron, national sales manager. Edward Quincy Adams, assistant advertising manager for Standard Rate & Data Service, and Robert D. Ingwerson, sales representative for the Borden Co., move to the film division's Chicago office. Jules V. Arbib, Eastern sales supervisor for Permabook Div., of Doubleday & Co., has been added to the New York sales staff.

Mr. Adams replaces Tom Shull, now president of Inland Broadcasting Co. and general manager of WTOM-TV Lansing, Mich. John Burns, recently appointed administrative sales supervisor for NBC Film Div., is succeeded by Mr. Ingwerson.

FILM SALES

Ziv Television Programs Inc., international div., reports renewal of *Favorite Story* by General Electric Co., Schenectady, N. Y., on CMQ-TV Havana, Richard Hudnut & Co., N. Y., over XEW (TV) Mexico City; and *Yesterday's Newsreel* by American Airlines, N. Y.,

RIDES AGAIN

Lone Ranger thunders across the ABC-TV channels . . . sponsored by General Mills

In its five fabulous years on television, this program has won award after award, and has an audience in the millions. The fiery horse, the faithful Indian friend Tonto, and the Masked Man himself have been renewed again and again by their pleased sponsor, General Mills.

You're in smart company on **ABC-TV** *American Broadcasting Company*



Gripping Drama

Made-in-Britain thriller, "The Vise," makes hit on ABC

The welcome mat is out for an old sponsor and a new show. The show is "The Vise". . . an intriguing series which introduces some fresh British talent. Sponsor: Sterling Drug Company for Bayer Aspirin and Phillips Milk of Magnesia, old friends again demonstrating confidence in ABC.

You're in smart company on **ABC-TV** *American Broadcasting Company*



over XEW. Westinghouse Electric Corp., Pittsburgh, has purchased *Mr. District Attorney* for WKAQ San Juan, P. R. Ziv also has sold *Favorite Story, Cisco Kid, Boston Blackie, Mr. District Attorney, The Unexpected* and *Yesterday's Newsreel* to Radio Difusora Nacional de Colombia, government station in Bogota, Colombia.

Motion Pictures for Television, N. Y., has sold 149 cartoons created by Walter Lantz Productions, Hollywood, for Universal-International Pictures, Universal City, Calif., to KNXT (TV) Hollywood, including 92 "Oswald the Rabbit," 12 "Willie Mouse," 13 "Pooch the Pup" and 11 "Meeny, Miney and Moe" productions.

M & A Alexander Productions, Hollywood, has leased "Secret Command," "Tender Years," and "Black Beauty" feature films to WNBK (TV) Cleveland and WPTZ (TV) Philadelphia.

RANDOM SHOTS

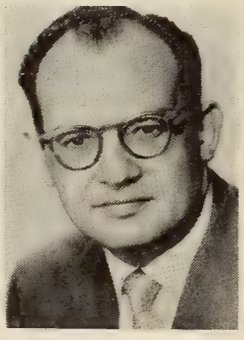
Bonded Tv Film Service Inc., firm which provides nationwide film shipping facilities for tv stations, has announced opening of branch office in Dallas, Tex. Company also has offices in N. Y., Chicago and L. A.

Allied Television Productions formed at 7 W. 44th St., N. Y., by Martin M. Colby, former account executive, WOR-TV New York, for tv program packaging and production.

Lone Ranger Inc., Beverly Hills, Calif., appoints Henry G. Saperstein & Assoc., Chicago, as merchandise directors.

FILM PEOPLE

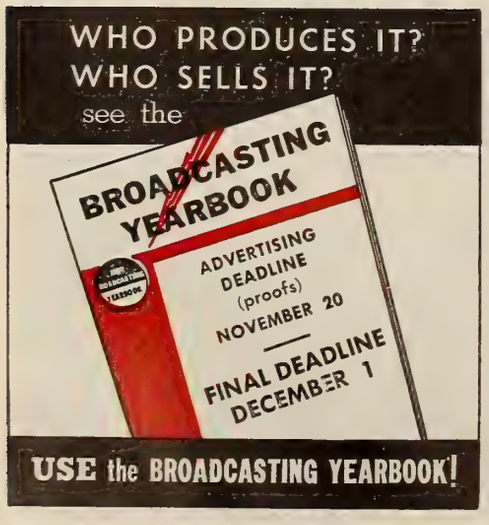
David Savage, director of film procurement, NBC, appointed to newly-created position, director of station relations, Guild Films Co., N. Y.



MR. SAVAGE

Harris Katleman, director, tv literary dept., MCA Agency, Beverly Hills, Calif., to Goodson-Todman Inc. (tv film production), N. Y., as head of firm's Hollywood video production and charged with securing new properties and writers.

Reinald Werrenrath Jr., tv producer, NBC Chicago, resigned Nov. 1 to become independent tv film producer.



TV'S COMPLEXITIES CITED AT GMA MEET

Importance of medium as sales tool is cited at Grocery Manufacturers Assn. convention by A. C. Nielsen, who adds that care should be exercised in planning its use.

TELEVISION can be an important sales tool for the food manufacturer, but nevertheless may upset "the best-laid plans for advertising coverage," Arthur C. Nielsen, president of A. C. Nielsen Co., told a session at the 46th annual meeting of the Grocery Mfrs. Assn. last week in New York. The three-day meeting ended Wednesday.

Among the characteristics of tv cited by Mr. Nielsen as leading to "serious problems" in advertising coverage were: variations in tv set ownership in the U. S., ranging from 41% in the South to 86% in the Northeast; limitations on ability to buy time on stations in all cities; variations in the audience reached from one city to another, and differences in the number of stations with which an advertiser must compete in each city.

Additionally, Mr. Nielsen said, television has had the effect of creating "disturbing variations" in coverage by radio program. He referred to Nielsen Radio Index facts on an "important" evening network radio program, showing that "impacts" (minutes delivered per week, per 1,000 radio homes) ranged from 59 in the Northeast to 159 in the Pacific.

Mr. Nielsen said this "jig-saw puzzle of enormous complexity" can be solved, pointing out that "reasonably uniform market coverage has been achieved by a skillful combination of network tv and network radio." In many cases, he said, the solution requires extensive use of local or spot tv and/or local or spot radio.

"Take my word for it that this is a research problem of a most difficult nature," Mr. Nielsen declared. "The general failure to solve it is suggested clearly by the fact that when the Advertising Research Foundation polled its members, seeking advice as to what research projects were deemed most acute and most urgent, "top priority" was given to this problem of tv and radio audiences in local markets.

Production Trend Reversed

As part of a panel exploring the meeting's theme of "Broadening Tomorrow's Market," Marion Harper Jr., president of McCann-Erickson, New York, discussed the role of advertising in the achieving of this objective. He recommended that food manufacturers reverse the trend of producting a product and sending it to stores for sale, by starting with the consumers and finding out their special preferences and their buying potential for a particular brand.

Similarly, Mr. Harper said, the modern advertising agency can help the manufacturer by serving as a "marketing agency" as well as an advertising agency. He urged "market-minded" management to call on the modern agency for assistance.

An executive panel discussing the question of "what will help the grocery industry to broaden tomorrow's market?" expressed confidence in the ability of advertising, including radio and television, to help "put over" new products. It was pointed out by several participants that there is "no cheaper way" to sell goods than through advertising. The panel consisted of Clarence Francis, former chairman of the board of General Foods Corp., chairman; John Fox, president, Minute Maid Corp.; Ned Fleming, president, The Fleming Corp.; Paul S. Gerot, president, Pillsbury Mills Inc.; O. E. Jones, executive vice president, Swift & Co.; C. P. McCormick, president, McCormick & Co.; G. C. Pound, president, Kraft Foods Co.; W. H. Vanderploeg, president, Kellogg Co., and W. Howard Chase, partner, Salvage, Lee & Chase. Paul S. Willis was re-elected president of GMA at the closing session on Wednesday. Other officers chosen were Mr. Gerot, first vice president; Mr. Vanderploeg, second vice president and Walter S. Shafer, vice president of Armour & Co., third vice president.

William A. Dolan, president of Wilbert Products Co., New York, was re-elected secretary, and B. E. Snyder, vice chairman of the board of the H. B. Davis Co., Hoboken, N. J., was re-elected treasurer. H. Russell Burbank, president of Rockwood & Co., Brooklyn, was named chairman of the finance committee and Robert B. Smallwood, president of Thos. J. Lipton Inc., Hoboken, was elected chairman of the public affairs committee. Charles W. Dunn of New York was re-appointed as general counsel.

New members of the association's board of directors are: Joel S. Mitchell, president of Standard Brands Inc., New York; W. M. Robbins, vice president of General Foods Corp., White Plains, N. Y.; R. Newton Laughlin, president of Continental Baking Co., New York; Jule P. Miller, vice president of the Pet Milk Co., St. Louis; R. E. Lambeau president of Larsen Co., Green Bay, Wis.; A. Q. Petersen, president of Wesson Oil & Snowdrift Co. New Orleans; John N. Curlett, executive vice president of McCormick & Co., Baltimore, and L. Ratzesberger, Jr., president of the Illinois Canning Co., Hoopeston, Ill.

Nearly 80% Have Replied To NARTB Beer-Wine Query

"FLOOD" of replies to NARTB's questionnaire asking stations to supply data on radio-tv beer and wine advertising has been "gratifying," NARTB President Harold E. Fellows said last week. Data is being tabulated by the NARTB Research Dept., of which Richard M. Allerton is manager.

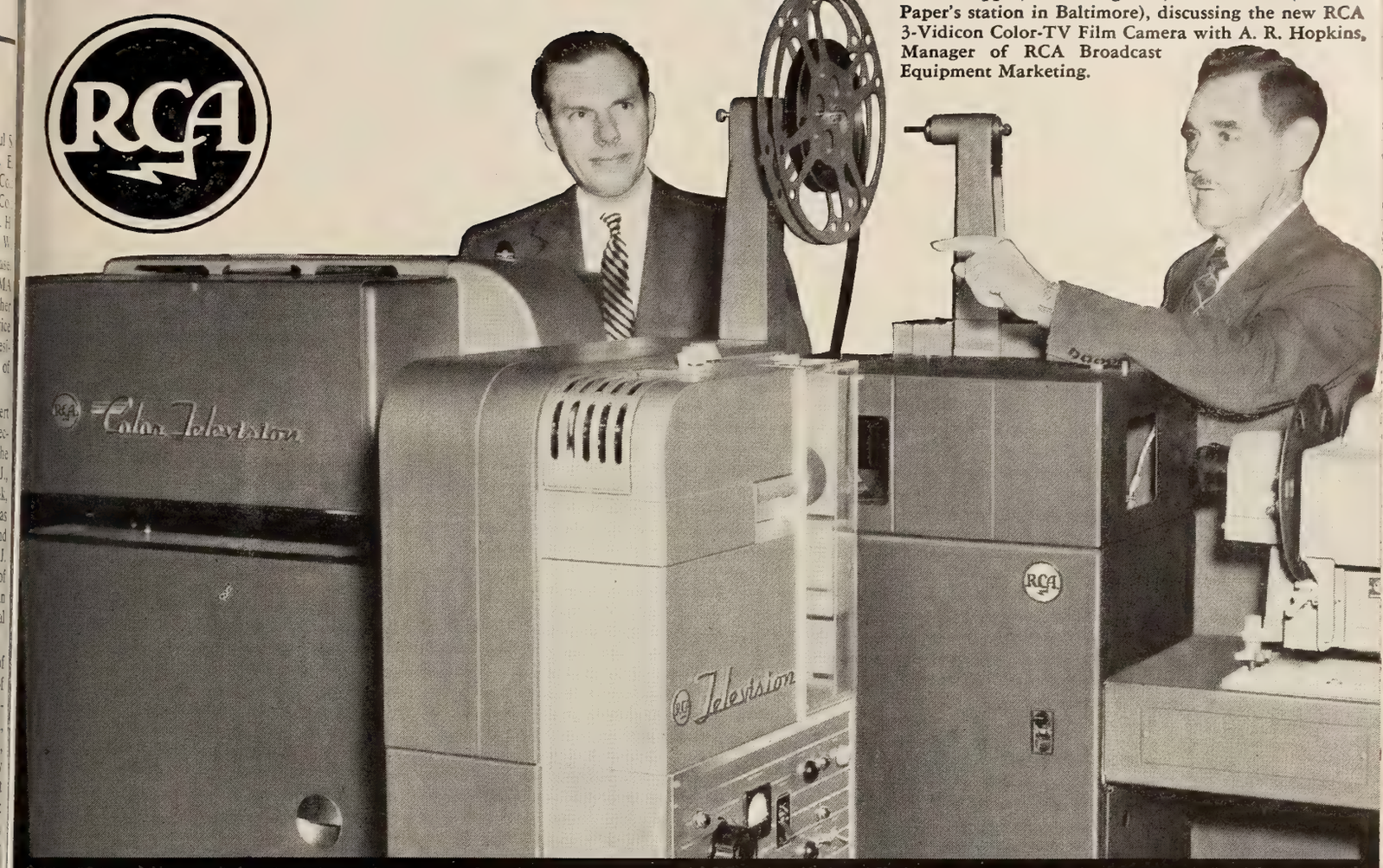
With almost 80% of all radio-tv stations having replied, Mr. Fellows said the research formula "guarantees a reliable reflection of the percentage of beer and wine advertising carried on all stations during every week of the year."

The information was sought from NARTB member and non-member stations at the suggestion of the House Interstate & Foreign Commerce Committee which considered legislation (HR 1227) proposing bans on beer-wine advertising.

N. H. Broadcasters Organize

STATE association, to be known as New Hampshire Assn. of Broadcasters, will be set up by stations in the state following a Nov. 4 meeting held in Manchester.

Named to the organization committee which will draw up papers were Frank Estes, WKNE Keene; Warren Journay, WKBR Manchester; Norton Virgien, WFEA Manchester, and Wallace Walker, WMUR Manchester. Next meeting will be held Dec. 8. Stations represented at the first meeting, besides those mentioned, were WTSV Claremont; WTSL Lebanon; WWNH Rochester; WLNH Laconia, and WMOU Berlin.



Paper's station in Baltimore), discussing the new RCA 3-Vidicon Color-TV Film Camera with A. R. Hopkins, Manager of RCA Broadcast Equipment Marketing.

Now Delivering

RCA 3-V COLOR FILM AND SLIDE CAMERAS

A. R. Hopkins, RCA, and C. G. Nopper, WMAR-TV, inspecting control panel of the new "3-V" Color Film Camera—first one delivered from units now in production.



This 3-Vidicon Color-TV Film Camera handles 16mm, 35mm color film and slides.

- Multiplexing is automatic—interlocked with projector controls
- High Signal-to-Noise Ratio on color *and* monochrome—even with unusually dense film
- Excellent resolution and gamma
- Adequate reserve of light for dense film
- Color Fidelity as good as Image Orthicon
- Uses conventional TV projector, the RCA TP-6BC

40 TV stations scheduled to receive "3-V" Color Film and Slide Camera equipments within 90 days

Within a few weeks 40 TV stations will be able to meet the demand for color film and slide programs. RCA is now producing and shipping in quantity the finest color TV film-and-slide camera ever designed — the "3-V." Now stations can supplement their color network shows with color motion picture film and slides. And they can do it the easy way—and at relatively low cost! For information on the RCA 3-V —the Color-TV Film and Slide Camera that excels all other approaches to color film reproduction — see your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

The one that gives the highest rat



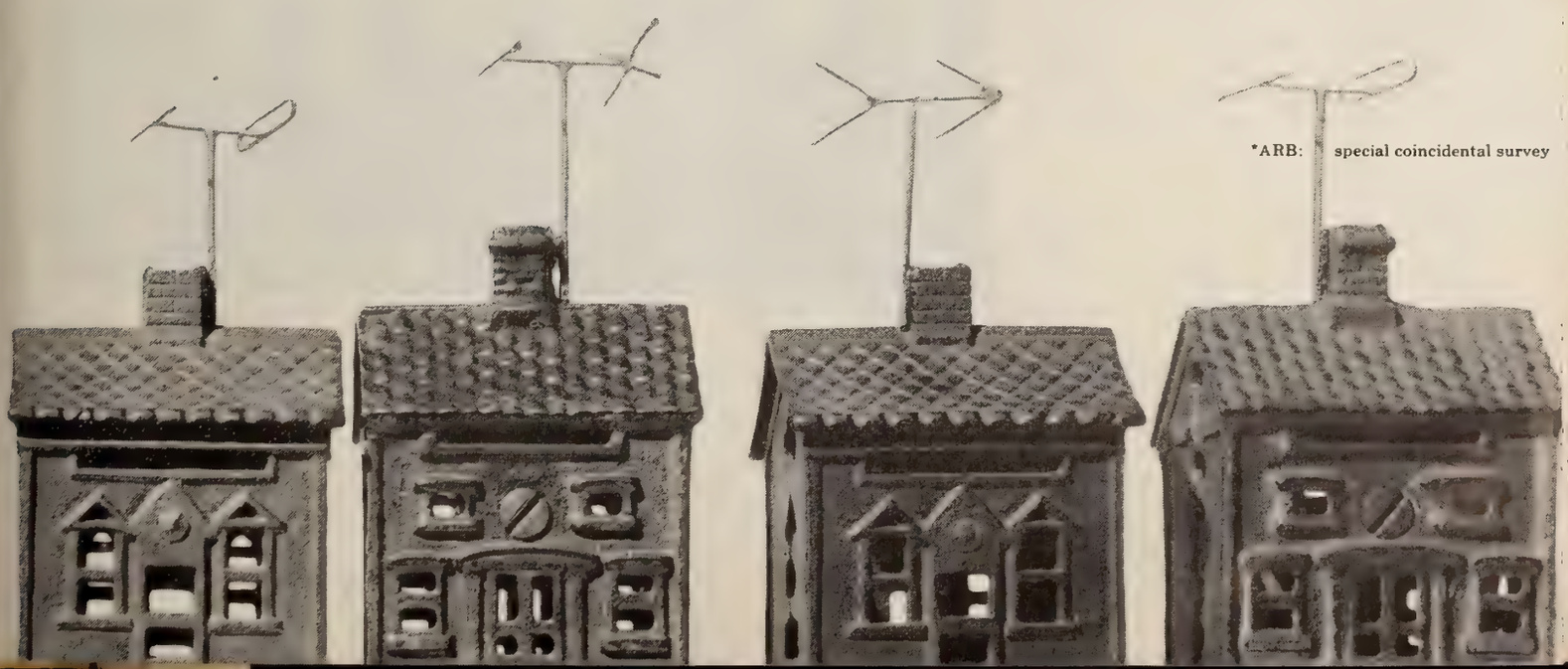
of interest...

With all seven Los Angeles stations carrying the same program at the same time, KNXT paid off best with a 32.4 rating...47% of the entire viewing audience*...three times more audience than the second station...more audience, in fact, than the remaining five stations combined!

The program was a special anniversary salute to California, sponsored by the Bank of America, from 8 to 9 pm, Sunday, October 17.

There's one thing you can bank on in Southern California: whether you're celebrating an anniversary on seven stations or selling a product on just one station, you get the best return on every penny you invest with KNXT

CBS Television's Key Station in Hollywood. Represented by CBS Television Spot Sales



*ARB: special coincidental survey

KDKA CHOSEN BY SDX AS HISTORIC SITE

The first regularly-scheduled radio broadcast—1920 election returns newscast—will be commemorated.

KDKA Pittsburgh was selected as the subject of the 1955 Historic Sites in Journalism Memorial by Sigma Delta Chi, national journalistic fraternity, at its annual convention last Thursday in Columbus. The convention adopted unanimously a report submitted by a committee of the 22,500 member organization.

The site marking will commemorate the first regularly-scheduled radio broadcast—a newscast of the Harding-Cox election returns on Nov. 2, 1920. The committee recommended that consideration be given to the possibility of dedicating the award on the 35th anniversary of the newscast—on Nov. 2, 1955. The committee had also recommended that Sigma Delta Chi undertake installation of a special additional plaque during 1955 at the British Broadcasting Corp. underground studio in London [B•T, Aug. 2]. The Executive Council, however, recommended that the fraternity keep with precedent and mark only one site annually.

Chernoff Handling BBC Plaque

Arrangements for a plaque in the BBC studios is being handled by a broadcast committee headed by Howard L. Chernoff, West Coast broadcaster, with Edward R. Murrow of CBS assigned the duty of preparing the inscription.

Members of the SDX Historic Sites Committee which made the recommendation are Turner Catledge, managing editor of the *New York Times* (WQXR); Norman Chandler, publisher of the *Los Angeles Times-Mirror* (KTTV [TV]); Bill Henry, NBC Washington; Palmer Hoyt, editor and publisher of the *Denver Post;* Walter C. Johnson, Chattanooga, and Ken Clayton, *Chicago Tribune* (WGN-AM-TV), chairman.

KDKA received 21 votes as against 12 for the runner-up candidate and 11 for the next two.

The three-day SDX convention also considered a report from its committee on the Advancement of Freedom of Information. The report criticized "secret government" from the school board level to the White House and warned that unless newspapers, radio and television "rise up and fight on every side with all their might" efforts to exclude them from Congressional hearings and court rooms would be only the beginning. The report recommended formation of a separate national committee by SDX to take the story of freedom of information to all newsmen in all media. The report was referred by the convention to the incoming Executive Council. Committee chairman is V. M. (Red) Newton Jr., *Tampa Tribune* (WFLA). Jim Bormann, news director of WCCO-AM-TV Minneapolis, is radio-tv member.

Chicago was picked for the 1955 convention.

Keynote speaker last Thursday was John Cowles, president of the *Minneapolis Star & Tribune* (see story, page 36).

Increased restrictions on the press, radio and television may result from their invasions of the right of privacy, Dr. James E. Pollard, director of the Ohio State U. School of Journalism, said last Thursday. He addressed a forum session of the fraternity.

"If in the years ahead the press, the radio and television find more states through courts or by legislative action recognizing the right of privacy or strengthening it where it's now recognized," he said, "they will have only themselves to blame." This will occur, he said, because some of the media are overstepping the bounds of legality and ethics. He cited the Sheppard murder trial in Cleveland as a current example of "extreme reporting."

The Executive Council authorized further study of a project initiated last year to determine the feasibility of honor awards for radio and tv news reporting by undergraduate members.

Economic rather than editorial considerations may determine the future of journalism as a career, Richard W. Slocum, president of the American Newspaper Publishers Assn. and executive vice president of the *Philadelphia Bulletin* (WCAU-AM-TV) told the Sigma Delta Chi convention in Columbus last Thursday. He included radio and television in the journalistic field.

High costs of publication and of station operation, he said, must be coped with if journalism is going to remain attractive. He said that in the newspaper field, improved production methods looking toward greater automation together with improved editorial product give promise of providing the answers. He pointed to the doubled cost of newsprint, increased wages and increased competition to newspapers as posing the biggest problems.

Mr. Slocum urged journalistic students to become less interested in "security" and more concerned with daily contributions to newspapers and stations which "create security for both the operations and their jobs."

Alexander F. (Casey) Jones, executive editor of the *Syracuse Herald Journal* (WSYR-AM-TV) told the convention that "powerful forces" in the American Bar Assn. are determined to restrict detail reporting through restrictions which would cover civil and criminal cases.

He predicted that, as to newspapers, the proposals would be presented to the house of delegates of the ABA next August, as a revision of the so-called "Canon 20." As to Canon 35, barring courtroom photos as well as radio and television, he said, some newspapers have become subject to the pressure of state bar associations. He said improvement of relations is a matter of mutual education between the bar and the various media affected.

Within the last fortnight Mr. Jones said, the president of ABA invited the ANPA and the heads of radio and television organizations to discuss revision of Canon 35. But he pointed out such decisions have been held periodically since 1936 with no success. Nevertheless he regarded the invitation as an "encouraging sign."

Freer to Manage NARTB's 1955 Convention Exhibit

BARRY BRIAN FREER will manage the 33d annual NARTB convention exhibit to be held in Washington during the week of May 22, 1955. In announcing the appointment NARTB President Harold E. Fellows said Mr. Freer has been sales vice president of Theodore John Christensen, Inc., Arlington, Va., and before that assistant manager of the Greater National Capital Committee, District of Columbia convention - visitors bureau.



MR. FREER

Mr. Freer succeeds the late Arthur C. Stringer.

AP, Md.-D. C. Associations Meet Together in Baltimore

NEWS sales clinic of Chesapeake AP Radio-Tv Assn. and a meeting of the Maryland-D. C. Radio & Tv Broadcasters Assn. were combined in Baltimore Friday.

Joseph L. Brechner, WGAY Silver Spring, presided as president of the Md.-D. C. association with R. C. Embry, WITH Baltimore, heading the Chesapeake group.

Participating in panel on sale of news and special features were Herman Paris, WWDC Washington; Alfred E. Burk, WBAL Baltimore, and Jack F. Davis, AP, New York. Clayton R. Sanders, Peoples Drug Stores, Washington, led a panel on radio-tv news from a sponsor's viewpoint. On the panel were Harold Fair, Bozell & Jacobs, and Arthur



FOLLOWING installation of Oliver Treyz (4th l) as the first president of Television Advertising Bureau, seven of the 10 members of the TvB board of directors pose with their new president. L to r: George B. Storer Jr., Storer Broadcasting Co.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Richard Moore, KTTV (TV) Los Angeles, and board co-chairman; Mr. Treyz; Clair R. McCollough, WGAL-TV Lancaster, Pa., also TvB board co-chairman; Merle S. Jones, vice president, CBS-TV New York; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and chairman of the TvB membership committee, and Roger W. Clipp, WFIL-TV Philadelphia. TvB directors not present were Campbell Arnoux, WTAR-TV Norfolk; Kenneth L. Carter, WAAM-TV Baltimore, and H. W. Slavick, WMCT (TV) Memphis.

Goldman, Gunther's beer. C. Leslie Golliday, WEPM Martinsburg, W. Va., led a panel on sale of news by independents. Other members were Charles Irwin, WASA Havre de Grace; Alan Long, WFMD Frederick, and Dick Rudolph, WITH Baltimore.

Donald D. Hoover, Bozell & Jacobs, and Robert Daiger, Van Sant, Dugdale & Co., conducted a panel on agency handling of radio-tv news. David V. R. Stickle, WMAR-TV Baltimore, led a tv news programming and sales discussion. With him were Joel Chaseman, WAAM (TV) Baltimore; Tom White, WBAL-TV Baltimore, and Mr. Fair. Thad H. Brown Jr., NARTB radio vice president, was luncheon speaker.

ANPA Ad Official Minimizes Radio, Tv

IN AN ATTEMPT to minimize the importance attached to radio's reputation as the medium with the lowest cost-per-thousand, Allen B. Sikes, field director of the Bureau of Advertising of the American Newspaper Publishers Assn., last week asserted that cost-per-thousand is a "meaningless" yardstick because it ignores other advertising and marketing requisites.

Mr. Sikes told members of the Advertising Club of New Haven last Tuesday that cost-per-thousand claims fail to take cognizance of three considerations, which he described as follows:

"One of the great fallacies of cost-per-thousand is the belief that any 1,000 consumers are just as good prospects for a given product as any other 1,000. A second great fallacy is that any medium is as good a vehicle for a particular product story as another. The third great fallacy concerns the skill with which the medium is used. . . . A problem which cost-per-thousand advocates ignore completely. Actually, cost-per-thousand is determined very largely by the copy's ability to claim and hold the attention of the audience and to deliver a convincing message. In other words, the advertiser, to a considerable extent, makes his own rate."

No Good for Chili

To buttress his claim on consumer types, Mr. Sikes cited the story of a television program which is popular generally throughout the country and reaches 40% of the television homes in Cincinnati and 7% in Dallas-Ft. Worth. Mr. Sikes acknowledged this program "might work out well for a brewer," but said "the guy selling chili con carne, which is highly popular in the Southwest, would simply be wasting his money."

Asserting non-belief in cost-per-thousand comparisons, Mr. Sikes said other leaders in the advertising and media research field share his view. He quoted researchers Alfred Politz and Dr. Daniel Starch, and Ben Duffy, BBDO president, as examples.

He told his audience that many comparisons that radio and tv offer in competition with newspapers are in "serious error." Among these he listed the matching of a given time on radio or tv with a particular space unit in a newspaper or magazine. He said that "if media as a whole cannot be compared realistically, doesn't it follow that you can't compare a given length of time on radio or tv with a color page in a magazine or a half- or full-page newspaper ad?" He continued:

"There is also the practice of measuring a radio or tv program rating against the readership rating of an ad in a magazine or newspaper. If there's any common denominator at

busy hands in a big market

they make business

BOOM in Flint!



Flint is a big (293,400) busy market. And the ladies do their share. They help to earn and spend $6,999* per household in Flint . . . a big 33% above the national spendable income average. That's why Flint annual retail sales are a solid 62%* above the national average. And they're due to go up! New car models are on their way to you right now . . . and that means more work than ever for Buick, Chevrolet, Fisher Body, AC Spark Plug, and Ternstedt.

Get your share of this huge retail dollar. Get it for sure when you use WFDF. Call Katz now!

*1954 Consumer Markets

wfdf

32 years of service

FLINT·MICHIGAN

nbc affiliate

REPRESENTED BY THE KATZ AGENCY Associated with: WFBM, AM & TV Indianapolis—WEOA Evansville—WOOD, AM & TV Grand Rapids

now see this...

RENEWED AGAIN... 65 FIRST RUN PIX AVAILABLE

... a See-Worthy Series goes Full Speed Ahead!

for a television series is measured in three ways—RATINGS, sponsor SALES, UTP SALES.

check the starboard side.

were so good—100% of all sponsors RE-NEWED after original run.

have already started RE-NEWING AGAIN FOR THE *THIRD* TIME, including—STANDARD OIL OF CALIFORNIA, STROHS BEER, FALLS CITY BEER, SEARS ROEBUCK, PEYTON PACKING CO., STANDARD HUMPTY DUMPTY STORES and...

will remain steady as you go—with 26 MORE—NEW HALF HOUR WATERFRONT'S now in production.

We may be "Tootin' our own whistle"—but you would too!!

WATERFRONT SALES HAVE GROSSED OVER $1,250,000.00

WATERFRONT IS RUNNING IN OVER 110 MARKETS

and all of this in just 7 short months...

with WATERFRONT—check the RATINGS—the SPONSORS—the MARKETS—AND THE RE-NEWALS—you'll agree.

VATERFRONT's diversified sponsors

VATERFRONT appeals to every member of the family ND every type of sponsor—from oil to banks... from eer to ice cream.

12 BEERS... 5 DEPARTMENT STORES... 4 ICE CREAM AND DAIRIES ...3 OIL COMPANIES... 3 GROCERY CHAINS... 3 MAJOR MEAT PACKERS... 2 AUTOMOBILE DEALER ASSOCIATIONS... BANKS... INSURANCE COMPANIES... AND MANY MORE!

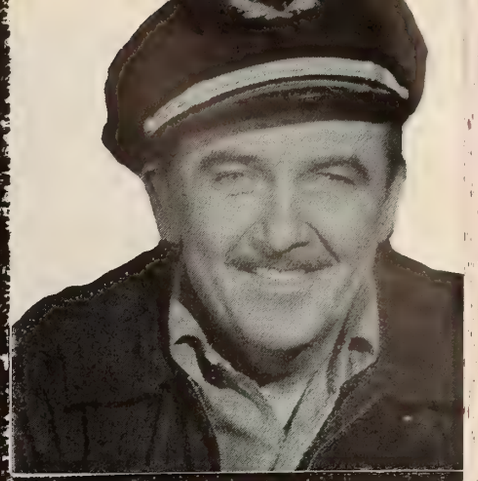


set your sales with

WATERFRO

stars as Cap'n John

"FOSTER believable as rugged skipper of a tug who knows his business, "a man of action when the chips are down" . . . Billboard



By sponsors throughout the country PRESTON FOSTER is christened— "CAP'N COOPERATION" for his efforts in making each sponsor's sales drives complete—from sales meetings to personal calls to filmed commercials.

MAKE USE OF PRESTON FOSTER YOURSELF - FIT HIS TALENT TO YOUR OWN SALES NEEDS.

don't miss the boat . . .

CALL . . . WIRE . . . WRITE — TODAY!

United Television Programs, Inc.

	HOLLYWOOD	NEW YORK	CHICAGO
HOME OFFICE	*650 N. Bronson*	*444 Madison*	*360 N. Michigan*
	HO 9-8321	*PLaza 3-4620*	*CEntral 6-0041*

OFFICES LOCATED IN HOLLYWOOD • NEW YORK CHICAGO • DETROIT • MINNEAPOLIS • PITTSBURGH ST. LOUIS • KANSAS CITY • ATLANTA • NEW ORLEANS DALLAS • BUFFALO • SAN FRANCISCO • PARIS, FRANCE

check these top

1st* in HOUSTON
1st* in SAN DIEGO
2nd* in DETROIT
2nd* in LOS ANGELES (4th consecutive month)
2nd* in FRESNO

and others like:

ST. LOUIS (Pulse)
PITTSBURGH (ARB)
DAYTON (Pulse)
MILWAUKEE (Telepulse)
OKLAHOMA CITY (ARB)
SEATTLE (ARB)

*and National Rankings**

June, 1954

Sponsor-Telepulse
4th show

Billboard-Pulse
5th show

Videodex
6th show

That's quite a record in 7 months. If you'd like more rating information, write your UTP representative.

**Syndicated or spot.*

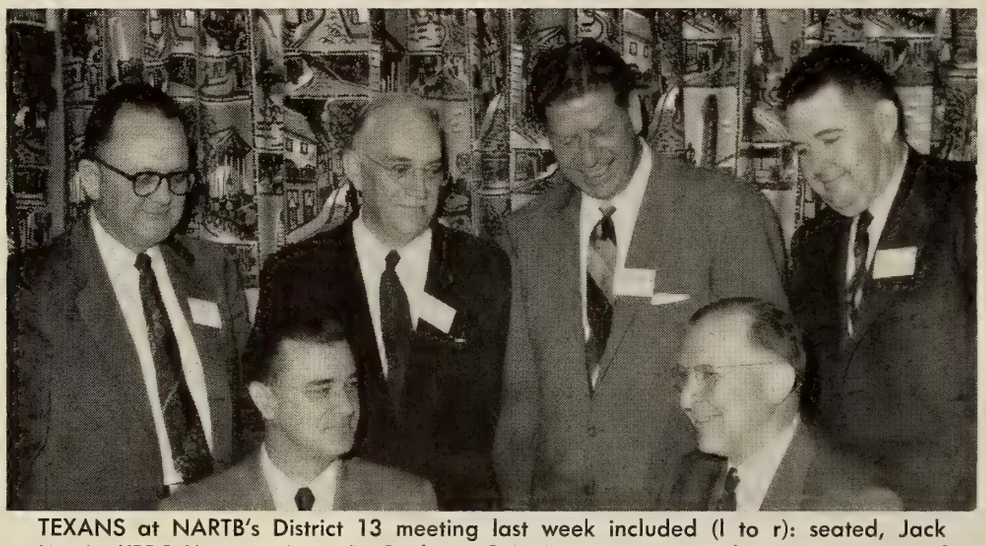
NT



WATERFRONT is a ROLAND REED PRODUCTION . . . producers of "My Little Margie," "Stu Erwin," "Rocky Jones, Space Ranger," "Beulah" and "Mystery Theater."



BARBERSHOP song festival at the NARTB District 12 meeting, held at Ponca City, Okla., held this group's attention. L to r: seated, L. A. Blust Jr., KTUL Tulsa; Mrs. Bess Wyse, KWBW Hutchinson, Kan.; Grover C. Cobb, KVGB Great Bend, Kan.; Cy Casper, WBBZ Ponca City; standing, Wade Barnes, General Teleradio; Richard Campbell, KOTV (TV) Tulsa; Frank S. Lane, KRMG Tulsa; Russell Lamb, KVOO-TV Tulsa, and Robert L. Pratt, KGGF Coffeyville, Kan.



TEXANS at NARTB's District 13 meeting last week included (l to r): seated, Jack Harris, KPRC Houston; Louis R. Cook, KNOW Austin, new president, Texas Assn. of Broadcasters; standing, Frank Smith, KRIS Corpus Christi; Martin B. Campbell, WFAA Dallas; Barney Ogle, KRGV Weslaco, TAB secretary-treasurer, and Richman G. Lewis, KTRE Lufkin, TAB vice president.

all, it would be the measurement of page readership against program rating, for the simple reason that a program rating cannot properly be regarded as a commercial rating. To cite Starch again, his organization found that the average tv commercial is seen by 41% of the program viewers, and the commercial rating often goes as low as 15% of the viewers."

Mr. Sikes claimed that print advertising permits actual selection of prospects to "a much greater degree than broadcast media," contending that the reader of a newspaper or magazine reads it because he is "interested in the product advertised." In radio and television, Mr. Sikes said, the audience is interested in the program and hears and sees the commercial "only incidentally."

White, Fellows, Baker On RTNDA Meeting Agenda

PAUL WHITE, KFMB San Diego, will deliver the keynote address at the annual meeting of Radio-Television News Directors Assn., opening Thursday at the Sheraton Hotel, Chicago. James A. Byron, WBAP Fort Worth, RTNDA president, will preside.

Harold E. Fellows, NARTB president, will address the opening lunch of the the three-day meeting. Charles Day, WGAR Cleveland, will preside at an afternoon radio news workshop.

Friday's program opens with a tv workshop led by Harold Baker, WSM Nashville. Flanking him will be Ralph Renick, WTVJ Miami; Frank McCall, NBC, and Mr. Byron. An afternoon business session includes reports by the nominating committee, with Jack Krueger, WTMJ Milwaukee, chairman; constitution committee, Mr. Baker, chairman; freedom of information, Charles Roeder, WCBM Baltimore.

The sponsor's viewpoint will be discussed Saturday in a panel led by Jack Shelley, WHO Des Moines. Taking part will be David Anderson, Standard Oil Co.; James Luce, J. Walter Thompson Co., and Charles Harding II, Buchanan-Thomas.

Dr. W. R. G. Baker, vice president of General Electric Co., will address the Saturday luncheon. An afternoon business meeting includes reports by Dick Cheverton, WMT Cedar Rapids, Iowa, for the membership committee; Bob Grant, KRNR Roseburg, Ore., for the national wire service policy committee, and James Monroe, KCMO Kansas City, for the convention sites committee.

Sig Mickelson, CBS news director, will deliver the address at the Saturday banquet. Tom Eaton, WTIC Hartford, will report awards.

District Meets End; Attendance Gains

NARTB's annual series of district meetings closed last week with total registration of 1,617 for the 17 sessions compared to 1,480 registered in 1953, according to unofficial tabulations. The 1954 attendance also exceeded 1952, when 1,424 were registered.

The 1954 meetings got off to a slow start —the three northeastern areas showed total registration of 338 compared to 385 a year ago. With District 4 (Va., D. C., N. C., S. C.), attendance started to pick up and improvement was noted in most parts of the country as the series moved westward.

Unofficial figures show that District 10 (Iowa, Mo., Neb.) had the highest attendance this year, with 132 registered. Close behind was District 13 (Texas) with 125, which met last Tuesday and Wednesday. The Texas meeting wound up the annual series.

Attendance figures (unofficial) for the 17 districts follow.

Dist.		1954	1953
1	(New Eng.)	108	129
2	(N. Y., N. J.)	109	114
3	(Pa., Del., W. Va.)	121	142
4	(N. C., S. C., Va., D. C.)	119	88
5	(Ala. Fla., Ga., P. R.)	66	86
6	(Ark., La., Miss., Tenn.)	96	102
7	(Ky., Ohio)	74	92
8	(Ind., Mich.)	80	69
9	(Ill., Wis.)	61	65
10	(Iowa, Mo., Neb.)	132	98
11	(Minn., N. D., S. D.)	69	75
12	(Kan., Okla.)	61	65
13	(Texas)	125	82
14	(Mtn. States)	114	66
15	(Calif., Nev., T. H.)	95	72
16	(Ariz., Calif., Nev.)	74	59
17	(Wash., Ore., Alaska)	113	86
	TOTAL	1,617	1,480

Kenyon Brown, KWFT Wichita Falls, presided at the Texas meeting as district director. Named to the resolutions committee were Dave Morris, KNUZ Houston; Alex Keese, WFAA Dallas; Louis Cook, KNOW Austin; C. B. Locke, KFDM Beaumont, and Harry Stone, KCEN-TV Temple. Henry B. Clay, KWKH Shreveport, La., was radio guest speaker. Robert D. Swezey, WDSU-TV New Orleans, was tv guest.

Sales Incentive

Mr. Clay, chairman of the NARTB Radio Board, advocated payment of salesmen on an incentive basis. "They are successful in selling not only because of the facilities but primarily because of the fact that they sell ideas —program ideas, spot ideas—not just time," he said. "In some cases we like to have the advertiser himself read his own copy on the air. When this happens he will get a lot of comments, further convincing him that he has made a good buy.

"We make it a point to keep up with what the other stations are doing just as an evening newspaper watches the ads of a morning newspaper and *vice versa*. We like to sell on the basis of the data we possess, which is as factual as possible. We know that radio is the lowest cost advertising medium in the world and we intend to make the most of it." He advocated aggressive promotion of stations and integration of the microphone into the community.

Mr. Swezey said color "already is upon us," and in a short time will completely overlap black-and-white. Commercial packaging alone can bring about this result, he said, reminding that manufacturers spend millions on packaging to obtain easy recognition.

As to programming, he said there is no excuse for inferior service and warned the

TV'S MOST IMPORTANT FILM PROGRAM

WASHINGTON SPOTLIGHT

featuring



Distinguished Washington Observer,
Marquis Childs

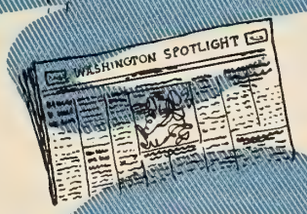
and

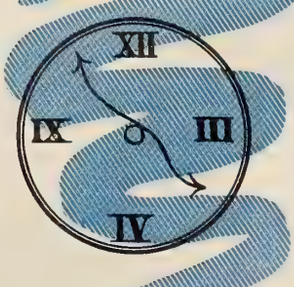
The Men Who Make the News



candidly discussing the vital issues of the day

A stirring fifteen minutes, filmed weekly in Washington, the capital of the free world, and the NEWS capital of *all* the world.





TIMELY AS THIS VERY MINUTE
BUDGET PRICED FOR TODAY'S TV MARKET

STANDARD TELEVISION

For remaining availabilities, write, wire, or, better yet, phone:

321 SO. BEVERLY DRIVE, BEVERLY HILLS, CALIF.

TELEPHONE: CRESTVIEW 4-6869

industry must not be "too intent on a quick buck." He urged stations to resist client pressure and regretted that advertisers are loath to gamble on new program ideas, preferring tested formats. He contended tv commercials are "generally pretty good," citing Gillette as an example. Government "dirty looks," he said, have helped engender special interest groups, including the prohibition lobby.

Participating in a tv panel were C. W. Rembert, KRLD-TV Dallas; W. D. Rogers Jr., KDUB-TV Lubbock; Jack Harris, KPRC-TV Houston; Millman Rochester, KRGV-TV Weslaco; Harold Hough, WBAP-TV Fort Worth, and Ralph W. Nimmons, WFAA-TV Dallas.

Resolutions followed the general pattern of other district meetings.

TEX. BROADCASTERS ELECT COOK PRES.

AUTO radio sets give the advertiser a medium whose circulation exceeds the five largest magazines combined, Adrian Murphy, CBS Radio president, told the Texas Assn. of Broadcasters at a Monday meeting in Houston.

Mr. Murphy addressed the luncheon session. Other TAB speakers included Oveta Culp Hobby, Secretary of Health, Education & Welfare, and FCC Comr. Robert E. Lee (see separate story, page 98).

After showing the CBS Radio film, "Tune in Tomorrow," Mr. Murphy said the Advertising Research Foundation-Politz study showed that less than 4% of the nation's households are beyond the reach of broadcasting. He said CBS Radio's confidence in the future "is considerably more tangible than an ingredient for speeches." He explained, "We know that radio's long-term future is assured and we are backing this conviction with a great deal of thought, talent and money. Witness Bing Crosby's return to the air five nights a week" [B•T, Nov 8].

Attendance of 189 at the TAB meeting set an alltime record and ran well ahead of the registration at the Texas NARTB district meeting Tuesday and Wednesday. Louis Cook, KNOW Austin, was elected president to succeed William Deason, KVET Austin. Richman G. Lewin, KTRE Lufkin, was elected vice president and Barney Ogle, KRGV Weslaco, secretary-treasurer. Board members are David H. Morris, KNUZ Houston; Bob Bradbury, KPET Lamesa; Jack Hawkins, KRIG Odessa; W. C. Fouts, KSFA Nacogdoches; George Cranston, WBAP Fort Worth.

Taking part in a panel that covered such topics as audience measurement and agency recognition standards were William Bryan, A. S. Black & Co.; Earl Richards, Foote, Cone & Belding; Richard Laughlin, Laughlin Assoc.; Dave Ritchie, Ritchie Agency, and Robert Taylor of Aylin Inc.

Taking part in a tv panel led by Mr. Cranston were Harry Stone, KCEN-TV Temple; James M. Gaines, WOAI-TV San Antonio; Mr. Ogle, and W. D. Rogers Jr., KDUB-TV Lubbock. John F. Meagher, NARTB radio vice president, spoke following this session.

A morning discussion of radio programming in tv markets was led by Alex Keese, WFAA. Participating were Tom Dillahunty, KOSY Texarkana; Bob A. Roth, KONO San Antonio, and Kenneth Bagwell, KXYZ Houston.

Texas Daytimers Back DBA In Fixed Hours Proposals

DAYTIME Broadcasters of Texas voted Monday to support the national Daytime Broadcasters Assn. in its petition to the FCC asking fixed operating hours from 5 a.m. to 7 p.m. the year round. Seven more stations joined the Texas group, which met after the regular meeting of the Texas Assn. of Broadcasters.

W. C. Fouts, KSFA Nacogdoches, presided at the daytime meeting. Ray Livesay, WLBH Mattoon, Ill., national DBA president, reviewed the campaign in opposition to FCC's March 1954 proposal to set up a transitional period in the late afternoon before sunset and two hours after sunrise. He told of developments in the fixed-hour situation.

Joe M. Leonard Jr., KGAF Gainesville, was elected a director of DBA representing Texas. The national organization now has 180 members.

CARTA Breakfast to Hear Lee

FCC Comr. Robert E. Lee and the Rev. Theodore M. Hesburg, president of Notre Dame U., will be guest speakers at the seventh annual communion breakfast of the radio, television and advertising industries to be held Nov. 28 at the Waldorf-Astoria, New York. The breakfast will be presented for the first time under the auspices of CARTA, newly-organized Catholic Apostolate—Radio, Television and Advertising, which has a membership of 2,000 in the three industries. Toastmaster at the breakfast will be John Patrick Costello of NBC. Jack Sterling, CBS radio and television performer, will be m.c.



FOUR NARTB directors appear in this group at the Texas district meeting held last week. L to r: Ray Jones, KGUL-TV Galveston; W. D. Rogers Jr., KDUB-TV Lubbock, tv director; Kenyon Brown, KWFT Wichita Falls, District 13 director; Ray Herndon, KTRH Houston; Harold Hough, WBAP-TV Fort Worth, tv director; David Morris, KNUZ Houston, and Al Johnson, KGBS-TV San Antonio and KOY Phoenix, District 16 director.

'The Scoop Is Gone'

CARL E. LINDSTROM, executive editor of the *Hartford* (Conn.) *Times* (WGTH), told newsmen the "day of the scoop is gone" because of the competition of the faster radio and television services. The time the newspaper reaches the home, he said, is less important than what it contains when it gets there. But he deprecated radio and television as "superficial media."

Mr. Lindstrom told SDX newspapermen to stop panicking before the competition of radio and television. He sharply criticized the newspaperman's tendency to reach out impulsively for new editorial technique, particularly inveighing against "that vague and treacherous no man's land called interpretive writing."

AFA Forms Dist. 9, Wichita; Dist. 1 Hears Talk on Color

ORGANIZATION of a new district of the Advertising Federation of America and an annual meeting held by an established district were announced last week by AFA.

Delegates from seven advertising clubs representing five states attended an organizational meeting Nov. 6 in Wichita, Kan., where AFA district 9 was formed. Ken E. Johnson, vice president of the Kansas State Bank, Wichita, was elected governor. Other officers elected were: Mort Wells, Lowell Nicholas, Charles Woods and Mary Brown. The organization committee was directed by Elon G. Borton, president and general manager of AFA.

The first district of ANA held its yearly conference in Worcester, Mass., last week. The group was addressed by Lorain Fawcett, president of All-Color Inc., New York, who termed color "the space ship in the development of American advertising." Leonard Shaw was elected governor of the district; Paul C. Provandie, first lieutentant governor; Joseph Kilbride, second lieutenant governor, and Betty Gunning, treasurer.

RETMA Committees, Sections Meet in Chicago, New York

A SERIES of committee and section meetings will be held by Radio-Electronics-Tv Mfrs. Assn. at a three-day fall conference starting Wednesday at the Palmer House, Chicago. James D. Secrest, RETMA executive vice president, said the schedule includes a discussion of subscription tv and a report on developments in the field.

RETMA's committee looking into satellite and special-service tv stations will meet Wednesday morning at the Roosevelt Hotel, New York. Ben Adler of Adler Communications Labs is chairman.

The RETMA board will meet Friday in Chicago after two days of committee and section-division discussions. Max F. Balcom, RETMA chairman, will preside.

RTES Session Features Research Fundamentals

FUNDAMENTALS in the use of research—both qualitative and quantitative—in the buying and selling of time were outlined by Robert E. Dunville, president of Crosley Broadcasting Corp., and Frank Minehan, media vice president of Sullivan, Stauffer, Colwell & Bayles at

a Radio & Television Executives Society seminar in New York last week.

Noting that there are 10 primary types of media and a wealth of research information available on them, Mr. Minehan stressed that there can be no specific pattern for developing a media plan in building an advertising campaign. Such basic questions as the product to be sold, its merits, the type of customer to be reached, his location, and the best time of day (or year, in the case of seasonal products) to reach him must all be taken into consideration, he asserted.

Without identifying the products, he cited examples of specific campaigns—all successful—where only broadcast media were used, where only print was employed, and where broadcast and print media were combined.

Mr. Dunville stressed the need for more qualitative research and described WLW Cincinnati's weekly surveys in this field. To back up his emphasis on the importance of such research, he cited the general belief that wrestling on television appeals to men in the 30- to 40- or 50-year-old group. Yet, he said, "an analysis of wrestling in the Midwest had indicated . . . that 47% of the wrestling television audiences are women, and of the 47%, over 60% were 40 years old or older." On the other hand studies show that professional boxing bouts appeal "to 97% men, slightly less than 3% women, and the age group is from 20 to 45 predominately."

Mr. Dunville also pointed out that WLW studies showed that margarine, although it is using tv more and more, is bought most heavily in rural areas. And village and farm residents were found to buy 40% more home permanents than do urban residents, he noted. Further, he asserted, "the program with the highest audience does not necessarily do the best advertising job for any given product."

The meeting was the third in a series of weekly time buying and selling seminars being conducted by RTES. Mary McKenna, director of research and sales development for WNEW New York, was moderator. This week's session will feature Earl M. Johnson, MBS vice president in charge of engineering and station relations, and Robert L. Coe, DuMont Tv Network station relations manager, in a discussion of practical engineering factors that govern intelligent timebuying, with Frank E. Pellegrin, partner in H-R Representatives and H-R Television Inc., as moderator. The seminars are held Tuesdays at luncheon sessions at Toots Shor's restaurant.

BAB Brochure Stresses Impact of Radio Shows

AVERAGE dramatic radio show reaches more than 5 million homes during a four-week period, BAB reported last week. The exact number of homes—5,037,768—represents more than one in every 10 U. S. radio families the bureau said.

The 13th of a series on net, or unduplicated, audiences for different types of radio programming and announcement schedule is contained in the four-page color brochure, "The Cumulative Audience of Dramatic Radio Programs," now being circulated to members.

Also presented is the number of sales messages heard per family, BAB said, noting that its report, based on information from A. C. Nielsen Co., did not include mystery shows or daytime serials.

N. D.'s Krause Again Hits NCAA's Football Coverage

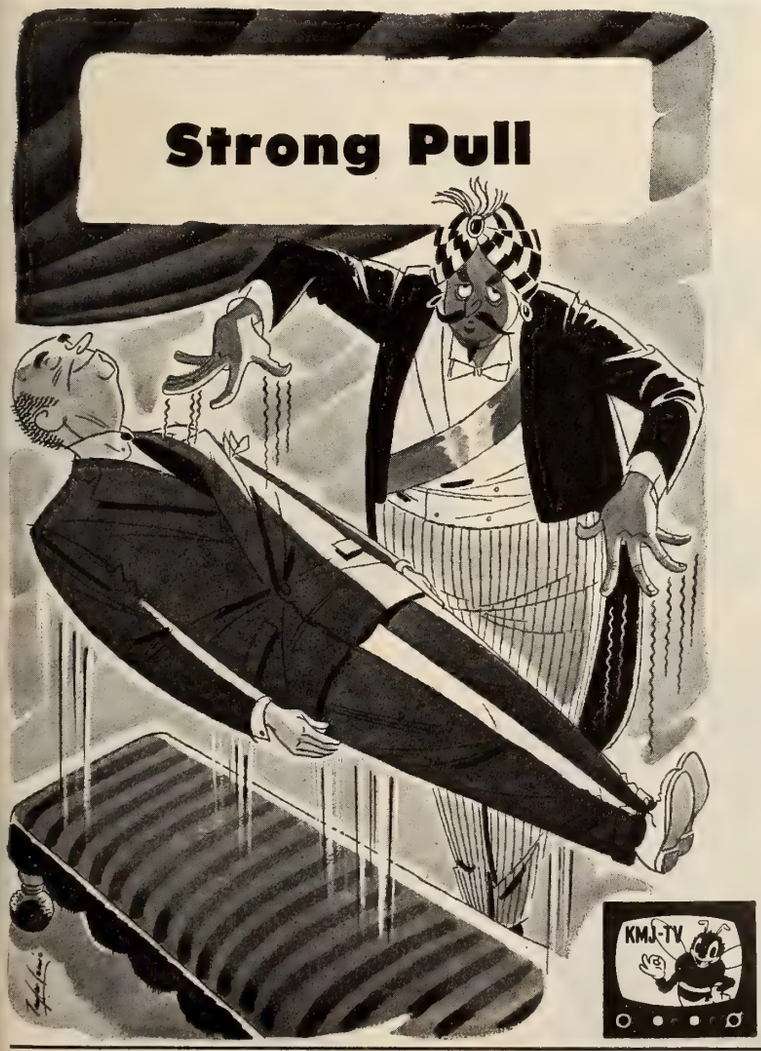
NCAA's controlled football television program was branded last Monday by a Notre Dame spokesman as an "artificial and reactionary system that is no good." Ed (Moose) Krause, ND athletic director, made the charges in a talk before the Quarterback Club of Chicago.

At the same time, Mr. Krause claimed that a regional tv plan, repeatedly recommended by the Big Ten, "is a step in the right direction." He acknowledged that Notre Dame would like all its own games televised—locally, regionally or nationally—"but never have we planned in our mind to do so." He added his belief that the National Professional Football League is doing "a better job of selling [its] product through television. We need to take advantage of this advertising medium, too."

Learn People's Likes, Then Plan Ads, Smith Tells MAB

ADVERTISERS should "get reacquainted with people," and then redesign their advertising and promotion efforts, John H. Smith Jr., NARTB public affairs manager, told Maine Assn. of Broadcasters and Portland Ad Club at a joint meeting last Tuesday.

He suggested media and advertising personnel



. . . keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

BIN



Across the board five nights a week on the CBS Radio Network

GO

STARTS NOVEMBER 22



Crosby sings and talks in radio's most winning new show—five nights a week, fifteen minutes a night. And whatever he talks *about*, there'll be guests to fit every subject: show business, sports, philosophy, or a word or two on the ponies. Coming at 9:15 (EST) it fits right in the middle of a fabulous CBS Radio line-up that's exactly right for informal nighttime listening. Just *before* Bing, on various nights, there's Perry Como, Stop the Music, Rosemary Clooney. Right *after* him, every night, the Amos 'n' Andy Music Hall. This is the crowd that *draws* the crowd, and the sponsor who sells here is wise. For with The Bing Crosby Show the advertiser will find himself pleasing all the people who'll buy his product... (as well as the people who sell it). And when so many enthusiasts get together, *costs come out next-to-nothing!*

find out what people like and don't like as well as what they are saying and then review their suggestions and gripes. In discussing the advantages of radio, he warned that it is neither personal nor human when employed for "screaming commercialism, long-winded boredom, contrived situations outside the ken of experience and irritating noise."

Fellows Says Radio, Tv Are Constant Targets

BROADCAST media are subjected unduly to "slings and arrows" because they operate in a "goldfish bowl," NARTB President Harold E. Fellows said in acknowledging a salute by Kiwanis International to National Radio & Television Week. Writing Don Engdahl, Kiwanis president, Mr. Fellows stated the industry "is especially sensitive and responsive" to criticism.

Mr. Fellows wrote that B•T "hit the nail right on the head" in its Oct. 25 editorial suggesting broadcasters "ought to give a medal to the Kiwanis International for reminding broadcasters that they have a great medium worthy of being saluted once a year."

Advertising Credit Men Hold First Annual Meet

FIRST ANNUAL meeting of the Advertising Media Credit Executives Assn. was held Oct. 21-22 in St. Louis with delegates attending from 19 states, Washington, D. C., and Canada.

Officers elected were: Robert T. Holman, credit manager, *Cleveland Press*, president; Arthur Gerecke, credit manager, *St. Louis Post Dispatch* (KSD-AM-TV), vice president; L. F. Sullivan, credit manager, The Register & Tribune Co., Des Moines, secretary, and Mrs. Hermine Fischer, *Christian Science Monitor*, Boston, treasurer.


KIWANIS INTERNATIONAL
and the Kiwanis Club of
Present this Testimonial of Appreciation to
in recognition of the splendid service which this broadcasting station and the other broadcasting stations of the United States and Canada have rendered our two nations throughout the years. For accurate, comprehensive reporting of news, for generous and unremitting support of community activities, for fostering patriotism, for fearless and independent editorial opinion, and for unrelaxed vigilance in safeguarding the basic liberties of free speech, we tender our sincere gratitude on the occasion of Kiwanis Radio-Television Appreciation Day.
Date

◄ Facsimile of Kiwanis award.

The board of directors includes, in addition to the officers: Henry G. Baker, credit manager, The Oklahoma Publishing Co., Oklahoma City; Samuel B. Goodman Jr., The Evening Star Newspaper Co., Washington; Royce Sehnert, credit manager, Wichita Eagle Publishing Co., Wichita; Chet Billings, assistant manager, Meredith Publishing Co., Des Moines; J. Lester Moore, credit manager, *Atlanta Journal-Constitution* (WSB-AM-TV); John F. Clarke, credit manager, *Toronto Star* and *Star Weekly*, Toronto, Ont.; Everett O. White Jr., Providence Journal Co., Providence, R. I., and Gilbert W. Sites, credit manager, The Times-Mirror Co. (KTTV [TV]), Los Angeles.

The AMCEA organization is open to radio-tv, magazine, trade journal and newspaper credit executives.

Chicago Group Lays Plans For Broadcast Adv. Council

GROUND was spaded in Chicago last week for emergence of a new broadcast advertising council with regular membership luncheons slated to get underway early in 1955.

The organization, patterned somewhat after the New York Executives Club and representing diverse elements of the radio-tv advertising field, will be headed by Peter Cavallo, radio-tv director, J. Walter Thompson Co. The new BAC emerges as a result of a mid-year merger of the Chicago Television Council and Broadcast Executives Club of Chicago, formerly the old Chicago Radio Management Club.

The council's primary purpose will be to sell all broadcast advertising and will comprise members from the agency, advertiser, package program, network, station and station representative fields, it was understood. Five members each from the CTC and BECC will serve as board members, subject to council approval.

Sterling C. Quinlan, vice president in charge of ABC o&o WBKB (TV), and John Cory, Free & Peters, will circulate a joint letter sometime this week, explaining the merger and the new council's functions and listing new officers.

In line with its intent to sell all broadcast media, the council's founding group chose an agency executive, Mr. Cavallo, in preference to any from network or station circles as more nearly reflecting its aims and purposes.

Wile Discusses Color Outlook At Meeting of L. A. Ad Women

COLOR tv sets sales will exceed those of black-and-white within 10 years, with live tv broadcasts in full color from all over the world "a common occurrence," Frederic Wile Jr., vice president in charge of western division programming, NBC-TV Hollywood, told members of the Los Angeles Advertising Women Inc. at a Nov. 4 meeting.

Over $14 million will be spent on NBC-TV color programs and facilities during the current broadcast season, although approximately 10,000 color sets are in the public's hands, Mr. Wile pointed out. However, he added, "for the balance of this year and next, the industry expects to market 350,000 color sets; 1,780,000 in 1956; 3 million in 1957, and about 5 million in 1958."

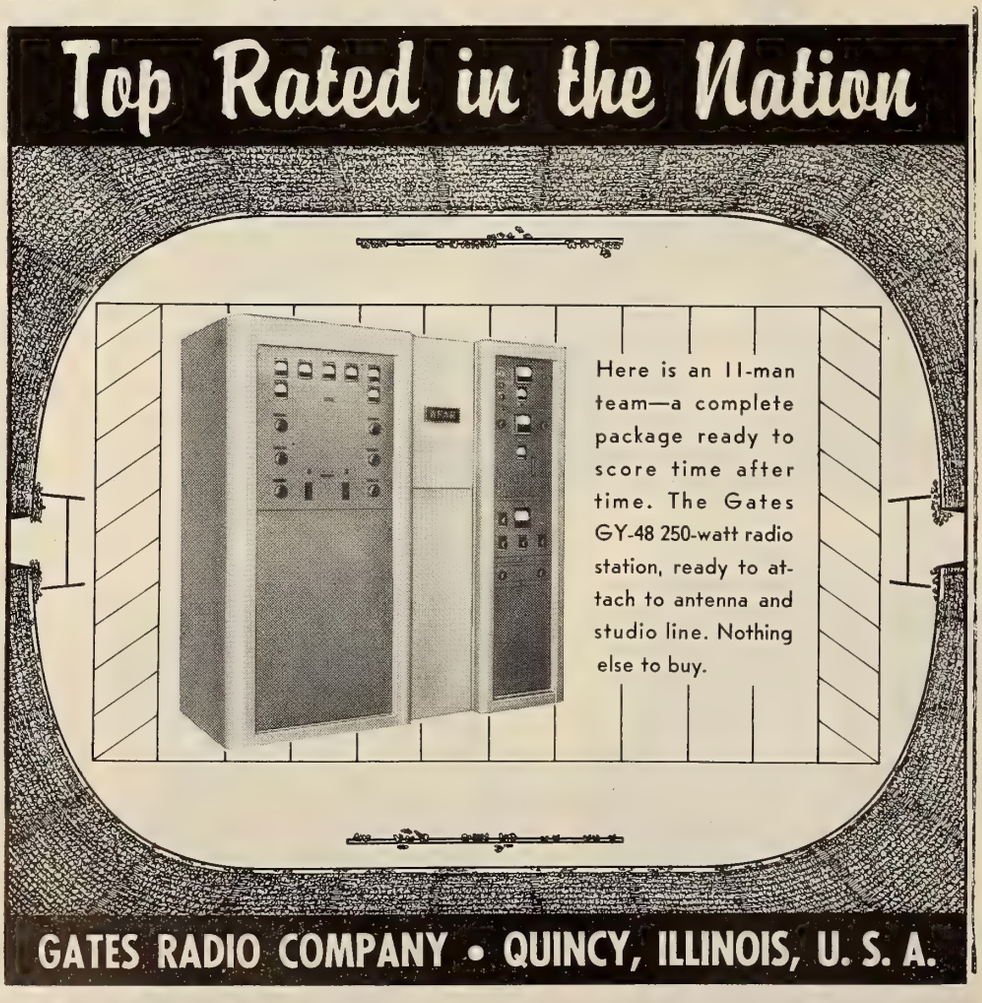
By 1959, U. S. homes would contain over 10 million color sets, he stated in an "extremely conservative estimate."

TRADE ASSN. PEOPLE

Jane Margaret Carter elected film distribution director, Broadcasting & Film Commission,


MR. NICHOLS MISS CARTER

National Council of Churches, N. Y.; **Frank B. Nichols** elected tv associate director, Broadcasting & Film Commission.



Some people are born leaders



...like WCAU, Philadelphia

RADIO—WCAU-Radio has 10 out of the top 10 programs in the Philadelphia area.

TELEVISION—WCAU-TV has 9 out of the top 10 programs in the Philadelphia area.

Sources upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

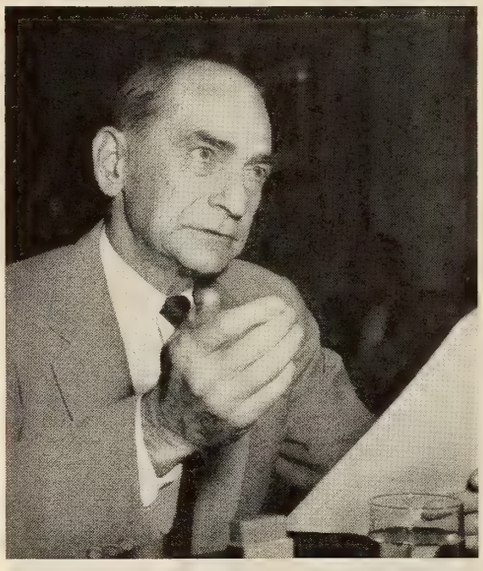
SENATE DEMOCRATS BLOCK McCONNAUGHEY APPROVAL

FCC chairman's confirmation must await action of the 84th Congress —which, as of now, the Democrats will control. Minority Leader Johnson's objection kept a vote on the matter off the calendar. Earlier, the Senate Commerce Committee passed him with seven Republicans for, seven Democrats abstaining.

SENATE Democrats last Thursday afternoon blocked a move by their GOP colleagues to ram through a special session of the Senate a confirmation of George C. McConnaughey's nomination to FCC membership. Mr. McConnaughey since Oct. 4 has been serving as FCC chairman under interim appointment by the President. His nomination was among those sent to the Senate Monday from the White House.

Sen. Lyndon B. Johnson (D-Tex.) objected when the nomination was introduced on the Senate floor by Mr. McConnaughey's champion and "lifelong friend," Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee. The nomination earlier in the day had cleared the committee by affirmative vote of its seven GOP members, with the seven Democratic members abstaining from a vote.

The Texas Democrat, who is Senate minority leader and also a member of the Senate Commerce Committee, effectively blocked placing of the nomination on the Senate calendar by his objection. Executive nominations, under Senate rules, must be introduced at executive sessions of the Senate, except by unanimous consent otherwise. The special session is a "legislative" one—considering a motion to censure Sen. Joseph R. McCarthy (R-Wis.).



FCC CHAIRMAN George C. McConnaughey makes point in testimony at Senate Commerce Committee hearing Tuesday on his nomination to FCC. Although the committee cleared his nomination Thursday, it was blocked by Democrats on Senate floor later that day.

The alternative for Republicans is to ask that the legislative session be changed—at least temporarily—into an executive one, but that, too, must have unanimous consent.

Sen. Bricker's presentation of the nomination followed earlier developments in which the Senate Democratic Policy Committee decided to oppose action on any major presidential nominations during the special session if they involve committee hearings or any controversy.

Democratic battle lines began to form Tuesday evening at the Senate Commerce Committee's open hearing on Mr. McConnaughey's nomination. Sen. A. S. Mike Monroney (D-Okla.), fresh from the meeting which outlined Democratic policy on the nominations, insisted that "we not be stampeded" into reporting out the nomination before the new session of the 84th Congress beginning Jan. 5.

Mr. McConnaughey's nomination was one of several which Democrats said should be carried over into the 84th Congress.

The McConnaughey nomination was reported out by the Commerce Committee Thursday morning in a 20-minute closed session at which Democrats abstained from voting in protest against Sen. Bricker's move to obtain quick confirmation of Mr. McConnaughey as a member of the FCC.

Although the stated intent of the Democrats in holding up confirmations is that the Senate should not be distracted from its current business—that of deciding on the McCarthy censure —it was evident that Democrats were making a bid for power on the basis of Nov. 2 election returns.

Democrats See Control

With apparent majorities in the House and Senate, it was felt that Democrats may want to hold up the GOP Administration's nominations until the new Congress is organized, giving Democrats control of committee chairmanships, and thus, control over confirmation of nominees.

The Tuesday session was marked by close questioning of Mr. McConnaughey by Democratic Sens. Edwin C. Johnson (Colo.) and Monroney. The hearing, which convened at 5:52 p.m., had been scheduled at 10 a.m., but was postponed so committee members could meet quorums on the Senate floor.

Chairman Bricker cleared the hearing room of spectators and reporters for a 20-minute closed session at 6:25 p.m. The closed session apparently was precipitated by Sen. Monroney's insistence that the McConnaughey nomination be held over for the new session of the 84th Congress.

Sen. Monroney made his request after coming straight from the late-afternoon Senate Democratic Policy Committee meeting, also attended by Sen. Ed Johnson. The Oklahoma Democrat said Senators of his party had gone on record as "not favoring confirmation of appointments which might be important or in controversy" and which could be taken up in the regular session of the 84th Congress.

Mr. McConnaughey, only witness at the hearing, was questioned on several subjects by Sens. Ed Johnson and Monroney—and briefly by Sen. John O. Pastore (D-R. I.).

Sen. Johnson began his queries by asking Comr. McConnaughey if he had read two articles in the Washington *Post & Times Herald*.

Both articles, written by Jerry Kluttz, the newspaper's specialist on federal civil service



Station Finds Renewals Easier

AP News Wins Sponsor Loyalty

Station WKAP, Allentown, Pa., can testify about the special profit yield for stations which push their AP newscasts. The "extra dividend" comes from lower selling costs—because AP newscast sponsors are likely to renew, renew and renew.

For example, C&G Motors, of Emmaus, Pa., fully appreciates a principal characteristic of newscasts: the ability to hold the same audience day after day. C&G has sponsored WKAP's "News at Noon" program six days a week, since March of 1947.

Here's a comment from this sponsor that has dollars-and-cents overtones: "I wouldn't think of dropping our AP News at Noon program," says Max Cornfeld, president of C&G Motors. "Our customer response has been terrific—*and folks actually count on our daily news coverage.*"



Says Manager O. R. Davies of WKAP: **"AP gives us something we can really sell—speed in news transmission and a world-wide reputation for accuracy and thoroughness."**

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Plane crash nearby and I'm in a ditch...

Going on by foot. Keep listenin'!"



Case History No. 2

Charley Gray, general manager of KBAQ, Casper, Wyo., didn't leave the station that evening. A friend at the Cheyenne airport had called him an hour before. A commercial plane was overdue and was last reported in Charley's area.

So he hung around. Six o'clock. He cleaned up several routine chores that had cluttered his desk. Eight o'clock. Eight-ten. The phone rang.

Gray made a few scribbled notes as he listened. "Okay, Sergeant," he said, "got it. Thanks a lot." He tossed down the receiver, grabbed his coat on the run and yelled at a yawning face behind the control panel.

"State police teletype. Plane wreckage sighted over near Hogan's Pass. Pick you up on the local wave."

He quickly warmed up the station's radio-equipped truck and headed North.

By 3 a.m., he was in the area. His head twisted back and forth as his eyes ranged the rugged mountainsides. Suddenly his right front wheel bounced into a hole and careened into the narrow ditch beside the road.

The small truck was stuck.

Finally Charley radioed back to the station. "The plane crash is nearby, and I'm stuck in a ditch. Going on by foot. Keep listenin'!"

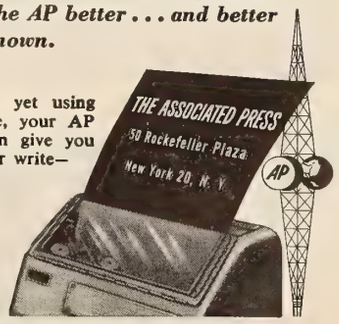
The sun was barely up when he rounded a slight knoll and spotted the wreckage. A few moments of careful observation told him the story — no survivors. He rushed back to the truck and, by radio, taped a short description of his find and then returned to the wreckage for more details.

Within minutes an outstanding, "beat" for KBAQ was a top story for stations across the land. Every AP radio member had it. KBAQ's staff had relayed Charley's account to The AP bureau in Cheyenne, starting the news on its way from Portland, Me., to San Diego.

"We've had plenty of news breaks from The AP that we know came from other members. Glad we could pitch in, too."

Charley Gray is one of many thousands who help make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands... know the most famous name in news is AP



SENATORS at the Commerce Committee hearing Tuesday on nomination of George C. McConnaughey to the FCC included (l to r) Andrew F. Schoeppel (R-Kan.), Chairman John W. Bricker (R-Ohio), Edwin C. Johnson (D-Colo.), John O. Pastore (D-R. I.) and A. S. Mike Monroney (D-Okla.). Not shown: James H. Duff R-Pa.) and William A. Purtell (R-Conn.).

affairs, described a "Jobs-for-Republicans" drive. One of the stories dated Nov. 7, listed two FCC members—Chairman McConnaughey and Comr. John C. Doerfer—as key men in clearing not only patronage jobs, but Civil Service positions, for Republicans.

Sen. Johnson, who entered both articles (the other was dated Oct. 27) in the hearing record, asked the witness if he had read the Nov. 7 article.

"I saw it, Senator, but there is nothing to it," Mr. McConnaughey replied. "I have not been designated as anything, with reference to handling jobs for anybody." Under further questioning, he said he believed in filling Civil Service positions by the merit system, adding that he had always applied this principle.

Sen. Johnson said he thought Mr. McConnaughey "a very able person" and that he was surprised upon reading the article. He recalled that the witness had made a "fine presentation" to the Senate Finance Committee before being made chairman of the Renegotiation Board.

Going to uhf-vhf troubles, Sen. Johnson said a New England area (Hartford, New Britain, and Waterbury, Conn.-Springfield and Holyoke, Mass.) now has five uhf stations and that a vhf station is proposed there. Citing the "great" intermixture of uhf and vhf in the East, he said intermixture was, "in my opinion, a terrible mistake." The FCC, he said, is continuing to mix uhf and vhf.

He then asked the witness if he had "any views" on intermixture.

"No, I do not," the witness replied. "I have been there [FCC] just a month and I am making a study of this. I know that the uhf situation is a serious one and I know it needs study," he said. He said he realized there was much difficulty, "but I have not entered into it because I have just been there 30 days and I have been trying to learn something about the position and what they [FCC members] have done."

How He Had Voted

To a statement that Comr. McConnaughey voted against reallocating to uhf a vhf assignment in Peoria, Ill., where two uhf stations already are operating, the witness said he would like to make a study of it. FCC records also indicate he voted against reallocation of vhf channels to uhf channels at Tyler and Waco, Tex.; Madison, Wis., and Raleigh-Durham, N. C. All these cases represented denials by the FCC of petitions by uhf outlets in these areas requesting the reallocations.

Mr. McConnaughey similarly said he was not familiar with subscription tv, but expects to make a study of it.

Sen. Monroney suggested that Mr. McConnaughey "can continue to serve as chairman" (under appointment) until the new Congress, but said that because of "vitally important factors—control of the communications system"—the nomination would require "more extensive hearings than we are able to give in this limited time and at this hour."

Both Sen. Monroney and Sen. Ed Johnson said that Sen. Warren G. Magnuson (D-Wash.), who will be in line for chairmanship of the Senate Commerce Committee under a Democratic-controlled Senate, wished to examine Mr. McConnaughey. Sen. Johnson explained that Sen. Magnuson was unable to attend the Tuesday meeting because of illness. The Washington Democrat was present at the Thursday closed session.

Sen. Monroney said also that Sen. Estes Kefauver (D-Tenn.) has expressed a desire to be heard on the McConnaughey nomination and that other senators are interested in the



In 1924 Packerland radio enthusiasts marvelled when their "cat whiskers" brought in distant sounds, just as tv viewers in 1954 bragged when their wind-whipped antennas and super boosters brought them snow-covered, flopping pictures.

But now 175,000 sets are bringing in the best of NBC shows and regional Packerland programs bright and clear on WMBV's Channel 11. And thousands of new viewers boast of perfect pictures with their inexpensive "rabbit-ear" antennas.

They're all watching for **you** to "Come Eleven" on Packerland's most powerful station.

nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL **11** TELEVISION

MARINETTE, WISCONSIN

GREEN BAY: Phone HEmlock 5-9389

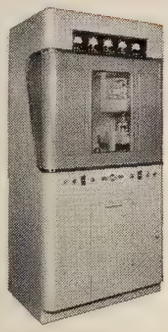
MILWAUKEE Phone WOodruff 4-3587

National Representatives

VENARD, RINTOUL & McCONNELL, Inc.

New York - Chicago - Los Angeles - San Francisco - Boston

Collins

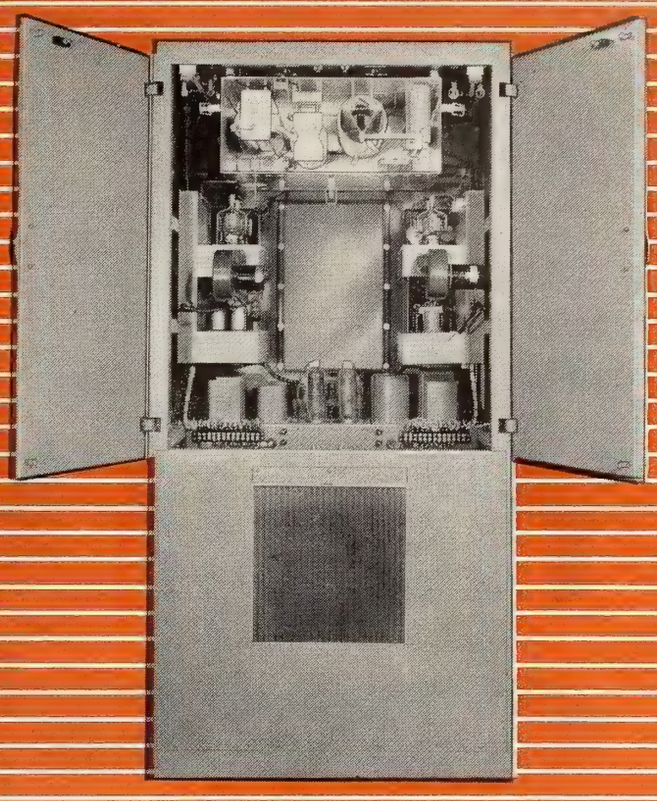


500/250 watt BROADCAST TRANSMITTER

COLLINS' new 550A is a result of advanced engineering standards to provide peak performance on any selected frequency from 540 to 1600 kilocycles or any of the high frequency broadcast bands.

Design features include instant power changing . . . an extremely stable oscillator . . . only 7 tube types . . . automatic power application in proper sequence . . . complete protective circuitry . . . precise metering of all stages . . . adaptability for remote control . . . handsome cabinet styling . . . visibility of all tubes through front window . . . and convenient accessibility to equipment interior — to mention only a few.

For a detailed description of these and other features, write for your free 550A booklet.



550A Rear View

SPECIFICATIONS:

Frequency Stability
±10 cps

Audio Frequency Response
Within ±1.5 db from 50 to 10,000 cps

Audio Frequency Distortion
Less than 3.0% from 50-7500 cps for 95% modulation, including all harmonics up to 16 kc

Residual Noise Level
60 db below 100% modulation

Carrier Shift
Less than 5%

Audio Input Impedance
600/150 ohms

Audio Input Level
±10 dbm ±2 db, Pad input

Ambient Temperature Range
+15° to +45° C

Altitude Range
Sea Level to 6000 feet

Power Source
208/230 V single phase 50/60 cps

Power Demand
3.2 kw, 83% PF at 100% modulation

Weight
Approximately 1100 lbs

Dimensions
38" wide, 76" high, 27" deep

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

261 Madison Ave., NEW YORK 16
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COLLINS

uhf-vhf problem and the "monopolization" of television "in the hands of a few stations."

He said that "without prejudice to the nominee," he would "urge that we not be stampeded into confirming the appointment."

Referring to the newspaper article and Mr. McConnaughey's denial that he sanctioned filling of Civil Service jobs by other than the merit system, Sen. Monroney said he had not seen a GOP correction of the article nor a denial of it by the White House.

Mr. McConnaughey, who said he used the merit system both during his tenure as chairman of the Renegotiation Board and as one-time chairman of the Ohio Public Utilities Commission, said that "no one even talked to me" about the news story.

Sen. Monroney said that if Civil Service jobs are filled by patronage, Civil Service morale will hit a "new, new low."

Sen. Potter at one point asked Sen. Monroney to yield and observed: "As a Republican, I would be very happy if we could just be accorded the same relationship between agency and committee that the Democratic Party has enjoyed over many years. I think probably a few Republicans might infiltrate into the federal positions."

Asked by Sen. Monroney if he had ever represented AT&T during his private law practice in Ohio, Comr. McConnaughey replied in the negative. Upon closer questioning, however, he said he had represented Ohio Bell Telephone Co. and Cincinnati Telephone Co. in rate cases before the Ohio Public Utilities Commission.

Comr. McConnaughey said he never had acted in violation of civil service laws during his six years as Ohio PUC chairman (1939-45) and as head of the Renegotiation Board (Nov. 30, 1953, to Sept. 25, 1954).

Sen. Bricker set the Senate Commerce Committee hearing for Tuesday morning because he expected to leave Washington the following day for a month's tour of Australia with the Joint Congressional Atomic Energy Committee. Just prior to the Tuesday hearing, however, he announced that he would not depart before the following (last) Saturday, since the atomic energy group was continuing its own hearings.

At the conclusion of the McConnaughey hearing Tuesday Sen. Bricker set the additional closed meeting for the following Thursday morning.

Late last week reports indicated that the atomic energy group, if its hearings are continued much longer, may have to cancel the Australian tour so members can be on hand for the opening of the 84th Congress.

Sen. Magnuson last week declined to speculate on what he would do if he becomes chairman of the Senate Commerce Committee. He said something possibly could happen before Jan. 5 to swing the majority of Senate seats to the Republicans.

Neither would Sen. Magnuson comment on his intentions concerning Sen. Bricker's current investigation of the networks and the uhf-vhf situation. "I haven't had time to think about it," he said.

At the same time, there were reports the investigation may not be completed in time to make a full report to the Senate Commerce Committee at the beginning of the upcoming Congress. Sen. Bricker had planned a hearing by the committee after the report for determination of what measures should be taken to relieve the troubles of uhf operators and to consider the senator's own proposal for FCC regulation of networks.

Bricker Work Goes On

Meanwhile, Sen. Bricker's staff for the investigation, headed by Robert F. Jones as majority counsel, was continuing, with no plans for a change of pace or direction, according to a committee spokesman. Other members are Harry M. Plotkin, minority counsel, and Nicholas Zapple, communications counsel and coordinator of the probe.

If FCC Chairman McConnaughey's nomination is not confirmed by the Senate during the special session, his interim appointment will expire at the end of the session, necessitating his reappointment by the President if he is to continue in that post.

Despite an interpretation by Charles L. Watkins, Senate parliamentarian, that Mr. McConnaughey under such a reappointment must serve without pay until his nomination is confirmed in the 84th Congress or until money is provided by appropriation, some Capitol Hill observers insisted last week that his pay can be continued through the period of the reappointment.

Attending the Tuesday hearing were Chairman Bricker and Sens. Ed Johnson, Monroney, Pastore, Potter (R-Mich.), Andrew F. Schoeppel (R-Kan.), James H. Duff (R-Pa.) and William A. Purtell (R-Conn.).

Not present were Sens. Magnuson, Lyndon Johnson, George A. Smathers (D-Fla.), Earle C. Clements (D-Ky.), John M. Butler (R-Md.) and Frederick G. Payne (R-Me.). The committee seat of Sen. Eva Bowring (R-Neb.) was left vacant upon her replacement last week in the Senate by Mrs. George Abel (R-Neb.) [B•T, Nov. 8].

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950. WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

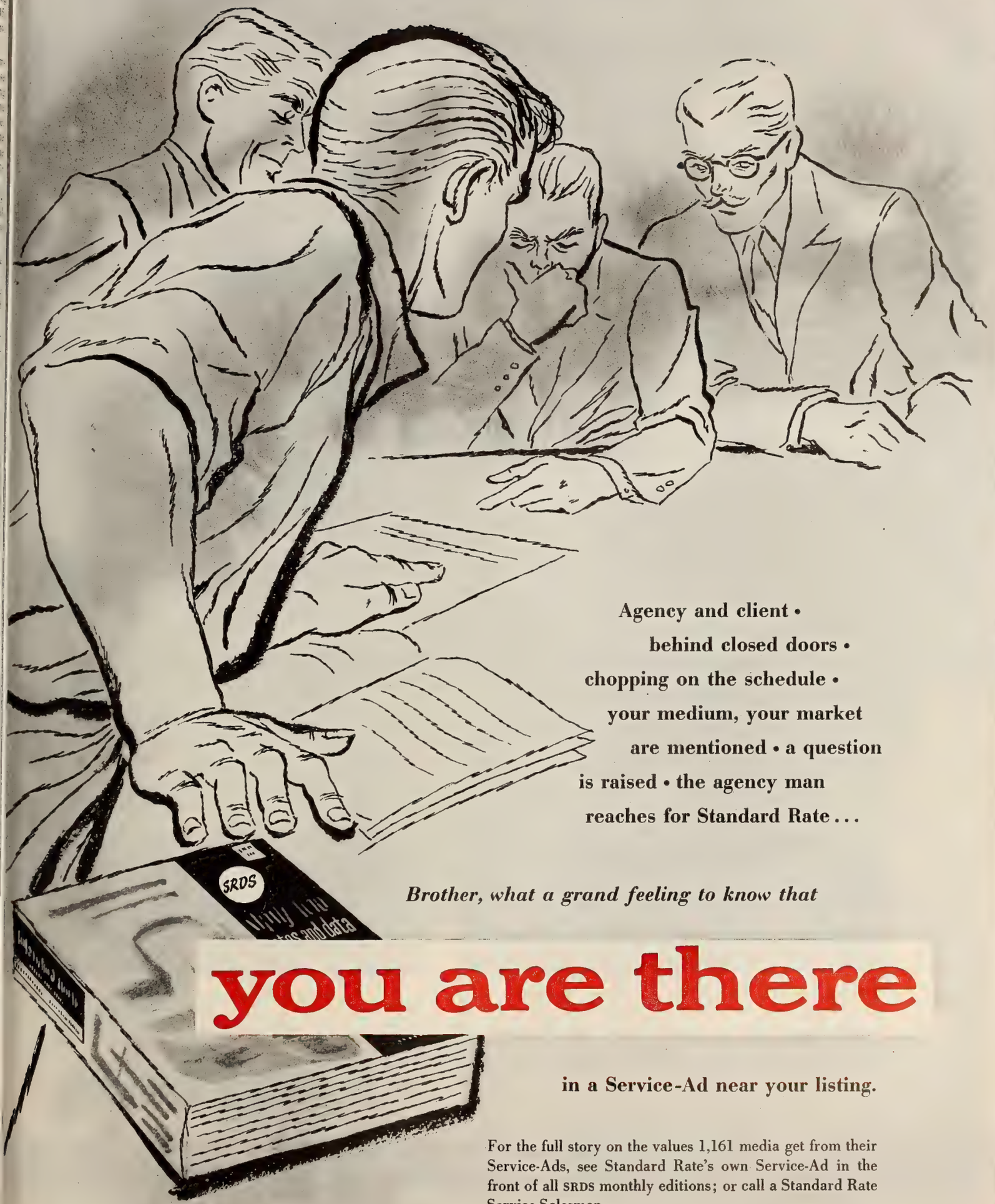
Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM



Agency and client • behind closed doors • chopping on the schedule • your medium, your market are mentioned • a question is raised • the agency man reaches for Standard Rate . . .

Brother, what a grand feeling to know that

you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

From lighting units to transmitter— WNAO's complete "TV package" was supplied by Graybar



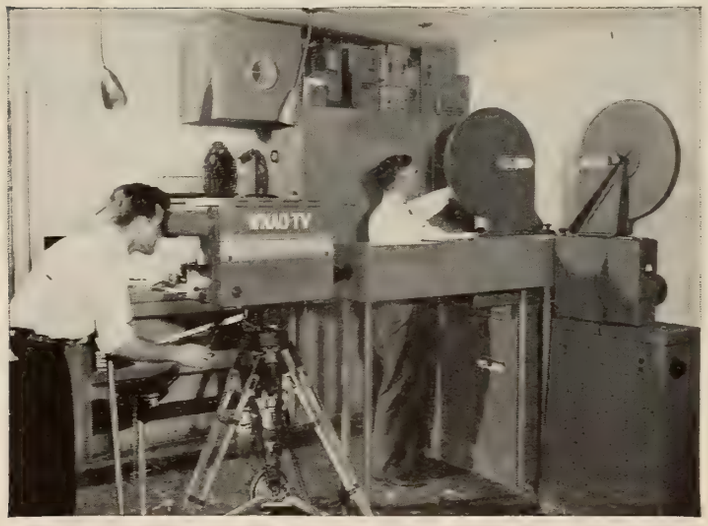
PETER MILLER, Chief Engineer
WNAO-TV channel 28
Raleigh-Durham, N. C.

"WNAO-TV has been on the air—with complete Federal equipment purchased through Graybar—since July 12, 1953. For many months I have had first-hand experience with the well-engineered WNAO-TV Federal equipment and it works well for us.

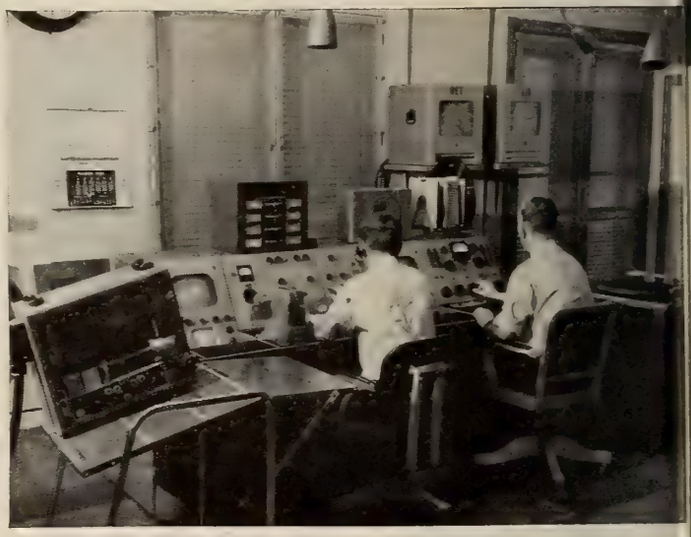
"Just like other stations, here at WNAO-TV we have a plan of regular preventative maintenance. Of course, we count on Graybar in this respect, too. Their representative stops in about once a week to check on our needs . . . and with a Graybar office in nearby Durham, orders are filled promptly. It's one of the nice things about doing business with Graybar—you can always count on them for friendly cooperation on any electrical need . . . large or small."



Graybar's Durham Representative, John Golde (center) brings along Graybar Broadcastin Specialist, E. C. "Tommy" Toms (right), on or of his weekly calls on WNAO's Chief Enginee Peter Miller.



Engineers W. F. Anderson and L. E. Rudisill set up the late evening film show on WNAO's General Precision Laboratories 16mm projectors. The FTL image orthicon camera is also used for interviews and newscasts originating "live" in a small studio here at the transmitter building.



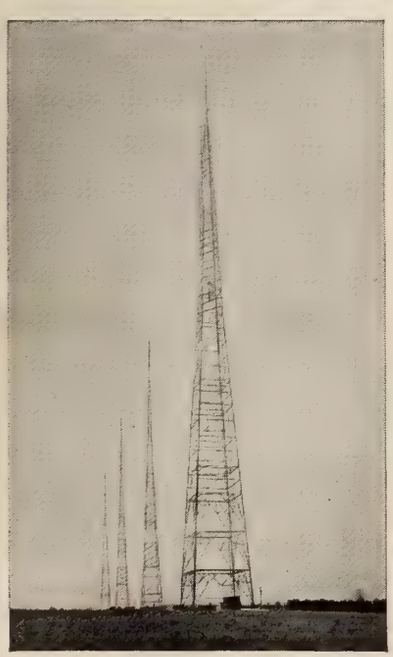
Two engineers control WNAO's entire program schedule—slides, film, studio and network — with Federal Transmitte Control Console and Poly-Efex Scanner providing complete transmitter supervisory control and audio/video switching Scanner includes 2 slide sources, four-channel video switche and "special effects" section.

A COMPLETE TV PACKAGE... *via* Graybar





▲ Chief Engineer Miller checks audio levels on Altec 250A speech input console. Distributed by Graybar, this completely self-contained unit provides all necessary monitoring, cue, audition, and signaling circuits for WNAO's audio control.



▲ Homer Briarhopper and his Dixie Dudes warm up under a battery of Kliegl lighting equipment. In addition to these units, specially-designed for TV, Graybar also supplied wire, conduit, circuit breakers and panel boards for WNAO's complex electrical systems at both studio and transmitter locations.

◀ Four sturdy Blaw-Knox towers support WNAO's TV, AM, and FM antennae. A 12.5 kw FTL transmitter feeds a Federal TV antenna.

GRAYBAR CAN SUPPLY COMPLETE TV OR AM STATION INSTALLATIONS — everything needed to put you on the air . . . and keep you there.

Experienced Graybar Broadcast Equipment Specialists will be glad to help you with specifications and prices, and, if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station requirements.

Call Graybar *first*—get everything electrical when and where you need it . . . *one* source, *one* responsibility.

477-11

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . *via* GraybaR

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TV'S FAVOR PRIVATE RELAY PROPOSAL

Comments received from stations on the FCC suggestion say private intercity relays would cost less than common carrier charges. AT&T and a telephone companies association voice the only objections.

OVERWHELMING support by broadcasters on behalf of the FCC's proposal to permit television stations to construct and operate their own intercity relays to bring live network programs to their viewers [B•T, Sept. 27] was registered last week at deadline for comments.

The only objections were filed by AT&T and the U. S. Independent Telephone Companies Assn.

Support for the proposal—initiated by North Dakota Broadcasting Co. (KCJB-TV Minot and KXJB Valley City, N. D.) late last summer—included many suggestions that the Commission permit any station to build an intercity relay on a showing that common carrier charges would be, or are, exorbitant.

The original FCC recommendation suggested that authority for the construction of intercity links be restricted to distant markets where there is little likelihood that common carrier facilities might be built in the future.

Interim Tv Facilities

Present FCC regulations permit tv stations to build their own connecting facilities on an interim basis until a common carrier installs its own connections. The Commission has urged stations building their own relays to amortize the capital costs as soon as possible.

A basic FCC premise over the years has been that intercity connections should be handled by a common carrier company.

Counter-comments from interested parties are due by Nov. 18. The FCC said that on the basis of comments and counter-comments, it would decide whether to hold hearings.

Comments by stations compared common carrier costs or estimates with privately built systems. In every instance, construction and operational costs for privately owned relays were much less than for similar common carrier service.

Among the manufacturers who filed comments, all approving the FCC's proposal, were Philco, Raytheon and Dage Electronics. All manufacture microwave equipment for sale to stations.

NARTB expressed its approval of what the Commission proposed. It said that it believed that stations could build their own intercity links for one-quarter to one-half the cost of a common carrier.

DuMont, which attacked AT&T's intercity rates as far back as 1948, cited several examples of what it claimed were exorbitant charges: (1) A station in Watertown, N. Y., wanted to tie in with DuMont's pro football schedule. AT&T quoted $210 for each three-hour segment. Since the station rate card is low, DuMont would have paid out more to feed Watertown than it could have taken in by selling that additional outlet to the sponsor; (2) WNHC-TV New Haven established an off-air pickup relay in 1948 at a cost of $15,000, costing $100 per month including 10-year amortization. AT&T charge for coaxial cable from New York to New Haven would have been $25,000 per year; (3) DuMont feeds Boston because of heavy demand, but cannot afford to feed Portland, Me., because AT&T charges are too heavy.

WRBL-TV Columbus, Ga., related how it had its own relay from Atlanta, beginning Nov. 15, 1953. Six months later, AT&T put in a spur from its Atlanta-Montgomery-Jackson trunk. This makes WRBL-TV dependent on a two circuit link so that it is at the mercy of whatever networks have the line allocated at the times the Columbus station might desire to use it for a third network. It also prohibits the station from tying into Atlanta for state capital originations at will.

JCET Favors FCC Plan

The Joint Committee on Educational Television submitted a document in favor of the Commission suggestion which cited the following examples:

• Potential round robin hookup of stations in Ames, Cedar Falls, Iowa City and Des Moines would cost $205,824 yearly for common carrier while the facilities could be built privately for $238,100 and cost $22,000 yearly for maintenance.

• Wisconsin State Network, which was planned to comprise 12 stations, would cost $400,000 a year on a common carrier lease, while the same links could be built privately for $400,000, with yearly maintenance running from $25,000 to $50,000 a year. In the recent election, Wisconsin voters turned down a referendum to support a state tv educational network [B•T, Nov. 8].

• Tennessee State Commission planned a tie-in of four stations initially which would cost $241,000 per year on contract with a common carrier. This could be accomplished by the state itself at a cost of $742,500, plus $148,500 for a five year depreciation schedule, plus $46,000 yearly for maintenance. The Tennessee plan for seven stations would cost $315,000 per year under common carrier lease, but the following for private construction: $878,000 for construction, $175,600 for five year depreciation, $52,000 for maintenance.

In its brief, AT&T recounted the history of the Commission's consideration of similar recommendations and its final decision in favor of the use of common carrier facilities wherever possible.

AT&T said that as of Nov. 1, it had 66,000 miles of intercity tv channels in use. The Bell system investment in tv connections, AT&T said, was $180 million. Interconnected, AT&T related, were 318 stations in 203 cities, serving 70% of the total population of the U. S. Future plans call for a potential of 500 stations in more than 270 cities to be interconnected, the telephone company said.

There is no substantial difference in costs between common carrier facilities and those built and operated by private interests, AT&T declared. It said that, generally, stations tended to underestimate costs in planning privately built relays. It said that the KCJB-TV estimate of $39,000 for equipment in the original petition is lower than the list price of the repeater and terminal equipment alone.

Opposition of AT&T to the proposal is based on the principle, AT&T said, that it is in the interest of the country to use common carrier service for intercity connections. It also objected to the possibility that private users could establish their own intercity links, thus "skimming the cream" of such traffic and leaving the Bell system to serve the less profitable routes. Such a move also means duplication of facilities, which is wasteful, AT&T said.

Some of the station comment is capsuled below:

KFSA-TV Fort Smith, Ark.—150 miles from Little Rock, 100 plus miles from Tulsa. Monthly common carrier charge is $5,200. Own interconnection and five-year amortization estimated at $2,000 per month.

KDUB-TV Lubbock and KPAR-TV Sweetwater, Tex.—To feed KPAR-TV from KDUB-TV, 150 miles, plan is to put up transceiver at abandoned oil derrick 30-40 miles from Lubbock at cost of $1,000; entire installation estimated at $18,000 with $450 per month for operation. Common carrier estimated construction cost at $10,000 plus $3,500 per month.

WGLV (TV) Easton, Pa.—Now carrying ABC and DuMont programs over its own relay at Pattenburg Mt., 48 miles from New York, 14 miles from Easton. Cost was $16,800 for construction, $475 per month to operate. Common carrier estimated monthly charge at $4,000 for 64-mile haul. WGLV is operating at $20,000 per month loss.

WEAU-TV Eau Claire, Wis.—Has private relay picking up KROC-TV Rochester, Minn., 75 miles away. Cost $12,500 to build, $150 per month to operate. Common carrier estimate was $4,100 per month.

WARM-TV Scranton, Pa.—Installed own relay for $10,607, operates it at $150 per month. AT&T estimated would cost $3,500 per month.

KRGV-TV Weslaco, Tex.—AT&T charge to link Weslaco to San Antonio would be $10,340 per month or $124,080 per year—which is 50% of station's gross revenue today. The station estimates it could put in its own five-hop relay for $170,500 plus $18,000 per year, using a five year amortization.

KIEM-TV Eureka, Calif. — FCC authority granted last week to use two-hop 130-mile microwave relay to pick up Medford, Ore., and relay to KIEM-TV transmitter. Cost is about $25,000. AT&T estimate was $7,000 per month for eight consecutive hours use, plus $45 per month for connections.

KQTV (TV) Fort Dodge, Iowa—Has private, three-hop, 75-mile connection to Des Moines. Cost $34,000. AT&T charge estimated at $3,020 per month, with operation calculated at six to seven months from time of order.

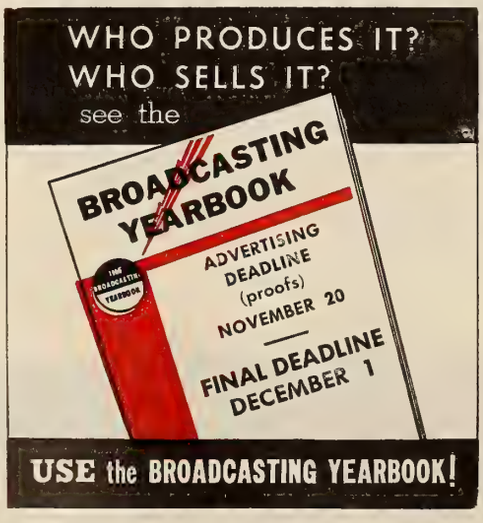
WGBI-TV Scranton, Pa. — Has own off-air relay in Pocono Mts., 23 miles from Scranton, to pick up New York programs and beam them to WGBI-TV transmitter. Cost was $22,000 to build and $100 per month maintenance, including two-year amortization. AT&T estimate was $4,600 per month to feed Scranton from Philadelphia.

WDAN-TV Danville, Ill.—AT&T charging $4,018.75 per month to connect station to Chicago-Terre Haute-St. Louis trunk, which passes

These Own Their Own

PRIVATELY owned relays are in operation bringing live network shows to local viewers by the following stations:

KATV (TV) Pine Bluff (Little Rock), Ark.; WNHC-TV New Haven, Conn.; WATR-TV Waterbury, Conn.; WRBL-TV Columbus, Ga.; WTTV (TV) Bloomington, Ind.; KQTV (TV) Fort Dodge, Iowa; WBOC-TV Salisbury, Md.; WNEM-TV Bay City, Mich.; WWTV (TV) Cadillac, Mich.; WKZO-TV Kalamazoo, Mich.; WILS-TV Lansing, Mich.; WJIM-TV Lansing, Mich.; WKNX-TV Saginaw, Mich.; WPBN-TV Traverse City, Mich.; WJTV (TV) Jackson, Miss.; WTVE (TV) Elmira, N. Y.; KXJB-TV Valley City, N. D.; WHIZ-TV Zanesville, Ohio; WGLV (TV) Easton, Pa.; WARM-TV Scranton, Pa.; WGBI-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WSAZ-TV Huntington, W. Va.; WEAU-TV Eau Claire, Wis.



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The fine art of salesmanship puts "can't wait" into the want — and the Crosley Group does it with three-way **W***antmanship*. 1, program promotion builds mass audience for your advertising. 2, talent selling adds *personality force* to your commercials. 3, merchandising completes the sales picture with follow-through to the cash register. Typically, WLW-A, Atlanta, proves that Crosley Group **W***antmanship* moves more merchandise faster, *at less cost,* than any other medium or combination.

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WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

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BIGGEST SWITCH IN TV HISTORY

Bell System technician stands by to switch Light's Diamond Jubilee program to television's largest single audience.

It was Sunday, October 24.
The largest commercial television hook-up in history was only a few seconds away.

At nine o'clock EST the switches were thrown . . . and for two hours the television networks carried Light's Diamond Jubilee program to more people than have ever before watched a single event as it occurred.

This is still another milestone in the development of the Bell System television network that only six years ago consisted of less than 1000 channel miles. Today that network adds up to more than 61,000 channel miles.

The job of building more facilities— and of adapting existing channels to carry color —will continue to keep pace with the television industry's rapidly growing needs.

Providing transmission channels for intercity television today and tomorrow

BELL TELEPHONE SYSTEM

through Danville. Part of this tab is now being picked up by ABC, so station is only paying $3,062.75 per month. The station estimates it could build its own 60-mile relay to Chicago for $36,000, costing $9,600 per year. The station has been losing $6,000-$10,000 per month since it began operating in December 1952. To date it is $70,000 in the red on operations.

WKZO-TV Kalamazoo, Mich.—For four years the station had its own relay. Now that AT&T has put a line in, the station is spending $50,000 a year for common carrier connections, also spending $500 per month on color charges.

KFXJ-TV Grand Junction, Colo.—AT&T quoted $2,700 for two-hop, 60-mile relay from Denver for World Series for seven days. This was rounded to $3,000 and finally $10,000 with no limit by the time station made final arrangements.

WPBN-TV Traverse City, Mich.—AT&T charge for connecting the station to South Bend, Ind., is $113,100 per year, plus $6,000 in connection charges. This would double the operating budget of the station. It built its own single hop off-air link to Grand Rapids, about 100 miles, for $50,000, with operating cost estimated at $2,500 per year. By putting in a second hop, WPBN-TV can also pick up Bay City, Mich.

Other stations which filed comments, all in favor of the proposal, were:

KTAR-TV Phoenix, Ariz.; KIVA-TV Yuma, Ariz.; KATV (TV) Pine Bluff, Ark.; KBAK-TV Bakersfield, Calif.; KFRE (AM) Fresno, Calif.; KVVG (TV) Tulare, Calif.; KOA-TV Denver, Colo.; WTTV (TV) Bloomington, Ind.; WDSU-TV New Orleans, La.; KYTV (TV) Springfield, Mo.; KOLN-TV Lincoln, Neb.; WGAR-TV Buffalo, N. Y.; KTEN (TV) Ada, Okla.; WCMB-TV Harrisburg, Pa.; WNOW-TV York, Pa.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va., and WKAQ-TV San Juan, P. R.

RELAY PLAN USED BY N. Y. INDEPENDENT

Nine Northeast uhfs pickup WPIX (TV)'s sports events.

EXPANSION of its program relay plan to encompass a pool of nine Northeastern uhf television stations has been announced by WPIX (TV) New York, which heralded the move as "a new concept in television broadcasting on a scale hitherto never attempted."

Under the plan, which began on Oct. 21, the station's entire fall and winter sports schedule of more than 100 events, including those from Madison Square Garden, are rebroadcast and relayed by a series of off-the-air pickups by stations.

Coincident with announcement of the plan, James W. Miller, president of Telepool Inc., Stockridge, Mass., a new company formed to sell the station group to regional and local advertisers, announced that Piel's (beer), through Young & Rubicam, had purchased sponsorship of the 69 Madison Square Garden events in the pool.

WPIX programs are picked up directly from the station's Empire State Building transmitter by WGLV (TV) Easton, WTVU (TV) Scranton, both Pa., WATR-TV Waterbury, Conn., and WMGT (TV) Adams, Mass. WHUM-TV Reading, Pa., rebroadcasts the signal of WGLV (TV). WHUM-TV retransmits to WCMB-TV Harrisburg and WNOW-TV York. WKNY-TV Kingston, N. Y., and WWOR-TV Worcester, Mass., pick up and rebroadcast the signal of WMGT (TV). A spokesman for WPIX said it is expected there will be a further expansion, under which Worcester will be linked with five additional New England stations.

Up to then, these stations were taking WPIX's two hour, four times a week *Parade of Sports*. Each station paid WPIX $150 for each two-hour program. In its comments approving the FCC's intercity relay proposal (see main story on page 86), WPIX indicated that not all the "outer fringe" stations could take the full four days since some of the "inner" stations had network commitments which prevented them from taking them all.

Doerfer Doubts FCC Tv System Regulation

Commissioner says there is no present decision requiring FCC to regulate community antenna tv systems except on electrical interference to licensed services.

DOUBT that FCC has jurisdiction over community antenna television systems—particularly regulation of rates—was expressed last week by Comr. John C. Doerfer in a panel discussion before the National Assn. of Railroad & Utilities Commissioners in Chicago.

He cautioned, however, that FCC does have authority over community antenna systems (CATV) with respect to electrical interference they may cause to licensed communication services.

Summarizing the legal points involved, Comr. Doerfer offered these six considerations:

1. There is no clear-cut statutory law or court decision requiring FCC to regulate the rates or services of a CATV operation with the exception of excessive radiation causing electrical interference with radio operations.

2. It is doubtful that a CATV operation is a "broadcast service" within the meaning of Sec. 3(o) of the Communications Act.

3. If CATV is held to be a broadcast service, it appears the states would have no jurisdiction on the basis of the cases which hold broadcasting to be interstate commerce and a field preempted by Congress.

4. If CATV is held to be a broadcast service, FCC is without power to regulate rates or services by reason of Sec. 3(h) of the Communications Act, which forbids broadcasters to be deemed common carriers which are subject to such regulation.

5. If CATV is an interstate operation, but not subject to FCC jurisdiction because of its local nature, it may be subject to state commission jurisdiction depending upon the provisions of the particular state law. If local regulation does not obstruct interstate commerce, does not impinge upon a field fully occupied by Congress, is predominantly of local interest even though interstate, and is not in an area thought to demand a uniform national rule, local regulation is constitutionally permissible.

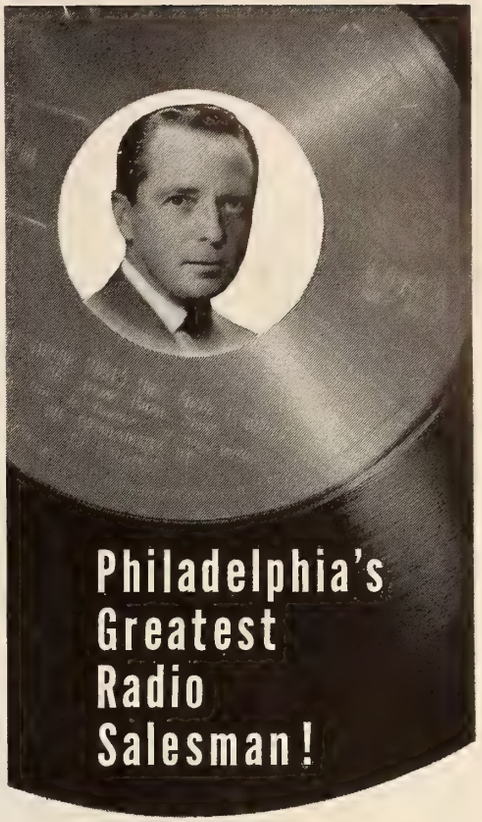
6. If the CATV systems are deemed to be common carriers in interstate commerce and subject solely to FCC jurisdiction both as to rates and services, a broadcaster will probably not receive protection from a competing CATV system unless FCC changes its policy as to the possible effects of competition. To date the Commission has never denied an application for a broadcast service upon the grounds of "too much competition."

Speaks from Experience

Comr. Doerfer spoke from experience both as a member of the FCC and as state utility commissioner. He previously was chairman of the Wisconsin Public Service Commission.

He described a community antenna system as a local firm or cooperative which puts up an antenna in a favorable location to pick up the signals of a distant television broadcast station or stations, then amplifies and feeds the signal by wire line to customers' homes in the community for a fee. There are some 300 CATVs now in operation, he said.

Jurisdiction over CATV not only is doubtful "but in my opinion undesirable," Comr. Doerfer told the NARUC convention. He said he subscribes to President Eisenhower's philosophy, "who, in turn, endorsed the views of Abraham Lincoln when the latter said: 'The legitimate object of governments is to do for a community of people whatever they need to have done, but cannot do at all, or cannot so well do for



Doug Arthur's pleasantly persuasive voice reaches more Philadelphia homes than that of any other radio personality. His famous "Danceland" is the greatest continued local success ever achieved by an independent radio station. "King Arthur" and his Round Table has reigned supreme in the Quaker City for fourteen years, spinning favorite hit tunes —new and old—to dance to, work to, dream to. His scintillating platter patter has a universal appeal that captures the hearts of listeners of all ages, occupations, incomes.

Doug delivers his commercials with captivating enthusiasm. He makes them SELL, and that is why his sponsors "LOVE that man!" Some of them have been with him since he started fourteen years ago.

WIBG GIVES YOU THE MOST LISTENERS FOR YOUR DOLLAR

WIBG

1425 Walnut Street, Phila. 2, Pa.
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT

Represented by:
RADIO REPRESENTATIVES, Inc.
GRAND CENTRAL BUILDING
NEW YORK, NEW YORK





To make a long story short...

Look, we've been hollering all over the place about BROADCASTING YEARBOOK & MARKETBOOK. Now the bell tolls and *close!* Dec. 15th's the *absolute, final* deadline for copy; *your* copy and that of any other wide-awake man or woman in Radio. Remember we said, and said, and said—"you're not in radio if you're not in BROADCASTING YEARBOOK"?

The hundreds of radio advertisers who are in BROADCASTING YEARBOOK, are going to be up to their hips for the year 1955 in the greatest, most fruitful and dominant medium in the broadcast industry; a book as close to and as necessary as the telephone to everyone who's anyone day after day in the radio industry. Remember—it's the *last* call for the single most profit-making advertising investment you can make for 1955.

call, write, or wire now—

BROADCASTING YEARBOOK & MARKETBOOK
1735 DeSales St., NW
Washington 6, D. C. ME 8-1022



themselves in their separate and individual capacities.' "

Comr. Doerfer explained he has not closed his mind on the subject, since all of the arguments have not been heard. He referred to a pending petition by ch. 35 WJPB-TV Fairmount, W. Va., which charges "that many of these systems are in direct competition with tv stations authorized by the FCC without regulation, control or restraint of the Federal or state governments." Station asks control [B•T, Aug. 30].

Some of the questions raised about CATV "merit very serious consideration," Comr. Doerfer observed. He asked if the "unrestrained and unregulated" growth of CATV will "frustrate" FCC's tv allocation policy to provide service to all of the U. S. Some areas, he noted, economically cannot support both CATV and a local tv station.

Under CATV regulation, he said, government would have to make program choices since CATV pipes in network shows while many local stations air no network programs.

If CATV is deemed private enterprise and not affected with the public interest, Comr. Doerfer asked who will see to it that service is furnished to the people outside of the areas of either local tv stations or CATV.

Without competition from a local tv station, CATV might charge all the traffic will bear without regulation, he explained. Then, if regulated to prevent exorbitant rates, CATV would be entitled to protection against destructive competition, he said.

Although advocates for state regulation of CATV may be successful in convincing the courts that such activities are not "broadcasting," Comr. Doerfer said, "they still face the difficult task of successfully asserting that such operations are a public utility service in intrastate commerce and not interstate commerce." He referred to a Pennsylvania case of *DuMont v. Carroll* in which the court ruled that programs relayed from out of state left no doubt that "television broadcasting is interstate commerce. This is inherent in its very nature."

States still might regulate CATV, he believed, since as a general proposition states may regulate certain aspects of interstate commerce so long as they do not encroach upon the field fully occupied by Congress.

San Antonio Bidders File Counter Charges

DETAILED counter charges—each contending the other applicant misrepresented and concealed facts from FCC—were set forth last week by contestants in the San Antonio ch. 12 television fight as Howard W. Davis (KMAC) and Mission Telecasting Corp. (KONO) filed proposed findings and legal conclusions with Examiner James D. Cunningham.

Both stations were the subject of charges of over-commercialism in the FCC's 1946 *Blue Book* setting forth program standards and policy definitions.

Mr. Davis is sole owner of KMAC. Gene Roth and his sons own KONO, which is 50% owner of Mission. The Roths are also officers and stockholders in Mission.

Each pleading filed with the examiner last week argues that the other applicant is not fit to be a broadcast licensee in tv and furnishes extensive citations from the hearing record which purport to show lack of candor by its opponent. Each suggests conclusions for the examiner's initial decision which would favor a grant of its bid and a virtual castigating denial of the competing application.

Holding KONO is a *Blue Book* "baby" that reformed while KMAC did not, Mission cites 65 instances in which it alleges Mr. Davis contradicted himself on the record with respect to his financial qualifications and other matters. Mission suggests the KMAC principal has shown himself to be a man of "questionable character and utterly unworthy of belief."

Mission feels so strongly about Mr. Davis' financial and other representations that it calls his testimony "deceitful, false, and otherwise perjurious." Mission urges that Mr. Davis either misrepresented his estimated income tax return last March, in which he said "none" with respect to estimated 1954 tax, or lied when he told FCC he would pay for television in part out of profits from KMAC and gave specific estimates.

Actually, Mission holds, Mr. Davis doesn't have "one penny" to build his proposed tv station. Mission questioned the propriety of Mr. Davis' alleged use of certain pre-paid advertising funds, said to be payment in part for time on KLBS Houston, toward purchase of 50% interest in KLBS.

On the other side, KMAC reviews testimony of two Mission principals, James M. Brown and Jack Roth, concerning a credit investigation of Mr. Davis and his financial backers by Texas Industrial Surveys of San Antonio. KMAC contends the investigation was "concealed" until uncovered by FCC counsel. KMAC also asserts Mission put Mr. Davis and his local attorney under "surveillance," violating civil rights and sense of decency.

"The record in this proceeding, taken as a whole," KMAC charges, "compels to the conclusion that the principals of Mission have demonstrated a constant pattern of concealment and have demonstrated a shocking lack of candor which in some cases approached, if they did not constitute, dishonesty."

A Texas Industrial Surveys' investigator, James R. Duncan, was arrested earlier this year in connection with the credit check of KMAC. He was charged with representing himself as an FCC employe [B•T, July 5]. A federal judge last month found the defendant falsely held himself to be "affiliated" with FCC but reserved a verdict until briefs are filed on points of law [B•T, Oct. 25].

Mission denies knowing Mr. Duncan was put on the case by TIS until after reports were made, but KMAC questions this contention in several instances.

Central City, Ky., Protest Denied in FCC Ruling

ECONOMIC protest by WNES Central City, Ky., against competitor WMTA there has been denied by FCC with observation both bids were granted same day but WMTA preceded WNES on Commission agenda, hence WNES was only applicant at time of rival's grant and was not "party in interest" [B•T, Sept. 13]. Commission also noted protestant WNES originally had filed competitive bid to that of WMTA for 1380 kc and could have raised issue in hearing that was designated but never held, since WNES amended to 1600 kc. Both are assigned 500 w day.

In action on another economic protest, FCC turned down complaint of WSAY Rochester against approval of the sale of WARC there (now WBBF) to Star Broadcasting Co., owner WGVA Geneva, N. Y. FCC also refused to review its earlier denial of WSAY's protest of WBBF renewal of license.



is on WKBT *

Why Aren't You?

OOH - LA - LA CROSSE!

The city with the French name is a great American metropolis. It teems with manufactured goods and farm produce. It is criss-crossed by rail, river and air lines. It attracts a profitable tourist trade. More than a ¼ million people live in the greater La Crosse area, served by WKBT. The remarkable prosperity of La Crosse and its environs is even more remarkable because it keeps *growing*. A wonderful place to do business!

Advertisers are eyeing—and buying—a comparatively new station, WKBT. The station that started at the top, with top programs starring performers like Webb, Godfrey, Berle, and Benny. There's a reason, of course. WKBT has a distinction worth dollars to every alert advertiser. *Exclusive, unduplicated coverage of a rich virgin territory!* WKBT is the only station covering the greater La Crosse area...300 miles of opportunity stretching from Milwaukee to Minneapolis...37,500 TV homes.** With WKBT you get the *undivided* attention of a great new TV market for your message. That's *impact*, spelled *W-K-B-T!*

**CBS Research

*Jack Webb stars in Badge 714 WKBT, Mondays, 7:30 P.M.

WKBT

CHANNEL 8

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

NBC • CBS • ABC • DuMont



A new gasoline, maybe. A better motor oil, or an improved grease.

It's Union Oil's department of calculated discontent where we tear apart the very best we and our competitors have been able to do.

Our premium gasoline—Union 7600—is a good example.

We adapted this super-fuel from high octane aviation gasoline and introduced it in the West shortly after the end of World War II.

The product was so successful that it's only in the last two years that we have been able to make enough 7600 to satisfy demand.

Yet all the time 7600 was in short supply we constantly improved it. This called for countless advances through the years.

Why—when our customers wanted more than we could make as it was? Why—when we had to plow back our hard-earned money into the improvements?

Why? Simply because we wanted the finest possible product to keep our present customers satisfied—and help us to win new ones.

This illustrates again the basic difference between America's free economy and any other. By furnishing the opportunity for a reasonable profit, the American system creates intense competition for your favor.

As a result, you enjoy constantly improving products and the highest standard of living yet achieved by man.

UNION OIL COMPANY
OF CALIFORNIA

Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, Calif.

WITNESSES SAY LAMB GAVE TO RED CAUSE

Testimony links broadcaster with Toledo communist headquarters, 'Daily Worker' publisher, trip to Russia.

BRIEF sessions of FCC's license renewal hearing on WICU (TV) Erie, Pa., last week developed testimony that WICU owner Edward Lamb in 1944 pledged and contributed money for the "upkeep" of Lincoln House, described as the Toledo headquarters of the local Communist Party.

Mr. Lamb was identified as one of several speakers at the dedication of Lincoln House by Claudius Mace Russell and his wife, Loris. Both appeared as witnesses for the FCC Broadcast Bureau and cited a contribution.

Another witness, Mrs. Martin Runge, onetime secretary to Mr. Lamb, said he often was solicited for contributions and he once told her "he must be on every sucker list in the country."

Mrs. Runge also related that in two conversations during the 1940s, Mr. Lamb said he once made a trip to Russia as a reporter and went to a "Communist" school there, also attended by Earl Browder.

She remembered that in 1947 or 1948 Mr. Lamb dictated to her a telegram to advise John Gates, publisher of the *Daily Worker*, that he would meet Mr. Gates in New York the next afternoon. She believed the wire was sent and said Mr. Lamb told her not to keep a copy of it in the office.

While strong protest was voiced at length by counsel for Mr. Lamb that the testimony about the telegram invaded the privacy of possible attorney-client relationship, the examiner questioned whether the testimony might be in violation of Sec. 605 of the Communications Act forbidding disclosure of communications in interstate commerce.

The WICU renewal hearing has been underway since mid-September on issues including whether Mr. Lamb falsely denied Communist associations [B•T, Sept. 20, et seq.]. Mr. Lamb denies the charges and waits his turn to present evidence before Examiner Herbert Sharfman.

The Russells, testifying Tuesday, said they were members of the Communist Party at Toledo from 1944 to 1949, Mrs. Russell explaining she joined "socially, for more or less entertainment."

Both remembered a speaker introduced as Edward Lamb who related his grandfather's participation in the Civil War. They couldn't recall what else he said. Both recalled that the speakers put money on a small table and then the hat was passed through the audience.

Mr. Russell testified Mr. Lamb pledged money for the "upkeep" of Lincoln House, which he said was the local party's headquarters.

"Do you recall how much money Mr. Lamb pledged?" the witness was asked by FCC counsel.

"To me, it was $150," he answered.

"How do you happen to remember this, Mr. Russell?"

"Well, it was quite a sum of money, I thought, at that time."

The witness could not remember how much Mr. Lamb put on the table, but his wife later testified, "I think it was $50; and then he made a pledge." She didn't recall the amount of the pledge.

Under cross examination, Mrs. Russell said she knew it was $50 only because some woman on the stage, whose name she couldn't recall, announced the amounts the speakers put on the table.

Other speakers identified by the witnesses were Joe Friedman, then local party chairman; Arnold Johnson, state party official; J. B. Simmons, now Toledo city councilman, and a Dr. Pyle. A fortnight ago, a Joe Friedman pleaded Fifth Amendment and refused to testify before Examiner Sharfman in the WICU case [B•T, Nov. 8]. He was the second witness to so refuse.

Saw 'Russian' Movie

Both Mr. and Mrs. Russell said they shook hands with Mr. Lamb after the speeches, then went to a lower floor for refreshments and a movie which they thought was "Russian." They also testified that "Communist" literature was being sold there by Eugene Stoll, a previous witness.

Mrs. Russell identified William Garfield Cummings, the Broadcast Bureau's first witness in the case, as a personal friend of her and her husband. Under cross examination she testified Mr. Cummings worked in the kitchen in the basement during the Lincoln House dedication and that she didn't remember seeing him during the speeches.

Mr. Cummings earlier identified Mr. Lamb as a speaker but couldn't relate his speech because he was "working backwards and forwards in the bar" [B•T, Sept. 20]. He said he was an FBI plant in the party.

Mrs. Russell said Mr. Cummings brought FCC investigators to her home earlier this year but could not give the month. Mr. Russell has not been cross examined yet, and Mrs. Russell will return for further cross examination.

On Wednesday, Mrs. Runge testified she was secretary to Mr. Lamb from October 1945 until about June 1946, when she was employed by Mr. Lamb's WTOD Toledo for about a year. Then until the summer of 1948 she worked for Lamb, Goerlich & Mack, she said.

In 1945 or 1946, Mrs. Runge testified, Mr. Lamb was relating to her "some anecdote about something and he brought up the fact that he had been to Russia and that he had gone there as a reporter for a Boston newspaper." She didn't know the paper.

In a later conversation, she said, sometime in 1947 or 1948 with Steven Mack and Lowell Goerlich present, "he stated while he was in Russia that he had attended a Communist school and that he was there at the same time Earl Browder was there, and he said that he attended the school for a period of time until such time as he thought that he was being followed, when he became frightened and got out of there."

Witness Forgets Some Points

Under cross examination by counsel for Mr. Lamb, the witness felt sure Mr. Lamb identified the school as "Communist" but didn't say whether he was enrolled or just visited. She didn't know if he was at the school as a reporter.

The witness also said she "didn't know" when asked: if it wasn't a fact Mr. Lamb spent only six days in Russia, mostly traveling to and from Moscow; when Mr. Lamb went to Russia; whether or not it was the Russian government who was following him, and whether, after becoming frightened, he not only left school, but left the country.

Asked by counsel for Mr. Lamb if a government representative has inquired whether Mr. Lamb was ever a Communist, Mrs. Runge replied, "I said I did not think he was."

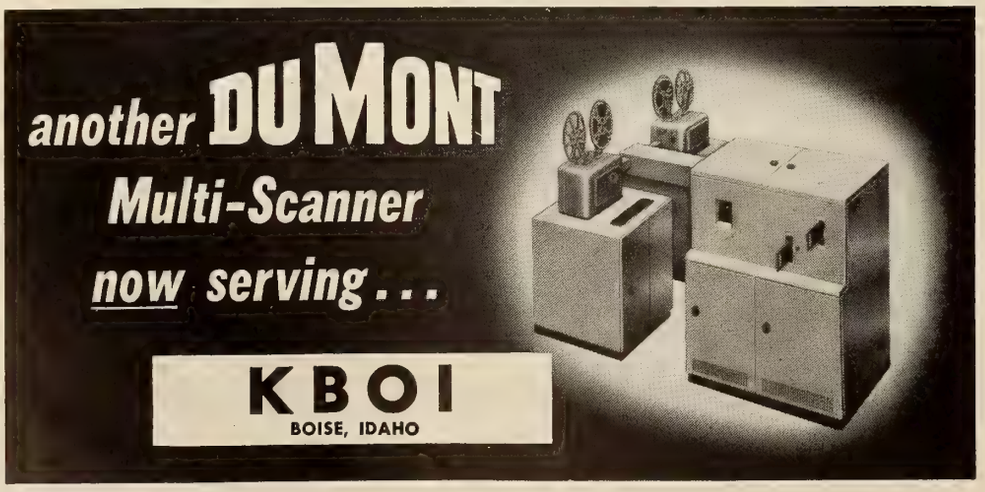
"You did not think he was a member of the Communist Party?"

"That is right," she affirmed.

Air-Way Enjoined

AN injunction restraining officials of Air-Way Electric Appliance Corp., Toledo, from interfering with a special stockholders meeting was issued last week by Judge Seitz of the Chancery Court of Delaware.

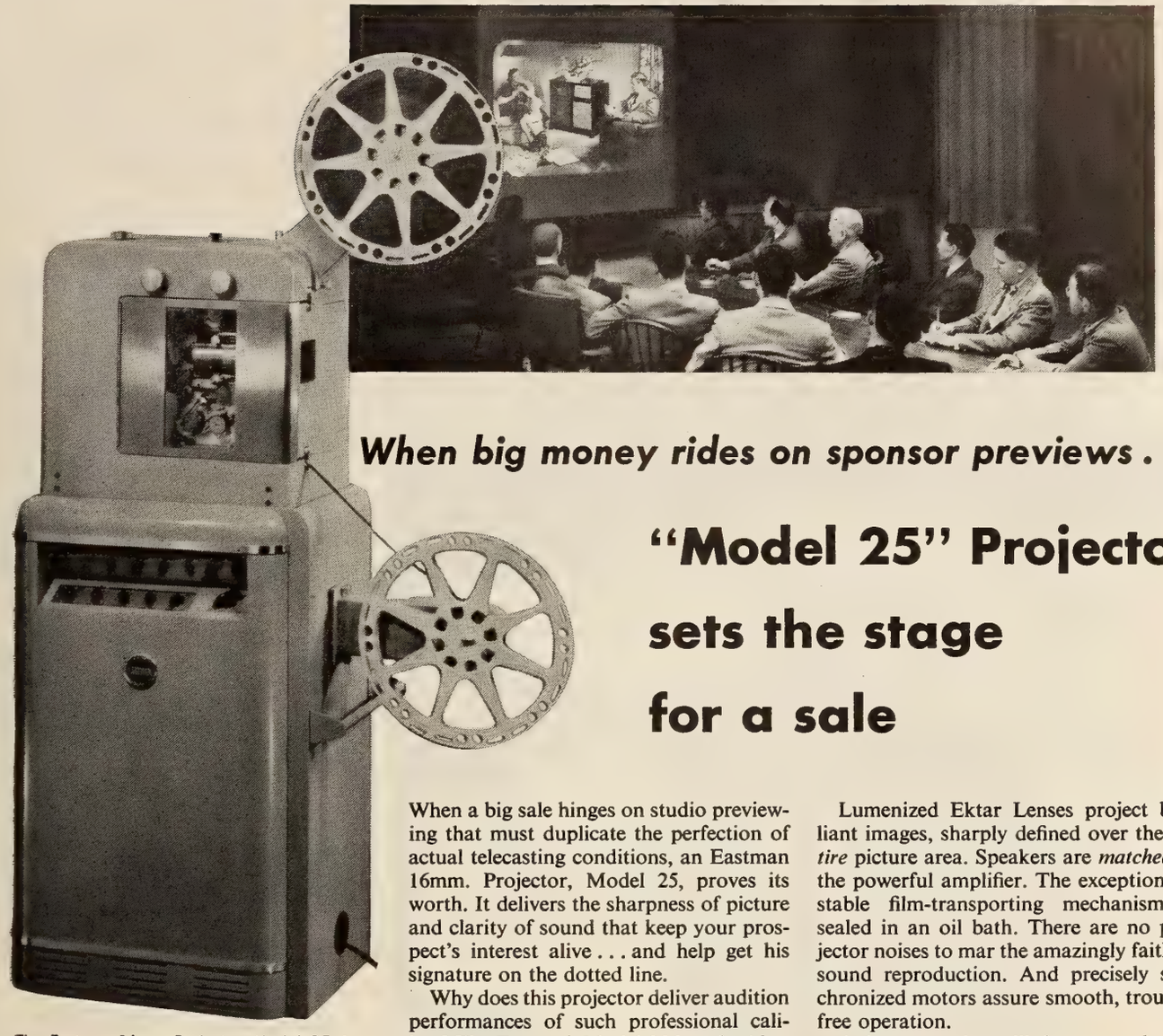
Broadcaster-publisher Edward Lamb, who owns about 31% of the firm's stock, has reportedly filed a libel suit for $500,000 in a Toledo court against the directors. Mr. Lamb had charged in the Delaware suit that the directors of the company had secretly changed the by-laws to require two-thirds of the stockholders rather than a majority to call a special meeting. The meeting was scheduled to be held Friday.



Harron to Buy Control Of WIBG-AM-FM Stock

APPLICATION to transfer control of Seaboard Radio Broadcasting Co., licensee of WIBG-AM-FM Philadelphia and 84% owner of WIBG-TV there, to station President Paul F. Harron was filed with the FCC last week.

Transfer results from sale by socially-prominent Jack Kelly and family of 30% interest for $250,000. Mr. Harron, presently owner of an identical 30% interest, purchases approximately 28% of the Kelly family interest. The application further disclosed that Joseph Lang, vice president of the stations, will relinquish his 30% interest to the corporation for $300,000, automatically increasing percentage and value of other holdings.



The Eastman 16mm. Projector, Model 25, is available with either arc or tungsten illumination. Tungsten model is illustrated.

When big money rides on sponsor previews . . .

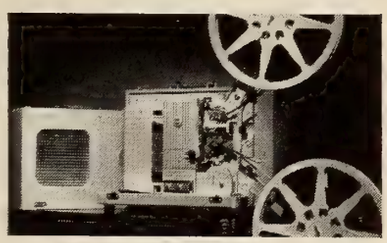
"Model 25" Projector sets the stage for a sale

When a big sale hinges on studio previewing that must duplicate the perfection of actual telecasting conditions, an Eastman 16mm. Projector, Model 25, proves its worth. It delivers the sharpness of picture and clarity of sound that keep your prospect's interest alive . . . and help get his signature on the dotted line.

Why does this projector deliver audition performances of such professional caliber? The Eastman Model 25 has the *identical* sound, optical, and mechanical components used in the superb Eastman Model 250 Television Projector!

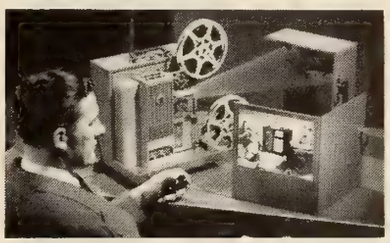
Lumenized Ektar Lenses project brilliant images, sharply defined over the *entire* picture area. Speakers are *matched* to the powerful amplifier. The exceptionally stable film-transporting mechanism is sealed in an oil bath. There are no projector noises to mar the amazingly faithful sound reproduction. And precisely synchronized motors assure smooth, trouble-free operation.

A demonstration will show you why the Model 25 passes any audition test. Ask your Kodak Audio-Visual Dealer, or use the handy coupon for further details.



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Make previewing outside the studio easy for salesmen and prospects alike with an easy-to-carry 16mm. Kodascope Pageant Sound Projector. A Pageant is bound to give longer, trouble-free service without maintenance. It is the *only* 16mm. sound projector designed to eliminate the chief cause of projector breakdowns—under- or over-oiling. *Lifetime pre-lubrication* at the factory makes this possible. Six models to meet every individual need, priced from $425.



Makes tough jobs easy

Editing or writing narration for silent films is far easier with the 16mm. Kodascope Analyst Projector. Its heavy-duty reversing mechanism permits *instantaneous* and *repeated* reversing —without damage to film or projector. Its built-in Daylight Viewer lets you use the Analyst for desk-top film study as well as for standard screen projection. And its remote reversing switch provides full operating control, even at a distance from the projector. Price, $295.

Prices are subject to change without notice.

EASTMAN KODAK COMPANY

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Please send name of nearest Kodak Audio-Visual Dealer and information on:

Eastman 16mm. Projector, Model 25 ☐
Kodascope Pageant Sound Projectors ☐
Kodascope Analyst Projector ☐

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CITY_____ (ZONE)

STATE_____

Kodak
TRADE-MARK

U. S. - MEXICO TALKS GET DOWN TO EARTH

Preliminaries over, delegations seriously discuss mutual am allocations problems.

WITH preliminaries out of the way, U. S. and Mexican delegations got down to the "meat of real issues" last week in their discussions in Mexico City looking toward an agreement to settle standard broadcasting (am) allocations between the two nations.

One observer reported it is too early to be either optimistic or pessimistic about the outcome of the bilateral talks, but noted discussions so far have been "marked by an attitude of friendliness and cooperation."

The meeting began Nov. 4. The U. S. delegation is headed by FCC Comr. Rosel H. Hyde. Some two dozen industry observers are attending from the U. S. [B•T, Nov. 8, 1].

Principal topics put on the agenda are understood to include: Range and scope of engineering standards; geographic separations; power limitations; basic standards for future station assignments; settlement of present station assignment conflicts, and possible inclusion of Mexico in a full North American Regional Broadcasting Agreement.

It has been hinted, according to reports, that Mexico would like to call a new conference to negotiate a regional agreement. But the U. S. is expected to stand by its previous opposition to such a move and instead urge a supplement to the 1950 North American Regional Broadcasting Agreement. Mexico was not signatory to 1950 NARBA, which still is pending before the U. S. Senate for ratification.

The U. S. apparently feels that to concede to a call for a new full NARBA at this time would violate its earlier promises to other nations under the 1950 NARBA.

The Mexican delegation, backed by a small group of observers described as a "very good representation" of that nation's broadcasting industry, is understood to be in favor of holding to the 650-mile geographic spacing of co-channel stations between the two countries as now contained in the "gentleman's agreement" which extended the old NARBA.

The Mexicans apparently desire higher power ceilings for their stations, however, with the indications they want more than 250 w for stations on local channels and more than 5 kw for outlets on regional frequencies. It is believed they also would like more liberal standards to govern future station assignments.

The "policy committee" of the conference, comprising principals of both the U. S. and Mexican delegations, has been meeting daily since start of the meeting in order to settle basic issues and give direction to working technical groups, it was explained. These policy meetings probably will be extended into evening and Saturday sessions soon.



STORER CLEVELAND PURCHASE APPROVED

PURCHASE of WJW-AM-FM Cleveland, Ohio, by Storer Broadcasting Co. from William O'Neil for $330,000 less "net quick assets" was approved by the FCC last week [B•T, Oct. 25, 11].

The Commission approval is subject to the condition that the transfer is not to be consummated until Storer disposes of his interests in KGBS-AM-TV San Antonio, Tex.

The WJW sale follows closely on the heels of the Commission's approval to Storer's $8.5 million purchase of the Empire Coil Co., owner of ch. 8 WXEL (TV) Cleveland and ch. 27 KPTV (TV) Portland, Ore., and sale of Storer-owned KGBS-AM-TV to the Huntress-*San Antonio Express* for $3.5 million [B•T, Nov. 1].

WJW will round out Storer's proposed Cleveland broadcast operations by giving the newly-purchased WXEL (TV) an am affiliate.

The purchase of WJW raises the total number of Storer-owned am stations to seven. In order to stay within the limits of the FCC multiple ownership rule—which prohibits any one entity from owning more than seven am or fm stations or more than seven tv stations (of which no more than five can be in the vhf band)—Storer decided to sell in San Antonio.

Other Storer-owned stations are WJBK-AM-TV Detroit, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WSPD-AM-FM-TV Toledo, WGBS-AM-FM Miami and WWVA-AM-FM Wheeling, W. Va.

All the tv stations are in the vhf band except uhf ch. 27 KPTV (TV) at Portland.

Gannett Buys Gazette

SALE of the *Niagara Falls Gazette*, former owner of WHLD Niagara Falls, N. Y. for $2.5 million to the Frank E. Gannett newspaper interests was announced last week [B•T, Oct. 25]. Disposition of the paper, owned by the late Alanson Deuel, followed sale of WHLD to Earl C. Hull for $5,000. The paper's 25% interest in WGR-AM-TV Buffalo is now owned by Mrs. Helen Deuel, widow of the former publisher. Sale of WHLD was made to facilitate purchase of the WGR holding. Gannett radio-tv interests include WHEC-AM-TV Rochester, WHDL Olean and WENY Elmira, all N. Y., and WDAN-AM-TV Danville, Ill.

Bring the musician right into your room...



Get Zenith— and be sure of continuous true High Fidelity

It is impossible to obtain High Fidelity from *any* phonograph unless the record is played at the *exact* speed at which it was recorded.

No phonograph can continuously play records at the exact speed at which they were recorded, except by the use of a speedometer and a speed regulator. Only ZENITH has these; therefore, only ZENITH record-changer phonographs can continuously give you *true* High Fidelity.

It is a surprisingly little known fact that even the finest record players vary in turntable speed at time of manufacture and get worse as they grow older. A variation of only one rpm in turntable speed will make an LP record sharp or flat by a full quarter tone.

ZENITH's Stroboscope, which is its speedometer, and ZENITH's variable speed regulator, both of which are built into our high fidelity record-changer phonographs, enable a child to regulate the speed and set ZENITH phonographs at *exactly* 78, or exactly 45, or exactly 33⅓, or exactly 16⅔ revolutions per minute. 16⅔ rpm is the new Talking Book speed.

Without a speedometer and a variable speed regulator, *no* phonograph can give you continuous *true* High Fidelity. Demand a ZENITH if you want *true* High Fidelity. Get your Zenith dealer to demonstrate the Zenith Custom Super-phonic today.

Zenith Super-phonic has all matched components needed for true High Fidelity reproduction: Dual speakers with 7½" woofer . . . Cobra® Tone Arm with barium titanate pick-up gives frequency response of 25-20,000 CPS. Exclusive Lid Lock makes whole cabinet acoustically sealed sound chamber.

Dual-needle cartridge with 1-mil and 3-mil styli for simple, finger-tip selection of correct needle for LP and standard records. Extra-long playing diamond stylus and 45 RPM spindle, optional at slight extra cost.



The Custom Super-phonic in Mahogany finish, Model HFR15R, $149.95.* In Blonde finish, Model HFR15E, $159.95.* The Super-phonic starts at $129.95.*

ZENITH®

The royalty of television and RADIO

Backed by 36 years of Experience in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois

*Manufacturer's suggested retail price. Slightly higher in Far West and South. Prices and specifications subject to change without notice. COPR., 1954

first BIG market
West of CHICAGO
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58
TOP NETWORK SHOWS
COVERAGE includes:
ROCKFORD
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MADISON
DIXON
ELGIN
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DE KALB
SERVING
1,000,000
People
WREX TV
CHANNEL 13
ROCKFORD, ILLINOIS
47,000 watts
CBS AND ABC NETWORK AFFILIATION
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H-R TELEVISION, Inc.

DIVERSIFICATION HIT BY FCC'S LEE

Commissioner tells TAB that he opposes policy which labels newspaper and am operator applicants for tv 'second class citizens'. Oveta Culp Hobby also addresses group.

FCC COMR. Robert E. Lee last Monday expressed opposition to discrimination against newspaper applicants for broadcast facilities. Comr. Lee spoke to the Texas Assn. of Broadcasters (see TAB story page 72). He joined Oveta Culp Hobby, Secretary of Health, Education & Welfare, in bringing the government viewpoint to Texas broadcasters.

Comr. Lee said the FCC has been "bombarded with propaganda against newspaper ownership of radio or tv stations, as well as a discrimination against an am operator who is a tv applicant, under the guise of the so-called diversification of the mass media of communications."

He said this propaganda was disseminated "despite the fact that an examination of the facts will indicate that the best public service job is being done by these very people."

He voiced his position on the subject this way, "I am against any doctrine labeling this group as second-class citizens. The facts just do not warrant it. I can see some justification for such a doctrine only in that unique situation where the only newspaper in an area owns a radio station and is an applicant for the only available tv station.

Local Background Good

"Rather than discriminate against either a newspaper or an am operator I can actually see some points of preference based on their deep roots in the community, their experience in the news, entertainment and educational fields and their proven sense of public responsibility. As a matter of fact, I am conducting some research into this area and I may have something of a more concrete nature to say on a formal basis at a later date."

Comr. Lee reminded that FCC "is primarily the traffic cop of the air and that its power is limited in the Communications Act." He called attention to what he termed "serious violations" of the NARTB codes and warned that "corrective legislation and restrictive regulation invariably follow failure on the part of business to accept the responsibility of policing itself."

In a question-answer session Comr. Lee said FCC is studying subscription tv and may "turn its attention to this area early next year." Interviewed after his talk, he told a reporter he was more concerned with "bad taste" in some tv programs than "breeding of juvenile delinquency." "As the father of three," he added, "I am not seriously concerned with television causing an increase in juvenile delinquency." He did not feel uhf is "doomed to go the way of fm radio" and said color tv will be important in shaping the future of uhf and vhf.

Mrs. Hobby told TAB that "by and large" broadcasters have realized their responsibility in citizenship. "You have increasingly assumed the responsibility of bringing to your listeners and your viewers reports on how their government is operating," she said, "and on how those charged with the duty of governing have measured up or failed to measure up to their jobs.

"You have increasingly contributed to understanding and appreciation of the arts and sciences. You have, in brief, brought within reach of everyone, Bach and biology, Plato and politics, Shakespeare as well as the latest election returns. In this you may—and you should—take pride. For to the important degree that knowledge of the humanities increases man's understanding of man, so it contributes to his ability to govern himself wisely and well."

Mrs. Hobby voiced pleasure at the growth of educational broadcasting, which she defined as "all programs that increase knowledge or enlarge understanding—not merely those prepared under the auspices of schools or colleges."

Hearing-Wise Senators To Testify in Rules Study

THREE senators will testify at a date to be announced before a Senate Rules subcommittee investigating congressional hearing procedures, Sen. William E. Jenner (R-Ind.), chairman, said last week.

The senators, all of whom have served as committee chairmen at hearings, are: Arthur V. Watkins (R-Utah), Senate Select Committee hearing on a motion to censure Sen. Joseph R. McCarthy (R-Wis.); Homer E. Capehart (R-Ind.), Senate Banking & Currency Committee hearings on FHA administration; Estes Kefauver (D-Tenn.), former chairman at hearings by a Senate Crime Investigating committee.

The three will testify on their experience in holding congressional hearings. Among proposals under consideration by the committee are several regarding radio and tv coverage of hearings.

Sen. Watkins' group banned radio and tv from its hearings despite strong protests by broadcasters [B•T, Aug. 9, *et seq.*]. Sen. Kefauver filed a statement with the Jenner group last June in which he credited expanded radio, tv and newspaper coverage of hearings with making "millions of citizens familiar with the dilatory, time-wasting tactics pursued by some staff and committee members."

Initial Decision Granted To KFJI for Klamath Falls

INITIAL DECISION favoring KFJI Klamath Falls, Ore., for a new tv station on ch. 2 there was issued last week by FCC Examiner Isadore A. Honig. The decision was made possible by the dismissal a month ago of the competing application of Klamath Falls Tv Inc., which will be reimbursed $7,500 for expenses incurred in prosecuting its application.

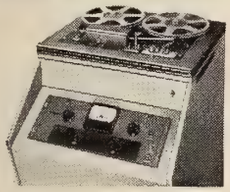
Kansas Merger Cancelled

MERGER of KFBI Wichita with KTVH (TV) Hutchinson, Kan. [B•T, Aug. 16] has been called off with the amalgamation application dismissed last fortnight by the FCC on request of the applicant.

The dismissal followed a protest by KAKE-AM-TV Wichita against the merger, calling for a hearing before FCC approval [B•T, Oct. 18].

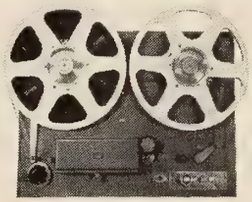
KFBI, founded in 1922, operates on 1070 kc, with 10 kw day, 1 kw night, directonal antenna as an ABC Radio affiliate. KTVH, on ch. 12, began operating in June 1953 and is a basic CBS-TV affiliate.

What's your choice in fine tape equipment?



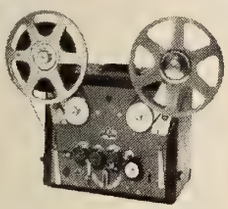
NEW PRESTO SR-11

Complete studio console tape recorder. Never before so much quality, operational ease and value at such a modest price. Embodies the famous PRESTO R-11 tape mechanism, matching amplifier – power supply in sturdy well-designed console cabinet. Three motors for complete flexibility; 15" and 7½" per sec. speeds.



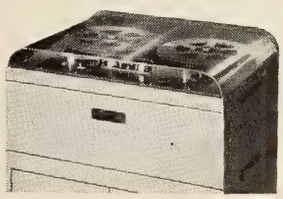
PRESTO R-11

A tape recording mechanism of truly modern design in engineering and operation. Mechanism includes three-head assembly, solenoid operated brakes and employs the exclusive Capstan drive unit. Tape reels mounted directly on heavy-duty torque motors.



PRESTO R-7

Rugged, portable tape recorder with separate recording, reproduction, and erasing heads. Built around a sturdy, three-motor drive eliminating friction clutch, the RC-7 contains the same high-quality components found in PRESTO'S fine studio equipment. Heavy-duty construction throughout.



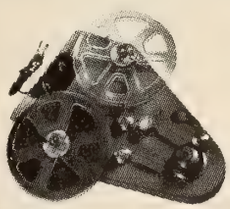
PRESTO PB-17A

Reliable, long-playing tape reproducing mechanism. Automatically reversible for continuous playback for background music in eight hour cycles. Frequency response uniform from 50 to 8000 cps. Tape speed: 3¾" per sec. Reels up to 14" diam. (4800' of tape) with dual track.



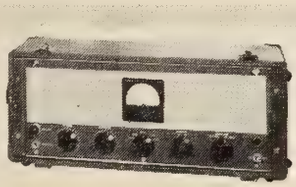
PRESTO 900-A

Precision tape amplifier for portable use or rack mounting. Composed of individual record and reproduce (monitor) amplifiers on a common chassis; separate power supply; three-microphone input, 250 ohm low level mixer; illuminated V.U. meter. Output of reproduce amplifier, 500 ohms, plus 20 db maximum. May be used with any model PRESTO tape recorder.



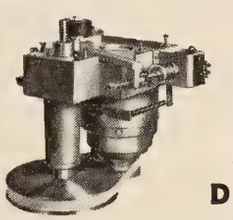
PRESTO TL-10

Turntable-driven tape reproducer. Unique, low-cost unit that adapts any 16" turntable for reproduction of tape at 7½"/sec. or 15"/sec. with exceptional accuracy. No pre-amplifier required; plugs into standard studio speed input equipment.



PRESTO A-920

More compact than the 900-A. In carrying case or for rack mounting. Consists of microphone preamp, a reproduce preamp, power amplifier and power supply – all on a common chassis. Two small speakers mounted behind front panel for playback. Single mike input: 250 ohms. Playback output: 15 ohms, 10 watts.



PRESTO CDR-200 CAPSTAN DRIVE UNIT

Heart of all Presto tape recorders and reproducers. Motor, capstan and flywheel, pressure pulley and pressure pulley solenoid are mounted on independent cast aluminum chassis. Positive, very quiet tape drive with minimum of parts.

Behind every piece of tape equipment are these PRESTO "extras"— painstaking craftsmanship, years of experience... quality control...and advanced production facilities that guarantee instruments of absolute precision and lifelong dependability.

PRESTO

RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

MAIL THIS COUPON TODAY

Presto Recording Corporation
Tape Equipment Sales Div.
Paramus, New Jersey

Please send full information and prices on the following Presto tape equipment:

☐ SR-11 Tape Recorder ☐ PB-17A Tape Recorder
☐ R-11 Tape Transport ☐ TL-10 Tape Reproducer
☐ R-7 Tape Recorder ☐ A-920 Tape Amplifier
☐ 900-A Tape Amplifier ☐ CDR-200 Capstan Drive

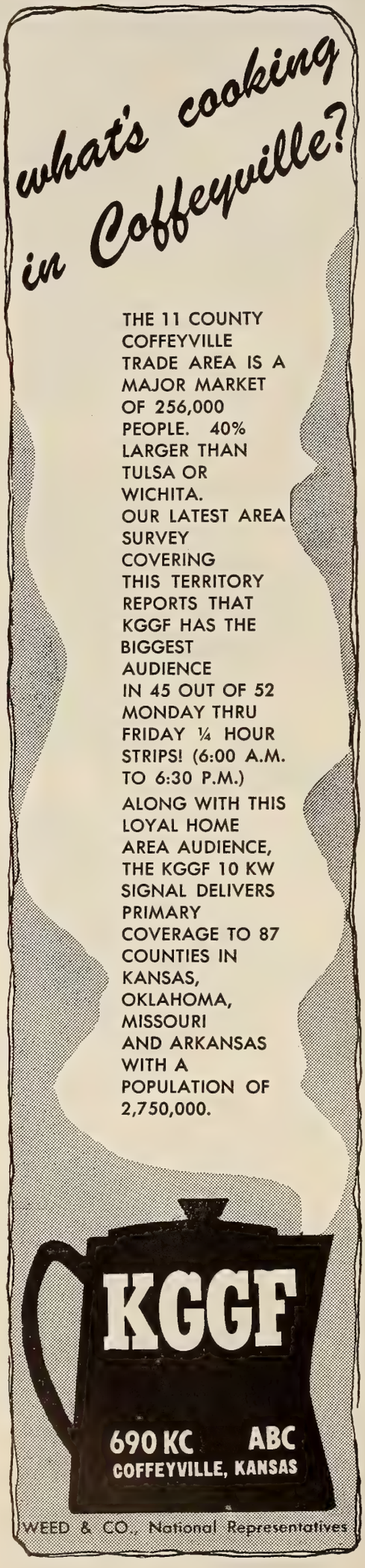
NAME_____

COMPANY_____

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STATE_____



Competitor Blocked CBS Pact–WTHT (TV)

Wilmington Tv charges that Jefferson Standard influenced CBS to withdraw proposed affiliation and claims restraint of trade.

CHARGE that Jefferson Standard Life Insurance Co. persuaded CBS to withdraw its offer to affiliate with ch. 3 WTHT (TV) Wilmington, N. C., in order to protect Jefferson Standard's ch. 3 WBTV (TV) Charlotte, N. C., and ch. 8 WBTW (TV) Florence, S. C., was made to the FCC last week by the Wilmington Television Corp., permittee of the ch. 3 station.

WTHT claimed that it had been assured of CBS affiliation early this spring, but that subsequently a CBS official told its treasurer, A. L. Wheeler, that CBS could not affiliate because of Jefferson Standard's objections.

Station's charges were contained in a Nov. 8 letter to the FCC in connection with its application for extension of completion date. The Wilmington station received its grant in February of this year. It applied for an extension but the Commission said it could not be granted without a hearing. Last month WTHT filed its response to the McFarland letter explaining that it was planning to increase its tower height and power, and also negotiating for an agreement with CBS. Last week's letter was a further communication on this subject.

To bolster its allegation that Jefferson Standard was powerful enough to dictate to CBS, WTHT pointed to that company's ownership of WBT and WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; minority interest in WFMY-TV Greensboro, N. C., and 98% preferred stock ownership of Storer Broadcasting Co. Storer owns WAGA-AM-FM-TV Atlanta, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WBRC-AM-TV Birmingham, WJW-AM-FM and WXEL (TV) Cleveland, KPTV (TV) Portland (Ore.), WGBS-AM-FM Miami and WWVA-AM-FM Wheeling, W. Va.

Except for the stations in Cleveland and Portland, and the am stations in Detroit and Toledo, all the others are CBS affiliates, WTHT said.

"This extensive multiple ownership constitutes a tremendous concentration of influence and bargaining power which, coupled with prior established relationships, has resulted in the concealed understanding which has prevented [WTHT] from obtaining an affiliation and thereby completing its station construction and beginning operation. It is a combination in restraint of trade," the station said.

WTHT asked the FCC to investigate the relationship of CBS and Jefferson Standard in order to determine whether a conspiracy has been entered into which violates the anti-trust laws. It also charged that Jefferson Standard was in violation of the multiple ownership rule which limits the number of vhf tv stations one entity may own to five.

WTHT also asked that the Commission grant its request for an extension of completion date.

Dover Ch. 40 Surrenders

PERMIT for ch. 40 WHRN (TV) Dover, Del., granted March 1953, was surrendered to FCC Nov. 5 by Rollins Broadcasting Co. "due to expanding am operations . . . which make it unadvisable at this time, from an economic standpoint, to construct the station." Multiple radio station operator, Rollins said it couldn't get tv network affiliation. Deletions now total 109, of which 88 are uhf, 21 vhf.

No Sketches, Either

CARTOONIST Leo Hershfield, whose drawings made in a Senate committee hearing room were shown on NBC-TV after microphones and cameras had been excluded [B•T, Sept. 6], last week was denied entrance into the Senate chamber where the Senators are considering a motion to censure Sen. Joseph R. McCarthy (R-Wis.). Forrest U. Harness, Senate sergeant at arms, ruled that a prohibition against taking pictures in the Senate chamber applies to "artists' sketches and drawings as well as photographs taken with cameras." NBC said an appeal would be made to the Senate Rules Committee. Previously, it was noted, artists frequently have sketched the Senate in action from the press galleries.

Supreme Court Refuses To Hear St. Louis Appeal

THE Supreme Court last week refused to accept an appeal by St. Louis Amusement Co., St. Louis ch. 11 applicant, from a decision by the U. S. Court of Appeals which denied its request that CBS's KMOX St. Louis tv application be dismissed.

Action by the Supreme Court puts St. Louis Amusement Co., composed principally of Fanchon & Marco theatre chain, in an anomalous position; it had been declared in default by the examiner when it refused to participate in the hearings until its legal appeals were heard. The St. Louis hearing is on the verge of coming to an end, with only some depositions required to close the record. Besides CBS and St. Louis Amusement Co., other applicants are St. Louis Telecast Inc. (60% owned by WEW), 220 Television Inc. and Broadcast House (permittee of ch. 36 KSTM-TV St. Louis, now suspended).

St. Louis Amusement Co. held that CBS's application should be dismissed because the network held interests in five tv stations and was ineligible to be granted any further vhf stations. Since the suit was instituted, CBS has disposed of its minority interests in WTOP-AM-FM-TV Washington and in WCCO-AM-TV Minneapolis-St. Paul, and now holds interests in only three owned and operated tv stations (WCBS-TV New York, WBBM-TV Chicago and KNXT [TV] Los Angeles). The St. Louis Amusement Co. argued that CBS was so superior to all other applicants it was bound to receive the St. Louis grant. This means a waste of time and money for other applicants, it said. The Court of Appeals held that the petition was premature.

New Pensacola Am Granted

NEW daytime am station on 790 kc with 1 kw at Pensacola, Fla., was granted last week by the FCC to the W.P.F.A. Broadcasting Co. Although agreeing with the grant Comr. Robert E. Lee expressed concern at the number of contemplated commercial spot announcements. Comr. Frieda B. Hennock voted to send a McFarland letter indicating the necessity of a hearing.

W.P.F.A. Broadcasting is a partnership composed of Charles W. Lamar Jr. (68%), licensee of KCIL Houma, La., vice president—59.5% stockholder KTAG (TV) Lake Charles, La., 60.4% stockholder WPFA (TV) Pensacola, and 11% stockholder WAFB-AM-FM-TV Baton Rouge, La.; F. E. Busby (25%), vice president-stockholder WPFA (TV) and KTAG (TV); John Burk (3½%), and C. C. Barnard (3½%). Messrs. Burk and Barnard are partners in 5.2% interest of KTAG (TV) and 5.6% interest of WPFA (TV).

This message is the ninth of a series

How are

America's global jets coming along?

On a routine test flight from Seattle to Dayton, Ohio, this fall in connection with the National Aircraft Show a Boeing B-52 Stratofortress covered the 1,970 miles at an average speed of 624 miles per hour.

The B-52 is a very advanced aircraft, designed to fulfill, to the highest possible degree, America's strategic air needs. The early test flights of the B-52 prototype models aroused considerable enthusiasm. It was this enthusiasm, along with the need for an aircraft to help solve a demanding strategic air problem, that led the Air Force to the decision that the B-52 should be built not only at the Boeing Seattle plant, but also at a second source. The Air Force named as this second source the Boeing Wichita (Kansas) plant, which is now tooling up preparatory to getting the B-52 into production.

Revolutionary design

Getting an airplane like the B-52 into quantity production is a job that requires a great deal of time and engineering effort. The reason is that the B-52 is far bigger than any bomber used during World War II. It is also far more complex. This size and complexity is a direct result of the fact that the demands made of today's bombers are far in excess of anything required of World War II bombers.

For one thing, such tremendous technical advances have been made in defense systems that any bomber, to carry out a mission against these advanced systems, must be able to operate at extreme altitude and at tremendous speed with great loads. The only aircraft that could meet such exacting demands was a big, fast, jet-powered bomber. Only a revolutionary design, like that of the B-52 Stratofortress, could provide the required revolutionary performance.

To produce the B-52, Boeing had to design and build jigs big enough to accommodate the great wings and other component parts during construction. Along some of these jigs, men work on three different levels simultaneously. But the size of this tooling is not its principal characteristic. Work on the B-52 must be held to watchmaker tolerances, often within a fraction of the thickness of a human hair.

Complex electronic needs

The military job jet bombers have to do requires electronic installations of almost incredible complexity, made up of more than 1,000 tubes and several hundred miles of wiring. These installations must be exact, for they perform many of the tasks that, in World War II bombers, were done by additional crew members.

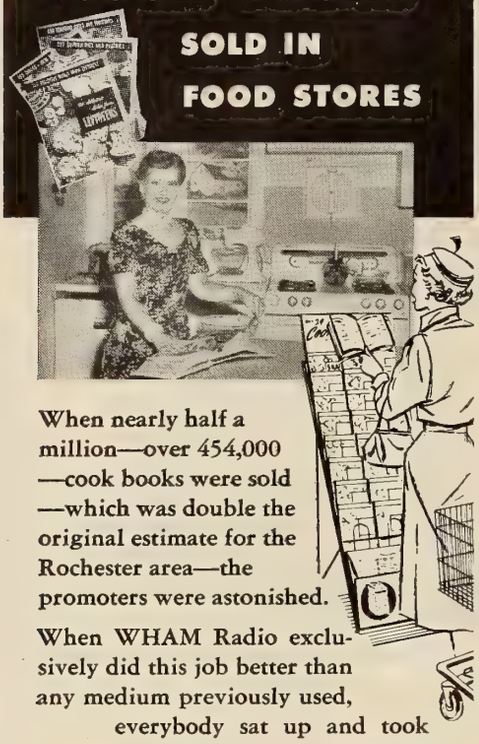
Another comparison that measures the contrast between high-performance jet bombers and earlier piston-powered bombers is this: Boeing devoted 248 hours to wind-tunnel research while working out the design of the B-17 Flying Fortress and 3,718 hours to the B-29, whereas in the case of Boeing's multi-jet bombers the company devoted no less than 19,000 hours to wind-tunnel research, or the equivalent of nine years at a 40-hour-a-week rate. It is to meet demands like these that Boeing has, since 1941, plowed 70% of its profits back into its operations. Some of this was invested in expensive equipment like the high-speed wind tunnel and the new $5,000,000 flight test center built to accelerate the test program of the B-52.

In carrying out its program of building America's global jet bombers, Boeing recognizes its responsibility to create multi-jet bombardment airplanes as capable of serving our needs in the jet age as were earlier Boeings like the B-17 and B-29 in their day of piston-powered aviation.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

OVER
454,000
COOK BOOKS
SOLD IN
FOOD STORES



When nearly half a million—over 454,000—cook books were sold—which was double the original estimate for the Rochester area—the promoters were astonished.

When WHAM Radio exclusively did this job better than any medium previously used, everybody sat up and took notice—in the food industry . . . in the publishing business . . . and in radio.

It was WHAM's persuasive personalities who sent customers into the stores to buy the famous 24-volume "Encyclopedia of Cooking."

In cook book parlance, the best recipe for getting your share of the 22-county market that spent an estimated $415,855,000 for food in 1953* is WHAM radio.

Want more proof? Ask us or the Hollingbery man to give you the details of this stupendous radio success story.

**Sales Management Survey of Buying Power, 1954*

50,000 watts · clear channel · 1180 KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.
SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

GOVERNMENT

Supreme Court Hears Boxing Anti-Trust Case

DO radio and television broadcasts of boxing bouts bring that sport under the provisions of the Federal anti-trust laws?

That was the issue the Supreme Court heard argued last week on a government appeal from a decision of the U. S. District Court in New York which dismissed the Justice Dept.'s complaint against the International Boxing Club, Madison Square Garden and others.

IBC attorneys argued that the Supreme Court had held last year that baseball was exempt from the anti-trust laws [B•T, Nov. 16, 1953] and that boxing fell under the same kind of exemption. The situation is "precisely analagous," an IBC attorney said.

The government attorney called attention to the fact that more than 25% of boxing's income was from the sale of radio and tv rights. Since broadcasting is interstate, this brings boxing under the anti-trust laws, they argued.

"As a practical matter," Philip Elman, special assistant to the Attorney General, told the court, "most matches could take place in a tv studio." He claimed that boxing promoters get most of their income from the sale of radio and television rights. The gate receipts for the 1953 Marciano-Charles heavyweight championship fight was $100,000 less than receipts from the sale of radio and tv rights.

The defendants, the government attorney alleged, had promoted all but two of the 21 championship fights in the U. S. from June 1949 to April 1954.

The Dept. of Justice complaint charged that the defendants had conspired to restrain and monopolize interstate commerce in the promotion, exhibition, broadcasting, telecasting and motion picture production and distribution of professional championship boxing contests.

The New York Federal Court dismissed the complaint three months after the Supreme Court upheld a 1922 ruling that baseball was not in interstate commerce and therefore could not be prosecuted under the anti-trust laws.

Supreme Court ruling on the boxing case should be issued sometime before the court recesses in June.

Rule Making Notice Issued On AT&T Uhf Relay to Cuba

FCC has issued a notice of proposed rule making that would permit the AT&T to use beamed uhf channels across the 300-mile Straits of Florida to interconnect Cuba with the United States for telephone and television circuits [B•T, Sept. 27].

The Commission asked for comments on the proposed allocation of 680-890 mc to the International Fixed Public Radiocommunication Service for use in Southern Florida by Dec. 3; counter-comments by Dec. 13.

The telephone company said that only 36 additional telephone circuits would be gained by the addition of submarine cables to the existing cable connection between Cuba and the U. S. By using radio relay facilities, the company said, hundreds of telephone circuits could be added between the two countries and work could be done on development of tv interconnection between Cuba and the U. S.

No interference to existing or potential tv broadcast stations would take place, AT&T said. This will be accomplished through proper siting and engineering, it said.

GOVERNMENT PEOPLE

Dr. Harold Lyons appointed assistant chief for research, radio standards div., National Bureau of Standards, Boulder, Colo., laboratories.

PROGRAM SERVICES

AP's Oliver Launches New Radio-Tv Column

NEW RADIO-TV news column will be launched by AP Newsfeatures today (Monday), written by Wayne Oliver. Mr. Oliver, who was recently appointed radio-tv editor for AP [B•T, Oct. 4], succeeds C. E. Butterfield, who retired after covering the broadcasting industry for more than 30 years [B•T, Sept. 27].

Mr. Oliver's column will feature commentaries, interviews, closeups of radio-tv personalities and analyses of new programming trends. He also will introduce behind-the-scene personnel in radio-tv and explain technical developments that affect viewers and listeners.

Spot news developments and two or three reviews a week will also be featured. Each daily column will average about 400 words. Sunday features will be expanded to 800 words with special illustrations supplied to AP subscribers to be used with the Sunday column.

Mr. Oliver joined AP in 1937 in Miami. He was later transferred to the New York bureau where he wrote radio newscasts and commentaries. Since 1947 he has been a member of AP's business news staff specializing in radio and television.

RCA to Supply Stations Thesaurus' Yuletide Package

THESAURUS' Christmas package of 16 features will be supplied by RCA Recorded Program Services to member stations for the coming Yuletide season. The lead item will be a program titled "The Christmas Miracle of Jaspar Crown," starring Charles Ruggles.

Included is an hour-long dramatization of Charles Dickens' "A Christmas Carol"; "The Story of the Nativity," a half-hour show starring Walter Hampden, and "A Christmas Visit With Ted Malone," featuring Mr. Malone's recitation of Christmas stories. The package also contains sales aids with stations being supplied with 22 new "echo attention getters" for the holidays.

The bonus package offers two New Years' shows, *New Year's Eve Dance Parade,* a two-hour show with eight name bands, and *New Year's Day—1955,* a half-hour review of 1954 hits.

Closed-Circuit Opera Telecast Reaches 60,000

CLOSED-CIRCUIT telecast of the Metropolitan Opera opening night performance last Monday, attracted an estimated audience of more than 60,000 in 32 theatres from coast to coast, it was reported last week by Nathan L. Halpern, president of Theatre Network Television.

Mr. Halpern said it was not possible to compute immediately the total receipts from TNT's telecast, pointing out that much bookkeeping was involved because local charities throughout the country benefited by the performance. In many cities, the Metropolitan Opera Guild, plus a local charity, was earmarked for a percentage of receipts.

The cameras and crews of the DuMont Television Network were utilized for the closed-circuit telecast.

GM Plans TNT Celebration

CELEBRATION marking production of the 50,000,000th automobile by General Motors Corp. will be carried via a Theatre Network Television closed-circuit telecast to hotels in

66 cities on Nov. 23. Nathan L. Halpern, TNT president, stated that the telecast will be carried by the most extensive large screen closed-circuit network on record. The occasion also marks the first time General Motors has used closed-circuit tv, Mr. Halpern added. The telecast will originate from Flint, Mich.

Brant to UP Central Post

EDWARD L. BRANT has been appointed central division business manager of UP, succeeding Dale M. Johns, who recently was named manager of UP's New York-New England division. Mr. Brant joined UP as a leased wire operator after graduation from public school in Chicago, and has served the organization in various capacities since that time, most recently as a business representative.



MR. BRANT

KBS Adds 12 Stations

KBS has announced addition of 12 affiliates, according to Blanche Stein, station relations director. New stations are KTAE Taylor, KMAC San Antonio and KLBS Houston, all Texas; WCDT Winchester, Tenn.; WFAR Farrell, Pa.; KLMX Clayton, N. M.; KXRA Alexandria, Minn.; WMAW Menominee, Mich., WKOA Hopkinsville, Ky.; KMAN Manhattan and KMDO Fort Scott, both Kan.; and WEIC Charleston, Ill. Keystone station list as of Nov. 1 numbers 783.

'Lombardo' Sold in 9 Markets

SALE of *Guy Lombardo and His Royal Canadians* in nine Canadian markets has been announced by MCA (Canada) Ltd., Toronto. Contract has been signed by Loblaw Groceterias Ltd. for 52 weeks. Sponsorship also includes options to neighboring American markets and new Quebec stations.

Canadian stations include CBLT Toronto; CHCH Hamilton; CKCO Kitchener; CBOT Ottawa; CKSO Sudbury; CKLW Windsor; CKWS Kingston; CHEX Peterborough and CFPL London. Sale was negotiated by MCA's Stuart Smith through F. H. Hayhurst Co. Ltd.

Ziv Radio Business Up 31%

OPEN-END transcribed radio business at Frederic W. Ziv Co. is running 31% higher for the first nine months of 1954 than it did during the same period last year, Alvin E. Unger, vice president in charge of sales, has announced. He attributed the high figure to record sales of two new Ziv programs, *The Red Skelton Show* and *Mr. District Attorney*.

In addition, Mr. Unger cited renewals of the *Guy Lombardo Show, Cisco Kid* and other Ziv properties as helping to bring up the high rate of radio sales. A new sales drive for the second year of Ziv's *Hour of Stars* is now underway. The series, featuring Ginger Rogers, Peggy Lee, Dick Powell and Tony Martin, achieved more than 400 sales its first year on the air.

INS-Telenews Offers Grid Film

QUARTER-HOUR film showing outstanding football upsets of the last 20 years will be released by INS-Telenews, New York, immediately after Thanksgiving Day. The commentary will be by Harry Wismer, who also narrates the weekly tv show, *General Sports Time,* sponsored by General Tire & Rubber Co.

The one-time program is available for local or regional sponsorship with exclusive rights in each market, according to Robert H. Reid, INS television department manager.

PROGRAM SERVICES SHORTS

Richard H. Ullman Inc., Buffalo, N. Y., announces sale of *Number Pleeze* to WSRS Cleveland, WHOT South Bend, Ind., WKDA Nashville, Tenn., WHHM Memphis, Tenn., WQXI Atlanta, Ga., and WHHH Warren, Ohio.

Gomalco Enterprises Inc., Hollywood, established by David O'Malley and Sam Honigberg to manage NBC-TV *George Gobel Show* for Mr. Gobel, with public relations office, under Mr. Honigberg, in suite 803, Taft Bldg., and administrative office, under Mr. O'Malley, at 9100 Sunset Blvd.

RKO-Pathe, N. Y., is producing tv commercial series for Chrysler Corp., Detroit. Agency: McCann-Erickson, N. Y. Firm also producing tv spot series for The Lionel Corp., N. Y.

Five Star Productions, Hollywood, is filming its third tv commercial series, consisting of eight 60-second and four 20-second films, combining animation and live action, for Falls City Brewing Co., Louisville, Ky. Agency: Prater Adv. Agency, St. Louis. Five Star also is completing three live action and animated film commercials for W. A. Sheaffer Pen Co., Ft. Madison, Iowa. Agency: Russel M. Seeds Co., Chicago.

Harris-Tuchman Productions, Hollywood, is completing opening and closing spots for Louis Milani Foods, L. A., to be used on KNBH (TV) Hollywood *Meet Corliss Archer*. Agency: Arthur Meyerhoff & Co., Beverly Hills, Calif.

Tv Spots Inc., Hollywood, signed to create and produce two special commercials for NBC-TV *People Are Funny* by Paper-Mate Inc., Culver City, Calif. Agency: Foote, Cone & Belding, N. Y.

Coastal Recording Co., N. Y., has announced acquisition of facilities of Fulton Recording Co., same city.

PROGRAM SERVICES PEOPLE

Irving Saver, district manager, Alexander Film Co., Colorado Springs, Colo., promoted to general district manager, New England sales territory.

Fanshawe Lindsley, advertising executive, *Fortune* magazine, N. Y., appointed general sales manager, TNT Tele-Sessions, business and industrial div. of Theatre Network Television Inc., same city.

Lee Kraft, formerly tv sales head, McConkey Artists Corp., N. Y., to Mercury Artists Corp., same city, in charge of variety talent sales to tv.

William Buwalda, owner, former Ad-Vision & Assoc., Hollywood radio-tv publicity agency, opens Bill Buwalda & Assoc., specializing in placing guests and products on radio-tv programs. Address: 6500 Selma Ave.; telephone: Hollywood 2-8730.

BATON ROUGE:
WATCH YOUR SALES
SOAR
in the SOUTH'S
fastest growing market!

POPULATION
1940 88,415
1953 197,000

RETAIL SALES
1940 ... $ 20,251,000
1953 ... $184,356,000*

the FIGURES

RANKS 92nd IN EFFECTIVE BUYING INCOME
HIGHEST PER CAPITA INCOME IN LOUISIANA
WORLD'S MOST COMPLETE OIL CENTER
CHEMICAL CENTER OF THE SOUTH
DEEP WATER PORT

and FACTS

To see your sales reach their greatest heights in this rich petro-chemical market, select WAFB-TV, the *only* TV station in Baton Rouge, with programs from all 4 networks, and our own highly-rated local shows.

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

*East Baton Rouge Parish, Survey of Buying Power, 1954

WAFB-TV
Channel 28
BATON ROUGE, LA.

3 INDIANA CITIES SWITCH OVER TO EST

Adoption of change causes concern among broadcasters over time shifts. Two more cities are about to decide on the switch.

A WAVE of time changes was gathering momentum throughout Indiana last week, prompting disruption of broadcast schedules in some towns and posing a definite threat in others.

The movement reportedly got under way in Fort Wayne, which shifted from Central to Eastern Standard Time a fortnight ago. Since then, local councils or governing bodies of other cities have drafted resolutions which would effect the change on a larger scale.

Already in the camp, in addition to Fort Wayne, were Goshen and Elkhart. Additionally, a number of small surrounding communities have adopted the change. Indianapolis and South Bend are on the brink of decision.

The movement aroused concern among broadcasters, mindful of the confusion of radio's early days during time shifts, but there appeared to be no evidence of an organized effort to resist the wave. Bruce McConnell, WISH-AM-TV Indianapolis, said the Indiana Broadcasters Assn. of which he is president, would not officially consider the matter until it reaches the Indiana State Legislature early next year.

Radio-tv broadcasters were concerned over the inevitable conflicts that would arise when network programs, particularly television, are pushed back an hour, thus playing havoc with succeeding local strips, in some cases children's shows.

Fort Wayne newspapers are credited with spurring the movement, because of circulation and other factors involving neighboring Ohio, which operates on EST. They printed sample ballots and the local governing body "polled" the populace, who favored it unanimously.

In South Bend, a public hearing is set for Nov. 22 and the change would become effective Nov. 28. Indianapolis also has set a hearing before the city council within the next week but won't enforce any time change until the Legislature meets in January.

In most cases, EST would remain in effect all year, thus necessitating schedule changes next April when most of the country reverts to daylight saving time.

Some broadcasters contacted by B•T in areas which adopted EST, notably in Fort Wayne, indicated they have made the transition smoothly, But one Indiana broadcaster said that if his town passes the resolution, it "would murder us."

Gary is one of the few towns that would remain on CST, being located in the Calumet City area closely adjoining the Chicagoland periphery.

Color Commercial 'First'

DuMONT's new color tv series, *Sunday Supplement,* will give advertisers a chance to test color film commercials at no extra cost, George L. BarenBregge, manager of WABD (TV) New York, announced last week. Color spots for both slides and film are being offered to advertisers with a six-month protection-guarantee on the hour-long color show, which premiered Oct. 31. Such films would become the first regularly-seen color film commercials in the industry, Mr. BarenBregge stated.

KMBY-AM-TV Monterey Sold to KSBW Owners

PURCHASE of KMBY-AM-TV Monterey, Calif., by the owners of KSBW-AM-TV Salinas, Calif., for $230,000 plus the assumption of $117,000 in liabilities, was announced last week. The agreement is subject to FCC approval.

Both KMBY-TV and KSBW-TV share time on ch. 8 in the Salinas-Monterey area.

The agreement also provides that KMBY (1240 kc with 250 w) will be sold. This is necessary to stay within the provisions of the FCC's duopoly rule which forbids one person or company from owning more than one station in each service in a single market. KSBW operates on 1380 kc with 1 kw, with an application to increase power to 5 kw now pending before the FCC. KSBW is an MBS affiliate.

The transfer will be in the nature of the purchase of the stock of Monterey Radio-Television Co. by Salinas Valley Broadcasting Corp. The latter is headed by John Cohan, 25%, and includes W. M. Oates, secretary-treasurer, 25%, plus a new group of local citizens owning the remaining 50%.

Monterey is headed by Kenyon Brown, 30%, and includes Harry M. (Bing) Crosby, 24%; George M. Coleman, 30%; William Morrow, 6%, and S. M. Aston, 10%. Mr. Brown owns 50% of KWFT-AM-FM-TV Wichita Falls, Tex.; 18% of KBYE Oklahoma City, and 19% of KGLC and 25% of KMIV (TV) Miami, Okla. Mr. Crosby and his associates also hold interests in the Miami stations.

"We believe improved service to this area will result from an integrated operation and eliminate the economic problems of operating the share-time [tv] stations in such a small market," it was announced in a joint statement by Mr. Brown and Mr. Cohan.

Mr. Cohan stated that KSBW-TV will maintain facilities in Monterey similar to those now used by KMBY-TV.

Both tv stations began in September 1953.

Sale of KMBY will be handled by Blackburn-Hamilton, the announcement stated.

Faithful Number

THOMAS F. O'NEIL, president of General Teleradio, and Gordon Gray, GT vice president and general manager of WOR-AM-TV New York, last week presented watches and pins to 67 employes whose total tenure with the stations amounted to 710 years. By "happy coincidence," according to a spokesman, WOR's radio frequency is 710 kc.

SRA HAS PLAN FOR FULL-SCREEN TV ID

Would give 8 seconds to advertiser, 2 to station; earlier plans envisioned 7¼ to 2¾ time split.

A NEW, somewhat different system of full-screen "shared" tv identifications was announced last week by Station Representatives Assn. It provides for the 10-second station identification time to be divided thus: eight seconds full screen for the advertiser's message, two seconds full screen for call letters and/or channel number.

SRA's plan, to be submitted to stations shortly for their reaction, is one of several that have been devised. One in which the advertiser gets full screen for 7¼ seconds and the station's call letters and channel number get full screen for 2¾ seconds was announced a few weeks ago by Thomas B. McFadden, director of NBC National Spot Sales, and spot campaigns based on similar divisions of full-screen time have been placed by Miss Reggie Schuebel of Reggie Schuebel Inc., tv-radio consultant, employing a system she worked out [B•T, Oct. 18]. Some stations also have worked up plans of their own.

Timing Uncomplicated

Observers doubted the difference in timing between SRA's 8-2 division of the 10 seconds and the 7-¼—2-¾ seconds allocation formula would result in any substantial complications.

The full-screen formulas for sharing station identification time are offered as alternatives to the existing system in which the advertiser's message and the station ID share the screen for the full 10 seconds, with the commercial occupying three-quarters and the station identification one-quarter of the screen. SRA Manaing Director T. F. Flanagan said virtually all stations will accept the three-quarter-screen 10-second spots but that many would want to keep their call letters on the screen for the full period and accordingly would not accept the 8-second full screen commercial. However, he said, some 50 stations have accepted the 8-second plan and many others may be expected to accept shortly.

"This is urgent," he said in an SRA bulletin, "as a large number of advertisers through their agencies are ready to go ahead on receipt of word from us."

"For those stations registering acceptance of the new standards," he said, "the agency will provide the commercial film incorporating both the video and audio, to which the station will attach its own full-screen ID film, with audio handled by the staff announcer." The eight-second portion to be furnished by the agency, he continued, will consist of 1½ seconds silent, 6 seconds commercial, and one-half second silent (or station audio ID.)

Mr. Flanagan pointed out that SRA's tele-

SOUTHEAST
Gates • ATLANTA
1133 SPRING ST., N. W.
TELEPHONE ELGIN 0369
— FOR ALL BROADCAST EQUIPMENT NEEDS —



If You have "THE TIME"–

WILL YOU HELP FIGHT TB*

The 48th ANNUAL CHRISTMAS SEAL SALE

— NOVEMBER 22nd thru DECEMBER 1954 —

☆ *THESE STARS HAVE CONTRIBUTED THEIR TALENT TO MAKE THIS PUBLIC SERVICE CAMPAIGN MATERIAL AVAILABLE TO YOU:*

Radio: 15-minute transcribed programs starring: RAY ANTHONY, JACK BENNY, PERRY COMO, EDDIE FISHER, PHIL HARRIS & ALICE FAYE, BOB HOPE, EARTHA KITT, GUY LOMBARDO, JULIUS LA ROSA and TENNESSEE ERNIE.

- Transcription of 20 celebrity spot announcements.
- Transcription of 20 recording artist spot announcements especially designed for disc jockey shows.
- New Christmas Seal song—THE SPIRIT OF CHRISTMAS—by Matt Dennis & Tom Adair recorded on Decca by KITTY KALLEN.

Television: 1-minute and 20-second film spots featuring: ROD CAMERON, JAMES GLEASON, JUNE HAVOC, EDWARD G. ROBINSON, ROBERT RYAN, ROBERT STACK, JAN STERLING and CLAIRE TREVOR. Produced by Martin Lencer, Goldwyn Studios, Hollywood.

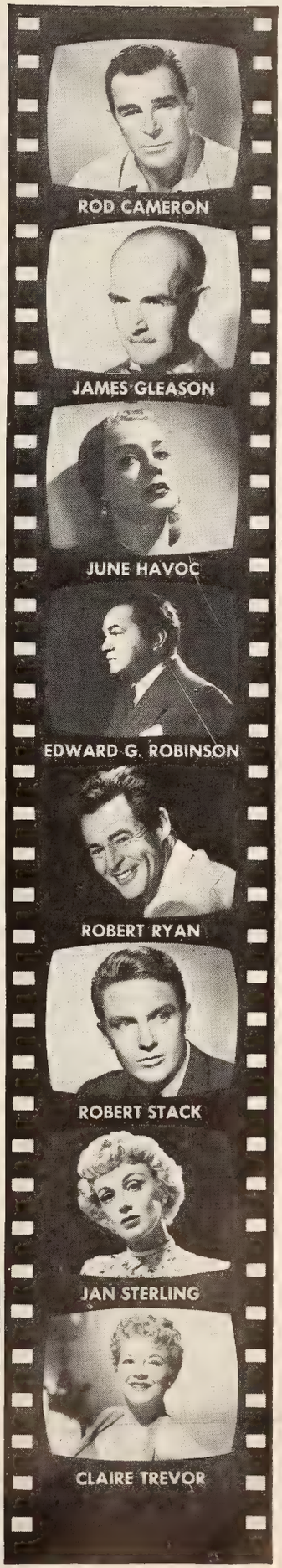
- Slides, balop cards, flip cards and posters—greyed and color.
- 30-minute documentary film WITHIN MAN'S POWER, the story of the last fifty years of progress in the fight against tuberculosis. Produced by Nicholas Webster. Photography by Boris Kaufman.

For NETWORK use, contact: **NATIONAL TUBERCULOSIS ASSOCIATION**
Public Relations, 1790 Broadway, New York 19, N. Y. Circle 5-8000, Extension 280

For LOCAL use, contact: **YOUR TUBERCULOSIS ASSOCIATION in your own community.**

******Tuberculosis is our country's number one infectious killer.*





vision committee started work on standardizing the full-screen 10-second ID early this year and "has been investigating every conceivable technique and method, setting up actual physical try-outs to see how the formula would work in practice. We have discovered that the success of various techniques is dependent not only upon the skill of operators, but also the techinical equipment of various stations. It was necessary to find a combination which would be universally acceptable, and one which could be satisfactorily handled by all television stations."

He said the television committee is agreed upon the new plan, and that detailed standards and request for compliance with one or both standards (10-second shared screen, full-screen shared time) will be forwarded to stations shortly.

Participate in Printed Program Data, Weed Advises

CLIENT STATIONS of Weed Television, New York, station representative firm, were advised last week by Joseph J. Weed, president, to take maximum advantage of the opportunity to participate in expanding program schedules published by newspapers and tv regional program magazines. He noted that schedule expansion was a direct reversal on the part of a number of publishers who previously had cut listing space for radio-tv stations.

Mr. Weed addressed his comments to local stations, pointing out that every program on a local station is a local show in the community and therefore often surpasses network shows in rating and interest.

CBS Spot Sales Seeks Mail Order Business

Richard Cruise is named head of the special department. Michael Campbell appointed sales service manager.

IN WHAT was believed to be one of the first such moves by a major station representation organization, CBS Radio Spot Sales announced last week it was creating a special department to develop mail order business.

Richard G. Cruise, formerly of MacFadden Publications, was named to head the new unit, which, officials emphasized, will deal only with "legitimate, bona fide" mail order firms and will not accept "questionable" accounts. Nor will it accept per inquiry business, they said.

Henry R. Flynn, general sales manager of CBS Radio Spot Sales, who announced the appointment, said Mr. Cruise will serve as an aide to account executives and salesmen in the development of new mail order business and the establishment of high standards in the calibre of products offered.

CBS Radio Spot Sales in the past has accepted mail order business but has not actively solicited it. Spokesmen said the decision to establish a special mail order setup stemmed from the belief that "there is enough good advertising in mail order to justify our going after it."

Neither the spot sales organization nor the stations it represents will deal directly with orders sent in by listeners. The letters will go to a special post office box where a bonded messenger will collect them regularly and deliver them to the advertiser.

Mr. Cruise's appointment was one of several announced by CBS Radio Spot Sales last week: Michael Campbell was named sales service manager, Alice Santti was promoted to manager of contracts and Ralph Dennis was named as account executive in the New York office.

Mr. Cruise, before joining MacFadden, was a salesman for the North Hollywood Printing Co., North Hollywood, Calif., and before that was with the Lockheed Aircraft Corp. in Burbank, Calif.

Mr. Campbell, new sales service manager, has been sales service manager of CBS-owned WCBS New York since April 1952, and before that had been in the co-op and station relations divisions of the CBS Radio network since 1937 except for Army service from 1941 to 1945.

Miss Santti, appointed manager of contracts, has been head of the availabilities department. She joined CBS Radio Spot Sales in 1944 after serving as traffic manager of CBS-owned WEEI Boston.

Mr. Dennis, who joins Spot Sales today (Monday), has been an account executive with H-R Representatives and before that was with The Katz Agency in a similar capacity. He formerly served with ABC, resigning as manager of radio and television spot sales there in 1952.

WBC Radio Program Managers Schedule New York Parley

INFORMAL program seminar of program managers of the five Westinghouse Broadcasting Co. radio stations is scheduled for Nov. 17-19 in New York at the Hotel New Weston. Richard Pack, WBC national program manager, has arranged the "shirt sleeves" session.

Opening session will feature a discussion by Chris J. Witting, WBC president, on "Programs Are Our Product."

The meeting, first of its kind for WBC program managers, will be a series of workshop sessions, Mr. Pack said. "In line with our increased emphasis on creative radio programming, we want to improve even further our present programming and mutually develop new concepts and ideas," he declared.

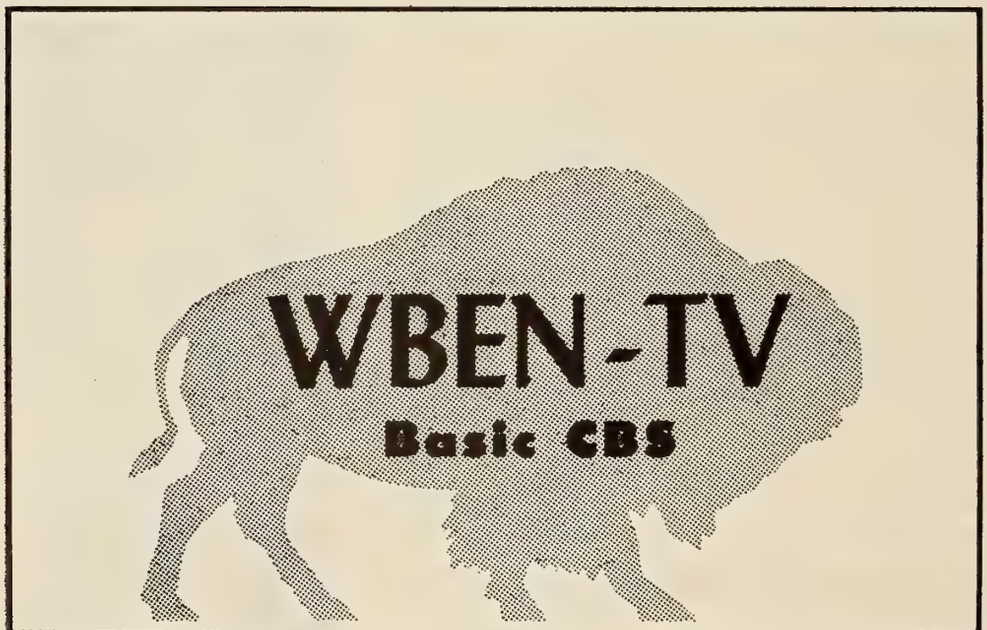
Transmitter With 316 Kw ERP Inaugurated by WATV (TV)

NEW TRANSMITTER, with effective radiated power of 316 kw, was scheduled to go into operation last Friday at WATV (TV) Newark, N. J. (ch. 13). With the change in power, WATV claims to be the first outlet in the area to provide a "super-power" signal.

The transmitter was inaugurated at a luncheon at the Mosque Theatre, Newark, where WATV offices and studios are located. Guests included: Gov. Robert B. Meyner; Monsignor John L. McNulty, president of Seton Hall U.; Hulan Jack, borough president of Manhattan; Prof. Ormond J. Drake, assistant secretary of New York U.; Charles H. Brower, trustee of Rutgers U. and executive vice president of BBDO, and 400 other civic, business and industry representatives.

Edgar L. Hayek Dies

EDGAR L. HAYEK, 69, a founder of KATE Albert Lea, Minn., and onetime director of the original National Assn. of Broadcasters, died in that city Oct. 31. Mr. Hayek had been in semi-retirement the past few years after selling his interest in the station.



Buffalo's Pioneer Television Station
Covers Western New York—the Empire State's Second Largest Market
Northwestern Pennsylvania and Parts of the Canadian Province of Ontario
Get the WBEN-TV Story From
HARRINGTON, RIGHTER & PARSONS, INC.

Quinlan Tells Viewers Tv Is 'Dynamic Medium'

IN a rare if not wholly unprecedented move in the industry, Sterling C. (Red) Quinlan, vice president of ABC's o&o WBKB (TV) Chicago, went before the cameras with an institutional message Nov. 6-8-11 on behalf of the station's programming and advertising activities.

Speaking Nov. 6, Mr. Quinlan praised television as a "dynamic medium" and observed that while ABC-TV has made great strides in programming, it has generally left daytime tv fare to the local stations. At that point, he explained his own station's "Half-Nelson" plan, designed to offer a variety of local shows hewing away from conventional formats.

Using a "flopover," agency-type presentation, Mr. Quinlan also directed his comments to advertisers on cost-per-thousand and other considerations. Toward the end he noted that tv "can be the most dynamic medium if used right and the worst if not."

ABC Chicago, while also claiming something of a "first" in this type presentation, described it as an "open closed circuit."

Alaska Radio, Tv Firms Announce Affiliation

AFFILIATION of Alaska Broadcasting System Inc. and Northern Television Inc. (KTVA [TV] Anchorage) has been announced by William J. Wagner and A. G. Hiebert, presidents of the respective firms. Alaska Broadcasting System comprises KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka. In making the joint announcement, Messrs. Wagner and Hiebert said that the affiliation will provide better overall programming for the Alaska radio-tv audiences and bring many sales advantages to both local and national advertisers. Northern Television has an application pending before the FCC for a new tv station at Fairbanks. If the application is granted, the new affiliation will provide a service of eight stations, six radio and two television, to the Alaskan audience.

Barrington Appointed KXOK Station Manager

APPOINTMENT of Bruce Barrington, KXOK St. Louis director of special affairs, as station manager, has been announced by Elzey M. Roberts Jr. and C. L. Thomas, president and vice president, respectively, of newly-acquired KXOK Broadcasting Inc. In other appointments, Elmer G. Muschany, production manager, has been named program director and a member of the board; V. N. Springgate, director of sales, has been elected to the board of directors; Arthur F. Rekart has been named chief engineer, and Frank Doyle becomes publicity and program director.

Miami Tv Applicant Buys Land

TITLE to a 34-acre tract located south of Hollywood, Fla., has been acquired by the South Florida Television Corp., one of four applicants for ch. 7 in the Miami area, according to Jack C. Stein, president. Cost of the tract is $80,000. James Lawrence Fly, former chairman of the FCC, is chairman of the South Florida board.

'Gone' Song Back

SINCE WOR-TV New York began using "Tara's Theme," background music from "Gone With the Wind," on its *Million Dollar Movie* series, five new recordings of the song have been released. The station reported last week that as many as 800 calls a week were received at the studio inquiring about the theme music. The particular disc played by WOR-TV was cut by Al Goodman's orchestra. Until it was put into use on WOR-TV it was dead-listed but has since been repressed and re-issued by RCA Victor.

Halsey Rejoins Weed

BATES HALSEY has joined Weed Television Corp., New York, as eastern sales manager, the station representative firm announced last week. Mr. Halsey was formerly an account executive at Weed from 1946 to 1950. Before rejoining the company, he was with the O. L. Taylor Co. and Paul Raymer Co., both station representative organizations.

Scanlon Promoted at WCBS

APPOINTMENT of George Scanlon as sales service manager for WCBS New York was announced last week by Henry Untermeyer, sales manager at the station. Mr. Scanlon, who joined CBS in 1951 and transferred to WCBS in 1953, replaces Michael Campbell, who has moved to CBS Radio Spot Sales in a similar position (see story page 106).

WNAX Sponsors 13-Day Tour Of Six East, Midwest Cities

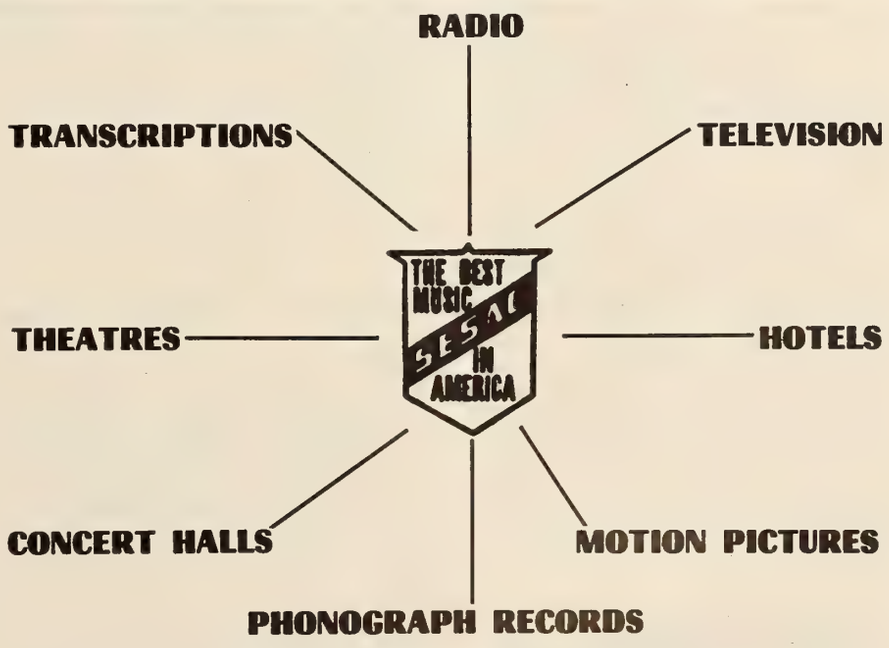
THIRTEEN-DAY tour sponsored by WNAX Yankton, S. D., with some 70 people participating was completed over the weekend after visits to six major cities in the East and Midwest. The tour idea was inspired by the success of a WNAX-sponsored trip to Chicago in August for the All-Star football game.

Price of the tour per person was $297. The fee included round-trip transportation, hotel expenses, sightseeing, tips, daily breakfast, two luncheons and a Washington dinner party arranged for the tourists during their stay in the Nation's Capital.

The group left Yankton on Nov. 1 and visited Chicago, Detroit, Niagara Falls, New York, Washington and Cincinnati before returning to Yankton yesterday. WNAX sent its farm reporter George B. German to help entertain the group. The trip was arranged by Barney O'Lavin, former advertising agency executive now operating O'Lavin Travel Agency, Sioux Falls, Sioux City, and Fargo.

KCMO Goes Fulltime

INAUGURATION of 24-hour programming for KCMO Kansas City, Mo., effective Nov. 8, is announced jointly by E. K. Hartenbower, general manager of KCMO-AM-FM-TV, and George Stump, KCMO program director. A special nighttime lineup has been scheduled which will make KCMO the first and only radio station in the greater Kansas City market to be operating on a 24-hour basis, according to the station.



SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE NEW YORK 17



TOPS
in PITTSBURGH
5 Times in a
Row!

Once again—for the *fifth straight time* since joining CBS—KQV leads all other Pittsburgh stations in program "firsts," as measured by Pulse Surveys.

We're flying high, and our clients love it, but we're continuing to add muscle to the hardest working promotional and merchandising program in Pittsburgh radio.

In addition to KQV's strong, in-Store merchandising tie-ins, we're plugging program listings with large ads in Pittsburgh newspapers seven days a week.

Better contact KQV or your Raymer man pronto for details.

KQV
CBS Radio IN PITTSBURGH
5000 W—1410 KC
National Representatives:
PAUL H. RAYMER Company



THOMAS B. McFADDEN (l), director of NBC Spot Sales, discusses the NBC Spot Sales Promotion, Merchandising & Publicity Clinic, held in New York Nov. 4-5, with the meeting's co-chairmen (l to r): Mort Gaffin, advertising and promotion manager; Robert F. Blake, publicity director; Max E. Buck, merchandising manager, and H. W. Shepard, manager of new business and promotion.

Ch. 6 Milwaukee Applicants Reported Close to Merger

NEGOTIATIONS for the merger of the applicants for Whitfish Bay's ch. 6 (Milwaukee) continued last week with prospectives bright for an agreement among the three contestants, it was learned.

At the same time, WMIL Milwaukee, one of the applicants, denied reports that the merger agreement involved its withdrawal from the race.

Jerome Sill, WMIL general manager, told B•T that WMIL has made no agreement or commitments leading to a drop-out. "We have agreed with Hearst [WISN Milwaukee] and Independent [the third applicant composed of Milwaukee and Detroit businessmen] to obtain a continuance for the purpose of exploring consolidation or any other moves leading to an immediate grant on ch. 6 in Milwaukee as a means of providing a needed and additional vhf service to the Milwaukee area," he said.

WTRI (TV) Moves to Albany

TRANSFER of studio operations from Troy, N. Y., to its new $200,000 building in Albany, was completed Nov. 1 by WTRI (TV), according to the station, which reports using filmed selections during the major part of the change to avoid interruption in regular program service. The new studio will utilize over 4,000 sq. ft. and although now in use, completion of various construction details will take several weeks.

WTRI plans an official public dedication after the first of the year.

WKNX-TV Boosts to 207 Kw

WKNX-TV Saginaw, Mich., went to 207 kw power Nov. 1 on ch. 57, according to the station, which also reports being completely equipped to transmit color programs. WKNX-TV is affiliated with CBS and ABC and carries many local programs produced by its staff and originating in the WKNX-TV Television Center. It is now claimed that station coverage extends to more than one million residents in Northeastern and Central Michigan.

Will A's Broadcast?

WILL the new Kansas City Athletics permit broadcasting of their 1955 American League baseball games? That was a moot question last week and the answer seemed to be—yes and no. Owner Arnold Johnson was reported to have given the okay to a survey with respect to television. But the immediate indications were that his club would follow the pattern of the Milwaukee Braves the past two years and permit only radio coverage. Mr. Johnson reportedly is sold on radio as a promotional weapon and the Braves type of regional radio network home-and-away coverage, which has proved successful for Miller Brewing Co.

Avery-Knodel Names Grabhorn

APPOINTMENT of Murray Grabhorn as a tv account executive in the Los Angeles office of Avery-Knodel, station representative firm, was announced last week. Mr. Grabhorn formerly was sales manager of WATV (TV) and WAAT Newark, N. J., and also is a former vice president of ABC, managing director of SRA and manager of new business development for Edward Petry & Co.



MR. GRABHORN

In the realignment of Avery-Knodel's Los Angeles operation, Mr. Grabhorn replaces Edwin Cahn, who has resigned. He will report directly to David H. Sandeberg, Pacific Coast manager with offices in San Francisco.

Horner Leaves KSTP-AM-TV

JACK HORNER, sports director of KSTP-AM-TV St. Paul for the past 10 years, has "left the employ" of the stations, Stanley E. Hubbard, president and general manager, announced last week.

Mr. Hubbard said no successor had yet been appointed. Mr. Horner has not announced future plans.

Storer Raises Dividend Rate To $2 a Year per Share

INCREASED annual dividend policy was announced last week by Storer Broadcasting Co.'s board of directors, adopting $2 per share on common stock per annum. SBC declared a 50 cent dividend, payable Dec. 14 on common shares of record as of Dec. 1, marking an increase over the company's annual dividend of $1.50 per share on common, voted last February with a declaration of a 37½ cents quarterly dividend.

The company also declared a regular 6¼ cent dividend on Class B common payable Dec. 14 to shareholders of record as of Dec. 1. Regular dividend of $1.75 per share on $100 par value preferred was ordered payable Jan. 1 to shareholders of record on Dec. 15.

The Storer board reported $738,638.81 in earnings after taxes for the third quarter, compared to $395,134.89 earned during the same period last year. Nine months earnings after taxes were $2,355,974.89, compared with $1,519,179.25 for the like period in 1953. Earnings per common share were 64 cents for the third quarter as against 34 cents for the comparable period last year.

WCHF Starts Operations

START of regular operations by WCHF Chippewa Falls, Wis., was scheduled for yesterday (Sunday) morning, according to Charles H. Nelson, president and general manager of licensee M&N Broadcasting Co., which owns the Flambeau Network stations: WLDY Ladysmith, WIGM Medford and WPFP Park Falls, all Wisconsin.

Fred Vigder, formerly with WISN Milwaukee, is resident manager of the Chippewa operations and Gene Books, of WLDY, has been appointed program director. Harold Murphy is secretary-treasurer of WCHF and the Flambeau Network. WCHF will operate on 1150 kc with 1 kw.

WEAT Begins 1 Kw Operation

WEAT West Palm Beach, Fla., began operating with 1 kw on 850 kc Oct. 24, according to the station, which since 1948 has been operating with 250 w on 1490 kc. State Sen Russell O. Morrow, vice president of WEAT-TV Inc. (WEAT-AM-TV), opened the broadcast day, which was featured by congratulations from other Florida NBC stations. J. R. Meachem, corporation general manager, called the power boost ". . . a major step in our plan of providing the upper Gold Coast with the best in radio and television . . ."

WBCR Goes on Air

WBCR Christiansburg, Va., has announced the start of regular programming Nov. 1. The station is owned by the Montgomery Broadcasting Co. and operates on 1260 kc with 1 kw daytime. Durwood Powell, former assistant general manager of WCVA Culpeper, Va., is general manager. WBCR's transmitter and office building is located between Christiansburg and Blacksburg.

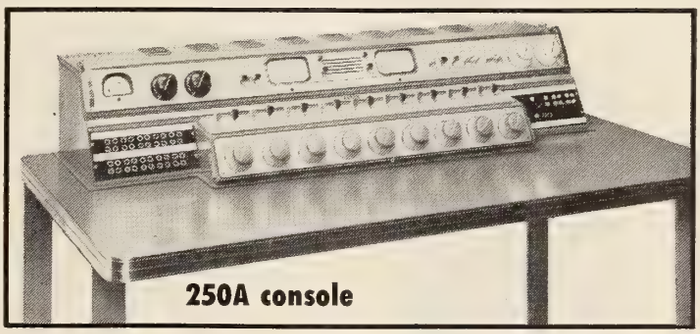
KBIG Has Biggest Month

HIGHEST gross in the station's history was reported by KBIG Avalon, Calif., during October, with income 23% higher than the previous month and 27% higher than October 1953. John Poole Broadcasting Co., Hollywood, station operator, also reports overall gross increase of 23% for the first 10 months of 1954 over the same 1953 period.



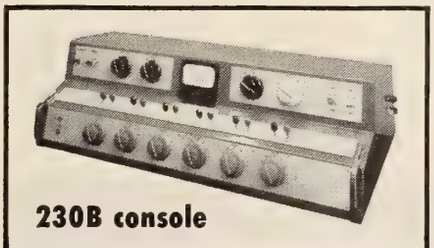
WITH THESE EFFICIENT ALTEC CONSOLES

The master 250A, the economical 230B and the portable 220B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and **completely** self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.


250A console

For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1⅝" x 4¾" x 9". The line amplifiers and power supplies are 2⅜" x 4⅜" x 9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (±1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs (mix 7 simultaneously)
4 line inputs } (mix 4 simultaneously)
4 utility inputs }
Miniature plug-in amplifiers and power supplies
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, two tube types
Built-in tube checking facilities
Compact (36" x 31" x 55" including desk)


230B console

The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9⅜") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.


220B mixer

Here is the perfect portable mixer for field use in AM, FM or TV. The 220B has 4 microphone inputs, each with its individual mixer control, and a master gain control associated with an illuminated VU meter. This beautifully compact unit weighs only 26½ pounds yet still has space for a complete set of spare tubes, a headset and ample cables. Naturally its specifications reflect the Altec standard for quality and continued dependability.

Distributed by GraybaR

ALTEC LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

STATION PEOPLE

Bernard M. Dabney Jr. to WACR Columbus, Miss., as general manager; **Wayne Harris,** announcer, WAIM Anderson, S. C., to WACR as program director; **Betty Wheeler,** formerly with WTOP-TV Washington, to station as director of women's programs.

Lee Carrau, formerly with KGO-TV San Francisco, appointed an executive director, KGMB-TV Honolulu; **Harry B. Soria,** formerly with KHON Honolulu, and **Charles J. Basener,** formerly with Honolulu Gas Co., to sales dept., KGMB.


MR. CARRAU

Robert J. Rich appointed manager, WEBC, Duluth, Minn.

Brent Kirk, former production manager, *Washington* (D. C.) *Post & Times Herald,* to KUTV (TV) Salt Lake City, in executive capacity.

C. L. Doty, general manager, WSBA-AM-TV York, Pa., to WCPO-TV, Cincinnati, as sales manager.


MR. DOTY

Don Newbury, sales representative, KLIF Dallas, Tex., to KFH Wichita, Kan., as sales manager.

Ted Hall appointed S. F. sales manager, KSDA Redding, Calif.

Leonard G. Trostler, assistant sales manager, WERE Cleveland, promoted to local sales manager.

Gordon E. Morehouse, formerly regional sales director, KHOL-TV Kearney, Neb., to KTIV (TV) Sioux City, Iowa, in same capacity.

Carl P. Bergquist, formerly with KSTP-TV St. Paul, Minn., to WFLA-TV Tampa, Fla. (target date: early 1955), as production manager.

Rex Raymond Gerlach appointed promotion manager, KHQ-AM-TV Spokane, Wash.

Lee Varker, formerly film manager, WCAU-TV Philadelphia, to WMVT (TV) Montpelier, Vt., in same capacity.

Macey Schaffer, formerly with publicity dept., WNEW New York, appointed promotion manager, WGLV (TV) Easton, Pa.


MR. SCHAFFER

Dean Bafford, formerly public relations director, WKNB-TV Hartford, Conn., appointed promotion director and regional account executive, WTVP (TV) Decatur, Ill.

Jack Boswell, sales staff, WBBM Chicago, appointed WBBM sales representative in N. Y.

Charles H. McFarland appointed sales service representative, WSTV-TV Steubenville, Ohio.

James Rubessa, a director, WRCA New York, to WMGM there as writer-director; **Vern Hendrickson,** former sales manager, Carlson & Fornino Studios, N. Y., appointed account executive, WMGM.

Judith Waller, public affairs and education director, NBC Central Div., Chicago, appointed program consultant to WTTW (TV) there, noncommercial educational outlet slated to start operation next year; **Ellis J. Robertson** newly-named WTTW program manager, assumes duties Nov. 15.

Wayne R. Wolfert, former stage manager and producer, WHAS-TV Louisville, Ky., to Crosley Broadcasting Corp. [WLW-WLWT (TV) Cincinnati, WLWC (TV) Columbus, Ohio, WLWD (TV) Dayton, Ohio, WLWA (TV) Atlanta, Ga.] in charge of scenic designing and as producer.

Norman Gray, prop shopper, KNXT (TV) Hollywood, named station stage manager; **Michael Casey,** production assistant, CBS-TV Hollywood, succeeds Mr. Gray; **Ken Kellogg,** program dept., Columbia Pacific Radio Network, Hollywood, to KNX as assistant sales service manager.

Larry Brown, formerly with WGCM Gulfport, Miss., to WHTN-AM-FM Huntington, W. Va., as sports director; **Ralph Price,** formerly with WRIS Roanoke, Va., to WHTN-AM-FM as announcer.

Roger Read, salesman, WKRC-TV Cincinnati, appointed assistant sales manager; **Vern Venaas,** sales dept., WKRC, transfers to WKRC-TV as account executive.

Douglas L. Sinn, tv salesman, WWJ-TV Detroit, appointed assistant sales manager.

Robert Wilson, former farm director, KNX Hollywood, to KFI Los Angeles, as associate farm director.

Donald Ansel, formerly with CBS Chicago sales promotion office, and **Robert Loeber,** advertising-promotion-merchandising dept., WMAQ-WNBQ (TV) Chicago, to radio sales staff, WMAQ.

Robert E. Hendry to sales dept., WOWO Fort Wayne, Ind.

Ted Stell, production manager, KOA-TV Denver, transfers to sales staff.

Douglas Clark, formerly with WASH Washington, to WOL there as music librarian and will handle publicity and promotion and assist in news department.

Luella M. Fisher to WBEN-TV Buffalo, N. Y., as conductor, *Plain 'n' Fancy Cookin'* program, succeeding **Marion Roberts,** who has moved to WRGB Schenectady, N. Y., in similar capacity.

Jack McElroy, host of former *McElroy at Sunset* program, KRCA (TV) Hollywood to KABC there as host, *Jack McElroy's Sports Den.*

Dick Whittinghill, disc m.c., KMPC Hollywood, adds duties as host, *Afternoon Movies,* KRCA (TV) there.

Lorraine Jones to continuity staff, WHBF Rock Island, Ill.

F. M. Bailey, L. A. engineer-producer, to KFJI Klamath Falls, Ore., succeeding **Bradford Cole,** who moves to Midnight Sun-Aurora Broadcasting System, Ketchikan, Alaska.

Ernie Tannen, vice president and general manager, WILY Pittsburgh, appointed publicity chairman, Radio & Television Club of Pittsburgh.

Robert T. Mason, president and general manager, WMRN Marion, Ohio, appointed member, statewide committee to appraise year long research study into services of Juvenile Diagnostic Center, boys' and girls' industrial schools and other state services to delinquent children.

Norman Kraeft, farm service director, WGN Chicago, appointed to special committee to select Distinguished Service Award and Citizenship contest winners of American Farm Bureau Federation.

Bill Small, news director, WLS Chicago, elected vice president, Illinois AP Radio Assn.

Phil Ellis, senior announcer, WPTF Raleigh, N. C., selected to play "Horney" in Raleigh Little Theatre production of "Stalag 17."

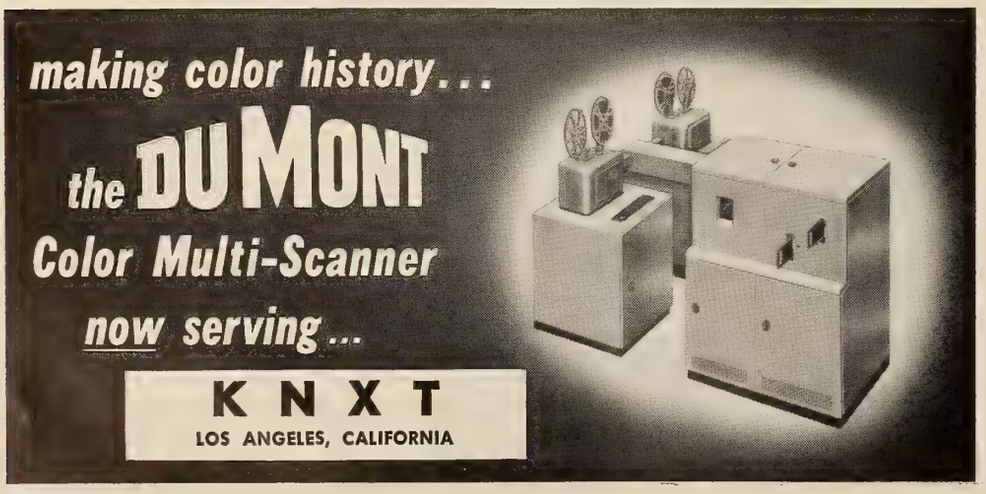
Harvey Olson, program manager, WDRC-AM-FM Hartford, Conn., appointed chairman, 1954 Christmas Seal drive in Greater Hartford.

Wes Hopkins, program director and disc m.c., WTTM Trenton, N. J., father of boy, Nov. 4.

Roland McClure, sales representative, KNX Hollywood, father of girl, Pamela Ann.

Sheldon Smith, technician, WHBF Rock Island, Ill., and Mrs. Smith have adopted three-month-old son, Mark Allen.

Al Dikian, former assistant to promotion manager, WBBM-AM-TV Chicago, died Nov. 1.



Commercial Am-Tv Upheld By NAEB Pres. Schooley

BELIEF in the American system of broadcasting "with commercial radio and television providing a program fare that is supported by the advertising revenues" was voiced last week in a letter sent to members of the National Association of Educational Broadcasters by NAEB's newly elected president, Frank E. Schooley, WILL-AM-FM-TV Urbana, Ill., U. of Illinois stations there.

Educational broadcasters, Mr. Schooley said, have a unique service to perform. The service which educational broadcasting can render, he said, is "a supplementary service that commercial radio and television cannot and does not perform." He called on educational broadcasters to use intelligence in making their specific service significant in the educational process in their schools, colleges and universities.

Mr. Schooley was elected president at NAEB's 30th annual convention held in New York in October [B•T, Nov. 1]. Other officers elected are: John Dunn, Oklahoma ETV Authority, vice president; William Harley, WHA-AM-FM-TV Madison, Wis., secretary, and Robert J. Coleman, WKAR-AM-FM East Lansing, Mich., treasurer.

Mr. Schooley is also a past president of NAEB, having held that office in 1944 and 1945. He previously served NAEB as executive secretary for seven years; treasurer for three years, and executive director for six months.

Natl. Audience Board Set Up To Uphold Video Standards

FIRST chapter of National Audience Board, group whose declared purpose is to "maintain high standards in tv programming," was inaugurated in Los Angeles last Wednesday with Peter Goelet, founder, WGNY Newburgh, N. Y., as national chairman, and Mrs. Florence Thalheimer, program director, former KTHE (TV) Los Angeles, uhf educational station, as local chairman.

NAB spokesman stated group will represent a cross-section of civic and cultural leaders who will continually survey and recommend types of programs it believes public wants to see on the air. Members will participate only as private individuals, although many are identified with civic groups and operations, he emphasized.

At the meeting, tape-recorded messages from FCC Comr. Frieda Hennock and Mr. Goelet were played to the group. Miss Hennock remarked:

. . . Tv must be guarded and guided by the public, the industry and the FCC; by each and all three of them. Both the industry and the commission must look to a watchful and articulate public which cannot only formulate its views, but press them with vigor and relentless purpose, to the end that the programs it can and should have, are provided. . . .

Mr. Goelet pointed out that last September, FCC Comr. Robert E. Lee had noted, "regulation conducted by public opinion is far more effective than governmental regulation. The viewing and listening American public, in the last analysis, has always been the best judge and jury in regulating a competitive industry."

Group Warns Radio-Tv Codes Fall Short in Application

RADIO-TV CODES, "though adequate in concept, too often fall short in application" and citizens and groups should maintain a "vigilant attitude" on all levels, the National Congress of Parents and Teachers warned last week.

At the same time, the organization issued suggested guides for evaluating radio and television programs, motion pictures and comic books to local associations as a "tool" for the examination of the content of all mass media designed for youth.

Noting the "growing concern" of parents, teachers and others over mass media fare served to children, the committee stressed the need for action by individuals instead of by organized groups.

"Fifty individuals who approach a distributor, broadcaster, theatre manager, or publisher, one by one, will exert more influence than an organized group committed to a program," NCPT claimed. Among "suggested sources" for information on radio-tv programs, the committee listed the National Assn. for Better Radio and Television (NAFBRAT), National Assn. of Educational Broadcasters, National Citizens Committee for Education Television and NARTB's Television Information Committee.

Memphis Educ. Foundation Receives $30,000 Equipment

DONATION of $30,000 worth of equipment from WHBQ-TV Memphis to the Memphis Community Television Foundation, has been announced by John Cleghorn, general manager of WHBQ-AM-TV. Also received by the foundation was a donation of $1,000 from International Harvester Foundation, according to A. I. Davies, the educational station campaign chairman. The WHBQ-TV donation brings the total value of equipment donated to the prospective ch. 10 station to $108,000. A previous donation of $78,500 worth of equipment was received from WMCT (TV) Memphis. A leaflet titled "You Can Own a Share in a Tv Station" is being distributed by the tv foundation in addition to a pamphlet titled "10 Questions and Answers About Ch. 10." The leaflet describes the benefits of educational programs and outlines the many subjects which will be covered in educational programming which is scheduled to begin in the fall. The pamphlet explains the part subscribers will play in the community project and contains an application and a program-preference chart for subscribers to complete.

EDUCATION PEOPLE

Edwin W. Nelson Jr., assistant professor, radio-tv dept., U. of Alabama, appointed acting head of dept., succeeding **Dr. Kenneth Harwood,** who has become head, telecommunications dept., U. of Southern California.

Larry Arnold, art director and type consultant, Typographic Service Co., L. A., to Radio-Tv Training School Inc., same city, as head of advertising department.



RADIO & TV
SURVEYS
tell us that
WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!
Les Johnson, V.P. and Gen. Mgr.
QUAD-CITIES
IOWA
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

your short cut
to better,
more flexible,
more profitable
programming . . .
STANDARD
SHORTY-TUNES
Monthly releases of 20 current and standard pop tunes— each averaging only . . .
1½ Minutes in length
Recordings by top talent tailored to fit tight program schedules. Only 1 ½ minutes long instead of usual 2½ to 3. Allows time for extra commercial without double or triple spotting. On 33⅓ r.p.m. vinylite discs. Outright purchase at extremely low cost.
Send for complete details and
FREE AUDITION RECORD
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

RCA to Honor Gas Assn.

PLAQUE from RCA will be presented to the American Gas Assn. honoring the gas industry's contributions to modern living tonight (Monday) during NBC-TV's *Producers' Showcase,* scheduled to be telecast coast-to-coast in color. Frank M. Folsom, president of RCA, will present the award to F. M. Banks, president of American Gas Assn., with gas utility executives and their wives viewing the ceremony in color at "television parties" in 45 cities across the nation.

AWARD SHORTS

Wilton E. Hall, owner, WAIM-AM-TV-WCAC (FM) Anderson, S. C., publisher, Anderson *Independent* and *Daily Mail,* and former U. S. Senator from South Carolina, presented plaque of merit from National Democratic Party.

WJAR-TV Providence, R. I., and Betty Adams, hostess, *Sugar 'n' Spice* cooking program, presented certificate of appreciation from Massachusetts Restaurant Assn. for "a thoroughly friendly and entertaining program."

WTOP-TV Washington presented John Benjamin Nichols Award from Medical Society of the District of Columbia for pioneering efforts in health telecasts.



WALTER SEILER (l), president of Cramer-Krasselt Co., Milwaukee advertising agency, receives the President Eisenhower Prayer Award for "long and distinguished service" to the U. S. Savings Bond program in Oct. 28 Milwaukee Advertising Club ceremony. Taking part in the presentation were Harold F. Dickens (c), state director, U. S. Savings Bond Div., and Vernon S. Mullen Jr., director of advertising for the Miller Brewing Co. and president of the Advertising Club.



CHARLES H. CRUTCHFIELD (r), executive vice president and general manager of Jefferson Standard Broadcasting Co., accepts an award and congratulations from Maj. Otis D. Viall, deputy for recruiting in North Carolina, for the part WBT-WBTV (TV) Charlotte played in promoting recruiting for the Army. Maj. Viall said these are the first two stations in the Carolinas to receive this recognition.

WTVI (TV) St. Louis presented outstanding service award from Cerebral Palsy Assn. of Missouri for efforts in recent cerebral palsy fund drive.

John D. Colvin, engineering director, Gates Radio Co., Quincy, Ill., presented Audio Engineering Society annual award for efforts and accomplishments in formation and progress of society.

Charles Collingwood, newscaster, CBS, was presented medal Nov. 4 "for distinguished service to the cause of world understanding" from Institute of World Affairs.

Danny Thomas, star, ABC-TV *Make Room for Daddy* film series, and Mrs. Thomas have been designated "Mr. and Mrs. American Citizen of 1954" by Lodge 487, B'nai B'rith.

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

GENERAL TELERADIO ELECTS KNIGHT V. P.

ELECTION of Norman Knight as vice president of General Teleradio Inc. and executive vice president and general manager of the Yankee Network was announced last week by Thomas F. O'Neil, president. He will succeed Linus Travers, who resigned effective Dec. 1 [B•T, Nov. 8]. Mr. Knight, who recently left WABD (TV) New York where he was general manager, will make headquarters in Boston where he also will be general manager of WNAC-AM-TV in that city.



MR. KNIGHT

Mr. Knight has had broadcasting experience in the sales, announcing, production and promotion fields of the industry. For several years he was eastern manager of station relations for Mutual Broadcasting System. Prior to his network affiliation, Mr. Knight was on the sales staff of WMMN Fairmont, W. Va., now owned by Storer Broadcasting Co., and served as general manager of WAJR Morgantown, W. Va.

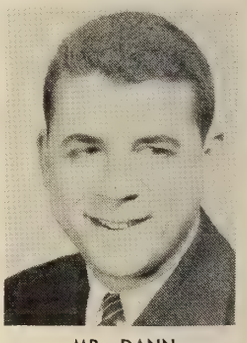
He is a member of the Radio & Television Executives Society of New York, the Friars Club, Lions Club, Variety Club and American Institute of Management.

Mr. Knight, his wife, the former Susannah E. Andre, and their three sons will make their home in Boston.

Michael Dann Named Director Of NBC-TV Program Sales

MICHAEL DANN, manager of NBC-TV network programs, last week was promoted to director of program sales for the network.

In his new post, announced by NBC-TV Network Programs Vice President Thomas McAvity, Mr. Dann will represent the program department in all matters relating to the sale of network-produced programs and will work with the vice president and director in charge of programming in "the overall operation of network produced programs."



MR. DANN

The post of director of NBC-TV program sales is a new one. Charles C. (Bud) Barry was vice president in charge of tv network program sales prior to his resignation a few weeks ago.

ABC-TV Adds Three Stations Increasing Affiliates to 214

ADDITION of three stations as ABC-TV affiliates, raising the total to 214, was announced last week by Alfred R. Beckman, director of station relations for ABC-TV. The new affiliates are:

WKBT (TV) La Crosse, Wis. (ch. 8), owned and operated by WKBH Television Inc., with Howard Dahl as general manager; WINT (TV) Ft. Wayne (ch. 15), owned and operated by



PICTURED here is part of the campaign which the citizenry of Holdrege, Neb., carried on when it was announced that the KHOL-TV would no longer be affiliated with CBS-TV [At Deadline, Nov. 8]. Requests for write-ins were put up by local high school students in cooperation with the merchants. In short order 80,000 communications of protest were received by the station, which renewed for two years effective Feb. 2, 1955.

Tri-State Television Inc., of which Ben Taylor is general manager, and WLOK-TV Lima, Ohio (ch. 73), owned and operated by WLOK Inc., with Robert O. Runnerstrom general manager. WINT replaced WKJG-TV as ABC-TV's Ft. Wayne affiliate.

ABC Radio to Transmit Promotion by Closed Circuit

ABC RADIO will put on closed circuit to its 360 radio affiliates today (Monday) a series of recorded promotional announcements for the network's complete roster of major sponsored programs, it was announced last week by Gene Accas, ABC director of advertising, promotion and publicity.

Mr. Accas voiced the belief that the event, part of ABC's fall advertising and promotion program [B•T, Sept. 6], will mark "an innovation" in audience promotion. He said the affiliates will pick up the entire series of 10- and 20-second promotional announcements on their own tape recording equipment for later broadcast with "live" tags by local announcers.

Designed as audience promotion on the local level, the project has been given the name of "Promotion That Speaks for Itself." Among the voices that will be heard on the announcements are those of newscasters Arthur Van Horn, Milton Cross, George Hayes, Taylor Grant and John W. Vandercook, among others, and network personalities, including Eloise McElhone, Martin Block and Bill Stern.

AB-PT Declares Dividend

AB-PT board of directors has declared dividends of $.25 per share on the outstanding preferred and $.25 per share on the outstanding common stock of the corporation, it was announced last week by Leonard H. Goldenson, president of AB-PT. Dividends are payable on Dec. 20 to holders of record on Nov. 26.

Prodelin

SUPER GAINS with Standardized Prodelin Tri-Loop VHF Antennas

Rated at 50-KW with 17 power gain, the 16 element Prodelin Tri-Loop Antenna delivers 316-KW ERP, with only *Medium Power VHF Transmitter.*

Beam Tilting and/or Null Fill-In are easily accomplished with flexible feed systems of standard design – permitting a vertical pattern suitable for optimum coverage requirements.

Gains from approximately 2 to 17 are made possible by stacking pairs of Tri-Loops.

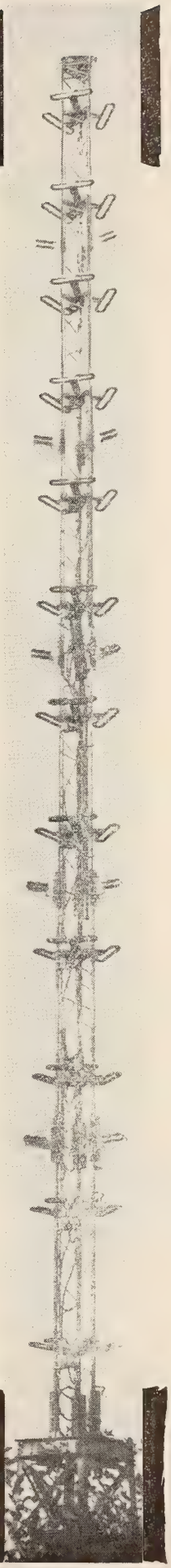
Service-Proved – Prototypes of the Prodelin Tri-Loop Antenna have been in operation in both North and South America for several years – your assurance of long-term, trouble-free performance.

PRODELIN JOB-PACKAGED* ANTENNA SYSTEMS

- Tri-Loop Antennas
- "The World's Finest Transmission Lines"
- Diplexers and Filters
- Accessories, De-Icers, Fittings, etc.

*Your particular bill of components — systematized and matched — quality-controlled performance tested, complete and "installation ready" — all from one dependable source.

Illustration: 12 element array



The World's Finest Transmission Lines

Prodelin Inc

307 Bergen Avenue Kearny, New Jersey

Five Oklahoma Stations Organize Into Network

FINAL organizational meeting of the Oklahoma Big Five Network was held Nov. 4 at the NARTB Dist. 12 (Kan., Okla.) meeting in Ponca City, Okla., according to M. H. Bonebrake, president of member-station KOCY Oklahoma City. Other members are KAKC Tulsa, KCRC Enid, KSWO Lawton and KMUS Muskogee. President of the network is Leo Morris, KSWO general manager; John E. Pearson Co. has been named representative. Mr. Morris announced that the first account to be handled by the five-station network is an announcement schedule for the new Ford automobile. Discounts from 5% to 20% for combination purchases are offered.

Kemp to NBC Hollywood

TRANSFER of Harold F. Kemp, manager of NBC's talent office in New York, to Hollywood on Dec. 1, has been announced by the network. He will be a general program executive for NBC, reporting to Fred Wile Jr., vice president in charge of programs for the Pacific Division.

WBLN (TV) Connected

WBLN (TV) Bloomington, Ill. (ch. 15) was connected to the Bell Telephone System's nationwide television facilities last Monday bringing to 347 the number of stations (located in 226 cities) capable of broadcasting live television network programs, AT&T's Long Lines Dept. reported last week.

NETWORK PEOPLE

Gordon Mason, assistant sales manager, KNX Hollywood, named program promotion director, Columbia Pacific Radio Network, same city.

Lawrence B. Gumbiner, assistant manager, traffic dept., CBS-TV New York, promoted to acting manager.

Leon I. Mirell, attorney, William Morris Agency, Beverly Hills, Calif., to CBS-TV Hollywood as assistant director of business affairs.

Don Heller, special sales promotion and public relations man, Marquardt Aircraft Corp., L. A., and **Raymond A. Parker,** reporter, *Los Angeles Examiner,* to CBS-TV Hollywood, as trade paper and syndicated columnist contact, and unit publicist and feature writer, respectively.

CBS INC. GROSS AND NET AT NEW HIGH

Nine - month report issued. Board declares a stock dividend and two cash dividends.

CONSOLIDATED gross sales of CBS Inc. were up 18% and net earnings 14% for the first nine months of this year to set new high marks in the company's history, Chairman William S. Paley announced last week at a board meeting.

The board declared a stock dividend in addition to two cash dividends on its currently outstanding shares. The stock dividend amounts to 2% on outstanding class A and class B shares and was voted, the announcement said, in the belief "that a substantial portion of the company's earnings should be reinvested in its business to help finance continuing rapid growth, and that stockholders should receive a tangible share of earnings."

One cash dividend amounted to 40 cents per share and the other, a special dividend, to 30 cents a share, on currently outstanding class A and class B stock. Both are payable Dec. 10 to stockholders of record at the close of business Nov. 26. No fractional shares will be issued in connection with the stock dividend. Instead, stockholders will receive non-voting and non-dividend bearing scrip certificates in bearer form and in denominations of hundredths of a share. The stock dividend will be paid Dec. 20, or as soon thereafter as practicable, to stockholders of record Nov. 26.

Mr. Paley said gross sales for the first nine months reached $263,746,543 as compared to the previous record high of $223,109,649 in the same period last year. Net earnings were $7,199,130 as compared to $6,411,343 for the first nine months of 1953. Details are shown in the adjacent table, which includes the operations of Columbia Records, manufacturers of records and phonographs; CBS-Hytron (radio and tv tubes); CBS-Columbia (radio and tv sets), and of the CBS Television and CBS Radio Broadcasting Divisions:

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES
CONSOLIDATED INCOME STATEMENTS

	Nine Months Ended Oct. 2, 1954 (39 Weeks)	Oct. 3, 1953 (39 Weeks)
Gross income	$263,746,543	$223,109,649
Less—discounts, commissions and returns	66,110,235	54,184,007
	$197,636,308	$168,925,642
Deduct:		
Operating expenses and cost of goods sold	$147,478,793	$124,298,463
Selling, general and administrative expenses	30,186,272	26,776,734
Provision for Depreciation and amortization of fixed assets	3,638,929	2,744,553
	181,303,994	153,819,750
	16,332,314	15,105,892
Miscellaneous income, less miscellaneous deductions	63,184	144,549
Income before federal taxes on income	16,269,130	14,961,343
Provision for federal taxes on income	8,970,000	8,550,000
Net income for period	$7,299,130	$6,411,343
Earnings per share	$3.12	$2.74

(Bold denotes red figures.)

NOTES:

1. The provision for federal taxes on income shown above for the nine months ended Oct. 3, 1953, is $750,000 less than the amount previously reported. This reduction in tax provision, and the corresponding increase in net income for the period, reflect the applicable amount of change arising from certain tax regulations issued late in 1953, affecting companies engaged in televison broadcasting.

2. Subsequent to Oct. 2, 1954, the company disposed of its minority interests in radio and television stations for amounts which resulted in nonrecurring capital gains, after provision for taxes, of approximately $5,000,000.

3. The 1954 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

Nov. 10, 1954

Samuel R. Dean,
Treasurer

DUMONT APPOINTS KESSLER DIV. MGR.

ROBERT E. KESSLER, assistant manager of the Communication Products Div., Allen B. DuMont Labs, Clifton, N. J., has been promoted to manager of the division, succeeding Herbert E. Taylor Jr., who has resigned. Mr. Taylor will remain available to DuMont on a consultant basis. The change was announced last week by Irving G. Rosenberg, vice president, government, tubes and communication products.



MR. KESSLER

Plans for the division include increased DuMont activity in the development, production and sale of high-power tv transmitting and studio equipment, Mr. Rosenberg stated. The division expects to step up production schedules for film scanning apparatus for black-and-white and color, and is now producing new color transmission gear and conversion apparatus for tv stations now in operation.

Mr. Kessler has been with DuMont since 1936. He has been active in DuMont's experimental and development work on tv transmitting and receiving equipment.

He developed the firm's first tv synchronizing signal generator and was active in designing much of the studio equipment for W2XVT, DuMont's experimental tv transmitter at Passaic, N. J., which went on the air in 1939.

In 1947, Mr. Kessler was placed in charge of manufacturing and engineering for the tv transmitter division where he was responsible for the design and manufacture of the firm's tv broadcasting equipment. A year later, he was named assistant division manager, the position he held until his appointment as manager last week.

THE LATEST WCKY STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

1947—1948
1949—1950
1951—1952
1953—1954

From Pulse
July-Aug.
WCKY—5.9
Net A—5.3
Net B—3.0
Net C—2.8
Net D—2.6

are YOU Buying a 5.9 Rating in Cincinnati?

WCKY CINCINNATI



TWO PIONEERS in radio and television development, Dr. Lee DeForest (l), who developed the radio vacuum tube, and Dr. Allen B. DuMont, who helped pave the way to the modern electronic tv industry, examine one of the first audion tubes—thought to have been lost many years ago—made by Dr. DeForest. Dr. DuMont produced it as a surprise for Dr. DeForest at a gathering in New York's Fraunces Tavern honoring Dr. DeForest.

'Helipower' Package Put on Market by GE

GENERAL ELECTRIC Co., Syracuse, N. Y., last week announced the availability of a new 100 kw transmitter and 1-bay helical antenna as a "helipower" package for vhf channels 7 through 13. Development of both the transmitter and the antenna was carried on simultaneously to produce an antenna capable of handling a signal put out by a 100 kw transmitter.

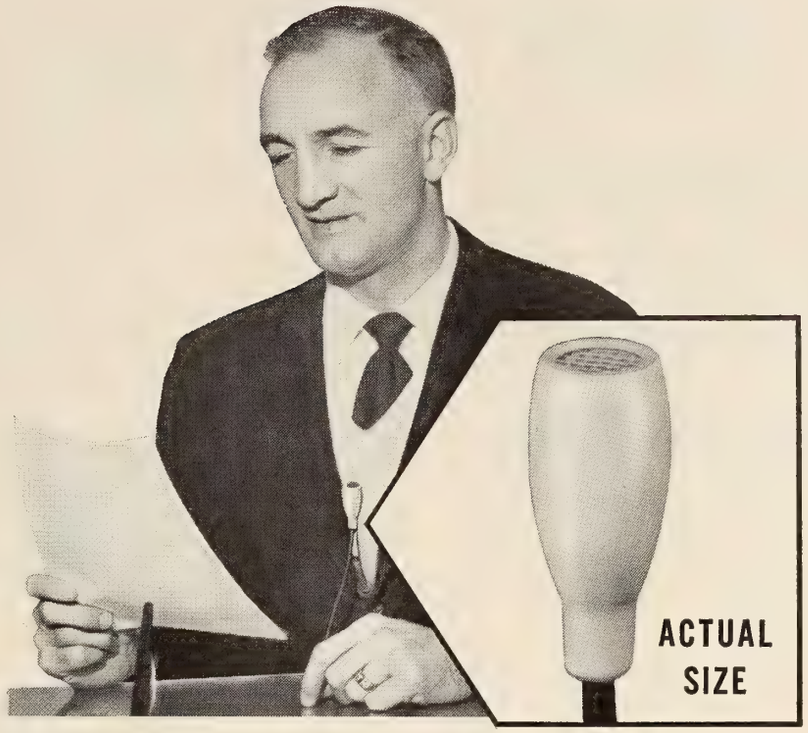
The "helipower" package is designed to meet the demands of broadcasters who aim at a better tv coverage with a high-power transmitter and a low-gain antenna, Paul L. Chamberlain, GE general manager of broadcast equipment, stated. He pointed out that the addition of the package to GE's tv broadcast line gives the broadcaster a wider selection of equipment for attaining the maximum power of 316 kw permitted by FCC regulation.

Using the "helipower" combination, a 100 kw transmitter and 1-bay helical antenna with an approximate gain of 4, or a 50 kw transmitter with an 8-bay batwing antenna with an approximate gain of 7.8, the broadcaster may now reach maximum power in either of two ways, Mr. Chamberlain said.

The new package is priced at approximately $395,000. It is available for delivery in about six months.

Zenith Sales, Profit Down

NET PROFIT and sales of Zenith Radio Corp. for the first nine months of 1954 decreased from totals recorded for the same period last year, E. F. McDonald Jr., Zenith president, reported Thursday. Profit dropped from $4,098,074, or $8.32 per share, to $2,573,954, or $5.23 a share. Sales for the period ended Sept. 30 reached $90,968,450 against $125,762,591 a year ago. Profits and sales also were off for the third quarter from the same period in 1953. Comdr. McDonald said earnings were satisfactory despite the sales decrease because of a favorable ratio of higher priced products and close control of costs.



TOM HARMON *Endorses*

STEPHENS TRU-SONIC *6-IN-1* VARIETY MICROPHONE

One of the nation's best known Sportscasters, Tom Harmon, former all-American football star from Michigan says, "The Stephens *Variety Mike* is the greatest microphone development in the past 25 years.

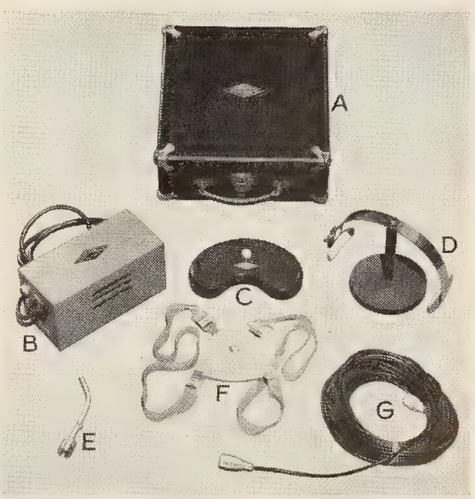
"I have used my *Variety Mike* for over a year under the most exacting conditions and find that in addition to being absolutely dependable, it is rugged and light as a feather.

"The *Variety Mike* is not only a great microphone for remote sports and newscasting, but performs equally as well on the stage or in the studio."

Stephens *Variety Mike* is a proven high quality condenser microphone utilizing a single small conductor cable. Its compact, lightweight design incorporates extreme ruggedness with the ultimate in sensitivity.

Proof of superiority is the acceptance and continued usage by leading personalities in the entertainment field.

Stephens 6-IN-1 "*Variety Mike*" complete with attachments, is contained in one compact carrying case. (A) Carrying Case; (B) Oscillator/Demodulator; (C) Desk Stand; (D) Head Band w/foam rubber covering; (E) Stem and Swivel; (F) Aluminum Chest Plate w/plastic straps; (G) Microphone Head w/lapel clip attached, plus 50 ft. of coaxial cable. Weight complete 10 lbs. approx.



STEPHENS TRU-SONIC

4-page, 2-color brochure available on request

STEPHENS MANUFACTURING CORPORATION
8538 WARNER DRIVE • CULVER CITY, CALIFORNIA
Designer and Manufacturer of World Famous Wireless Microphones

Pasco Uhf Satellite To Be GE-Equipped

Station, authorized to KIMA-TV Yakima, Wash., plans to go on air Jan. 1.

COMPLETE broadcast equipment for the nation's first commercial satellite television station will be supplied by General Electric Co., Syracuse, the company announced last week. Supplies for operation will be shipped to Cascade Broadcasting Co., Yakima, Wash., licensee of KIMA-TV, for a satellite outlet to be built at Pasco, Wash., 60 miles from Yakima. KIMA operates on ch. 29.

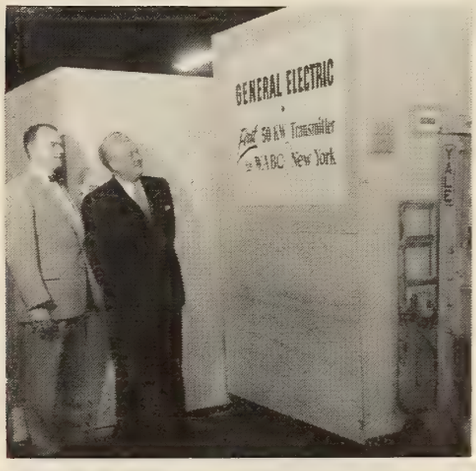
A GE 1 kw transmitter, slide projector and 5-bay helical antenna will be used by the satellite with shipment from GE to be completed by Dec. 1. Operation is scheduled to commence around Jan. 1. All programs telecast on KIMA will be picked up by the Pasco outlet and rebroadcast over ch. 19 to the local area market. Local slide commercials will originate at Pasco.

KIMA is affiliated with all four tv networks. Call letters for its satellite have not yet been assigned. Early this month, FCC granted a construction permit to Cascade for the Pasco station. Grant was made possible because of an FCC rule change, effective Sept. 1, which encouraged the construction of more uhf stations.

The new ruling allows local tv stations to establish uhf outlets in neighboring communities to rebroadcast its shows in an area which has no tv coverage. All satellite applications filed with the FCC are handled on a case-by-case basis.

William J. Morlock, general manager of the Commercial Equipment Department at GE and chairman of the Broadcast Equipment Section of RETMA, stated that the new ruling "helps bridge the gap in income some uhf stations face from the on-the-air date to the date that a sufficient audience is established in the area to provide the required advertising income."

The two-in-one type operation, which has resulted from the FCC rule change, permits broadcasters to go on the air with greatly reduced cost in operation. "Not until the area can justify locally managed and programmed stations will it be necessary to increase personnel and add to station facilities," Mr. Morlock said.



GENERAL ELECTRIC's shipment of a 50 kw transmitter to WABC-TV New York is overseen by Albert F. Wild (l), manager of sales, GE broadcast equipment, and Paul L. Chamberlain, general manager, broadcast equipment.

Sylvania Expands Plant, To Make Aluminized Tubes

SYLVANIA ELECTRIC Products Inc. announced last week that its television picture tube division has completed expansion of its plant facilities at Seneca Falls, N. Y., which will "make possible the production of an additional 25,000 large-size aluminized television picture tubes per month."

The plant at Seneca Falls, according to W. H. Lamb, general manager of the division, is now concentrating on its new "Silver Screen 85" aluminized tube at the extent of 90% of its total television picture tube production.

Mr. Lamb reported that the division now has 670,000 square feet of production space. He said the division is producing 21- and 24-inch tubes in large quantities, but is prepared to produce any desired aluminized tube size.

Sylvania Oct. Sales Tops

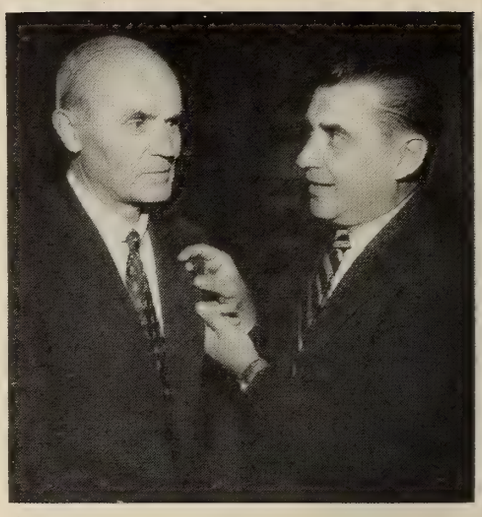
OCTOBER sales at Sylvania Electric Products Inc. set a new monthly record for the company, exceeding the record high in September, the firm announced last week. The figure reflects resumption of high production levels by the company's customers for tv picture tubes, receiving tubes and components, in addition to a strong volume in Sylvania's own tv set and non-television lines, a spokesman said.

Sylvania recently reported sales of $200,827,520 for the first nine months of 1954 and a net income for the third quarter of the year of $2,643,441.

MANUFACTURING SHORTS

Turner Co., Cedar Rapids, Iowa, has introduced universal phonograph pickup replacement cartridge in Models AU and A, which can be used to replace 95% of 78 rpm pickups in use, according to company. AU employs externally mounted condenser for 2.0 volts or lower output replacement; A is same cartridge without condenser. Company also has available new general catalog covering microphones, phonograph pickup cartridges, microphone interiors and microphone accessories, obtainable from firm at 936 17th St., N.E., Cedar Rapids.

Gothard Mfg. Co., Springfield, Ill., has issued condensed catalog on Gothard Series K rotary converter describing company's line of heavy-duty, industrial-type 3600 rpm converters.



AMPEX Corp., Redwood City, Calif., marked its 10th anniversary Nov. 2, by presenting Alexander M. Poniatoff (l), founder-president, the first 10-year service pin to be awarded by the company. George I. Long, executive vice president of the magnetic voice recording firm, makes the presentation. Ampex was founded in 1944 to manufacture precision radar components and currently is engaged in video tape recording research.

MANUFACTURING PEOPLE

Irving G. Rosenberg, vice president, government tubes, Allen B. DuMont Labs, Clifton, N. J., assigned additional executive responsibilities for direction of communications products division. **George M. Hakin,** advertising manager, Allen B. DuMont Labs, set sales div., East Paterson, N. J., to Hoffman Radio Corp., L. A., in similar capacity.

Dr. Bennett S. Ellefson, director of research, Sylvania Electric Products, N. Y., appointed technical director of company, succeeding **E. Finley Carter,** who resigned to become head of research operations, Stanford Research Institute, Stanford, Calif.

A. Earle Fisher, formerly eastern regional sales manager, tv-radio div., Westinghouse Electric Corp., Pittsburgh, to National Co., Malden, Mass., as equipment products manager.

Roland D. Payne, formerly with CBS-Columbia, Long Island City, N. Y., to Kimco Towers, N. Y., as national sales manager for steel communication structures and associated items.

Forrest J. Beard, advertising manager, Ray Oil Burner Co., S. F., to Ampex Corp. (radio-tv electronics), Redwood City, Calif., as assistant advertising manager.

Wayne Thorstensen, assistant credit manager, Hallicrafters Co., Chicago, appointed credit manager, succeeding **James McGuire,** resigned.

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— FOR ALL BROADCAST EQUIPMENT NEEDS —

— PROFESSIONAL SERVICES —

FIRM OFFERS PAID SPACE IN 50 'TOP TV MARKETS'

Tv & Radio Listings Co. to offer column lines in 'syndicated daily editorial column' to agencies and advertisers guaranteeing a 'top favorable listing' and 'higher rating' for their radio-tv shows.

AN OFFER to provide paid-for space in newspapers circulated in "50 of the top tv markets" is being made to advertisers and/or their agencies, who in turn can buy column lines for mention of their network (radio or tv) show in "a syndicated daily editorial column."

The enterprise making the bids is called Tv & Radio Listings Co., 140 East 46th St., N. Y. Robert H. Sill, formerly treasurer and media director of Alfred J. Silberstein-Bert Goldsmith Inc., New York advertising agency, is sales manager.

According to Mr. Sill, the column, which is scheduled to make its appearance Jan. 1, will take care of "poor, improper, and incomplete listings of tv and radio shows for which vast sums of money are expended."

He said the column will run in major newspapers, having a daily circulation of 14.9 million and a Sunday circulation of 18.2 million, covering more than 75% of total households in the 50 markets to be covered and over 80% of tv receivers.

Mr. Sill said his firm is buying space in the newspapers for the column, which he will sell on the basis of three column lines at $750.

In a promotion piece being circulated to advertisers and agencies, Mr. Sill says the column will "list your show as the top show for the time period, name the sponsor, describe the show and give a commercial." The net results, he claims, are "a guaranteed top favorable listing for your show, a more assured audience and a higher rating."

Space is being sold on a non-competitive basis to agencies having a 13-week contract in force, according to Mr. Sill. The *Daily News* will carry the column in the New York area, he said.

PROFESSIONAL SERVICES PEOPLE

F. Robert Fenton, formerly with Magazine Management Co., N. Y., appointed executive vice president, Network Advertisers Inc. (radio-tv promotion), same city.

Ruth L. Ackerman, Eleanor Lambert Inc., N. Y., to Robert S. Taplinger & Assoc., same city, in executive capacity.

Duke H. Bennett, former publicity and promotion director, Walter McCreery Inc. (adv.) Beverly Hills, Calif., forms own Hollywood public relations firm, Duke Bennett & Assoc., with offices at 2748 Westshire Dr.; telephone: Hollywood 3-7396.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

— PERSONNEL RELATIONS —

KHJ-TV Threatened With IBEW Strike

STRIKE ACTION against KHJ-TV Hollywood, Don Lee Broadcasting System station, within the next seven days has been set by the International Brotherhood of Electrical Workers, Broadcast-Tv Recording Engineers Local 45, same city, following a union executive board meeting last week.

The station has refused to arbitrate the union's demands, stated Harry Stillman, Local 45 business manager. Demands include raise of KHJ-TV wage levels to those of other local stations, stop of the practice of assigning IBEW duties to other personnel and classification of stagecraft employes into definite categories, according to Mr. Stillman.

Likely to be an innocent victim in the controversy is KNXT (TV) Hollywood, CBS o&o station, which leases half of the KHJ-TV building. Local 45 includes technicians, stage crews and air conditioning engineers. While no strike action against KNXT is intended, if the union pulls out they will take air conditioning engineers who service the entire building, including the KNXT portion.

KNXT station executives told B•T they are taking no side in the dispute, but would continue operation, whatever the union does. Mr. Stillman said while Local 45 would not allow KNXT representatives to operate the building ventilation system, they would permit use of "small hand units".

Network-AFTRA Pact in Air

CONTRACTS between radio and television networks and the American Federation of Television & Radio Artists are scheduled to expire today (Monday), but both union and networks reported last week that the deadline has been extended and negotiations will continue for a new pact. It was reported that "some progress" has been made since talks began on Oct. 11, but it was pointed out that negotiations are centering around some "complex" issues, particularly AFTRA's demands for an industry-financed pension and welfare fund [B•T, Oct. 18].

Strike at WMAL-AM-TV

AFTRA Washington local members struck at WMAL-AM-TV Washington last Tuesday, causing curtailment of live commercials and performers. Mrs. Evelyn Freyman, executive secretary of the local, said the main issue was AFTRA's desire to increase the $67 average weekly base pay for radio-tv announcers. Frederick W. Houwink, general manager of the stations, voiced surprise that a strike had been called, saying he thought negotiations were still in progress.

Photographers, SDG to Meet

FIGHT of International Alliance of Theatrical and Stage Employes Local 659, Hollywood International Photographers, to shut down daily film studio production at 6 p.m., will be discussed at a meeting between representatives of the Screen Directors Guild and the photographers union this week.

Herbert Aller, Local 659 business agent, sought the SDG meeting in a letter to George Sidney, president, and Joe Youngerman, executive secretary, after Hollywood AFL Film Council turned down the photographers' proposal.

COVERS 1/10 AMERICA'S NEGRO POPULATION

WDIA

50,000 WATTS

broadcasting exclusively to 1,466,618 Negroes—never reached before. Top Hooper and Pulse rated Station in the Memphis Market!

Write now for "Golden Market" Survey, WDIA, Memphis

Represented by
JOHN E. PEARSON CO.
DORA-CLAYTON AGENCY, SOUTHEAST

BMI "Pin Up" Hit

THE TOUCH

RECORDED BY

THE COMMANDERS . . . . . Decca
THE THREE SUNS . . . . . Victor
HARRY JAMES ORCH . Columbia
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JEAN WETZEL . . . . . Columbia
RICHARD HAYMAN . . . . Mercury
RUSSELL ARMS . . . . . Epic
TED HEATH AND HIS MUSIC London
THE THREE HARMONICAIRES DeLuxe
ROSANNA JUNE WITH LEROY HOLMES ORCH . . MGM
STANLEY BLOCK STRINGS London
BETTY JOHNSON . . . . . Bell

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KABC-TV SCAVENGER HUNT

VIDEO version of the scavenger hunt party game is being featured on *The Madhouse*, daily program shown over KABC-TV Los Angeles. Host Paul Masterson each day requests such objects as ice cubes individually wrapped or sardines tied with a ribbon. Contestants must bring the items to the station's studios, with prizes being given for the first arrival and the longest distance traveled. On occasion, contestants must wear specified costumes, including bathing suits or pajamas. Developed by KABC-TV Executive Producer Hunt Stromberg Jr. as a low cost way to develop interest in afternoon movies, he says response has exceeded expectations.

CBC TELEVISES QUEEN MOTHER

CANADIAN BROADCASTING Corp. is televising as well as broadcasting the visit of England's Queen Mother Elizabeth to Ottawa from Nov. 12 to 17. Television cameras were at Uplands Airport, Ottawa, on Nov. 12 to cover the arrival and inspection of the Royal Canadian Air Force guard of honor. The following day the network telecast the Queen Mother as she placed a wreath on Canada's National War Memorial. On Nov. 16 the Queen Mother will open the new Bytown Bridges and Colonel By Drive, the ceremonies being filmed for later release on the tv network. The noon-hour civic luncheon will be televised live, as will her departure from Uplands Airport on Nov. 17.

'QUIZTOWN'

STUDENTS from the fourth, fifth and sixth grades of Chicago schools are competing weekly in *Quiztown*, a program sponsored by the *Chicago Sun-Times* and aired over WJJD there. Guest stars appear each Saturday on the broadcast as contestants compete by schools for Zenith am-fm radio sets or Rand-McNally world atlases. Ballpoint pens are given to the sender of each question used on the program, aired from the Conrad Hilton Hotel. The program is rebroadcast the following Monday by WBEZ (FM) Chicago, the Chicago Board of Education outlet.

WBKB (TV) TALENT PROGRAM

TALENT opportunity program has been launched by WBKB (TV) Chicago, under the title of *Audition*, featuring a panel of judges selected from the world of stage and advertising. Amateurs are chosen on the basis of talent and given professional advice to aid them in improving their showmanship and techniques. The program is sponsored by Polk Bros. Furniture & Appliance Center.

BAB PHOTO BROCHURE

FACTS on the recent Rocky Marciano-Ezzard Charles fight pointing up the strength of radio as a powerful news medium were distributed last week in a photo brochure by Broadcast Advertising Bureau, New York, to its member stations. The presentation mainly consists of action shots taken from above the ring and over the heads of the world heavyweight championship contenders. Among statistics cited in the brochure are: almost seven out of every 10 men who knew about the fight learned of Marciano's victory by radio; more than 40% percent of all men listened to the match on radio. Research for the piece was conducted for BAB by The Pulse Inc. in Boston, New Orleans, St. Louis and San Francisco.

PRESERVES CHRISTMAS SPIRIT

WQAN Scranton, Pa., is joining the ranks of those who would preserve the spirit of Christmas by eliminating commercialism sometimes associated with Yuletide music on radio. Cecil Woodland, general manager of the station, has announced that WQAN will not play Christmas music on any program until Dec. 1. Mr. Woodland explained that when Christmas music is used six or eight weeks before the holiday, it "loses much of its beauty and charm by too much playing." He added that WQAN intends to "eliminate the cheap novelty music, commercially written to sell itself and not to promote the spiritual beauty of the Christmas season."



CBS NEWSCASTER Allan Jackson went to Atlanta for the Fulton Centennial and delivered his network newscasts last month through the facilities of WAGA there. At the broadcast from the Rainbow Roof of the Dinkler Plaza Hotel, in connection with the centennial, were (l to r): Jerry Crawley, Metropolitan Life Insurance Co.; John O. Dickson, MLIC; Mr. Jackson; Glenn C. Jackson, managing director of WAGA-AM-FM-TV, and Charles C. Williamson and John J. McConneghey, MLIC.

CBC FILMS IMMIGRANTS

LIFE on an immigrant ship coming into Quebec has been filmed by the Canadian Broadcasting Corp. for its tv *Newsmagazine* program. Harry Rasky, CBC features editor, Toronto, and a camera crew boarded the steamship "Arosa Kulm" as it neared Quebec City. The program filmed impressions of the immigrants coming to Canada, their views on the country for the first time and their journey by train from Quebec to Toronto.

'FAMILY MESSAGE'

CHRYSLER Corp., through McCann-Erickson, Nov. 5 began showing *Family Message*, half-hour film program, on WFBM-TV Indianapolis, and Nov. 8 on WJBK-TV Detroit, WFIE-TV Evansville, Ind., WHIO-TV Dayton, Ohio, and KHJ-TV Hollywood to its employes in five areas across the nation. The program is designed to acquaint employes with the firm's 1955 models, but since it is not on closed-circuit, it can be viewed by the public as well. The show, filmed in Detroit, New York and Hollywood, features personalities on programs sponsored by various divisions of the Chrysler Corp., including Groucho Marx, Danny Thomas, Roy Rogers, Eddie Mayehoff and William O'Shea.

LOVE AND MARRIAGE

WEEKLY PANEL quiz show with love and marriage as its central theme has been started on CBMT (TV) Montreal and the CBC tv network. *Make A Match* consists of a quiz show with a panel of four people, a married woman, a married man, a single woman and a single man. They are confronted with six people, each of whom is married to one of the others, plus a well-known guest in disguise. By questioning, the panel must match the right husbands and the right wives and determine whether the disguised guest is married, single or has been married at one time.

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

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Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	235 Montgomery St. Exbrook 2-5671-2

ATHLETIC SUCCESS STORIES

PILOT film of a projected tv series produced by Frank Leahy was shown Nov. 9 on *Cavalcade of America* over ABC-TV (Tues., 7:30-8:30 p.m. EST). The new series will recount the stories of men and women behind individuals who have achieved outstanding success and will emphasize the roles played by high school athletic coaches particularly. The pilot film will develop the influence of high school coach Mark Wilson on professional football star Otto Graham. Other stories planned for production include "Jackie Jensen-Ralph Kirchum Story," "Bob Cousy-Lew Grummond Story," and "Rocky Marciano-Allie Colombo Story." Executive producer of the film series, which is titled *An American Story,* is Don Sharpe. ABC-TV is making the program available for sponsorship.

WBBM-TV DANCE COMPETITION

MARRIED couples in ballroom dance competition form the basis for a new series of programs launched by WBBM-TV Chicago, with Ray Raymer as m.c. Mr. Raymer presides with a six-piece orchestra and a dancing instructor who teaches couples various dance steps. Cash prizes are awarded to the couple selected as best dancers during the program, *Night Out,* telecast each Tuesday, 11 p.m.-12 midnight. The contestants are chosen from a number of letters to WBBM-TV, with only married couples eligible for competition.

CAMPBELL SOUP CONTEST

STATIONS have been invited to enter a promotion-merchandising contest which will run coincident with a "Name-The-Pups" contest being conducted by Campbell Soup Co. for its canine star of *Lassie* (CBS-TV, Sun., 7-7:30 p.m. EST). The fan contest features prizes of ten collie pups from the *Lassie* kennel and hundreds of regulation basketballs and roller skates for winning entries. For the stations which best promote or merchandise the program contest, the awards are in cash: $250 for first, $100 for second, $75 for third, $50 for fourth, and $25 for fifth prize, with an additional bonus of $50 to each of 10 stations located in areas where the pups are awarded to contestants. The station promotion contest, which is being handled by BBDO, New York, runs through Dec. 31. The agency is sending promotion-merchandising kits, slides for on-the-air use and two 20-second trailers to stations.

REMINISCENCE OF CAROL

WBZ-AM-TV Boston, in order to remember Hurricane Carol, which left the stations a crushed tv tower for a momento, has published a pictorial study of Carol's visit to the stations on Aug. 31. Pictures of the crippled tower and some of the station's crushed buildings were supplied from news services, the press and the station's own cameras. WBZ-TV was knocked off the air for 8 hours and 57 minutes when Carol made her New England rampage.

WHLI OBSERVES RADIO-TV WEEK

SPECIAL quarter-hour program in observance of National Radio and Television Week was presented Nov. 10 by WHLI Hempstead, L. I., N. Y. The broadcast traced the growth of the broadcasting field and outlined the services rendered by radio and tv as mass communications media. Paul Godofsky, president and general manager of the station, was the featured speaker on the show.

POWER TO SELL

MULTI-COLOR folder detailing market facts and coverage data has been distributed by WKZO-TV Kalamazoo, Mich., emphasizing the theme of "power to sell." The station claims the "world's largest antenna" and coverage of over two million people. The brochure cites the characteristics of western Michigan and northern Indiana and lists the Fetzer stations, of which WKZO-TV is one, as well as the offices of Avery-Knodel, its station representative firm.



LARRY HAEG (c), general manager of WCCO Minneapolis-St. Paul, cuts the birthday cake at the celebration following the station's 30th anniversary broadcast last month. Celebrating the occasion are (l to r) Eddie Gallaher, former WCCO staffer and now with WTOP Washington; F. Van Konynenburg, executive vice president of Midwest Radio & Tv Inc.; Mr. Haeg; Mrs. Kenneth Spears, and Jerry Harrington. Mrs. Spears and Mr. Harrington are former WCCO personalities.

1955 FARM PROGRESS SHOW

PLANS are already underway for the 1955 Farm Progress Show sponsored by WLS Chicago and *Prairie Farmer,* with Sept. 29-30, 1955, set as dates for the third annual event, the station has reported. The show drew 85,000 people in Camden, Ind., Oct. 7 and included 159 commercial exhibits, with complimentary display space offered to advertisers who used at least 500 lines in *Prairie Farmer* or an equivalent amount of advertising on WLS during the year. The WLS *National Barn Dance* crew provided the entertainment.

WHLM 'FIRST'

IN WHAT it says may be the first time in the history of federal penal institutions, WHLM Bloomburg, Pa., made inside-the-wall tape recordings of prisoners' voices in Lewisburg Penitentiary. Ted Jones, sports director of the station, was permitted inside to record the presentation of trophies from the warden to outstanding prison athletes. Previously, the station says, it had been the custom of prison officials not to allow any recordings or pictures of any inmates.

JACK WEBB AND WORD-WDXY-FM

JACK WEBB, of *Dragnet,* was the main feature of WORD-WDXY-FM Spartanburg, S. C., at their booth in the recent annual six county Piedmont Interstate Fair. A life-size picture of the cop was displayed "getting the facts" from Marilyn Monroe, with a repeat-a-message, in his own style, telling the quarter of million people passing through the fair that "radio was their best buy." Along with the *Dragnet* display, visitors to "W-O-R-D land" viewed pictures of 75 NBC stars plus promotion of all of the station's national advertisers. Live entertainment also was provided.



RCA-1850A. Iconoscope—in stock for immediate delivery.
RCA-1850A, $565

RCA-6181. UHF Power Tetrode. (forced air cooled).
RCA-6181, $835

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.



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Station Authorizations, Applications

(As Compiled by B • T)

November 4 through November 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. **DA**—directional antenna. **ERP**—effective radiated power. **STL**—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 10

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,631	2,629	130	162	76
Fm	561	535	36	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	262	316	578[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	290	115	405
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	935	337	725	528	1,254[2]
Educational	55		28	27	55[3]
Total	990	337	753	555	1,307[4]

[1] One hundred-seven CPs (21 vhf, 86 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 611 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Little Rock, Ark.—Arkansas Television Co. granted vhf ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,736 ft., above ground 1,158 ft. Estimated construction cost $830,637, first year operating cost $535,716, revenue $594,116. Post office address 119 E. Capitol, Little Rock. Studio location 1216-1224 West Markham St., Little Rock. Transmitter location Shinall Mountain, Ark. Geographic coordinates 34° 47′ 55″ N. Lat., 92° 29′ 58″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include **Radio Bcstg. Inc.** (42%), **Arkansas Democrat Co.** (32%) and **National Equity Life Insurance** (16%). President **August Engel** (10%), president and 86% owner of Arkansas Democrat Co.; Chairman of the Board **William H. Bronson**, president of Times Pub. Co. Ltd., licensee of KWKH-AM-FM Shreveport, La.; Executive Vice President **Henry B. Clay**, general manager of KWKH Shreveport and supervising executive of KTHS Hot Springs, Ark.; Secretary **B. G. Robertson**, general manager of KTHS Hot Springs and assistant manager of KWKH Shreveport, and Treasurer **C. E. Lowry**, chairman of the board and 29% owner of National Equity Life Insurance, Little Rock. Granted Nov. 4.

Existing Tv Stations . . .

ACTION BY FCC

WGAN-TV Portland, Me.—Guy Gannett Bcstg. Services granted mod. of CP for ch. 13 to change ERP to 316 kw visual and 159 kw aural. Granted Nov. 1; announced Nov. 8.

APPLICATIONS

WKNB-TV New Britain, Conn.—The New Britain Bcstg. Co. seeks mod. of CP for ch. 30 to change ERP to 189.2 kw visual, 102.1 kw aural; antenna height above average terrain 971 ft. Filed Nov. 4.

WTHS-TV Miami, Fla.—Lindsey Hopkins Vocational School seeks mod. of CP for noncommercial educational ch. 2 to change ERP to 11.541 kw visual, 5.77 kw aural; antenna height above average terrain 280 ft. Filed Nov. 8.

WSUN-TV St. Petersburg, Fla.—City of St. Petersburg seeks mod. of CP for ch. 38 to change ERP to 257 kw visual, 138 kw aural; antenna height above average terrain 464.6 ft. Filed Nov. 8.

WLOK-TV Lima, Ohio—WLOK Inc. seeks mod. of CP to change from ch. 73 to ch. 35 (596-602 mc); ERP 15.85 kw visual, 8.87 kw aural; antenna height above average terrain 343 ft. Filed Nov. 1.

WJAR-TV Providence, R. I.—The Outlet Co. seeks mod. of CP for ch. 10 to change ERP to 160 kw aural; antenna height above average terrain 916 ft. Filed Nov. 8.



KLRJ-TV Henderson, Nev.—Southwestern Pub. Co. seeks mod. of CP for ch. 2 to change ERP to 12.2 kw visual, 6.3 kw aural; change description of transmitter location to U. S. Hwy. #95. 8 miles NW of Henderson; antenna height above average terrain 160 ft. Filed Nov. 8.

WDAK-TV Columbus, Ga.—Martin Theatres of Ga. Inc. & Radio Columbus Inc. d/b as Tv Columbus seek mod. of CP for ch. 28 to change ERP to 206 kw visual, 121 kw aural; antenna height above average terrain 650 ft. Filed Nov. 4.

KQXI (TV) San Jose, Calif.—Standard Radio & Tv Co. seeks mod. of CP for ch. 11 to change ERP to 5.36 kw visual, 2.68 kw aural. Filed Nov. 8.

CALL LETTERS ASSIGNED

WEDB (TV) Birmingham, Ala.—Ala. Educational Tv Commission, noncommercial educational ch. 10.

KUON-TV Lincoln, Neb.—Byron J. Dunn, trustee, ch. 12. Changed from KUON (TV).

WTOH-TV Toledo, Ohio—Woodward Bcstg. Co., ch. 79.

WPRG (TV) Petersburg, Va.—Petersburg Tv Corp., ch. 8.

WHIS-TV Bluefield, W. Va.—Daily Telegraph Printing Co., ch. 6.

New Am Stations . . .

ACTION BY FCC

Pensacola, Fla.—Charles W. Lamar Jr., John Burk, C. C. Barnard and F. E. Busby d/b as W. P. F. A. Bcstg. Co. granted 790 kc, 1 kw daytime. Post office address % Charles W. Lamar Jr., P. O. Box 30, Baton Rouge, La. Estimated construction cost $14,100, first year operating cost $36,000, revenue $48,000. Principals in partnership include **Charles W. Lamar Jr.** (68%), licensee of KCIL Houma, La., executive vice president-59.5% stockholder KTAG (TV) Lake Charles, La., 60.4% stockholder WPFA (TV) Pensacola, Fla., and 11% stockholder WAFB-AM-FM-TV Baton Rouge, La.; **F. E. Busby** (25%), vice president-0.5% stockholder WPFA (TV) and KTAG (TV); **John Burk** (3½%); and **C. C. Barnard** (3½%). Messrs. Burk and Barnard are partners in partnership which owns 5.2% of KTAG (TV) and 5.6% of WPFA (TV). Granted Nov. 10.

APPLICATIONS

Clifton, Ariz.—Henry Chester Darwin d/b as Darwin Bcstg. Co., 1450 kc, 250 w unlimited. Post office address Box 1394, Banning, Calif. Estimated construction cost $8,410, first year operating cost $21,600, revenue $27,000. Mr. Darwin is sole owner of KPAS Banning, Calif. Resubmitted Nov. 1.

Sarasota, Fla.—M. R. Lankford d/b as The Trade-Winds Bcstg. Co., 1220 kc, 250 w daytime, directional. Post office address P. O. Box 8, Princeton, Ind. Estimated construction cost $28,540, first year operating cost $36,000, revenue $48,000. Mr. Lankford is owner of WRAY Princeton, Ind., and pres.-majority stockholder WRAY-TV there. Filed Nov. 3.

Monroe, Mich.—Charles S. McIntyre, 560 kc, 500 w daytime, directional. Post office address 1426 E. 1st St., Monroe, Mich. Estimated construction cost $48,030, first year operating cost $65,000, revenue $75,000. Mr. McIntyre is associated with manufacturer of automotive parts and accessories. Filed Nov. 3.

Niles, Mich.—Sam H. Morton tr/as Morton Bcstg. Co., 1440 kc, 500 w daytime. Post office address 1025 W. Market St., Taylorville, Ill. Estimated construction cost $27,286, first year operating cost $30,000, revenue $40,000. Mr. Morton is pres.-treas. 5% owner WBBA Pittsfield. Filed Oct. 28.

APPLICATIONS AMENDED

Tuscumbia, Ala.—Carl Pugh & Harrod A. Pugh d/b as The Tuscumbia Bcstg. Co. amend bid for new am station on 1540 kc 1 kw daytime to specify 1600 kc. Filed Nov. 4.

Laurel, Miss.—Carrol F. Jackson & D. N. Jackson d/b as American Southern Bcstrs. amend bid for new am station on 790 kc 1 kw daytime to specify 1430 kc and change studio location to 118 W. Kingston St., Laurel. Filed Nov. 4.

Existing Am Stations . . .

ACTIONS BY FCC

KCLS Flagstaff, Ariz.—Saunders Bcstg. Co. granted CP to change from 1360 kc 5 kw daytime to 600 kc 5 kw daytime, 500 w night, directional night. Granted Nov. 10.

WPRC Ponce, P. R.—Voice of Puerto Rico Inc. granted CP to operate unlimited time on 910 kc with 5 kw using directional night. Granted Nov. 10.

APPLICATIONS

WPRY Perry, Fla.—Taylor County Bcstg. Co. seeks CP to change from 1220 kc daytime to 1400 kc unlimited. Filed Nov. 8.

KRLC Lewiston, Idaho—H. E. Studebaker tr/as Station KRLC seeks CP to change from 1 kw to 5 kw on 1350 kc. Filed Nov. 3.

WGGH Marion, Ill.—George W. Dodds seeks CP to change from 500 w to 5 kw daytime, directional on 1150 kc. Filed Nov. 3.

WKPA New Kensington, Pa.—Allegheny-Kiski Bcstg. Co. seeks CP to change from 250 w to 1 kw daytime, directional. Filed Nov. 8.

WTRB Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service seeks mod. of CP to change studio location to 113 W. Washington St., Ripley. Filed Nov. 3.

New Fm Station . . .

ACTION BY FCC

Elkhart, Ind.—Clarence C. Moore granted CP for new class B fm station on ch. 236 (95.1 mc); ERP 4.4 kw; antenna height above average terrain 220 ft. Granted Nov. 10.

Existing Fm Stations . . .

ACTIONS BY FCC

KGO-FM San Francisco, Calif. — American Bcstg.-Paramount Theatres Inc. granted CP to change ERP to 3.8 kw. Granted Nov. 2; announced Nov. 8.

WGMS-FM Washington, D. C.—The Good Music Station Inc. granted CP to change ERP to 20 kw; antenna height above average terrain to 470 ft. Granted Nov. 3; announced Nov. 8.

WFIA-FM Tampa, Fla.—The Tribune Co. granted CP to change ERP to 46 kw; antenna height above average terrain to 910 ft. Granted Nov. 3; announced Nov. 8.

WEEI-FM Boston, Mass.—Columbia Bcstg. System Inc. granted CP to change antenna height above average terrain from 460 ft. to 430 ft. Granted Nov. 3; announced Nov. 8.

Ownership Changes . . .

ACTIONS BY FCC

WGES Chicago, Ill.—Radio Station WGES granted voluntary assignment of license to J. A. Dyer, V. I. Christoph, E. M. Hinzman, E. M. Dyer, W. F. Moss, M. D. Curtis, M. J. Winkler, P. D. Fort, H. M. Kennedy & W. R. Moss d/b as Radio Station WGES through sale by F. A. Ringwald of 10% interest to E. M. Dyer for $25,000 and gift of 2½% interest by W. M. Moss to his son W. R. Moss. Granted Nov. 10.

WIHL Hammond, La.—Nicholas and Anthony V. Cefalua d/b as Cefalua Radio Station granted voluntary assignment of license to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstrs. for $40,000. Principals include **C. Reddoch** (⅔), one-half owner KDLA DeRidder and KREH Oakdale, both in La., and **Ralph L. Hooks** (⅓). Messrs. Reddoch and Hooks each own ⅓ interest in KDBS Mansfield, La. Granted Nov. 10.

WPGC Morningside, Md.—Harry Hayman granted voluntary assignment of license and CP to WPGC Inc. through sale of ½ interest to Maxwell Richmond for $10,000. Mr. Richmond is partner in Philadelphia advertising agency. Granted Nov. 10.

WBLE Batesville, Miss.—Panola Bcstg. Co. granted voluntary assignment of license to Harold B. McCarley, Travis A. Palmer & Harriet K. Hartness d/b as Panola Bcstg. Co. No consideration involved as H. K. Hartness obtains ⅓ interest as beneficiary of James P. Hartness, deceased. Granted Nov. 10.

KDEF Albuquerque, N. M.—Frank Quinn granted voluntary assignment of license to KDEF Bcstg. Co. No consideration involved as Mr. Quinn remains as sole stockholder. Granted Nov. 3; announced Nov. 8.

WGTC Greenville, N. C.—Carolina Bcstg. System granted voluntary assignment of license to Greenville Radio Co. for $65,000. Principals include Pres. **H. W. Anderson** (20%); Vice Pres. **Joel E. Lawhon** (20%); Sec.-Treas. **Harry W. Severance** (20%); **P. O. Barnes** (20%), and **Mrs. L. B. Thomas** (20%). Principals are associated in the ownership of WVOT Wilson, N. C. Granted Oct. 14.

WJW Cleveland, Ohio—WJW Inc. granted voluntary transfer of control to Storer Bcstg. Co. through sale of all stock for $330,000. Principals include Pres. **George B. Storer** (67.5%), and Senior Vice Pres. **J. Harold Ryan** (4.6%). Storer Bcstg. owns WAGA-AM-FM-TV Atlanta, Ga.; WGBS-AM-FM Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WWVA-AM-FM Wheeling, W. Va.; KGBS-AM-TV San Antonio, Tex., and WBRC-AM-TV Birmingham, Ala. Grant is subject to condition that Storer dispose of KGBS-AM-TV. Granted Nov. 10.

APPLICATIONS

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey seeks assignment of CP for ch. 20 to Dr. Leonard Averett and his wife Lily V. Averett d/b as Bay Tv. No consideration is involved. Filed Nov. 4.

KOFO Ottawa, Kan.—James M. Jobes & Herbert M. Jobes d/b as Ottawa Bcstg. Co. seek voluntary assignment of license to Roderick B. Cupp and his wife Edwina W. Cupp d/b as Ottawa Bcstg. Co. for $40,000. Mr. Cupp is sales employe of KMBC-AM-TV Kansas City. Filed Nov. 1.

WMOK Charlotte, N. C.—O. L. Freeman, J. L. Friedman and Paul Jones d/b as Queen City Bcstg. Co. seeks voluntary assignment of CP to Rounsaville of Charlotte Inc. Robert W. Rounsaville, owner of WQXI-AM-TV Atlanta, Ga.; WLOU-WQXL-TV Louisville, Ky.; WBAC-WQXN-TV Cincinnati, Ohio, and 51% owner WBEJ Elizabethton, Tenn., pays $3,000 for 10% interest and receives 50% interest for managing the station. Filed Nov. 1.

WLOK-AM-TV Lima, Ohio—WLOK Inc. seek transfer of control to Northwestern Ohio Bcstg. Corp. through sale of all stock for $750. Northwestern Ohio is owner of WIMA-AM-TV Lima. Upon FCC approval WLOK radio will be surrendered. Simultaneously, application to change WLOK-TV frequency from ch. 73 to ch. 35, now assigned to WIMA-TV has been filed. Filed Nov. 1.

WAYZ Waynesboro, Pa.—Richard Field Lewis Jr. seeks voluntary assignment of license to Richard F. Lewis Jr. Inc. of Waynesboro. No consideration as purpose is to incorporate proprietorship. Filed Nov. 1.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. seeks voluntary assignment to Richard F. Lewis Jr. Inc. of Carlisle. No consideration as purpose is to incorporate proprietorship. Filed Nov. 1.

WINC-WRFL (FM) Winchester, Va.—Richard Field Lewis Jr. seeks voluntary assignment of license to Richard F. Lewis Jr. Inc. of Winchester. No consideration as purpose is to incorporate proprietorship. Filed Nov. 1.

WSIG Mt. Jackson, Va.—Richard Field Lewis Jr. seeks voluntary assignment of license to Richard F. Lewis Jr. Inc. of Mt. Jackson. No consideration as purpose is to incorporate proprietorship. Filed Nov. 1.

Other Actions . . .

FINAL DECISION

WBBM-TV Chicago, Ill.—By Order, the Commission made effective immediately an initial decision of Oct. 25 and renewed the license of Columbia Bcstg. System Inc., station WBBM-TV Chicago, with modification to specify ch. 2 in lieu of ch. 4, and granted CP for its regular operation on ch. 2 with power in kilowatts, day and night, of 100 visual and 50 aural. Action Nov. 4.

INITIAL DECISION

Klamath Falls, Ore.—New tv, ch. 2. FCC hearing examined Isadore A. Honig issued an initial decision looking toward grant of the application of KFJI Bcstrs. Inc. for a CP for a new tv station on ch. 2 in Klamath Falls, Ore. Action Nov. 9.

OTHER ACTIONS

Orlando, Fla.—WHOO Inc. FCC Comr. Frieda B. Hennock granted petition insofar as it requests dismissal of its application for ch. 9, and said application was dismissed with prejudice. Action Nov. 2; announced Nov. 4.

WNES Central City, Ky.—FCC by Memorandum Opinion and Order, denied protest filed Oct. 8 by WNES Central City, Ky., directed against Commission action of Sept. 8 granting without hearing application of Central City-Greenville Bcstg. Co. for a new am station on 1380 kc, 500 w, daytime only, at Central City, Ky. Action Nov. 5.

Boston, Mass.—Columbia Bcstg. System Inc. FCC Comr. Frieda B. Hennock granted petition insofar as it requests dismissal of its application for ch. 5, and said application was dismissed with prejudice; dismissed answer to reply to opposition to petition for dismissal and for acceptance thereof filed by Mass. Bay Telecasters Inc. on Oct. 29. Action Nov. 2; announced Nov. 4.

St. Louis, Mo.—Ch. 11 proceeding. By Order, the Commission denied a petition filed Aug. 23 by St. Louis Amusement Co. seeking review and reversal of an examiner's ruling denying petitioner's motion for postponement of the hearing in the proceeding involving its application and those of St. Louis Telecast Inc., Columbia Bcstg. System Inc., 220 Television Inc., all St. Louis, Mo., and Broadcast House Inc., East St. Louis, Ill., each seeking a new tv station on ch. 11. Action Nov. 3.

Eatontown; Long Branch, N. J.—By Memorandum Opinion and Order, the Commission enlarged issues in the proceeding involving applications of Harold M. Gade, Eatontown, N. J., and Monmouth County Bcstrs., Long Branch, N. J., for new am stations in these respective places to operate on 1410 kc with 500 w, daytime only; made WNJR Newark, N. J., a party. Action Nov. 3.

WSAY Rochester, N. Y.—By Order, the Commission (1) dismissed a petition filed Aug. 5 by WSAY Rochester, N. Y., insofar as it purports to be a protest under Sect. 309(c) of the Communications Act or a request for reconsideration of Commission action of May 20 denying WSAY's previous petition for reconsideration of Commission action of Aug. 26, 1953, granting transfer of control of WARC Inc. (formerly WARC, now WBBF), Rochester, to Star Bcstg. Co.; and (2) denied Aug. 5 petition insofar as it requests reconsideration of Commission action of July 14 denying WSAY's protest to action of May 20 granting without hearing application for renewal of license of WBBF. Comr. Hennock issued separate views. Action Nov. 3.

Tv Assignment—By Memorandum Opinion and Order, the Commission denied a joint petition filed Sept. 29 by WEEK-TV, ch. 43, and WTVH-TV, ch. 19, both Peoria, Ill., to effect de-intermixture of commercial vhf and uhf assignments in the Peoria area by reserving ch. 8 for noncommercial educational use in place of ch. 37, or, in the alternative, by deleting ch. 8 from Peoria and substituting ch. 31, 78 or 82. Action Nov. 3.

Tv Assignment—On petition by WTVU (TV), ch. 73, Scranton Pa., filed Oct. 25, to amend the table of assignments, the Commission invites comments on or before Dec. 3 to a Commission substitute proposal as follows: substitute ch. 48 for 32 at Lock Haven, Pa., ch. 38 for 73 at Scranton, and ch. 32 for 38 at Sunbury, Pa., with order to WTVU to show cause why it should not shift to ch. 38. Comr. Hennock absent. Action Nov. 3.

Tv Assignment—On petition filed by Laurel Television Co. on Oct. 26, the Commission proposed rule making to assign ch. 7 to Laurel, Miss., and change the offset requirement of that channel to Munford, Ala., from 7 even to 7 minus. Comments may be filed on or before Dec. 3. Comr. Hennock absent. Action Nov. 3.

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Routine Roundup . . .

November 4 Decisions

BROADCAST ACTIONS

KEYT (TV) Santa Barbara, Calif., Santa Barbara Bcstg. and Tv Corp.—Denied request for a waiver of Sec. 2.302 of the rules to change call letters of tv station from KEYT (TV) to KEY-TV.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 17 within which exceptions may be filed to initial decision in re applications of Cowles Bcstg. Co. and Murphy Bcstg. Co., for ch. 8 in Des Moines, Iowa (Dockets 8897, 8900).

By Hearings Examiner Isadore A. Honig

Omaha, Neb., KFAB Bcstg. Co.—By Memorandum Opinion and Order, granted petition to amend its application for tv ch. 7 (Docket 9009; BPCT-390), to reflect changes in directors.

By Hearing Examiner Herbert Sharfman

Granted petitions of WKAT Inc., et al., applicants for ch. 10 in Miami, Fla. (Dockets 9321 et al.), to make certain corrections to transcript in this proceeding.

November 4 Applications

ACCEPTED FOR FILING

Renewal of License

WIVY Jacksonville, Fla., Edward J. Oberle—(BR-2110).

WMMB Melbourne, Fla., Melbourne Bcstg. Corp.—(BR-2138).

WSBB New Smyrna Beach, Fla., Bcstrs. Inc.—(BR-2620).

WDBO Orlando, Fla., Orlando Bcstg. Co.—(BR-439).

WDLP Panama City, Fla., Panama City Bcstg. Co.—(BR-1053).

WTRR Sanford, Fla., Myron A. Reck—(BR-1696).

WTNT Tallahassee, Fla., Tallahassee Appliance Corp.—(BR-1322).

WFLA Tampa, Fla., The Tribune Co.—(BR-1110).

WSIR Winter Haven, Fla., Citrus Belt Bcstrs. Inc.—(BR-1546).

WTYN Tryon, N. C., Thermal Bcstg. Co.—(BR-2994).

WPRA Mayaguez, P. R., WPRA Inc.—(BR-932).

WTIL Mayaguez, P. R., Mayaguez Radio Corp.—(BR-2562).

WTMA Charleston, S. C., The Atlantic Coast Bcstg. Corp. of Charleston—(BR-1001).

WGSW Greenwood, S. C., Radio Greenwood Inc.—(BR-2821).

Applications Returned

Roseville, Calif., Ed Jeffery tr/as Golden State Bcstg. Co.—CP for a new standard broadcast station on 770 kc; power of 1 kw, daytime hours only.

KCHE Cherokee, Iowa, Marguerite Louise Shimp, Charles Reznikov and Russell A. Hickmon d/b as Cherokee Bcstg. Co.—Voluntary assignment of license to Cherokee Bcstg. Co.

Modification of CP

WAQM (FM) Atlanta, Ga., Glenkaren Associates Inc.—Mod. of CP (BPH-1959) which authorized new fm station for extension of commencement date (BMPH-4956).

November 5 Applications

ACCEPTED FOR FILING

Renewal of License

WPDQ Jacksonville, Fla., Jacksonville Bcstg. Corp.—(BR-1186).

WDSR Lake City, Fla., Deep South Radioways—(BR-1251).

WGBS Miami, Fla., Storer Bcstg. Co.—(BR-1032).

WWPB Miami, Fla., Paul Brake—(BR-1845).

WKAT Miami Beach, Fla., WKAT Inc.—(BR-947).

WTSP St. Petersburg, Fla., Pinellas Bcstg. Co.—(BR-1030).

WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—(BR-2394).

Modification of CP

WTVE Elmira, N. Y., John S. Booth and Thompson K. Cassel, d/b as Elmira Television—Mod. of CP (BPCT-1161) as mod. which authorized new comm. tv station to extend completion date (BMPCT-2578).

WSBA-TV York, Pa., Susquehanna Bcstg. Co.—Mod. of CP (BPCT-302) as mod which authorized new tv station to extend completion date to 5-22-55 (BMPCT-2583).

WGBH-TV Boston, Mass., WGBH Educational Foundation—Mod. of CP (BPET-40) as mod. which authorized new non-comm. educ. tv station to extend completion date to 5-18-55 (BMPET-54).

November 8 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of November 5

Modification of CP

KLEN Killeen, Texas, The Highlite Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio, location and change type transmitter (BP-6634).

WTVD (TV) Durham, N. C., Durham Bcstg. Enterprises Inc.—Granted extension of completion date to 5-7-55 (BMPCT-2584).

Actions of November 4

Granted License

WITZ-FM Jasper, Ind., Jasper On The Air Inc.—Granted license for fm station (BLH-1009).

WOPI-FM Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—Granted license covering change in licensed station to show ERP as 9.7 kw (BLH-1010).

KUTI Yakima, Wash., Independent Bcstrs.—Granted license for am station; 900 kc, 250 w, D (BL-5501).

WHO Des Moines, Iowa, Central Bcstg. Co.—Granted license covering changes in antenna system (BL-5498).

Modification of CP

The following were granted extension of completion dates as shown: WSLA Selma, Ala., to 4-24-55; WTVE (TV) Elmira, N. Y., to 5-19-55; WSBT-TV South Bend, Ind., to 5-27-55; WAYS-TV Charlotte, N. C., to 5-28-55; WGBH-TV Boston, Mass., to 5-18-55; WSBA-TV York, Pa., to 5-22-55.

Actions of November 3

Granted License

WLWC (TV) Columbus, Ohio, Crosley Bcstg. Corp.—Granted license covering changes in facilities of existing tv station (BLCT-242).

WAGA-TV Atlanta, Ga., Storer Bcstg. Co.—Granted license covering changes in existing tv station; visual power 100 kw, aural 50 kw (BLCT-157).

Modification of License

WTAC-Flint, Mich., Trendle-Campbell Bcstg. Corp.—Granted mod. of license to change name of licensee to WTAC The Big Station Inc. (BML-1606).

Remote Control

WCLS Columbus, Ga., Muscogee Bcstg. Co.—Granted authority to operate transmitter by remote control (BRC-548).

Actions of November 2

Granted License

WETU Wetumpka, Ala., Elmore Service Corp.—Granted license for am station; 1570 kc, 250 w, D (BL-5477).

CP

WEBQ-FM Harrisburg, Ill., Harrisburg Bcstg. Co.—Granted CP to replace expired CP (BPH-1901) which authorized changes in licensed station which expired 8-2-54 (BPH-1977).

Modification of CP

WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp.—Granted extension of completion date to 2-28-55 (BMP-6673).

Actions of November 1

Granted License

WAPO-FM Chattanooga, Tenn.—WAPO Bcstg. Service Inc.—Granted license for fm station (BLH-1004).

WNOG Naples, Fla., George Dewey Polly—Granted license for am station; 1270 kc, 500 w, D (BL-5491).

KHFS Vancouver, Wash., Western Bcstg. Co.—Granted license for am station; 1150 kc, 1 kw, D (BL-5379).

KLGR Redwood Falls, Minn., Harry Willard Linder—Granted license for am station; 1490 kc, 100 w, U (BL-5490).

Remote Control

KOGA Ogallala, Neb., Ogallala Bcstg. Co.—Granted authority to operate transmitter by remote control.

November 8 Applications

ACCEPTED FOR FILING

Modification of License

KRIZ Phoenix, Ariz., Melody Shops Inc.—Mod. of license to change name of licensee to KRIZ Inc. (BML-1607).

Modification of CP

KHJ Hollywood, Calif., General Teleradio Inc.—Mod. of CP (BP-8907) which authorized change to directional antenna night use only for extension of completion date (BMP-6684).

WDKN Dickson, Tenn., Dickson County Bcstg. Co.—Mod. of CP (BP-8876) which authorized a new standard broadcast station for extension of completion date (BMP-6683).

Renewal of License

WKKO Cocoa, Fla., Brevard Bcstg. Co.—(BR-2785).

Applications Returned

Oxford, Miss., E. O. Roden, W. I. Dove and G. A. Pribbenow d/b as Ole Miss Bcstg. Co.—CP for new standard broadcast station on 1430 kc, power of 1 kw, daytime hours only.

(Continued on page 127)

ALLEN KANDER

Negotiator

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Republic 7-6646
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
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(A Chicago suburb)

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CONSULTING RADIO ENGINEER
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SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
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Cleveland 3, Ohio
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DESIGNERS • BUILDERS • INSTALLERS
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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*** 1953 ARB Projected Readership Survey**

CLASSIFIED ADVERTISEMENTS

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Commercial manager: Radio broadcasting station in midwest; experienced, high calibre, well-versed advertising man experienced in making agency calls in New York, Chicago, etc., and directing and trouble shooting local sales; excellent opportunity for right man. Box 274F, B•T.

Wanted, manager for fulltime network station in good market. Tell all first letter. Box 286F, B•T.

Station manager wtih selling ability for fulltime 250 watt station. Excellent opportunity for real producer. Knowledge of handling agency contacts in metropolitan area. Box 287F, B•T.

Why not spend this winter . . . or your life in wonderful Phoenix, Arizona? KONI needs a manager, sales manager, and others who can sell and promote am radio in one of the country's best markets. What can you do to put KONI on the map? Write today . . . KONI, Mayer-Heard Building, Phoenix, Arizona.

Salesmen

Salesman or saleslady: Wanted for eastern Pennsylvania station. Network affiliated. Well established. Salary, commissions, or drawing account. Remuneration worked out between you and company. Incentives. Full details to Box 238F, B•T.

Time salesman. Salary plus commission. Good market. ABC Network. Texas. Box 271F, B•T.

New station in medium western Pa. market. Good draw against 20%. Resume to Box 309F, B•T.

Southeast: CBS affiliate strong local programming and sales in good metropolitan market. Salary $5,500 year plus liberal commissions to right man. Must have record of success and furnish good references to justify opportunity to earn at least $8,000 year salary plus commissions. Give full information letter to Box 310F, B•T.

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Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Salesman wanted—metropolitan New York station offers experienced salesman good drawing account against commission. Send resume to Box 332F, B•T.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Announcer. 1st phone, some copy writing. Arizona Network. $1.65 hour. Box 158F, B•T.

Radio announcer interested in earning $80 to $100 per week as starter, answer this ad. Must be professional, good adlibber and versatile. Extra bright future in North Georgia city. Box 202F, B•T.

Announcer—operate board, $60.00, 40 hours, overtime, talent. Near New Orleans. Box 217F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Announcer-engineer-combo wanted for new 5 kw station. Send audition tape, references, training and experience data. Must be good announcer and engineer. Salary $80 to $100 per week depending on experience and ability. Also opening for announcer-salesman. Materials will be returned. Box 284F, B•T.

Woman broadcaster wanted to do air work, continuity and copy for new 5 kw daytimer near Chattanooga. Top pay for top ability. Send audition tape, training and experience data, photo and references. Materials will be returned. Box 285F, B•T.

Wanted: Combination announcer-engineers, first class license. $100 week. State experience, qualifications care Box 288F, B•T.

Old established NBC station in 1,000,000 market is seeking experienced announcer with ability to handle news and straight record shows. Character and stability very important. Can offer the right man security and advancement. Please do not reply unless presently earning at least $100 per week. Box 320F, B•T.

Experienced DJ. Chance to become program director, head traffic and able to write copy. Give full particulars first letter. Virginia independent. Box 323F, B•T.

Wanted: Experienced radio announcer, good on news and commercials. Opportunity for tv. Send tape or disc and resume with letter to Station Manager, KFBB, Great Falls, Montana.

Wanted: Announcer. Salary commensurate with ability and experience. Must be good all-around announcer. Play-by-play advantageous. If interested please rush photo, salary required, full information, audition and references. Also state if you have a car. Position open now. KSCB, Box 311, Liberal, Kansas.

Opening experienced announcer. Emphasis on versatility. Complete information, references first letter, with tape, tranx to L. J. Rocke, WCAX, Burlington, Vermont.

Night combo man needed for Florida's sweet music station. Must be able to sell a commercial. Send tape and full particulars in first letter to Donn Colee, WLOF, Orlando, Florida.

Leading station in southeast has opening for top-notch, versatile announcer with proven ability. Send detailed background, past and expected earnings, references, audition recording, WSAV, Savannah, Georgia.

Technical

First phone negro engineer-announcer for progressive race station in southern metropolitan market. Send full particulars, photograph in first letter. Box 291F, B•T.

Chief—local am/fm, remote controlled, single engineer. We prefer older man with "know-how" who wants to settle down in beautiful Virginia town. Box 346F, B•T.

RADIO

Help Wanted—(Cont'd)

1st class engineer. $55 for 40 hours with time and one-half for all over 40. Contact Dan Williams, Radio Station WVOT, Wilson, N. C.

Production-Programming, Others

White program director with experience for all-negro station, southern metropolitan market. Send full particulars, references, recent snapshot in first letter. Box 292F, B•T.

Situations Wanted

Managerial

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 5F, B•T.

General manager—successful, hard-working, economy minded. 15 years experience, all phases, including 8 as manager and consultant. Box 236F, B•T.

Manager with 1st license wishes re-location in south only. Emphasis on sales and low overhead. Box 312F, B•T.

Announcers

Announcer, newscaster; disc jockey; copywriter; 3rd class ticket. Available immediately. Box 101F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 160F, B•T.

Negro DJ, experienced 18 months, not afraid of work. Emphasis announcer. Very ambitious. Box 178F, B•T.

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

1 year experience—all-around ability—good baseball. I'll send tape on request. Vet., 28, single, travel. Box 272F, B•T.

Girl deejay and woman's director, experience collecting and writing local news, copywriting, selling. Now employed as staff announcer. Third class ticket. Box 273F, B•T.

News announcer. Eight years radio-tv news experience. University graduate. Box 275F, B•T.

Announcer — experienced. Authoritative news, selling commercials, smooth deejay. Mature. Selling experience. Can handle responsibility. Two degrees. Veteran. Box 276F, B•T.

Very good negro staff man, still developing, currently working in the south, would desire to relocate permanently, preferably in the north. Box 278F, B•T.

Eight years experience—handle any staff duty—top quality news, commercials—presently employed. Family man, wants permanence. Box 279F, B•T.

Experienced announcer—seeking second break. Authoritative news. Relaxed DJ, vet. Box 280F, B•T.

Announcer-DJ: Five years experience; news, board, continuity, sports; single, 25, sober, conscientious; excellent references; immediately available. Box 281F, B•T.

Discomedian, 34, radio-tv, employed but use to larger markets. 12 years radio. 1 year tv, own show. Excellent results. Savvy, know-how, personality, friendliness, intelligent humor. Professional ability. 2 years network. New York City summer replacement. Miami Beach plus hotels. Good references past and present employers. Established show format and style. Original entertainer. Tape and brochure on request. Make me a good offer. Box 283F, B•T.

Sports announcer—salesman desires play-by-play basketball, football and minor league baseball. Married, 29, ex-minor leaguer. Box 295F, B•T.

Staff announcer—DJ, newsman, now available. Recent veteran, age 25. Let my audition tape speak for itself. Box 299F, B•T.

Announcer/sports man: I can do your sports—baseball, football, basketball, etc., from a working knowledge vantage. DJ or straight announcing. Have sung professionally and produced own show. Long on overall professional experience but short on mike experience. If interested in these broad qualifications can develop into valuable property for you. Tape. References. Married. Box 300F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer: Family man, radio school, 2 years radio, 1 year tv experience. Employers selling to organization with own staff. Box 301F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 305F, B•T.

Versatile announcer, sports play-by-play, news, special events. Top references, reliable. Air checks available. Box 308F, B•T.

Announcer: For station staff, recent graduate of broadcasting school—anxious for start—prefer coastal or southern location—strong on news and commercials, single, veteran—free to travel. Resume and tape will be sent on request. Box 313F, B•T.

Announcer. Five years experience. Smooth, relaxed deejay and news. College graduate, 26. Wants northeast location. Box 315F, B•T.

Announcer - newscaster — authoritative proven commercial delivery. Eight years experience all phases operation. Available immediately. Box 317F, B•T.

Staff announcer—time salesman. Seeking permanency. Nine years radio. Married. Box 318F, B•T.

Announcer, rich, relaxed, baritone voice. On the air in Washington, D. C. Experienced DJ. Pop, hillbilly, classical, news, sport, play-by-play, married, veteran, car, no drink, hard worker. Not afraid to change teletype ribbon, mop floor. Name your starting salary. Box 321F, B•T.

Qualified staff announcer, experienced. Top selling potential: Seeking permanent location. Married, dependable; double at board. Available promptly. Tape, resume. Wire collect. Box 326F, B•T.

Staff-sports announcer available immediately. Ready to handle upcoming basketball schedule if desired. Four years commercial experience. Tape, photo on request. Box 327F, B•T.

Staff announcer—sportscaster—strong news, commercials, DJ. Single, travel, tape on request. Box 330F, B•T.

Announcer—college graduate, some experience. Single, travel, veteran, write copy. Box 331F, B•T.

Experienced staff announcer. College and ticket. Expeditious worker. Box 333F, B•T.

Station managers: Announcer-writer, unique plan for hometown interst program. Will take care of all details. Audition of show can be arranged. Midwestern graduate, experienced writer. Resume, tape and details of plan on request. Will travel. Box 334F, B•T.

Announcing school graduate with musical background seeks position in small progressive station. Box 338F, B•T.

Program director, currently employed, seeking larger market, desires to locate aggressive station as PD and/or all night DJ. Know operation from experience. Pop music, news specialty. Present income $110 weekly. What have you to offer? Tape, resume on request. Box 339F, B•T.

Five years. Replies offering ninety for good selling voice and production—dependable, sober. 2½ years present station, five kilowatt network. 29, married, no children, veteran, good credit record, first phone, '53 auto. Tape, resume, references, photo. Box 341F, B•T.

Available immediately—excellent staff announcer, 4 years experience. 28, married, veteran. Box 342F, B•T.

Announcer-salesman, six years experience, top references seeks opportunity east only. Box 345F, B•T.

Announcer—2 years experience. Married, 3rd ticket. Contact Bob Brooks, 5701 Oxon Hill Road, S.E., Washington 21, D. C.

RADIO

Situations Wanted—(Cont'd)

Announcer—2 years experience. Base selling voice. Single. Reliable. Will travel. Tape, photo, resume on request. A. Burns, 5746 Kenmore, Chicago 40, Ill.

Young lady—pleasing voice and personality for announcing, women's page, disc jockey; write continuity, commercial copy—5 pints of chameleon blood—limited experience. Miss Kitty Gomperts, 219 6th Avenue, Brooklyn 15, New York.

Deep voice, broad experience, ideas, college graduate, veteran, free to travel, 25, clean diction, sober, willing to work. J. Scanlan, 2831 W. Lexington, Chicago 12, Illinois.

Stop wasting money! Let me and my Hammond Organ make money for you. Your collect call to Kernan Wright, 41096, Van Wert, Ohio, can fill 2 jobs with one man. I'm a Leland Powers grad, married Korean vet. Want difficult market, cause I can sell!

Top notch, announcer, DJ, newsman, highly qualified chief engineer, experienced, energetic, sales experience, seeking greater opportunity Texas or southwest. Family, best references. Available two weeks. 405 Fifth Street, S.E., Childress, Texas.

Experienced announcer—DJ, MC. Network and indie background. Fine commercials, news, sports. College grad, 28. Call Summit 6-10283, New Jersey.

Staff announcers (3), board trained, write copy, all staff duties. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C. ME. 8-5255.

Technical

Engineer—six years experience transmitter, console, recordings, remotes. Box 302F, B•T.

Am engineer, 6 years experience all phases. Limited combo work. 1st phone. Box 307F, B•T.

Young man, married, 1st phone, desires connection with local or suburban Washington area am/fm station. 7 years experience radio-tv. Some announcing experience. Car. Box 328F, B•T.

First phone, experienced equipment maintenance, console, recording and remotes. Box 340F, B•T.

Engineer: First phone. Two years experience. Will travel. Box 344F, B•T.

1st phone—4 years broadcast experience. Immediately available. Clarence Bayer, N. 5th Amanda, Pekin, Illinois.

First phone. Three years all phases broadcast. Age—30. Travel anywhere. Willing learn announcing. Streeter, 539 State, Springfield, Mass.

Experienced announcer-engineer, first phone. Available immediately. 2225½ 2nd Street, S.W., Rochester, Minnesota. Phone 2-1872.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Not fair, fat and 40, not trembling and 20 either. Just young enough to want a good, challenging job. Gal with experience in copy, traffic, air work, available for right job. Prefer Kansas, Oklahoma or Colorado location. Box 282F, B•T.

Sales research—public relations; publicity; well known to television and radio networks; stations throughout the country; station reps, press; advertising agencies; research and trade associations. Know major markets—will travel. Replies confidential. Box 303F, B•T.

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 304F, B•T.

Production or sales work. Five years non-commercial experience all phases including PD. B.S. degree in radio-tv. Twenty-four, veteran, single. Need commercial start. Opportunity primary interest. Available immediately. Box 316F, B•T.

RADIO

Situations Wanted—(Cont'd)

Program—news director. 5 years radio and tv. Single, 26, veteran, college. Best references. Bob McKendrick, WLOK-TV, Lima, Ohio. 6-3411.

TELEVISION

Help Wanted

Production-Programming, Others

Exprienced film editor for 225kw Gulf Coast tv station. Contact KBMT, Post Office Box 1192, Beaumont, Texas.

Situations Wanted

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Program director, assistant manager, operations manager. Excellent qualifications. Long, successful am-tv experience. Seek contacts with new or established tv requiring key man of proven executive and creative ability. Box 277F, B•T.

Announcer

Act now! Put me and my Hammond Organ in front of your tv camera and step up sales! My 3 years announcing, plus Hammond Organ means results! Married, a Leland Powers grad, Korean vet. A collect call to Kernan Wright, 41096, Van West, Ohio, gets you 2 men in 1, double results, double sales!

(Continued on next page)

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copy Writers**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv engineer, 5 years experience, xmtv, switcher, camera, micro-wave, maintenance. Permanent only. Box 306F, B•T.

Tv engineer—1 year experience New York station—1st class license. Willing to travel—resume on request. Box 343F, B•T.

Production-Programming, Others

Tv manager-program or operations. Dependent on market and permanent future possibilities. Confidential. Box 15F, B•T.

Network retrenchment makes available television camera-operations man. Small station and network experience. Excellent references. Box 107F, B•T.

Young married man wishes tv career in producing-directing field. Creative, responsible, personable, college graduate with art knowledge. Design and advertising background. Will start anywhere at almost any salary to gain experience. Prefer east but will go west. Box 219F, B•T.

Television director-producer—experience all phases of production; network and local credits. One station market experience. Single, mature. Superior references. Resume. Box 293F, B•T.

Experienced traffic girl desires position with tv station. Larger market. College graduate, 25, single. Box 298F, B•T.

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 304F, B•T.

Desire position as director or production department . . . experienced all phases of programming and production. Married, 32, college. Presently employed, all replies answered. Box 311F, B•T.

Top-notch man, experienced as director-producer, news director, sports director and versatile announcer with three years experience in television desires change. Presently employed in major midwestern market in tv as director-producer. Family man, sober and dependable. First preference as program manager, but will consider all offers. Available on two weeks notice. Must be permanent with an operation that wants only the best. Box 314F, B•T.

For Sale

Stations

Florida west coast 5000 watter for sale or will trade for midwest radio or tv property. Box 153F, B•T.

Exclusive profitable tri-city 500 watts Ohio daytime independent. Retiring. Cash. Box 289F, B•T.

For Sale—(Cont'd)

Stations

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale, at a bargain, one brand new 446 ft. galvanized EMSCO type RT 27 tower, 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 296F, B•T.

$38,000 Johnnie Andrews 650 foot guyed tower for $12,500. Complete tower including guys, lighting, etc. For further details, contact Box 297F, B•T.

Langevin repeating coils #602A @ $4.00. General radio modulation monitors 731A & 731B @ $200.00. Box 335F, B•T.

3 kw GE fm, GE frequency modulation monitor, 4 bay multi "v antennae" 400 RG 17 U. In use. Best offer. Box 336F, B•T.

RCA 70A vertical-lateral turntable. $100.00. KFRO, Longview, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Gates CB11 recording turntables $150.00, REK-O-KUT recording amplifier $100.00, gear mechanism $125.00, Presto 1-D cutter $100.00 or all four with 5 styli for $375.00 F. O. B., KROX, Crokston, Minn.

For sale: Equipment: Two (2) Presto portable recorders, Model 700-R. In good operating condition. Contact Walter Avery, Station WLNH, Laconia, New Hampshire.

Wanted to Buy

Stations

Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 211F, B•T.

The best station available for down payment of thirty-five thousand dollars. Box 319F, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Ten kilowatt am transmitter in good operating condition. Box 165F, B•T.

Andrew 2, 4 or 8 bay fm antenna, immediately. Box 239F, B•T.

Wanted to Buy—(Cont'd)

Will purchase one kw or 17 kw uhf equipment from closed operation. Please write or wire Box 290F, B•T., giving complete information.

Fm transmitter up to 3 kw power with associated equipment. List equipment and price in first letter. Box 322F, B•T.

Surplus RCA TP-6 A or Eastman model 250 projector and RCA MI-26521 field power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

COMPLETE STAFF

. . . for new daytime station approximately December 1st.

Sales Manager

Salesmen

Program Director

(with air qualifications)

Girl Friday

Announcers (specializing in popular and hillbilly disc jockey shows, with or without first class ticket.)

All Personnel must be capable of air work.

Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

C. LESLIE GOLLIDAY
Radio Station WEPM
Martinsburg, W. Va.

Salesmen

SALESMAN

Immediate opening for aggressive, strong, successful radio salesman for well accepted network station in competitive three-station Maryland market. Good monthly draw to start. Must have car. Sincere, honest worker can establish fine permanent income. No floaters or one-time hot-shots. Reply Box 270F, B•T.

TELEVISION

Situations Wanted

Salesman

SALES — FILM PRODUCTION

Studio and Production Facilities

Age 29, college grad, family man, just released from two years in the Navy. Wish to represent responsible film production firm in Sales. Have some experience in above capacity small company not in New York. Will relocate. Resume and photo.

WITHOUT FAIL WRITE BOX 337F, B•T

FOR SALE

Stations

UHF STATION FOR SALE
Midwest

One of the few operating in the black. Protected territory.

Box 329F, B•T

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

(Continued from page 122)

Renewal of License Returned

WJBS Deland, Fla., John B. Stetwon U.—(BR-2101).

License for CP

WLCS-FM Baton Rouge, La., Air Waves Inc.—License to cover CP (BPH-1805) which authorized changes in licensed station (BLH-1011).

WCRB-FM Waltham, Mass., Charles River Bcstg. Co.—License to cover CP (BPH-1948) which authorized new fm station (BLH-1012).

Modification of CP

WIAN (FM) Indianapolis, Ind., The Board of School Commissioners of the City of Indianapolis—Mod. of CP (BPED-246) which authorized a new educational station for extension of completion date (BMPED-284).

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. of CP (BPCT-822) as mod. which authorized new tv station to extend completion date to 2-1-55 (BMPCT-2590).

KTLA (TV) Los Angeles, Calif., Paramount Television Products Inc.—Mod. of CP (BPCT-1698) as mod. which authorized changes in facilities of existing tv station to extend completion date to 3-2-55 (BMPCT-2591).

KBTV (TV) Denver, Colo., Colorado Television Corp.—Mod. of CP (BPCT-933) as mod. which authorized new tv station to extend completion date to 6-1-55 (BMPCT-2592).

WIND-TV Chicago, Ill., WIND Inc.—Mod. of CP (BPCT-187) as mod. which authorized new tv station to extend completion date (BMPCT-2587).

KGTV (TV) Des Moines, Iowa, Rib Mountain Television Inc.—Mod. of CP (BPCT-1552) as mod. which authorized new tv station to extend completion date (BMPCT-2588).

KWWL-TV Waterloo, Iowa, Black Hawk Bcstg. Co.—Mod. of CP (BPCT-815) as mod. which authorized new tv station to extend completion date to 5-3-55 (BMPCT-2589).

KEDD (TV) Wichita, Kan., KEDD Inc.—Mod. of CP (BPCT-1412) as mod. which authorized new tv station to extend completion date to 5-27-55 (BMPCT-2585).

WCNO-TV New Orleans, La., Community Television Corp.—Mod. of CP (BPCT-1378) as mod. which authorized new tv station to extend completion date to 5-30-55 (BMPCT-2586).

November 9 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 15 within which answers may be filed to various petitions in the proceeding re applications of Triad Tv Corp., et al., for ch. 10 at Parma-Onondaga, Mich. (Dockets 11169 et al.).

By Hearing Examiner J. D. Bond

WCLE Cleveland, Tenn., Radio Cleveland—Granted petition for postponement of hearing scheduled for Nov. 15 to Feb. 14, 1955, in re application for am facilities (Docket 11205) (Action taken 11/2).

Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Ordered that Times-World shall submit verified written statements as required by the order of July 20, and the Commission's Memorandum Opinion and Order of Oct. 15, on or before Nov. 12; proposed revisions of statements of matters for reliance shall be exchanged on or before Nov. 19, and a further hearing conference shall be held on Dec. 2, in re applications for ch. 7 (Dockets 10655-56) (Action taken 11/5).

By Hearing Examiner Basil P. Cooper

Chief Broadcast Bureau—Granted petition for an extension of time within which to file a response to petition by Mid-Florida Tv Corp., to enlarge the issues in re ch. 9 at Orlando, Fla. (Dockets 11081 et al.); ordered that oral argument on the petition to enlarge the issues be held before the examiner on Nov. 15 (Action of 11/3).

KSEY Seymour, Tex., William C. Moss—Granted petition for postponement of the date within which applicant is permitted to file field measurements and engineering exhibits, and applicant is given until Nov. 15 to file field measurements and other engineering exhibits; continued date for oral testimony, if any, from Nov. 15 to Dec. 1 (Docket 10218) (Action of 11/4).

By Hearing Examiner Herbert Sharfman

On request by Tennessee Tv Inc. Knoxville, extended from Nov. 5 to Nov. 15 the time for filing response to pending joint petition to reopen the record in re applications for ch. 10 (Dockets 10512 et al.)

By Hearing Examiner Annie Neal Huntting

Parma, Mich., Booth Radio & Tv Stations Inc.—Granted petition for leave to file an amendment to its application for tv ch. 10, to designate two different persons as station manager and program director (Dockets 11169 et al.).

Issued a second Statement concerning prehearing conferences and order in re applications of Triad Television Corp., et al., for ch. 10 at Parma-Onondaga, Mich., which shall govern the course of the proceeding to the extent indicated (Dockets 11169 et al.) (Action of 11/4).

November 9 Applications

ACCEPTED FOR FILING

License for CP

WMEN Tallahassee, Fla., WMEN Inc.—License to cover CP (BP-8190) as mod. which authorized new standard broadcast station (BL-5504).

KRTV Hillsboro, Ore., Harold C. Singleton tr/as Tualatin Valley Bcstrs.—License to cover CP (BP-9235) as mod. which authorized new standard broadcast station (BL-5505).

Renewal of License

WSWN Belle Glade, Fla., Seminole Bcstg. Co.—(BR-2212).

WVCG Coral Gables, Fla., Peninsular Bcstg. Corp.—(BR-1929).

WMFJ Daytona Beach, Fla., W. Wright Esch—(BR-846).

WARN Fort Pierce, Fla., Hurricane Bcstg. Service—(BR-2766).

WWPG Palm Beach, Fla., Palm Beach Bcstg. Corp.—(BR-1161).

WBSR Pensacola, Fla., WBSR Inc.—(BR-1325).

WCNH Quincy, Fla., Quincy Bcstg. Corp.—(BR-1902).

WJNO West Palm Beach, Fla., WJNO Inc.—(BR-887).

WSKY Asheville, N. C., Radio Asheville Inc.—(BR-1548).

WCMN Arecibo, P. R., Caribbean Bcstg. Corp.—(BR-1578).

WENA Bayamon, P. R., Bayamon Bcstg. Corp.—(BR-1878).

WMIA Caguas, P. R., Inter-American Radio Corp.—(BR-1560).

WAEL Mayaguez, P. R., Mario Acosta—(BR-1994).

WISO Ponce, P. R., South Puerto Rico Bcstg. Corp.—(BR-2866).

WIVI Christiansted, V. I., Radio American West Indies Inc.—(BR-2717).

WOIC Columbia, S. C., Frank A. Michalak—Change name to Michalak Bcstg. Co. (BR-2970).

WJHP-FM Jacksonville, Fla., The Jacksonville Journal Co.—(BRH-275).

WMBR-FM Jacksonville, Fla., The Washington Post Co.—(BRH-490).

WIOD-FM Miami, Fla., Isle of Dreams Bcstg. Corp.—(BRH-628).

WDBO-FM Orlando, Fla., Orlando Bcstg. Co.—(BRH-710).

Application Returned

WPRA Mayaguez, P. R., WPRA Inc.—Mod. of CP (BP-9266) which authorized installation of new transmitter for extension of completion date.

Modification of CP

WBRE-TV Wilkes-Barre, Pa., WBRE-TV Inc.—Mod. of CP (BPCT-134) as mod. which authorized new tv station to extend completion date (BMPCT-2593).

WRBS (FM) Bay Shore, N. Y., Great South Bay Bcstg. Co.—Mod. of CP (BPH-1873) as mod. which authorized new fm station for extension of completion date (BMPH-4958).

November 10 Decisions

AM AND TV BROADCAST ACTIONS

The Commission en banc, by Commissioners McConnaughey (Chairman), Webster, Bartley and Lee, took the following actions on Nov. 10:

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WLOE-AM-FM, Leaksville, N. C.; WGTN Georgetown, S. C.; WGWR Asheboro, N. C.;

For Sale—(Cont'd)

Equipment Etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

5KW
TELEVISION
TRANSMITTER
FOR SALE
RCA - TT5
KOTV TULSA, OKLAHOMA

Wanted to Buy

Stations

VHF-TV STATION

Private syndicate not in the industry wants to buy VHF-TV property or combination VHF and AM property in one of the top 100 markets. Prefer West or Southwest.

Box 325F, B•T

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

RADIO-TV — ALL PERSONNEL
We match employee qualifications to employer requirements with know-how based on ten years of Radio-TV experience. We check and screen personnel tailored to your needs, so that you may hire with confidence through . . .
CAREER BLAZERS AGENCY
Hal Summers, Director of Radio-TV Div.
5 W. 46th Street, N. Y. C. JU 6-3605

PROSPECTIVE TV BROADCASTERS
$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT
* TRANSMITTER (RCA TT-5A)
* TOWER (558' SELF-SUPPORTING)
* LINE & LIGHTING EQUIPMENT
*All in Orginal Packing and Ready for Immediate Shipment
WIRE, Indianapolis, Ind.





Eyes and Ears of a GOOD CITIZEN

You don't *declare* yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George P. Hollingbery Co.

WHIO-TV

is currently supporting these worthy organizations

Air National Guard
Armed Forces enlistment
U. S. Savings Bonds
Red Cross
Civil Defense
Community Chest
Social Security
Montgomery Co. Ministerial Ass'n.
Dayton Council on World Affairs
U. S. Air Force
Goodwill Industries
Veteran's Administration
Kenny Roberts' Safety Rangers
Fire Prevention
State Highway Department
Blood Drive
Navy Drive
Cancer Drive
Cerebral Palsy Campaign
Save-A-Life Campaign
YMCA
YWCA
Dayton Division of Health
Boy Scouts
Public School Activities
Marine Enlistment

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.

whio-tv
CBS • DUMONT

Channel 7 DAYTON, OHIO
ONE OF AMERICA'S GREAT AREA STATION

WHIP Morrisville, N. C.; WHIT New Bern, N. C.; WHSC Hartsville, S. C.; WIAM Williamstown, N. C.; WIFM Elkin, N. C.; WIRC Hickory, N. C.; WIS-AM-FM Columbia, S. C.; WEED-FM Rocky Mount, N. C.; WESC-FM Greenville, S. C.; WFBC-FM Greenville, S. C.; WFMA (FM) Rocky Mount, N. C.; WGNC-AM-FM Gastonia, N. C.; WHPE-FM High Point, N. C.; WISE Asheville, N. C.; WJAY Mullins, S. C.; WKBC Wilkesboro, N. C.; WLCM Lancaster, S. C.; WLOS-AM-FM Asheville, N. C.; WLSE Wallace, N. C.; WLTC Gastonia, N. C.; WMFR-AM-FM High Point, N. C.; WMIT (FM) Clingman's Peak, N. C.; WMRB Greenville, S. C.; WMPM Smithfield, N. C.; WMUU Greenville, S. C.; WNOK Columbia, S. C.; WOHS-AM-FM Shelby, N. C.; WPET Greensboro, N. C.; WPNF Brevard, N. C.; WPTF-AM-FM Raleigh, N. C.; WREV-AM-FM Reidsville, N. C.; WSNW-AM-FM Seneca, S. C.; WSOC Charlotte, N. C.; WSPA-AM-FM Spartanburg, S. C.; WSTP Salisbury, N. C.; WUNC-FM Chapel Hill, N. C.; WHPE High Point, N. C.; WKDK Newberry, S. C.; WMNC Morganton, N. C.; WPAL Charleston, S. C.

The following commercial and auxiliary tv stations were granted renewal of licenses for the regular period:

KABC-TV Los Angeles; KGO-TV San Francsico; KFMB-TV San Diego; KHJ-TV Los Angeles; KRON-TV San Francisco; KRCA-TV Los Angeles; WFMY-TV Greensboro, N. C.; WHBF-TV Rock Island, Ill.; WGN-TV Chicago; WNBQ-TV Chicago; KPIX-TV San Francisco; CBS Hollywood, Calif.; The Copley Press Inc., Los Angeles; The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 24 within which to file exceptions to the Initial Decision in re applications of Evansville Tv Inc. et al., for ch. 7 in Evansville, Ind. (Dockets 10462 et al.).

Port Arthur, Tex., Port Arthur College—Granted petition for an extension of time to and including Nov. 12, within which to file a reply to petition of Smith Radio Co. for clarification of issues in proceeding re tv ch. 4 (Dockets 10285, 10352).

By Hearing Examiner James D. Cunningham

WWBZ Vineland, N. J., Community Bcstg. Service Inc.—Granted petition for extension of time to Dec. 16 within which the parties will file proposed findings and brief in re application for renewal of license (Docket 10133).

By Hearing Examiner Hugh B. Hutchison

Milan, Tenn., West Tennessee Bcstg. Co.—Granted petition to amend its application for am facilities (Docket 11103), in order to change location of proposed antenna site, and application as amended was removed from hearing docket.

By Hearing Examiner Annie Neal Huntting

Port Arthur, Tex., Port Arthur College—Granted petition for an extension of time to Nov. 12, in which to file its reply to petition of Smith Radio Co. for admissions and depositions in proceeding re ch. 4 (Dockets 10285, 10352).

TELESTATUS

November 15, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 293,120
► WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
► WMSL-TV (23) NBC; Walker; 17,800

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 39,200
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/6/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 99,814

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 105,570
► KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown

Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
► KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
► KIVA (11) NBC, DuM; Grant; 24,421

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) 11/4/54-Unknown
► KATV (7) (See Pine Bluff)

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 77,233

Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 82,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595

Berkeley (San Francisco)—
► KQED (*9)

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Corona†—
KCOA (52), 9/16/53-Unknown

Total stations on air in U. S. and possessions: 413; total cities with stations on air: 275. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,765,513.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 17,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,929,254
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,929,254
► KHJ-TV (9) DuM; H-R; 1,929,254
► KNXT (2) CBS; CBS Spot Sls.; 1,929,254
► KRCA (4) NBC; NBC Spot Sls.; 1,929,254
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,929,254
► KTTV (11) Blair; 1,929,254
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC. DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,016,110
► KPIX (5) CBS; Katz; 1,016,110
► KRON-TV (4) NBC; Free & Peters; 1,016,110
► KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 75,169
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 660,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 643,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 278,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 19,500
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 79,000
WPFA (15) See footnote (d)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/54
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC; Weed; 39,324
► WJNO-TV (5) ABC, CBS, NBC, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 68,347
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,127
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55



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**Telepulse, Macon Area Report, Feb.-Mar. 1954

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ILLINOIS

Belleville (St. Louis, Mo.)—
► **WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900**

Bloomington†—
► **WBLN (15) McGillvra; 113,242**

Champaign—
► **WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000**
WTLC (*12) 11/4/53-Unknown

Chicago—
► **WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800**
► **WBKB (7) ABC; Blair; 1,696,519**
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► **WNBQ (5) NBC; NBC Spot Sls.; 2,043,000**
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54

Danville—
► **WDAN-TV (24) ABC; Everett-McKinney; 35,000**

Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► **WSIL-TV (22) ABC; Walker; 20,000**

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► **WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 202,600**
► **WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000**

Quincy† (Hannibal, Mo.)—
► **WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500**
► **KHQA-TV (7) See Hannibal, Mo.**

Rockford—
► **WREX-TV (13) ABC, CBS; H-R; 219,257**
► **WTVO (39) NBC, DuM; Weed; 94,000**

Rock Island (Davenport, Moline)—
► **WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947**

Springfield—
► **WICS (20) ABC, NBC, DuM; Young; 85,000**

INDIANA

Bloomington—
► **WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)**

Elkhart†—
► **WSJV (52) ABC, NBC, DuM; H-R; 204,103**

Evansville†—
► **WFIE (62) ABC, NBC, DuM; Venard; 73,207**
► **WEHT (50) See Henderson, Ky.**
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► **WKJG-TV (33) ABC, NBC, DuM; Raymer; 112,186**
► **WINT (15) See Waterloo**
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► **WFBM-TV (6) CBS; Katz; 662,000**
► **WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000**
► **WTTV (4) See Bloomington**

LaFayette†—
► **WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 61,200**

Muncie—
► **WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700**

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► **WSBT-TV (34) CBS, DuM; Raymer; 201,364**

Terre Haute—
► **WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267**

Waterloo† (Fort Wayne)—
► **WINT (15) ABC, CBS; H-R; 94,500**

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 247,590**

Cedar Rapids—
► **KCRG-TV (9) ABC, DuM; Venard; 116,333**
► **WMT-TV (2) CBS; Katz; 245,120**

Davenport (Moline, Rock Island)—
► **WOC-TV (6) NBC; Free & Peters; 264,811**

Des Moines—
► **KGTV (17) ABC; Hollingbery; 76,500**
► **WHO-TV (13) NBC; Free & Peters; 286,000**
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Fort Dodge†—
► **KQTV (21) ABC; Pearson; 42,100**

Mason City—
► **KGLO-TV (3) CBS, DuM; Weed; 107,532**

Sioux City—
KCTV (36) 10/30/52-Unknown
► **KTIV (4) NBC; Hollingbery**
► **KVTV (9) ABC, CBS, DuM; Katz; 120,123**

Waterloo—
► **KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635**

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/21/54

Hutchinson—
► **KTVH (12) CBS, DuM; H-R; 151,726**

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► **KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521**

Topeka—
KTKA (42) 11/5/53-Unknown
► **WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311**

Wichita—
► **KAKE-TV (10) ABC; Hollingbery**
► **KEDD (16) NBC; Petry; 124,311**
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► **WEHT (50) CBS; Meeker; 59,353**

Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54

Louisville—
► **WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538**
► **WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)**
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► **KALB-TV (5) Weed**

Baton Rouge—
► **WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000**
WBRZ (2) Hollingbery; 1/28/54-1/1/55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
► **KPLC-TV (7) Weed**
► **KTAG (25) CBS, ABC, DuM; Young; 25,000**

Monroe—
KFAZ (43) See footnote (d)
► **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 171,000**

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412**
► **WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992**

Shreveport—
► **KSLA (12) ABC, CBS, NBC, DuM; Raymer; 65,100**
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,640**
► **WTWO (2) Venard**

Lewiston—
► **WLAM-TV (17) DuM; Everett-McKinney; 21,707**

Poland Spring—
► **WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911**

Portland—
► **WCSH-TV (6) NBC; Weed; 130,988**
► **WGAN-TV (13) ABC, CBS; Avery-Knodel**
► **WPMT (53) DuM; Everett-McKinney; 46,300**

MARYLAND

Baltimore—
► **WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 568,020**
► **WBAL-TV (11) NBC; Petry; 568,020**
WITH-TV (72) Forjoe; 12/18/52-Unknown
► **WMAR-TV (2) CBS; Katz; 568,020**
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► **WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760**

MASSACHUSETTS

Adams (Pittsfield)—
► **WMGT (74) DuM; Walker; 135,541**

Boston—
► **WBZ-TV (4) NBC; Free & Peters; 1,223,801**
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► **WNAC-TV (7) ABC, CBS, DuM; H-R; 1,223,801**

Brockton†—
WHEF-TV (62) 7/30/53-Fall '54

Cambridge (Boston)—
► **WTAO-TV (56) DuM; Everett-McKinney; 178,000**

Springfield—
► **WHYN-TV (55) CBS, DuM; Branham; 148,000**
► **WWLP (61) ABC, NBC; Hollingbery; 148,000**

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► **WWOR-TV (14) ABC, DuM; Raymer; 65,543**

MICHIGAN

Ann Arbor—
► **WPAG-TV (20) DuM; Everett-McKinney; 22,400**
WUOM-TV (*26) 11/4/53-Unknown

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Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 455,596
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Dec. '55

Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 533,000
► WTCN-TV (11) ABC; Blair; 533,000

Rochester—
► KROC-TV (10) NBC; Meeker; 85,000

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 533,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 96,000

Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 128,716
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 66,700

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 426,783
► KMBC-TV (9) CBS; Free & Peters; 426,783
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 426,783

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780

St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Forjoe; 59,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000

Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 17,500

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54

Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 271,275

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,150,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 49,289
► KGGM-TV (13) CBS; Weed; 49,289

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,642

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 114,000
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 301,890
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Bloomingdale† (Lake Placid)—
WIRI (5) Young; 12/2/53-Feb. '55

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed

Elmira—
WTVE (24) See footnote (d)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 17,000

New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 386,700

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 349,530
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 341,000

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,500
► WLOS-TV (13) ABC, DuM; Venard; 204,907

Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 430,276

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 239,209
► WTOB-TV (26) ABC, DuM; H-R; 73,400

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 687,514
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,057,110
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 289,503
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) Initial Decision 11/8/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,650
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 190,770
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) 7/16/53-Nov. '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 84,591
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 45,055
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 787,402
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 175,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 184,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 189,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson (Greenville)—
► WAIM-TV (40) CBS; Headley-Reed; 70,876
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 126,603
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 65,070
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.
Greenville—
► WFBC-TV (4) NBC; Weed; 301,892
► WGVL (23) ABC, DuM; H-R; 75,300
► WAIM-TV (40) See Anderson
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

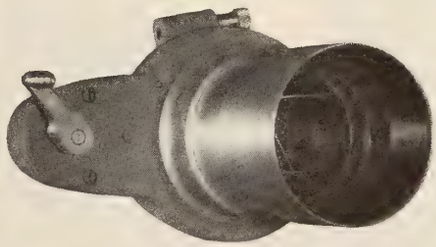
Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/30/54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 91,060
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 297,746
► WMCT (5) ABC, NBC, DuM; Branham; 297,746
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
► KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194
Amarillo—
► KFDA-TV 10) ABC, CBS; Branham; 59,075
► KGNC-TV (4) NBC, DuM; Katz; 59,075
KLYN-TV (7) 12/11/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

EXCITING NEW EFFECT!
The ROTATOR Lens



For TV and Film Cameras

Now you can make your subjects walk on walls, create that rocking the boat effect, or rotate the scene 360° with this new addition to the Camart Optical FX unit. Present owners need only the Rotator Lens.

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Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 88,965
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
►KVDO-TV (22) NBC; Young; 25,300
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 406,804
►WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 59,106
►KTSM-TV (9) NBC; Hollingbery; 55,270
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 408,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
►KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 44,626
Houston—
►KPRC-TV (2) NBC; Petry; 370,000
KTRK-TV (13) ABC; Blair; 2/23/54-Dec. '54
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
►KTVE (32) Forjoe; 24,171
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 63,843
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,000
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
►KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
►KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
►KGBS-TV (5) ABC, CBS, DuM; Katz; 211,323
►WOAI-TV (4) NBC; Petry; 215,328
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 89,349
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (d)
►KLTV (7) ABC, NBC; Pearson
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
►KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 44,626
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 76,100
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
►KTVT (4) NBC; Blair; 166,800
►KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC, DuM; Weed; 85,000

VIRGINIA

Danville†—
►WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
►WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 89,837
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (d)
►WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 470,108
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 276,345

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WASHINGTON

Bellingham†—
►KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
Cascade Bcstg. Co. (19) 11/3/54—Unknown
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 378,300
►KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) ABC, NBC; Katz; 82,743
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 91,515
►KREM-TV (2) Petry
Tacoma (Seattle)—
►KTVW (13) Branham; 378,300
►KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
►WCHS-TV (8) CBS, DuM; Branham
►WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
►WSAZ-TV (3) NBC; Katz; 448,382
WHTN-TV (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-11/15/54
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
►WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
►WMBV-TV (11) See Marinette
La Crosse†—
►WKBT (8) CBS, NBC, DuM; Raymer; 37,500
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 65,000
►WMTV (33) ABC, NBC, DuM; Bolling; 60,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 408,900
►WOKY-TV (19) DuM; Bolling; 351,150
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
►WTVW (12) ABC, DuM; Petry
Neenah—
►WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
►KDAL-TV (3). See Duluth, Minn.
Wausau—
►WSAU-TV (7) CBS; Meeker

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 12,000
►KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC; NBC Spot Sls; 60,000
►KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
►CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
►CFRN-TV (3)
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533

London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 10,091

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

UPCOMING

NOVEMBER

Nov. 16: BAB board and stockholders meetings, New York.

Nov. 17: NARTB Sports Committee, Ambassador Hotel, New York.

Nov. 17: Advertising Council Day, Waldorf-Astoria, New York.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 18-20: Radio Television News Directors Assn., Hotel Sherman, Chicago.

Nov. 19: NARTB Freedom of Information Committee, Ambassador Hotel, New York.

Nov. 21: Florida Assn. of Broadcasters, Ft. Harrison Hotel, Clearwater.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

FEBRUARY

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 13-19: National Advertising Week.

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—
► XETV (6) Weed; 260,550

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Nov. 17 (12:30-12:45 p.m.): *Search for Tomorrow*, Procter & Gamble Co. through Biow Co.

Nov. 18 (8:30-9:30 p.m.): *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

Nov. 21 (6:30-7 p.m.): *You Are There*, Electric Cos. Adv. Program through N. W. Ayer & Son and Prudential Insurance Co. through Calkins & Holden, alternating sponsors.

Nov. 28 (9:30-10 p.m.): *Honestly Celeste*, Bristol-Myers Co. through Young & Rubicam.

Dec. 1 (12-12:15 p.m.): *Valiant Lady*, General Mills through Dancer-Fitzgerald-Sample.

Dec. 2 (12-12:15 p.m.): *Valiant Lady*, Toni Co. through Leo Burnett.

Dec. 2 (3:30-4 p.m.): *Bob Crosby Show*, participating sponsors.

Dec. 7 (8-8:30 p.m.): *Red Skelton Show*, sustaining.

Dec. 8 (10-11 p.m.): *Best of Broadway*, "The Philadelphia Story", Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Nov. 15 (8-9:30 p.m.): *Producers' Showcase*, "State of the Union," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Nov. 17 (11 a.m.-12 noon): *Home*, pick-up of interior decorating discussion.

Nov. 18 (9:30-10 p.m.): *Ford Theatre*, "Summer Memory," Ford Motor Co. through J. Walter Thompson.

Nov. 20 (9-10:30 p.m.): *Max Liebman Presents*, "Best Foot Forward," Oldsmobile Div. of General Motors Corp. through D. P. Brothers Co.

Nov. 25 (9:30-10 p.m.): *Ford Theatre*, "The Legal Beagles," Ford Motor Co. through J. Walter Thompson.

Nov. 28 (4-6 p.m.): *Hall of Fame*, "Macbeth," Hallmark cards through Foote, Cone & Belding.

Dec. 2 (9:30-10 p.m.): *Ford Theatre*, "Girl in Flight," Ford Motor Co. through J. Walter Thompson.

Dec. 5 (7:30-9 p.m.): *Max Liebman Presents*, Reynolds Metal Co. through Russel M. Seeds.

Dec. 9 (9:30-10 p.m.): *Ford Theatre*, "Carley C. Co.," Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WSAU-TV
WAUSAU, WISCONSIN
CHANNEL 7
CBS • NBC
ABC • DuMont
CHANNEL 7
89,800 watts
1,921 ft. above sea level
540,000 population
$662,899,000
spendable income
152,000 homes
Represented by
MEEKER, TV.
New York, Chi., Los Angeles, San Fran.
Stockholders Include
RADIO STATIONS:
WSAU - WFHR - WATK
NEWSPAPERS:
Wausau Daily Record-Herald
Marshfield News Herald
Wis. Rapids Daily Tribune
Merrill Daily Herald
Rhinelander Daily News
Antigo Daily Journal
OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

Ike Includes FCC Out

EXCEPT in the common carrier field, scant attention was given last week to a highly significant action by President Eisenhower. He established a cabinet-rank committee to review national telecommunications policy and organization.

Domestic radio and television broadcasting are specifically excluded from this committee's scope. That is as it should be, but there is one glaring omission. Why should not the Chairman of the FCC sit on this board which inevitably will invade the field of allocations of spectrum space for government and other services?

The FCC is the government's expert agency on communications, whether common carrier, commercial broadcast, amateur or any of the various other classifications. Its fundamental function is in the field of allocations. One of the biggest problems with which the FCC has had to grapple has been the lack of adequate spectrum space for television in bands in which adequate equipment is available. That has been because government—largely military—has preempted a substantial portion of the vhf range for ultimate use in a national emergency.

Establishment of the cabinet-level committee is doubtless desirable. Certainly there should be reappraisal of our national policy, because telecommunications is an indispensable arm of defense, cold war or hot. The progress made even since World War II has been prodigious. Updating for both peacetime and wartime patterns is desirable.

Practically all of the serious problems in both radio and television broadcasting in years past have resulted from shortages in spectrum space. That has been because the President allocates frequencies to the government, without regard to whatever views the FCC may have on public requirements. That's the situation that has prevailed under years of Interdepartment Radio Advisory Committee (IRAC) control—a group made up of government experts, with the FCC all but on the sideline.

The President's new committee is headed by Arthur S. Flemming, director of Defense Mobilization and one of the ablest men in government. It is staffed by experts from various government agencies identified with the military and with external communications and intelligence. Presumably it has highest priority because four cabinet members and the heads of four other independent agencies will participate in its deliberations.

But there is to be no FCC participation at the committee level, and there was no specific mention of the FCC in the President's announcement. This could only mean that the architects of the plan want to continue the IRAC method of allocations control, or that they have no confidence in the FCC's judgment on matters pertaining to a national communications policy.

Emotionalism Out of Fashion

IN A peak session of last week's 45th annual meeting of the Assn. of National Advertisers, men who run large segments of U. S. broadcasting exchanged frank words with men largely responsible for keeping it running. The exchange should prove fruitful for both sides, broadcaster and advertiser.

The advertisers had a lot of questions for the network executives who appeared before them: the magazine concept of tv time sales and its possible ramifications; rising talent and production costs, and whether the CBS-NBC rivalry in particular isn't running costs up unnecessarily; "deals" and rumors of "deals"; whether networks should "bump" advertisers out of long-held time periods; the possibility of full-network discounts in tv; reports that radio may increase the frequency of commercials; the outlook for a "guaranteed circulation" in tv; and, of course, color television and what it may mean.

Details of the panel sessions involving both radio and tv are recounted at length elsewhere in this issue. The questions were lucid and to the point; so were the answers. The atmosphere was friendly, continuing the happy mood established at last year's ANA meeting after several years of often emotional attacks on radio and television time costs. Radio's case was made in a session entitled "The Advertisers' Court of Media Relations." But neither radio nor television was on trial—and the approach made possible a give-and-take that should be enlightening to all.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"There've been 3 calls inquiring about your art book and 247 asking for your model's phone number!"

When to Start a Fight

WITH a new president, a set of sound objectives and an unchallengeable reason for existence, the Television Bureau of Advertising ought to succeed in recruiting a large membership.

The organization of an all-television promotion bureau comes at the proper time. So far newspapers, magazines and other advertising vehicles have not really buckled down to fight tv. That they will eventually be forced to do so is indicated in their growing awareness of television's virtues as an advertising medium.

As reported in B•T last week, the Cowles interests have explained frankly that they bought into WCCO-AM-TV Minneapolis as a hedge against possible decline of newspaper revenue due to diversion of advertising funds to television. We suspect other publishers foresee a similar future.

When the anti-television promotions get going, as they unquestionably will, telecasters will be glad indeed that they set up TvB. As TvB's organizers are aware, it will take time to establish the kind of bureau that will be needed when the tough selling competition starts.

Broadcasters would have been glad to have had a well-financed and experienced Broadcast Advertising Bureau when the opposition began to gang up on radio a few years ago. BAB did not become an influential agency until the fight was fully joined.

Collegiate Control

NOTRE DAME has been having more success with its football teams than with its long-range effort to convince the educational world and National Collegiate Athletic Assn. that a system of artificial and reactionary television controls cannot possibly endure.

Nevertheless, Ed Krause, Notre Dame's athletic director, refuses to be awed by the NCAA hierarchy. Last week in Chicago, he again spoke out against the tv monopoly.

A year ago, feeling began to develop in favor of regional football telecasts. Even the powerful Big Ten had to yield to NCAA, however, when the usual boycott threat arose. Regional games would be a step in the right direction, Mr. Krause feels, but there's much to be done before several hundred campus executives can be convinced they should upset a policy based on such pretexts as fear of Notre Dame's ability to sell its football schedule to tv sponsors and a fallacious claim that de-monopolizing of football telecasts would wreck stadium gate receipts everywhere.

Perhaps events outside the NCAA control will come to the assistance of Mr. Krause and others who oppose rigid tv restrictions. It is doubtful that any network will wish to imitate ABC's unhappy experiences of this year in NCAA football telecasts. Without heavy-spending customers for a one-game-a-week schedule, NCAA may be forced to a liberalized policy.


FIRST
in Baltimore with
COLOR
LIVE LOCAL COLOR
LOCAL COLOR FILM
NETWORK COLOR
FIRST
on the air in Baltimore with
HIGH POWER
WBAL·TV
First with the finest in television
television Baltimore • NBC Affiliate • Nationally Represented by Edward Petry Co.



Colorful Florida

THE PERFECT SETTING FOR NATIONWIDE TELEVISION SHOWS

The ready made backgrounds of America's Riviera are yours.
Let them add zest to your show, just as they have already done for PABST FIGHTS, TOAST OF THE TOWN, ORANGE BOWL FESTIVITIES, WIDENER HANDICAP, FLORIDA DERBY, WALTER WINCHELL, ARTHUR GODFREY, DON McNEIL, BAYUK FIGHTS AND MEL ALLEN . . . and most of these were originated by WTVJ.
For further information write WTVJ today...The South's most fully equipped TV Station.

Represented Nationally
by Free & Peters, Inc.

WTVJ

CHANNEL 4
MIAMI

Florida's First Television Station. Florida's First and only 1,000 ft. Tower. Florida's First with network originations. . . . and Florida's First with COLOR.

OVEMBER 22, 1954 35c PER COPY

BROADCASTING TELECASTING

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Begins on Page 41

24TH year

THE NEWSWEEKLY OF RADIO AND TV



Radio's rarin' in Baltimore!

. . . and the BIG BARGAIN buy is still W-I-T-H

128,095 radio sets sold last year; only 48,334 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year 128,095 radio sets were added in the Baltimore area.
Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H, and the Baltimore market.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY



THE CHRYSLER MOTOR CORPORATION

Traditionally in the Public Confidence

Down through the years one of the extra qualities that has placed Chrysler Motor Corporatio products traditionally in the public confidence is dependability. The new, brilliant 195 Dodge is thoroughly characteristic of Chrysler's distinguished trademark. Likewise, the dependabilit of the Havens & Martin, Inc., Stations to produce results is tradition throughout Virginia- one of the South's richest areas. Pioneering experience, the keystone of dependabilit is combined with advanced know-how to turn ideas into sales for advertising-users of Richmond' only complete broadcasting institution, WMBG-AM, WCOD-FM and WTVR-TV. Joi with confidence the First Stations of Virginia for your advertising need

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.

WMBG Represented Nationally by THE BOLLING CO.



WJIM TV

JACKSON

LANSING

BAY CITY

FLINT

CHANNEL 6

SAGINAW

GRAND RAPIDS

BATTLE CREEK



Coverage that Counts!

7 major Michigan markets for NBC, CBS and ABC

Now 100,000 watts!

Edward Petry & Co., Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Once again it is time to give thanks for life, liberty, the pursuit of happiness and for our many everyday blessings. We thank God for our rolling hills, our verdant countryside, our prosperous cities. We thank you for helping us make WGAL-TV a vital medium of communication, and the hub of a great center of commerce.



WGAL-TV
NBC CBS DUMONT
LANCASTER, PA.

Representatives
MEEKER TV, INC.
New York Los Angeles
Chicago San Francisco

STEINMAN STATION
Clair McCollough, Pres.



316,000 watts

closed circuit

FORD MOTOR Co. is working deal to obtain maximum frequency discounts on radio and television time by figuring discounts based on total radio-tv use by all its divisions. Company has appointed J. Walter Thompson to keep score on how much radio-tv time used by all divisions and to act as clearing-house for discount information for other Ford agencies. Thus Kenyon & Eckhardt, placing time for Lincoln-Mercury, Young & Rubicam for Continental, and JWT for Ford cars and trucks will each earn discounts based on combined frequency for all products. Similar combined frequency discount system has been used for some time by General Motors.

★ ★ ★

COLOR COSTS ● Latest estimate in informed circles is that color tv time will cost 10 or 11% more than black and white in contrast to minimum newspaper color cost of 25% extra. Same source estimates that in five years 50% of all sets will be color and that greatest inroads will be in newspaper and magazine display advertising.

★ ★ ★

SIZE of color tv picture tubes, once major barrier, gets larger and larger, and rivalry between RCA and CBS in developing them goes on and on. To CBS' 19-incher and RCA's 21 there's soon to be added another—22-incher developed, but not yet announced, by CBS Labs.

★ ★ ★

SPOT SPLURGE ● As tangible evidence that top management at CBS is not writing off radio, CBS Radio Spot Sales has been given biggest budget in its history. In past two weeks, four salesmen have been added and another will be hired soon—making total of 27 salesmen in organization that represents 14 stations.

★ ★ ★

BROADCAST Advertising Bureau, which becomes Radio Advertising Bureau Jan. 1, hasn't been tooting its own horn on spot business developed during past year but broadcasters sitting on board and in the know report that in excess of $1 million in retail store business came radio's way as result of BAB activities under President Kevin Sweeney, with stimulation also of considerable automotive spot and gasoline business.

★ ★ ★

QUALITY QUESTIONS ● Conflict on appointments to Special Study Committee to survey future of NBC Radio Network, named last summer, has developed. NBC high echelon reportedly feels that broadcasters identified with new Quality Radio Group, cooperative tape program interchange project, are not qualified to sit on committee. Chairman Robert D. Swezey, WDSU-AM-TV New Orleans, had appointed, among others, Wayne Coy, former FCC chairman, now president-general manager of KOB-AM-TV Albuquerque; J. Leonard Reinsch, managing director of James M. Cox radio and tv stations, and Ralph Evans, executive vice president, WHO-AM-TV Des Moines and WOC-AM-TV Davenport. Their stations are in QRG.

★ ★ ★

MEETING scheduled today (Monday) in Chicago by board of directors of Quality Radio Group expected to select chief executive officer, who will hold title of executive vice president. List of 27 names has been screened by board headed by Ward L. Quaal, QRG president and vice president of Crosley Broadcasting Corp.

★ ★ ★

CENSORSHIP ● Byron Price, former executive editor of Associated Press and director of Censorship during last war, has been mobilized by Defense Mobilizer Arthur S. Flemming as consultant on censorship planning [B•T, Nov. 8]. Mr. Price, who retired as deputy secretary-general of United Nations last year, is making preliminary survey for Lt. Gen. Willard S. Paul, ODM assistant director heading up censorship project to be invoked during national emergency. Mr. Price during last war set up voluntary censorship without any untoward incident and presumably plan is to carry on voluntary system.

★ ★ ★

HARRY TRENNER, vice president in charge of radio and television for William Weintraub & Co., New York, reportedly resigning effective first of year to establish his own business.

★ ★ ★

RAISED HACKLES ● It hasn't reached public notice but many highly placed Catholics are perturbed over assignment of Joseph C. Harsch, noted commentator who has been off and on networks for dozen years, to regular commentary stint on NBC-TV (*Background*, Sundays, 5:30-6 p.m.). As *Christian Science Monitor* contributor, Mr. Harsch reportedly has been critical of large number of Catholics in public office.

AT NO time in recent years has FCC been under such rigid Congressional scrutiny. Its every move is being watched, notably with respect to uhf. FCC denial of requests to de-intermix allocations by making them exclusively uhf in five markets evidently is most serious question currently raised.

★ ★ ★

WHEELING-DEALING ● Newest proposal in tv station market comes from reportedly well-endowed Texas foundation which proposes to acquire stations on terms which would give seller his cash and at same time earmark eventual earnings to scientific research.

★ ★ ★

WHEN WILL CBS disclose its second location for an owned and operated uhf? Best information is that it will come after NBC discloses its uhf plans. Both networks contend they are still "surveying" field.

★ ★ ★

NEW BUSINESS ● *Journal of Commerce* understood to be interested in spot announcement campaign on major stations that broadcast stock market reports. Agency, Charles W. Hoyt, New York, contemplating such schedule for *Journal* next year.

★ ★ ★

CAMERON HIGGINS, timebuyer, Marschalk & Pratt, New York, expected to move to Ted Bates Inc., as timebuyer working principally on Carter Products account.

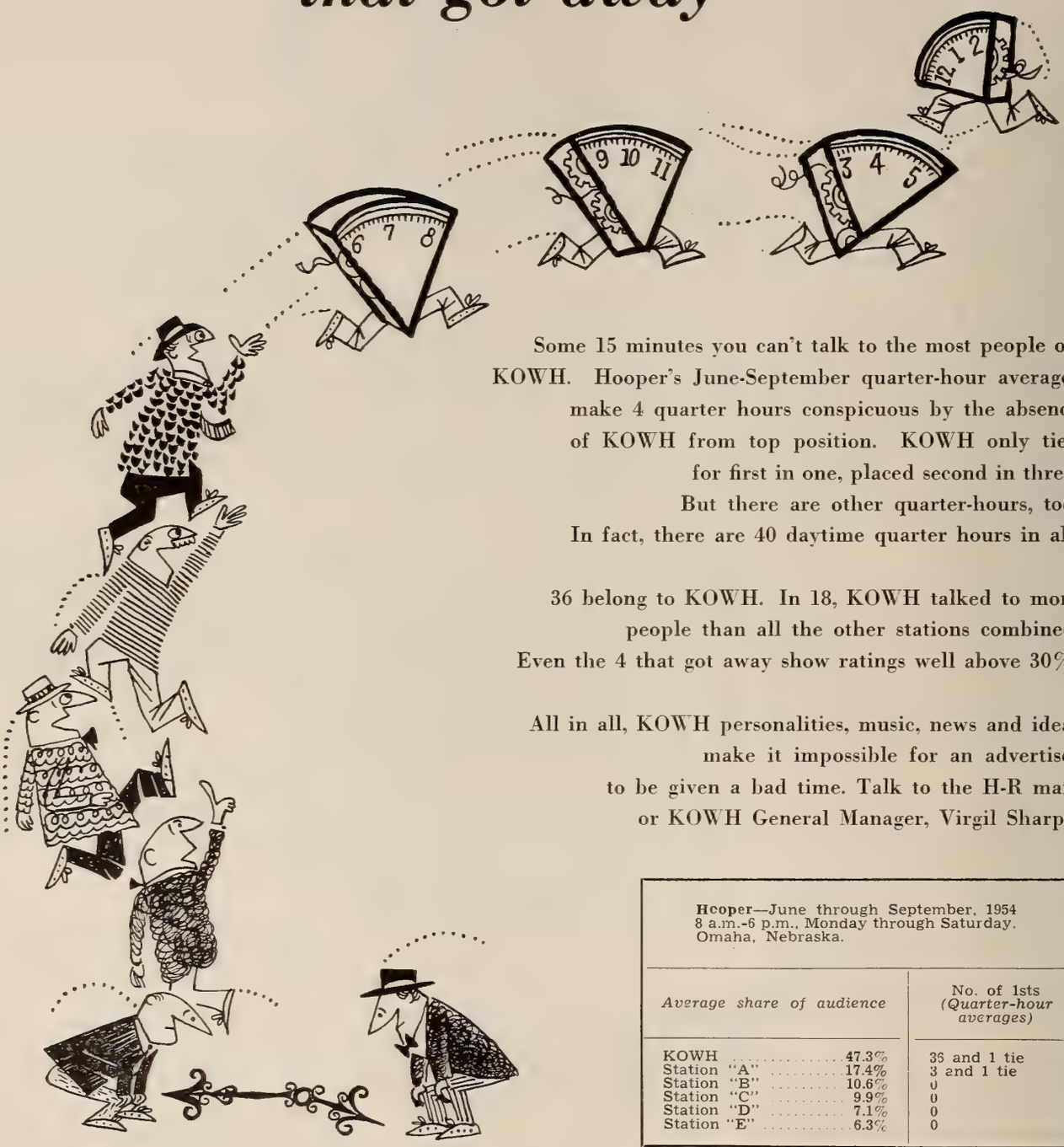
★ ★ ★

DE-INTERMIXTURE ● Proposal from Hartford area uhf stations that market be de-intermixed and become exclusively uhf is receiving more than cursory attention of FCC by virtue of Senatorial interest manifested in de-intermixture. Contestants for ch. 3 in Hartford are Travelers Broadcasting Service Corp. (WTIC) and Hartford Telecasting Co. Inc. (of which Harry C. Butcher, former naval aide to General Eisenhower, would be president).

★ ★ ★

MEMBERS of FCC are scrutinizing with interest prospectus of WNET (TV) Providence, R. I., operating on ch. 16, in relation to its opposition to Cherry & Webb (WPRO) ch. 12 CP pending for more than year. Stock is being offered at $1 per share by mail subscription to Rhode Island residents. Statement shows that operating deficit, as of July 31, 1954, was in excess of $30,000.

the 4 quarter hours that got away



Some 15 minutes you can't talk to the most people on KOWH. Hooper's June-September quarter-hour averages make 4 quarter hours conspicuous by the absence of KOWH from top position. KOWH only tied for first in one, placed second in three. But there are other quarter-hours, too. In fact, there are 40 daytime quarter hours in all.

36 belong to KOWH. In 18, KOWH talked to more people than all the other stations combined. Even the 4 that got away show ratings well above 30%.

All in all, KOWH personalities, music, news and ideas make it impossible for an advertiser to be given a bad time. Talk to the H-R man, or KOWH General Manager, Virgil Sharpe.

Hooper—June through September, 1954
8 a.m.-6 p.m., Monday through Saturday.
Omaha, Nebraska.

Average share of audience		No. of 1sts *(Quarter-hour averages)*
KOWH	47.3%	36 and 1 tie
Station "A"	17.4%	3 and 1 tie
Station "B"	10.6%	0
Station "C"	9.9%	0
Station "D"	7.1%	0
Station "E"	6.3%	0

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, *Omaha* Represented by H-R, Reps, Inc.

WHB, *Kansas City* Represented by John Blair & Co.

WTIX, *New Orleans* Represented by Adam J. Young, Jr.

KOWH
OMAHA

at deadline

RCA Patent Practices Attacked in Anti-Trust Suit

PATENT system and practices of RCA attacked in Dept. of Justice anti-trust suit filed in U. S. District Court in New York Friday. Suit claims RCA monopolized and conspired to restrain competition in radio-tv licensing business. Named as co-conspirators, but not defendants, were GE, Westinghouse, AT&T, Bell Labs and Westinghouse. Complaint does not claim RCA violated monopoly laws in its radio-tv and electronic manufacturing.

Statement by RCA Friday afternoon said agreements upon which complaint is based are same agreements approved by courts and government in 1932 and twice upheld by courts, in 1942 and 1954. RCA said it does not acquire for itself or grant to others exclusive patent licenses.

Suit said RCA owns or controls approximately 10,000 patents. Royalties on these amounted to $19,459,573 in 1951, complaint said, and currently these are estimated at more than $20 million from domestic licensees. Public has invested $8 billion for more than 30 million black and white tv sets, complaint said. Factory value of all radio-tv output in 1953 was more than $1.5 billion, it stated.

Justice Dept. suit charges that since 1932 RCA has attempted to monopolize radio-tv research, patent holdings, patent acquisition and issuance and exchange of radio-tv patent licenses.

After relating history of color tv proceedings before FCC (1950 approval of CBS field sequential system, fact no sets were built commercially, FCC reversal and adoption of NTSC compatible standards in 1952), Justice Dept. said that RCA acquired tv patents with intent to achieve control over "and the power to exclude" potential and actual competitors, "all in excess of the legitimate rewards" which patent laws afford. Particular object of complaint was RCA practice of issuing "package licenses." It also charged that RCA had refused to grant licenses in certain fields of radio-tv.

Also alleged were "harassing and oppressing" of competitors by RCA's institution of more than 250 infringement suits by itself or others without bringing such suits to trial. Suit followed grand jury investigation of electronics industry two years ago. This was called off in January 1953.

At present, RCA is in litigation with Zenith Radio Corp. and subsidiary Rauland Corp. Also still pending is patent infringement suit brought against RCA by late Edwin H. Armstrong.

TINY TRANSMITTER

SOLAR-POWERED experimental radio transmitter size of cigarette package has been built by Edward Keonjian, development engineer at General Electric Co., Syracuse, to stimulate interest in transistors. Transmitter is self-contained, using transistors instead of electronic tubes and selenium solar energy converters instead of batteries. Range is about 100 ft. GE's germanium products group in Syracuse plans to use the transmitter in transistor application demonstrations. Ten more transmitters will be built for that purpose.

RCA 21-In. Color Kinescope

AVAILABILITY of RCA's 21-in color kinescope tube to tv set manufacturers being announced today (Monday) by B. Y. Smith, vice president and general manager, RCA Tube Division. Tube face is 250 sq. inches, 22% more than that of any other manufacturer, according to Mr. Smith. Price is $175, same as that for the 15-in. tube.

CBS BUYS WSTV-TV AS PITTSBURGH OUTLET

FOLLOWING in matter of days its purchase of WOKY-TV Milwaukee, CBS submitted application for FCC approval Friday of $3 million buy of WSTV-TV Steubenville, Ohio, confirming reports first published in B•T Oct. 25. At same time ch. 9 Steubenville station filed application to modify its grant to move closer to Pittsburgh.

CBS is paying $3 million for CBS-affiliated outlet. Agreement sets April 10, 1955 as deadline for FCC approval, but provides extension of six months if action not taken by then.

Purchase is contingent on FCC approval of move of station to Florence, Pa., 11 miles east by northeast of Steubenville, and about 30 miles from Pittsburgh. Concurrent with move of station would be increase of power from present 229 kw to 302 kw, and increased antenna height from present 950 ft. to 1,022 ft.

Steubenville station owned by Jack and Louis Berkman, John Laux and others. They also own WFPG-AM-TV Atlantic City, WPIT Pittsburgh and WBMS Boston. Steubenville sale does not include WSTV-AM-FM.

Move is bound to have its impact on Pittsburgh tv situation, where only vhf station is DuMont's WDTV (TV), with two other vhf channels object of competition among eight applicants (see story page 35).

RADIO-TV IN 1955

RADIO-TELEVISION Industry Committee of RETMA looked into future Friday with "guesstimates" of 1955 sales of black-and-white, color and home as well as automobile radio sets at closing-day session of association meetings in Chicago. Meeting under Chairman H. J. Hoffman, committee gave these figures: Monochrome Receivers—high of 7.5 million, low of 4.75 million, average of 6.63 million; Color—high of 750,000, low of 50,000, average of 300,000; Home Sets—high of 10 million, low of 5 million, average of 6.9 million; Auto Sets—high of 4.5 million, low of 2.5 million, average of 3.8 million (see early story page 75).

• BUSINESS BRIEFLY

TWO GM ACCOUNTS • General Motors Corp. to sponsor Henry J. Taylor on NBC Radio, Mon., 8-8:15 p.m. (EST), effective Dec. 13. GM to celebrate 50 millionth auto manufactured by company, sponsoring *Ballad of Progress*, special one-time broadcast on CBS Radio, Nov. 23, 9-9:15 p.m. (EST). Agency: Kudner Adv., N. Y.

CARTER MOVES SPOT • Carter Products (Arrid, Rise) switching its radio and tv spot advertising budget from Sullivan, Stauffer, Colwell & Bayles, New York, to Ted Bates Inc. Latter agency always has handled part of Carter acount. SSC&B will continue to handle firm's radio and television network advertising.

ALLIS-CHALMERS BUYS • Allis-Chalmers Mfg. Co. (farm equipment), Milwaukee, signs to sponsor NBC Radio's hour-long program of tribute to Prime Minister Sir Winston Churchill Nov. 28, 7-8 p.m. (EST). Agency: Bert S. Gittins, Milwaukee.

WESTERN UNION STARTS • Western Union Telegraph Co., N. Y., to begin alternate-week sponsorship of DuMont's *Down You Go* (Wed., 10-10:30 p.m. EST) Dec. 8 when program shifts origination point from Chicago to New York. Agency: Albert Frank-Guenther Law, N. Y.

SKELLY TO BREWER • Skelly Oil Co., Kansas City, shifting account from Henri, Hurst & McDonald, Chicago, to Bruce B. Brewer, Kansas City, effective Jan. 1. Firm's broadcast media budget estimated at over $600,000, with bulk in radio.

GREY APPOINTED • Chock Full O'Nuts (coffee), N. Y., names Grey Adv., N. Y., to handle its advertising, effective Dec. 13. Advertising budget is about $1 million annually, most of it currently going into radio and tv.

TRAVELER'S SPECIAL • Traveler's Insurance Co., Hartford, to sponsor "Voices and Events—1954," special one-time tape recorded account of highlights of year, on NBC Radio Dec. 26, 6:30-7:30 p.m. EST. Agency: Young & Rubicam, N. Y.

DuMont-Guild Films Talks On Merger Plan Continue

DISCUSSIONS looking toward deal between DuMont Tv Network and Guild Films Co. under which Guild would take over DuMont programs reportedly were very much alive Friday (see early story page 35). Meanwhile Ted Bergmann, DTN director, issued statement that neither "the disposition" nor "the abandonment" of network was contemplated. His statement made no reference to possible suspension of network operations.

Mr. Bergmann alluded to published reports concerning "the permanence" of DuMont network, without identifying them. "It is true," he said, "that certain exploratory conversations have been held in the process of evaluation of the long-term future of four competing networks in television. This study was undertaken because of the number of major cities throughout the country which contained less than the adequate complement of stations necessary to service four networks."



Month after month after month...

THE BOX SCORE*		
Month	Top 15 Once-A-Week Shows	Top 10 Multi-Weekly Shows
April '54	7 out of 15	4 out of 10
May '54	8 out of 15	6 out of 10
June '54	9 out of 15	6 out of 10
July '54	12 out of 15	7 out of 10
Aug. '54	11 out of 15	7 out of 10
Sept. '54	11 out of 15	6 out of 10
Total 6 Mos.	**58 out of 90**	**36 out of 60**

*Based on The Atlanta Telepulse, April-September, 1954

It takes more than coverage to get your television message across. It takes viewers, too. In the great Atlanta market, *Telepulse* tells the story.

For 6 consecutive months WAGA-TV led by nearly 2 to 1 the other two Atlanta stations combined—in top weekly shows and in top multi-weekly shows.

Here is proof aplenty that your television dollar gets more viewers day in and day out, month in and month out, when you use WAGA-TV—Channel 5—CBS-TV in Atlanta. Get the full story from our representatives.



waga-tv 100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N Michigan Ave., Chicago

at deadline

Networks, AFTRA in Accord On Pension, Welfare Plan

ALMOST two months of negotiations were at virtual end Friday, following agreement of four television networks and American Federation of Television & Radio Artists on industry-financed pension and welfare plan for tv performers, said to be first of its kind in entertainment talent field.

Pension plan, which covers only tv although radio had also been included in original AFTRA demands, will be highlight of new two-year contract covering network radio and tv. Spokesmen for both industry and union confirmed that no other benefits will be written into new contract, terms of which have been substantially agreed upon.

Pension and welfare plan will require employers to contribute 5% of "gross compensation" due each artist, but talent will make no contribution. Assuming $50 million is spent annually for tv talent by advertising agencies and networks, pension and welfare plan would realize about $2½ million per year.

Overall AFTRA contract, when signed, will cover both tv and radio networks. Pension plan will cover tv networks and their local station operations in New York, Chicago and Los Angeles. AFTRA is reported to have about 10,000 members potentially eligible but it is not known how many will participate. Six trustees—three representing AFTRA and three representing management—will be named to administer plan, which is still subject to ratification by board of directors and membership. It is slated to become effective on or after Nov. 15 this year.

Radio portions of new contract, it was reported, will be "substantially the same" as in old pact, which expired Nov. 15.

NARTB Intensifies Efforts In News Freedom Campaign

DECISION to broaden its efforts for equal access of radio-tv at public hearings was made Friday by NARTB's Freedom of Information Committee, meeting at Ambassador Hotel, New York.

Committee agreed to (1) take part in American Bar Assn.'s projected conference with radio-tv heads on revision of Canon 35 which bars broadcast media from courtrooms, (2) request personal talks with Senate-House Rules Committees' chairmen on equal access at Congressional committee public hearings, (3) ask Radio-Tv News Directors Assn. to designate member to sit in with it at future sessions, and (4) urge broadcaster associations to set up counterpart committees at state level.

WWCO Waterbury, Sold

SALE of WWCO Waterbury, Conn., by co-owners Marinus Koster, William G. Wells and James H. Shoemaker for $75,000 to New England Broadcasting Corp., subject to FCC consent, reported Friday by Mr. Wells. New England is headed by Lawrence Brandon, New York City broker; Morris Bergreem, New York attorney, and Ivan R. Drechsler, Baltimore publishing executive. Sale arranged by Blackburn-Hamilton Co.

KIDS' RESPONSE

IN LESS than three weeks, contest for youngsters, conducted over WRCA-TV New York, attracted more than 120,000 entries, station spokesman reported Friday. Response was said to be "remarkable" because contest has been conducted on early-morning *Kids Today* show, featuring Herb Sheldon (Mon.-Fri., 6:45-7 a.m.). Contest, which involved writing letter on "What Thanksgiving Means to Me," ended last Friday.

United Front in News Access Urged by RTNDA in Chicago

RECONSTITUTION of its Freedom of Information Committee empowering chairman to represent group in liaison with NARTB, American Bar Assn. and other organizations on censorship fight adopted Friday by Radio-Television News Directors Assn.

Committee report, under Chairman Charles Roeder, WCBM Baltimore, warned that freedom of information is in "tenuous position" and foresaw united front in fight for equal news access. It cautioned that "warriors for freedoms in radio-television must be well armored both for the trying crises and for the outright clash."

Russ Van Dyke, KRNT Des Moines, elected president for RTNDA in 1955, succeeding James Byron, WBAP Fort Worth. Other officers: Paul White, KFMB San Diego, vice president (program); Harold Baker, WSM-TV Nashville, vice president (radio), and Charles Harrison, WFIL Philadelphia, vice president (television).

In talk prepared for luncheon delivery Saturday, Dr. W. R. G. Baker, vice president of General Electric and general manager of RETMA Electronics Division, said new "electronic tools" (recorders, video tape, portable tv cameras, small transmitters), will help speed flow of information to public. He doubted color tv will affect basic tv coverage any more than color has affected theatre newsreels, and felt radio-tv newscasting "has grown continually more mature."

Fairmont Tv Control Sold

SALE of 75% interest in ch. 35 WJPB-TV Fairmont, W. Va., by J. Patrick Beacom for $147,000 to Donn Baer announced Friday by Blackburn-Hamilton Co., subject to FCC consent. Mr. Baer is Cincinnati investor-public accountant. Mr. Beacom, owner WETZ New Martinsville, W. Va., and WBUT Butler, Pa., retains 25% share.

UPCOMING

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov. 28: Communion breakfast, Catholic Apostolate—Radio, Television & Advertising, Waldorf-Astoria, New York.

For other Upcomings see page 129

PEOPLE

FRANK YAHNER, formerly with Biow Co. and Young & Rubicam, appointed vice president and account supervisor on Campbell Soup Co. (V-8, pork and beans) account. Mr. Yahner previously supervised advertising for Procter & Gamble's Joy and was senior account executive at Y&R on Borden, Bristol-Myers and other accounts.

DUANE M. WEISE, chief engineer, KOMU-TV Columbia, Mo., appointed to similar capacity for WTTW (TV) Chicago, forthcoming educational tv outlet, assuming new duties Dec. 13.

LEONARD H. LEVITT, sales manager, WTNJ Trenton, named sales director on *Ted Steele Show* on WOR-TV New York.

Shopping Guide Publishers Get Canton Uhf Grant

MORE local live programming, better studios and less concentration of control of mass media of communication are basic reasons cited Friday by FCC Examiner Fanney N. Litvin in 118-page initial decision recommending grant of ch. 29 at Canton, Ohio, be made to Tri-Cities Telecasting Inc. Ruling, to establish first local tv service, would deny competitive bids of Brush-Moore Newspapers Inc. (WHBC) and Stark Telecasting Corp. (partial common ownership with WCMW).

Tri-Cities is headed by Norton Frank who with Mrs. Frank owns nearly 28% of applicant. They publish two area "shopping guide" newspapers.

Because of Brush-Moore's ownership of only local daily papers and control of other papers in area plus WPAY Portsmouth, Ohio, examiner concluded firm must be "greatly disfavored" on mass media issue. She also criticized past operation of WCMW, citing failures to comply with various regulations on keeping logs, timely filing of ownership reports.

KHJ Operates Despite Strike

KHJ-AM-TV Hollywood was operating normally on radio and about to be normal on tv, station said Friday, despite Thursday strike by IBEW technicians. Supervisory employes replaced striking technicians, stagehands, lighting personnel, prop men and building engineers. IBEW claimed "100% backing" of local AFL Central Labor Council. Stations said other personnel were coming through picket lines. KNXT (TV) not affected, though it leases half of KHJ Vine St. building, station spokesmen said.

ABC Hollywood Cutbacks

CUTBACK of ABC Hollywood operation continues [B•T, Nov. 8] with four more engineers from radio-tv pool discharged last week. Three large studios in network's Vine St. radio building have been shut down since no ABC participation show presently originates from West Coast. "Many small Vine St. studios are still in use," according to network.

Vitamin Corp. Buys Blair Group

VITAMIN Corp. of America, Newark, subsidiary of Rexall Drug Co., Los Angeles, signs for John Blair & Co.'s new National Saturation Group plan for one year from Jan. 10, longest term for which plan has yet been sold. Agency, BBDO, Los Angeles. Sale handled by Carleton Coveny and Ted Johnson of Blair Los Angeles office.

the week in brief

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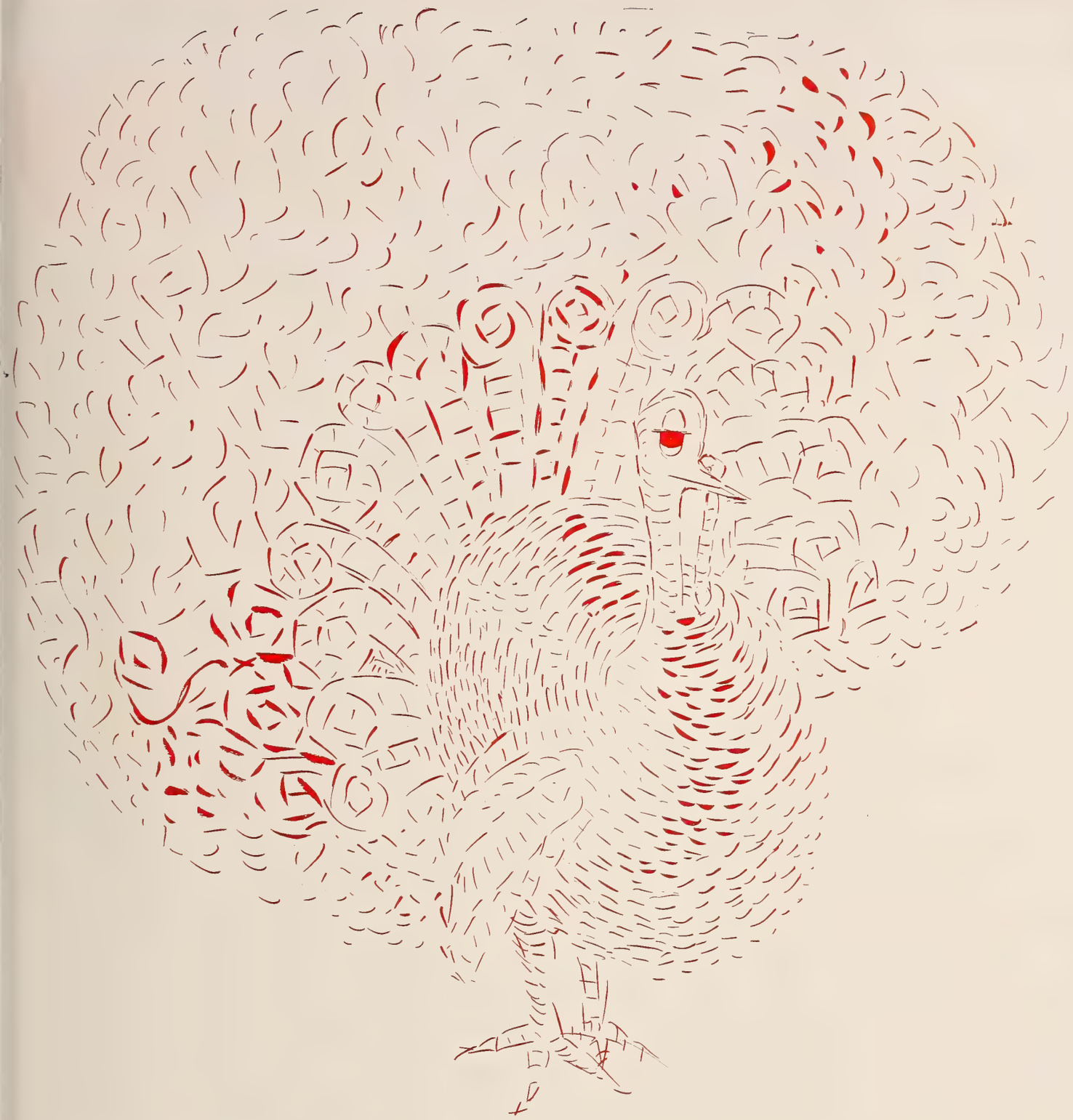
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*Reg. U. S. Patent Office

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BIRD LORE

Few living things have better right to pessimism than the domesticated turkey, not to be confused with a Broadway flop or the Australian bustard. Yet, in sacrificing his carunculated head to man's appetite, the turkey achieves a moment of greatness, with or without cranberry sauce, worthy of the most incorrigible optimist. Sartorially gaudy, with a taste in plumage completely lacking in restraint, the male bird frequently forgets his tame status and struts with the crass abandon of his wild progenitors.

Centuries before the turkey was discovered by Europeans in 1518, the Pueblo Indians of the Southwest used him, not as food, but to supply feathers for burnt offerings. These were plucked from the live bird and probably made him even wilder. In 1782 Benjamin Franklin urged Congress to use the turkey, unplucked, as a national emblem. Although the eagle claque won out, the turkey, without Franklin sponsorship, achieved doubtful distinction as a succulent symbol of Thanksgiving Day.

Turkey raising is big business in WMT land. The young turkey is a hell of a lot of trouble to raise, but once out of the woods, so to speak, he pays off with cash-type money. The 1954 crop is kind of nervous and won't stand still for accurate counting, but it's around four million, which is a lot of white meat.

WMT and WMT-TV

Mail Address: Cedar Rapids

CBS for Eastern Iowa

National Reps: The Katz Agency

RED-HOT and READY

LAUGHS! STARS! SONGS!

Dazzling MUSICAL REVUES!

Hilarious COMEDY STORIES!

ELABORATE! BIG! LAVISH!

WITH EDDIE CANTOR

YOUR STAR, YOUR HOST, YOUR PRODUCER!



Something different and exciting every week . . .

to capture the most responsive audience in TV history! With Cantor alone, the show would be terrific! Add music, girls, dancers, starlets and guest stars like Brian Aherne, Don DeFore, Pat Crowley and many more, and the series is absolutely irresistible! Here indeed is a most magnificent triumph in TV entertainment!

MUSIC...

all special arrangements

by DAVID ROSE

(of "Holiday for Strings" fame)



to make sales sizzle for you!

ZIV's

GLORIOUS NEW TV EXTRAVAGANZA

"THE EDDIE CANTOR COMEDY THEATRE"

HURRY! Capitalize on the Cantor name and fame NOW before your market is closed.



ZIV TELEVISION



In San Antonio, Texas

KGBS

TV and RADIO

NOW...

KENS

TV AND RADIO

CBS
DUMONT
ABC

EXPRESS·NEWS STATIONS

KENS-TV	KENS-Radio
CHANNEL 5 — 100,000 WATTS	680 KC. — 50,000 WATTS

OWNED BY EXPRESS PUBLISHING CO., SAN ANTONIO, TEXAS

ROBERT MONTGOMERY PRESENTS

WELL NOW, it seems that the term co-existence is much in the news these days and it might be time to raise the question whether tv and those broad, panoramic classics which have been appearing rather frequently on the nation's tv screens can co-exist.

With Robert Montgomery's two-part telecast of *The Hunchback of Notre Dame* just completed last week, it might not be amiss to ask whether the 17-in. or 21-in. tv screen is the proper vehicle for presenting the character-packed, action-packed, scene-packed classics of those who wrote in the grand manner (Shakespeare, Fielding, Dickens, Tolstoy, Bennett come to mind).

Victor Hugo's *Hunchback of Notre Dame* is a huge, rambling story of dozens of characters in the rowdy, teeming, fetid Paris of the Middle Ages. Each character is delineated over dozens of pages and the tone of old Paris is communicated to the reader over dozens of chapters.

How fared Mr. Montgomery in his presentation of this classic? The telecast of the Hugo work was made in two parts, each running one hour and separated from each other by seven days. The essence of medieval Paris was distilled in five scenes (the square in front of Notre Dame, the court of the Provost of Paris, the inn of the beggars, the hovel in which the gypsy dancer and her poet lived, and the belfrey home of the bell-ringer).

The characters were projected in short scenes with much of their background amplified by Mr. Montgomery's between-the-acts narration.

Thus, the saga of Quasimodo—which in the novel is fleshed with the myriad details of great writing—seemed episodic and one-dimensional on the picture tube. That may be the limitation inherent in tv. It cannot paint the sweeping canvases of the great classics. The picture tube is not large enough; the time allotted not long enough.

Viewing the Montgomery production as television, however, we would say it was tv of a very high order. Within the confines of the medium, Mr. Montgomery managed to tell the story of the misshapen bell-ringer with artistry and with some of the great compassion which is the soul of the Hugo book.

Robert Ellenstein was splendid as the hunchback. To one whose picture image of Quasimodo is that of the late Lon Chaney, Mr. Ellenstein's characterization implied a humaneness that overshadowed the physical grotesqueness of the portrayal.

Bramwell Fletcher as Frollo, the archdeacon of Notre Dame, was successful in inducing an element of compassion to serve as a counterpoint to the ugly brutality of the city, the mob and the nobles.

Hurd Hatfield as Gringoire, the poet, grew in his part so that his portrayal of the physically weak but noble in sentiment versifier attained stature.

We were somewhat disappointed in Esmeralda, as played by Celia Lipton. Where was this wanton gypsy whose attractions so fatally inflamed her three suitors? Miss Lipton in her characterization seemed more bland than fiery. The other portrayals must be described as adequate.

Staging, settings and camera work were more than adequate and in some scenes showed inspired creativeness.

There's no question that torture was an accepted form of justice in those days. But, we were somewhat shaken at the showing of the use of the vise on Esmeralda, and for what seemed so long a period.

Undoubtedly, any classic performed on tv is going to have an audience. Just the fact that it is a classic is bound to attract those who feel they must see it. It is good that in those which have been attempted the calibre has been high, regardless of medium shortcomings.

Adapted from Victor Hugo's novel, "The Hunchback of Notre Dame," by Alvin Sapinsley.

Production costs: Estimated at $40,000 per program

Sponsors: S. C. Johnson & Son through Needham, Louis & Brorby (Part I); American Tobacco Co. through BBDO (Part II).

Executive Producer: Robert Montgomery; Production Supervisor: Joseph W. Bailey; Assistant: Hank Coleman; Director: Norman Felton.

Scenery: Syrajala; Makeup: Robert O'Bradovitch; Costumes: Jane Burroughs; Casting: Doris Sharp.

Cast: Robert Ellenstein, Hurd Hatfield, Celia Lipton, Mary Sinclair, Scott Forbes, Tom Duggan, Bramwell Fletcher, Fred Worlock, James Milhollin.

Origination: New York.

THEY STAND ACCUSED

THAT old standby in the realm of unrehearsed courtroom dramas, *They Stand Accused,* has been dusted off by the DuMont Television Network after a two-years' absence and revived with the acknowledged advantage of a commercial sponsor.

The case aired on the Nov. 11 stanza involved an alienation of affections suit, in which an architect sued a woman, an intimate friend of his estranged wife, for attempting to break up his home.

The uniqueness of this series lies in the fact that viewers are treated to a full-hour courtroom trial during which no scripts are utilized, either by the principals, portrayed by professional actors and actresses, or the attorneys, played by Chicago lawyers. The case is completely ad libbed—the commercials are not.

The revival of *Accused* has been achieved with only moderate success, due largely to uneven camera work, but that is not to say that the ingredients are not there. Also, in this particular case, the professional actors, notably Lee Phillips as the architect, were too articulate and their testimony too pat to ring true.

Picturewise, the camera work might have been improved with better closeups of the prosecuting and defense attorneys trying their cases before the jury. When properly executed, there is nothing more dramatic and compelling. On the other hand, it was entirely adequate in closeups of the women in Mr. Lang's life as one after the other took the witness stand.

The commercials, on behalf of Lanolin Plus lipstick, shampoo, skin cleanser and other products, were tastefully delivered throughout the hour.

Production costs: $9,000.

Sponsor: Consolidated Cosmetics Inc. (Lanolin Plus products) through Frank E. Duggan Adv., Chicago

Network: DuMont Tv—Thurs., 7-8 p.m. CST

Produced by: Leslie Urbach

Associate Producer: Richard Von Albrecht

Directed by: Sheldon Cooper

Written by: William C. Wines

Announcer: Jim Bannon

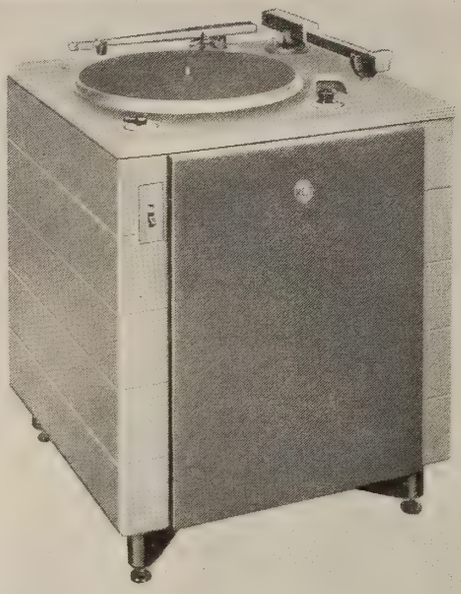
Cast: A. Bradley Eben, Lee Phillips, Mina Kolb, Toni Gilman, Mary Staver, Matthews Steinberg, Erritt Graham, Harry Christian

Origination: Chicago





BQ-1A TURNTABLE. For fine-groove 45's and 33⅓ LP's (exclusively)—up to 12". Only 28" high, 20" wide, 16½" deep, this studio-proved unit is your answer for a moderately priced turntable. Complete, with lightweight tone arm, filter, 1.0 mil pick-up, and cabinet.



BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.



BC-4A AUDIO CONTROL. This new unit pro vides adequate control and switching for on studio, control booth, two turntables, net work, 2 remotes, and tape recorder. Additio of a second BC-4A doubles facilities, permit dual-channel operation. Ideal audio sub control for TV stations.

Everything in Audio

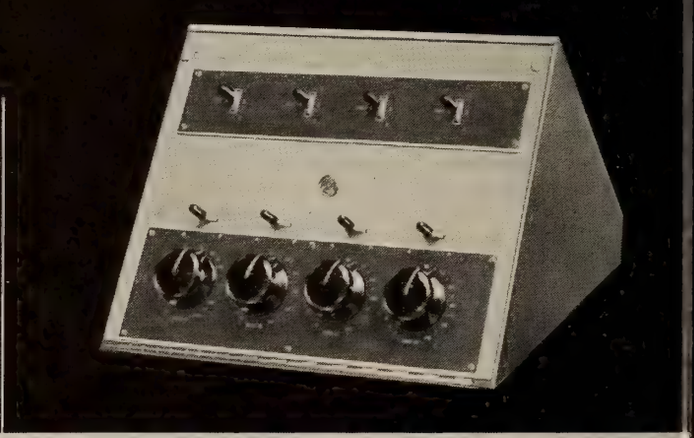
Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

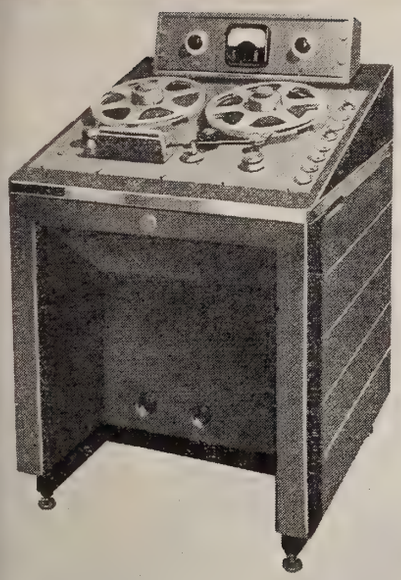
RCA audio equipment is imaginatively designed to exceed present-day station *requirements—competitively*. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.



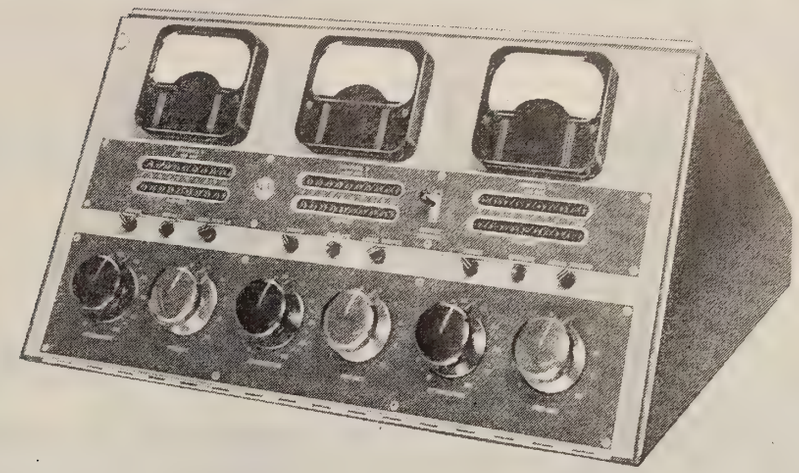
BC-2B STUDIO CONSOLETTE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.



BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 1 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.



2B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). e as RT-11B and includes all the design features he rack-mounted unit—but is ideal for use near RCA Consolette or turntables in control rooms or ios where rack space is not available.



BCS-11A MASTER SWITCHING CONSOLETTE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

..for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

ITEM	NUMBER
BC-4A Audio Control	B .1112
BC-2B Studio Consolette	B .1100
BCM-1A Auxiliary Mixer Console	B .1108
BCS-11A Master Switching Consolette	B .1116
BQ-1A Turntable	B .1616
BQ-70F Deluxe, 3-speed Turntable	B .1600
RT-11B Professional Tape Recorder for Rack Mounting	B .1700
RT-12B Professional Tape Recorder (Console Type)	B .1700
BTC-1B Transmitter Control Console	2J 8256



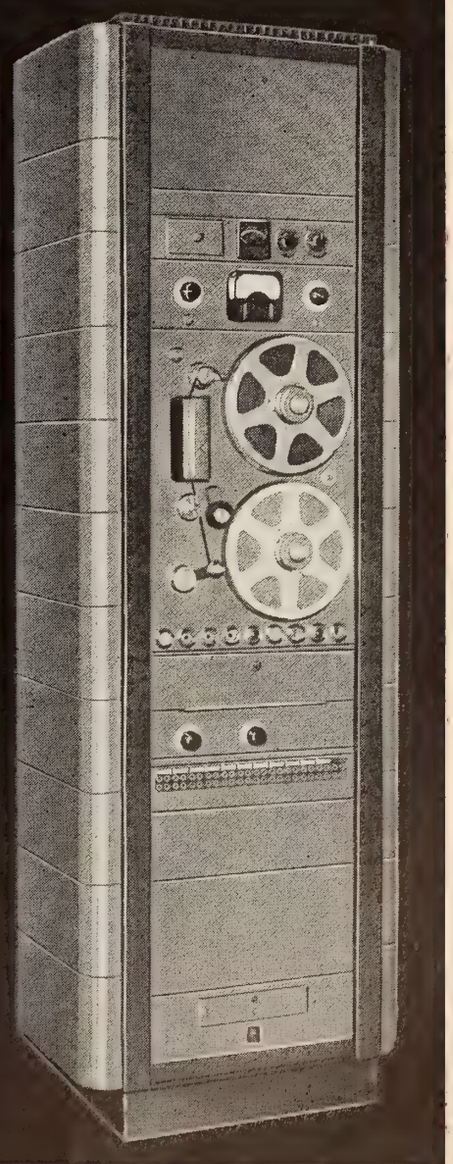
PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.





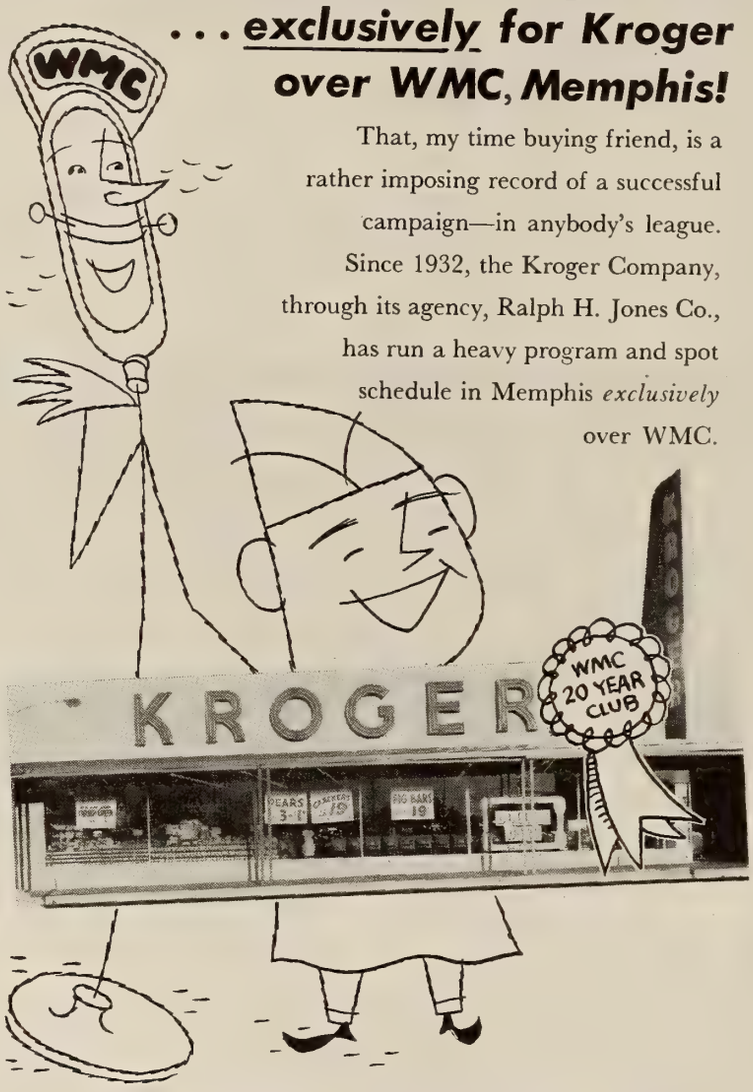
BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.

over 9,700 programs and spots in the past 22 years

. . . exclusively for Kroger over WMC, Memphis!

That, my time buying friend, is a rather imposing record of a successful campaign—in anybody's league. Since 1932, the Kroger Company, through its agency, Ralph H. Jones Co., has run a heavy program and spot schedule in Memphis *exclusively* over WMC.



It's an old Southern custom to listen to WMC.

For more than 31 years, this pioneer station of the Mid-South has "keyed" its programs to the needs and wants of its great listening audience.
Dick Voorhis or any Branham man will be glad to give you more details.

WMC MEMPHIS
NBC—5,000 WATTS—790 K. C.

WMCF WMCT
300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal
National representatives, The Branham Company

OPEN MIKE

Forward Look

EDITOR:

. . . I appreciate the production proofs o the ON ALL ACCOUNTS sketch [B•T, Aug. 23 You guys are certainly doing a swell job wi B•T and I look forward to it every week.

George F. Stanton
Media Director
Dancer-Fitzgerald-Sample
Chicago

I & P

EDITOR:

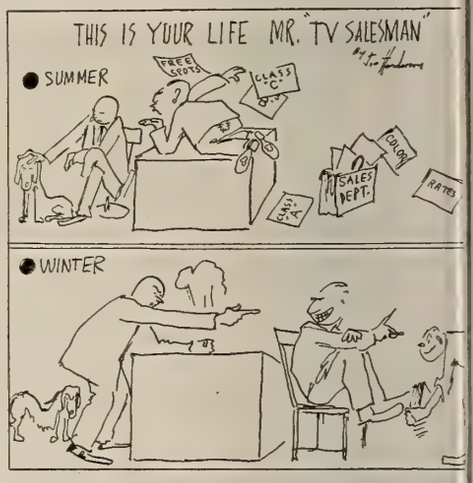
Thanks very much for the intelligent an perceptive review that you gave to my "Big Ba of Wax" . . .

Shepherd Mead, Vice Preside
Radio & Tv Copy Chief
Benton & Bowles, New York

Seasonal Sketch

EDITOR:

Our artist, Joe Henderson, has come up wit a cartoon that we got a big kick out of here i



the office. [We] thought you may be able t use it. . . .

R. Q. Glass Jr.
Commercial Manager
WFBC-TV Greenville, S. C.

Dedication

EDITOR:

You recall that with great pomp and pub licity, television about two weeks ago, ded cated itself to "Light." Well, last Saturda night, without any fanfare or a line by single commentator, I dedicated myself t television. Propped up in bed at the Brow Hotel in Louisville, I listened in succession t *Name the Face*, the *Imogene Coca Show*, th *Jimmy Durante Show* and the *George Gob Show*.

I did not squirm or squint, stick my finger in my ears, hide my head under the cover turn off the commercials or go anywhere. Pure unadulterated attention. Possibly because I wa immobilized by two tablespoons of Elixir o Terpin Hydrate cum Codeine, as it says on th label. I would have continued through *Wate front* with Preston Foster, but the effects o the codeine started wearing off.

I am confused, and skeptical and hopeful

Poor Imogene, I wanted to take her by th hand and lead her back to Cafe Society Down town where first I saw her and say "Now you're back among your friends. You don have to worry any more about supporting fiv



SURE* SHOT

The Houston story you know by now: how it doubles every 10 years, how it's got a million people, how it's far and away the biggest city in the booming South.

What maybe you don't know is this:

That million has money . . . business is fine . . . the town's still reaching and stretching and sprawling out onto the prairies, buying, buying, buying.

The picture's plain; the facts are famous.

And full in the foreground of the picture is a rootin', tootin', shootin' cat, the mascot of Channel 13, KTRK-TV. He's a sure shot.

Why so sure?—obvious:

The ONLY prime time in Houston's on ABC's newest outlet, KTRK-TV, Channel 13, The Chronicle station. Availabilities are yours fast from BLAIR-TV or KTRK-TV.

KTRK-TV

* The one thing we're not sure of is how long the availabilities will last. Seems every time a KTRK-TV salesman makes a call, the prospect turns into an advertiser with the word "SURE!" We love the word, but we thought you ought to know.

THE CHRONICLE STATION, P. O. BOX 12, HOUSTON 1, TEXAS
HOUSTON CONSOLIDATED TELEVISION CO. General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

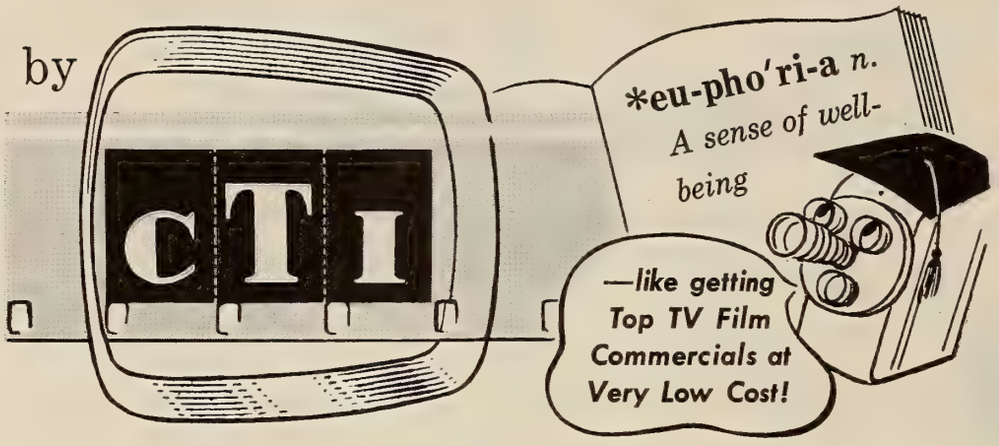


CHANNEL 13, BASIC ABC
NATIONAL REPRESENTATIVES:
BLAIR—TV, 150 E. 43rd St., New York 17, N. Y.

Get that feeling of **Euphoria***

Have your films made in **PEORIA**
(of all places!)

by



Central Telefilms, Inc.

and get ALL 3

1. Technical Excellence
2. Definitely LOWER COSTS
3. "On-Time" Service

Why Peoria? We planned it that way! We wanted to get away from "big city" overhead—and we did! Here our production costs are *significantly lower*, so that we can turn out beautifully executed film commercials at definitely lower prices. We offer unusually complete facilities for producing every type of commercial, including expert cameramen, top flight animators, sound and laboratory technicians, modern sound stages and equipment—even mobile units for location shooting.

In addition, we have ready access to outstanding talent—vocal, instrumental and acting. We have the facilities, experience and the creative staff to guarantee high viewer-interest for your commercials—at the lowest cost.

For your next commercials, may we suggest ideas and quote prices?



810 N. Sheridan Road • Peoria, Illinois • Phone: 5-7611

Central Telefilms, Inc.

Producers of All Types of Television Film Commercials

HERB LANDON, *General Manager*

writers, six producers and ten executives and agents. You're safe. We'll never let that time-space-Hopper machine find you, to start clawing up you and your lovely mink coat."

For Jimmy Durante, I could only think of the old Orpheum circuit of the twenties where twice a year he'd be sharing top billing, or maybe the Ziegfield Follies. It was pathetic to see him being cut up into 20-second takes—a great guy watered down to mediocrity. George Gobel seemed more designed for the new medium of television. He's like the rest of us, intimidated by all salesmen, even vending machines.

What I'm trying to say is television somehow has to free itself from the boring similarity of writer-producer patterns, designed to fit the clock and competition.

Saturday night or Sunday afternoon should offer me the choice of the Orpheum, the symphony, a Burton Holmes travelog, a sports event or dancing party or a review of the news with a discussion of world affairs. Enough of one or the other to really entertain me, or make me think. But not all crammed into one pink pill with more vitamins than the system can possibly absorb within a limited time.

I don't pretend to have a solution. But I am interested.

R. L. Smith
Beekman Tower Hotel
New York City

Jubilee's Triumph

EDITOR:

The validity of your highly critical review of *Light's Diamond Jubilee* in your Oct. 18th issue is questionable when reviewer is not astute enough to recognize sportscar in Air Force bit as Triumph TR2, not Jaguar. Realize my observation comes late but birth problems of our great new station puts normal prompt reading of BROADCASTING • TELECASTING a little behind.

John P. Brophy, Program Director
KUTV (TV) Salt Lake City, Utah

Tv Bingo

EDITOR:

Found the feature on telephone Bingo quite interesting [B•T, Nov. 15]. Telephone Bingo is no newcomer to tv as you can see from the enclosed *Video* card. *Video* is a variation of Bingo originated by me early in 1950, when I first produced a program by that name on WHEN (TV) Syracuse, N. Y.

The show was highly successful and enjoyed a two-year run under the sponsorship of P & C Cooperative Family Foods . . .

Ned Ryan
CBS Television
New York

[EDITOR'S NOTE: The *Video* card's 25 spaces displayed pictures of familiar grocery products—Sunkist lemons, Blue Goose peas, Libby's peaches, etc.—instead of the customary numbers.]

The Other Side

EDITOR:

Being on the other side of the Pacific, it makes for interesting study to see the trends in radio and television in the U. S. . . . I must commend your publishing house on your issue of the 1954 BROADCASTING YEARBOOK. It was a colossal task handled magnificently. I am looking forward to the TELECASTING YEARBOOK which no doubt is in one of the Adelaide post office's mailbags awaiting its destination.

John Warwick
Adelaide, South Australia

There is a DIFFERENCE *between* Radio and Radio

The astute users of radio today operate on a very clear principle. They tap radio's great opportunity . . . talking to people *intimately* and *frequently* . . . by the surest and most economical means. They distinguish between run-of-the-mill radio stations and *great* radio stations.

There can be a tremendous difference between two stations in the same market. A station's programming, management, public service and facilities make it mediocre or good or *great.*

A great station amasses huge and responsive audiences, because the character of its operation earns the confidence of its community.

The radio stations we represent are great stations in important markets — stations whose character has earned them significant leadership. Their time is not cheap, but the solid values they deliver bring you the *full* economy of radio.

We are always ready to discuss with you the application of great radio to your sales objectives.

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

WBAL Baltimore (NBC)
The Hearst Corp.

WBEN Buffalo (CBS)
Buffalo Evening News

WGAR Cleveland (CBS)
Peoples Broadcasting Corp.

WJR Detroit (CBS)
The Goodwill Station, Inc.

WTIC Hartford (NBC)
Travelers Broadcasting Service Corp.

WDAF Kansas City (NBC)
Kansas City Star



Measure of a Great Radio Station

KFI Los Angeles (NBC)
Earle C. Anthony Inc.

WHAS Louisville (CBS)
Louisville Courier-Journal & Times

WTMJ Milwaukee (NBC)
Milwaukee Journal

WGY Schenectady (NBC)
General Electric Company

WSYR Syracuse (NBC)
Herald-Journal & Post-Standard

WTAG Worcester (CBS)
Worcester Telegram-Gazette



They Stayed with a Winner!

Everybody loves a winner—and WILK is the most consistent winner in "Buy-Conscious" Northeastern Pennsylvania. These smart advertisers know that WILK gives them *most* for their advertising dollar. By staying with WILK, they're staying with a PROFITABLE schedule!

For three consecutive years, WILK has carried exclusively for the ATLANTIC REFINING COMPANY their Baseball and Football broadcasts in Pennsylvania's 3rd market. They reach the people they want when they want 'em through the selling power of WILK.





Last Spring Nestle's Instant Coffee took a saturation news package on WILK. That campaign was so successful that Nestle's Instant Coffee came back this Fall for another saturation buy including both Newscasts and Weekend Sports Features. They supplement this extensive program with a regular spot schedule . . . and they get *RESULTS!* These advertisers are staying with the winning team.

Join us—we've got the audience for you—a *buying* audience that stays with WILK.

CALL or WRITE

AVERY-KNODEL, INC.

• NEW YORK • CHICAGO • LOS ANGELES

• SAN FRANCISCO • ATLANTA • DALLAS

WILK

WILKES-BARRE

An ABC Affiliate

BOOKS

TRIAL BY TELEVISION, by Michael Straight. The Beacon Press, Boston. 282 pp. $3.50.

ANYONE who watched television's coverage of the Army-McCarthy hearings will want to read this book to compare his own reactions to what went on during those exciting 36 days in the Senate caucus room with those of the author. Editor of the *New Republic*, Mr. Straight is admittedly opposed to Sen. McCarthy, his philosophy and his actions. He is also, however, a good reporter and a colorful writer and his book is good reading whether or not the reader agrees with the author's conclusions. Robert Osborn's caricatures of the principal participants make pertinent illustrations for the text.

BASIC TELEVISION, PRINCIPLES AND SERVICING, by Bernard Grob. McGraw-Hill Book Co., New York. 660 pp. $6.

THIS is the second edition of a book which is described by its author, an instructor at RCA Institutes, as "a comprehensive course in television, including color television, for radio servicemen and technicians . . . a suitable text for television courses that follow a course in radio fundamentals." The volume is profusely illustrated with photographs, charts and diagrams.

THE TELEVISION COMMERCIAL, by Harry Wayne McMahan. Hastings House, New York. 180 p. $5.

THIS slender volume, subtitled "How to Create and Produce Effective Tv Advertising," seems likely to become the standard text for students in this field. The author, a veteran commercial producer-writer, now vice president in charge of tv commercials for McCann-Erickson, sets forth the basic principles of the art in simple, easy-to-understand language, profusely illustrated by pertinent clips from actual tv commercials. Mr. McMahan's book is required reading for the beginner in video advertising and the experienced practitioner will find it interesting and informative.

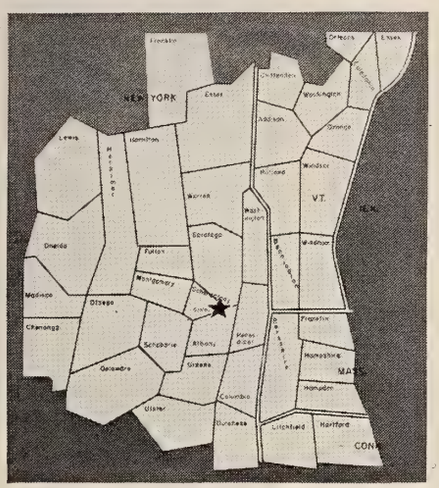
STAGING TV PROGRAMS AND COMMERCIALS, by Robert J. Wade. Hastings House, New York. 232 pp. $6.50.

IN his introduction, Mr. Wade describes his book as "a combination manual, scenic shop companion and 'how-to-do-it' guide . . . for those artists, technicians, incipient production facilities directors and general studio assistants who . . . are involved in tv staging and faced with the problems of planning and executing sets and accessories." Living up to that theme, the volume is practical and down-to-earth, avoiding generalizations and concentrating on the specific details the man-on-the-job needs to know. The hundreds of illustrations, in keeping with the text, range from overall views of network studios to details of hardware for tv scenery. The author, freelance set designer and tv art consultant, for nearly 10 years was art director of NBC-TV.

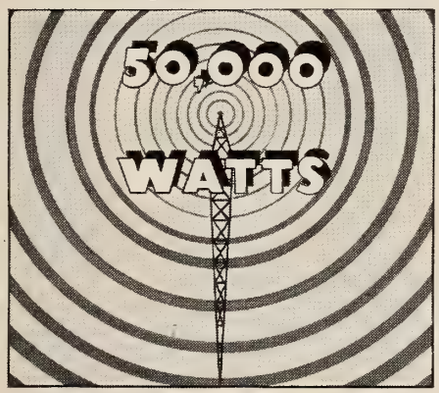
TELEVISION 2ND EDITION. By V. K. Zworykin and G. A. Morton, John Wiley & Sons, New York-Chapman & Hall Ltd., London. 1,037 pp. $17.50.

THIS is a complete revision of the original work published 14 years ago and reflects the many technological advances that have raised television to a major industry. Special features of this new edition are detailed discussions of color tv and a comprehensive study of industrial tv and other related topics. Special emphasis is placed on the two fundamental elements of the tv system—the camera tube and the kinescope.

★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★



plus



plus



equals

A GREAT RADIO STATION

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Measure of a Great Radio Station

WGY

A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—
54 counties in New York and New England

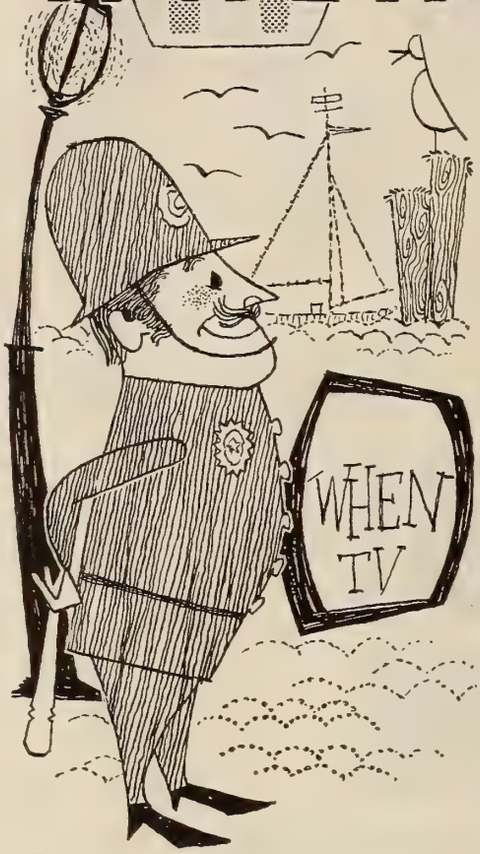
Represented nationally by
Henry I. Christal Co., Inc.

New York — Boston — Chicago — Detroit — San Francisco

★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★ WGY ★ WGY

EVEN LIVERPOOL WATCHES

W·H·E·N TV



The fog has lifted in Liverpool. There's nothing but sunshine in town, ever since WHEN-TV hove into port.



Bobby or bobby-soxer, everyone in Liverpool is up to his ears in Channel 8—and happy as all get-out about it.

Liverpool, like 250 similar communities in upstate New York, is devoted to the "see." And the townspeople see more, enjoy more, live more and buy more since the day WHEN-TV first dropped anchor there.

If your sales charts look sick, give your products a "see" voyage on WHEN-TV.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

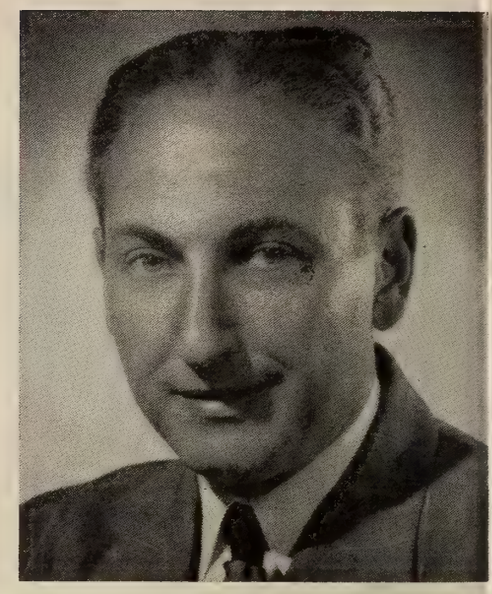
W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

our respects

to HENRY JULIAN KAUFMAN



ALMOST, but not quite, a quarter-century ago a young Washington, D. C., agency head kept telling himself, "This radio thing is going places." Steeped in newspaper advertising experience, he decided that any client who bought radio deserved the services of a specialist who knew how to pick stations and time, and how to make them pay out in terms of results.

Henry J. Kaufman, at that time a substantial part of the Henry J. Kaufman Adv. personnel, had become radio conscious because the public was buying sets in vast quantities and because he was handling the Capitol Radio Engineering Institute account.

First step toward radio expansion came in 1932 when the young agency operator (26) hired Jeff Abel with this admonition, "You're radio director. You'll soon know as much about it as anybody else."

The agency ventured into the new medium with a 6-6:15 p.m. participating sports program on WOL Washington.

Soon the agency was deep in regional networking for the Abner Drury Brewery, acquainting Washington, Baltimore and Richmond listeners with whatever could be said on behalf of prohibition beer. Next came Arthur Godfrey, sun-riser on the old WJSV Washington (now WTOP). Arthur started kidding one of the Kaufman clients, Joe Cherner, Ford dealer. "Uncle Joe" rapidly became a Washington by-word and the account blossomed into a flossy orchestra-vocalist production.

In the depression-struck early '30s, many agencies were competing fiercely for business and fee practices were on the rugged side. Far-sighted Washington stations were operating with a general rate, and cheerfully paying 15% fees to agencies. This good thing didn't escape agency eyes, and newspaper users found themselves feeling their way into the new medium.

The Kaufman agency has grown with radio. It now has a staff of two-score persons, at least a half-hundred accounts (many of them national) and a multi-million-dollar billing. One radio account alone—the CIO program on 175 ABC stations—is reputed to be close to the million-dollar bracket.

Henry Julian Kaufman is a Washington native (born Dec. 17, 1906). He attended two local colleges, George Washington U. and National U. of Law, plus the Management Institute at Westport, Conn. From 1922 to 1929 he worked in the advertising departments of the old *Washington Herald* as well as the *Times*.

In 1929 he served as branch office manager for Dombrower Adv. Agency, performing as a one-man agency army. The job convinced him that the best spot for an advertising man was in his own agency, and Henry J. Kaufman Adv. was formed. One room proved quite adequate for the first few months. The agency was reorganized in 1946 as Henry J. Kaufman & Associates, with key executives joining in ownership and management. Its 25th anniversary was celebrated last Sept. 14.

Mr. Kaufman is still a firm believer in radio, particularly daytime and morning schedules. "Radio's resistance to the onslaughts leveled at it by other media is amazing," he said. "Some stations are more successful than ever. Daytime and morning radio are as strong as in the past. It has one big advantage over competing media—people, home-makers and bread-winners, can do things while they listen.

"Is radio a dead duck? Anything but! It will continue to be strong as far ahead as anyone can see."

Having grown up businesswise with radio, Mr. Kaufman is alert to the power and potentialities of television. The agency produced what has been called the first Washington tv commercial program, starting on WTTG (TV) about the time that station took the air (Jan. 1, 1947) as the Capital's first video outlet. The program was a fashion-magician production sponsored by Potomac Electric Power Co.

There's one tv problem that has Mr. Kaufman worried—the high cost of time and talent. He finds many large sponsors having trouble adjusting their advertising budgets to the rising expenses. He believes split time, in which sponsors share a program, has a disadvantage that will make this idea fall of its own weight. This disadvantage is the lack of consistency and persistency, in which exclusive identity is absent.

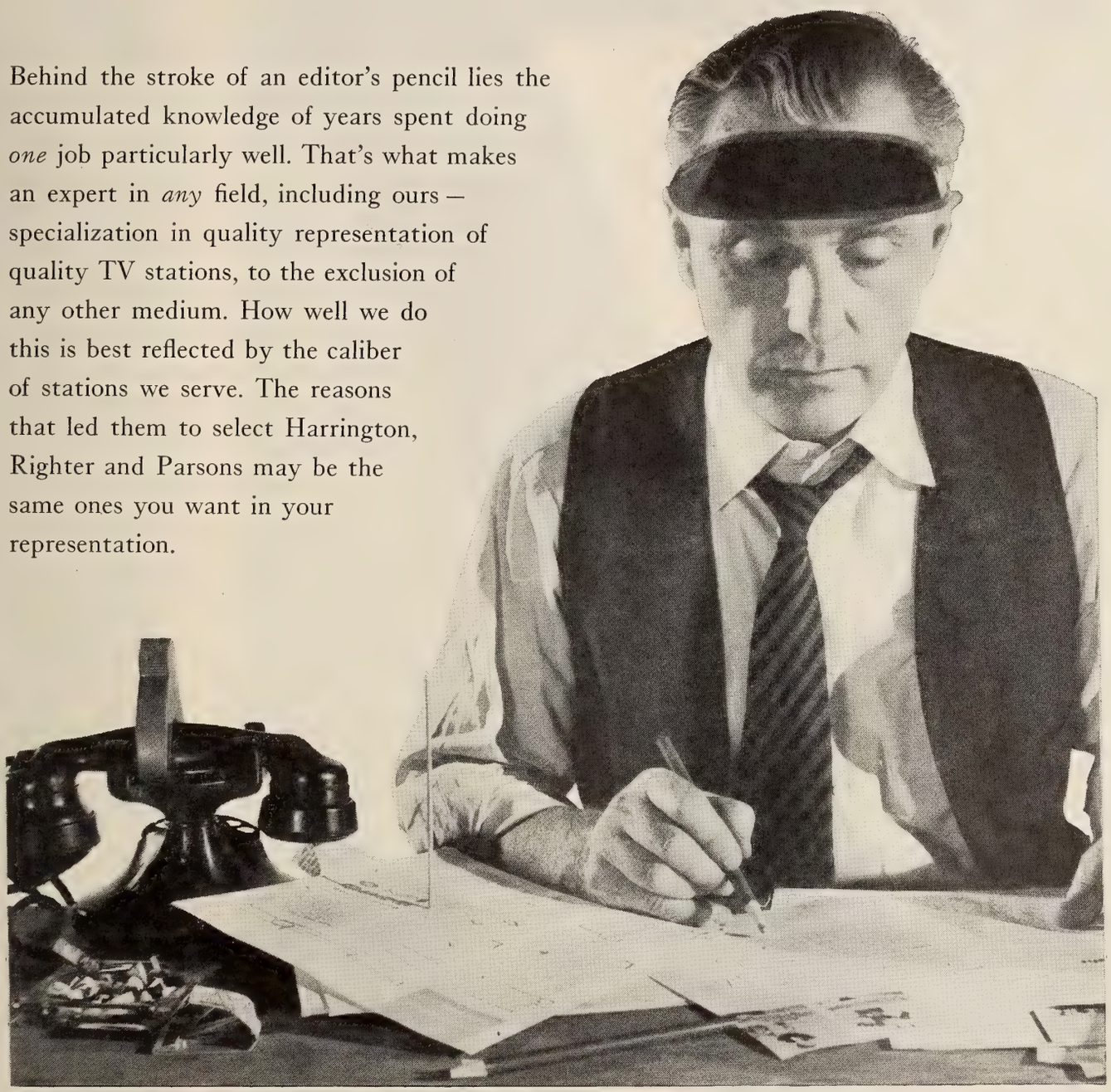
Mr. Kaufman has been a member of the Steering Committee of the National Advertising Agency Network for a number of years. He is a past vice president of Advertising Federation of America; past president, Washington Ad Club, and member of the Washington Board of Trade and American Public Relations Assn.

A soft-spoken person, he goes about his business quietly and efficiently. His interests include travel, outdoor sports, social service, literature, philosophy and the history and practice of business. His list of social and business affiliations includes Woodmont Country Club, United Community Services board of trustees, ex-director of American Cancer Society and Better Business Bureau. He married the former Irma Ney, also a Washington native, in 1930.

Once a dyed-in-the-wool newspaper addict, Mr. Kaufman has kept abreast with media progress and still holds to his original theory that media buying should be handled by specialists. The theory has merit—outstanding merit—judging by the success of Henry J. Kaufman & Associates.

Everyone has something he does best...

Behind the stroke of an editor's pencil lies the accumulated knowledge of years spent doing *one* job particularly well. That's what makes an expert in *any* field, including ours — specialization in quality representation of quality TV stations, to the exclusion of any other medium. How well we do this is best reflected by the caliber of stations we serve. The reasons that led them to select Harrington, Righter and Parsons may be the same ones you want in your representation.



Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

the big figures tell the big story



OUT OF

For national advertisers, the big story is a *national* story. And nationwide, NBC-TV consistently delivers bigger audiences than any other television network.

The most recent report of Nielsen Television Index–*the accepted yardstick of national audience measurement*–shows NBC-TV dominating the top-ten with seven shows:

MARTHA RAYE SHOW—51.3 *(14,313,000 homes)*
BUICK-BERLE SHOW—49.7 *(13,986,000 homes)*
DRAGNET—43.1 *(12,184,000 homes)*
GROUCHO MARX—YOU BET YOUR LIFE—42.0 *(12,016,000 homes)*
COLGATE COMEDY HOUR—37.9 *(10,748,000 homes)*
THIS IS YOUR LIFE—37.8 *(9,824,000 homes)*
CAESAR'S HOUR—37.5 *(9,825,000 homes)*

No NBC Spectaculars fell within this report period. But in September, SATINS AND SPURS (11,300,000 homes)* and LADY IN THE DARK (11,347,000 homes) both earned top-ten size audiences.

And that's not all. The average evening program on NBC-TV is seen in *900,000 MORE homes* than the average evening program on the second network. For national advertisers, that's like getting all the families of both Philadelphia and St. Louis, thrown in as a bonus!

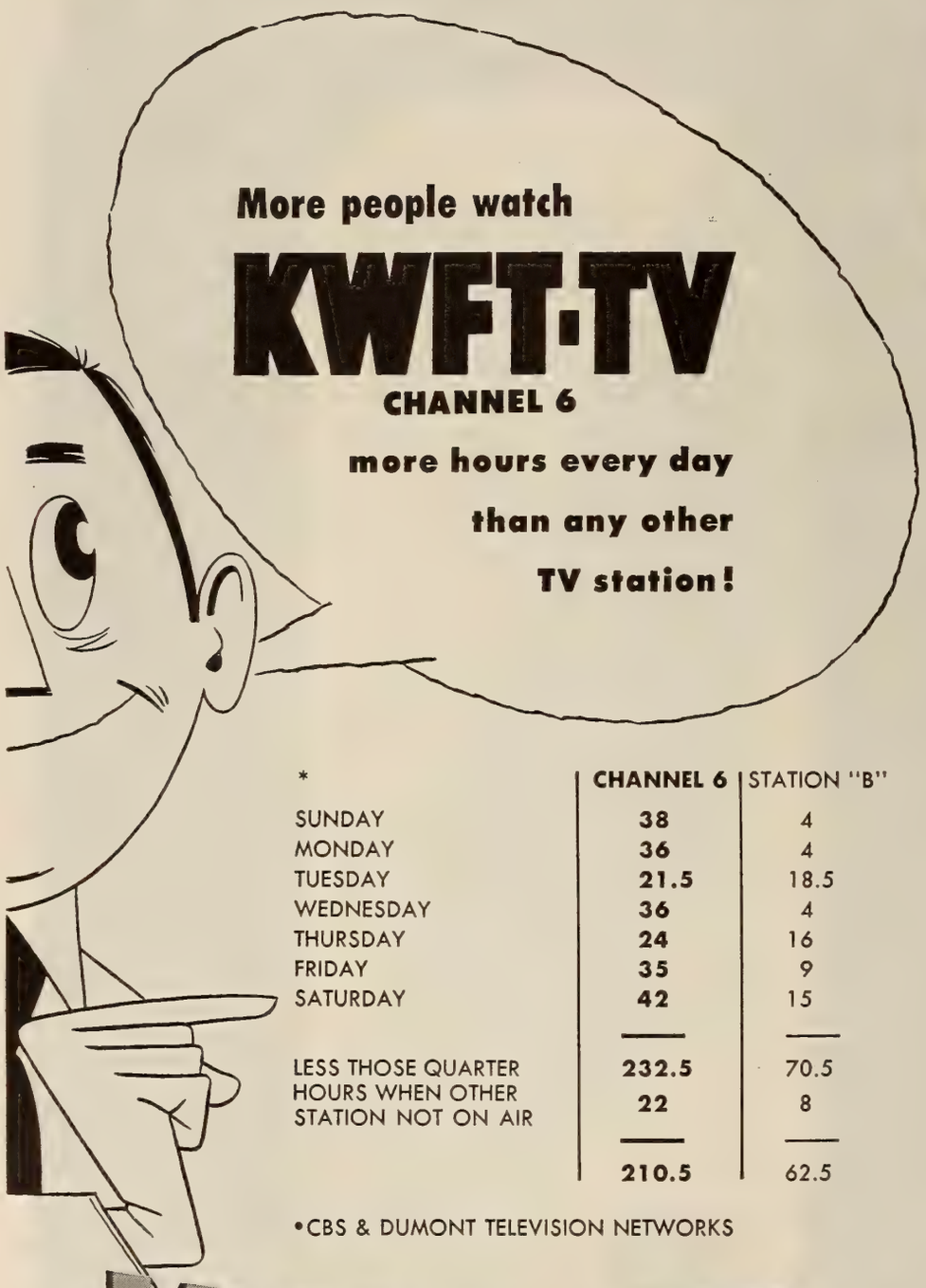
The big story for national advertisers is NBC-TV's undeniable national audience leadership, another reason why more advertisers use NBC-TV than any other network!

SOURCES: *Nielsen Television Index, October Report I, 1954. The accuracy of the above data has been verified by the A. C. Nielsen Company.*

**Based on Special Nielsen Tabulation covering the entire program.*

NBC *television*
a service of RCA

Pulse Reports* in Wichita Falls, Texas



*	CHANNEL 6	STATION "B"
SUNDAY	38	4
MONDAY	36	4
TUESDAY	21.5	18.5
WEDNESDAY	36	4
THURSDAY	24	16
FRIDAY	35	9
SATURDAY	42	15
LESS THOSE QUARTER HOURS WHEN OTHER STATION NOT ON AIR	232.5	70.5
	22	8
	210.5	62.5

•CBS & DUMONT TELEVISION NETWORKS

KWFT-TV
CHANNEL 6

Represented by **BLAIR TV, Inc.**



FREDERICK RUSSELL RAYCROFT

on all accounts

IN Frederick Russell Raycroft, appointed Nov. 1 as vice president and director of radio and television for Robert W. Orr & Assoc., New York, is a combination of veteran, pioneer and "developer."

As a veteran, Mr. Raycroft, known throughout the business as Russ, was radio-bred at WGN Chicago, which he joined in 1936 as "sound man" on the old *Orphan Annie Show*.

In 1947, already experienced as a director and producer of programs with emphasis on musical shows, he joined Dancer-Fitzgerald-Sample in Chicago where he advanced from director of radio commercials to supervisor of radio-tv commercials in New York (he made the city-switch in 1949).

At D-F-S, Mr. Raycroft helped develop Falstaff Brewing Corp.'s *Baseball Game of the Week* on ABC-TV and, with MCA, the latter's tv film property, *Rod Cameron and City Detective* (also sponsored by Falstaff). In radio, Mr. Raycroft had a hand in the General Mills-sponsored *Cal Tinney Show* on ABC Radio and worked on General Mills' *Lone Ranger* radio and tv series. Other tv shows were *Beulah* (Procter & Gamble) and the *Stu Erwin Show* (Procter & Gamble) on ABC-TV. For music lovers (he's one himself, having traveled with dance bands in his youth), he produced *Music from the Heart of America,* Chicago-originated for NBC.

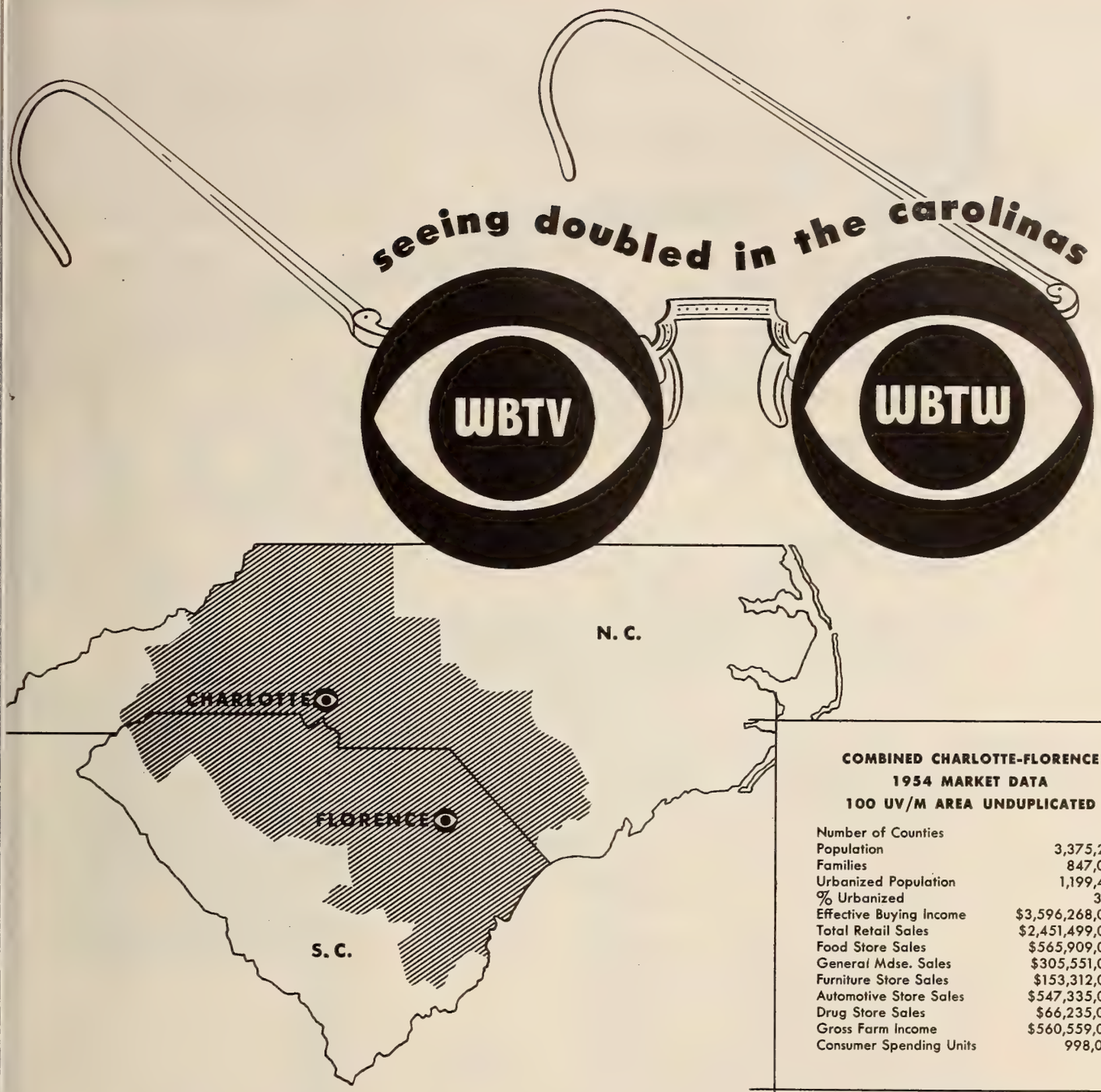
Mr. Raycroft, noting patterns and use of radio have changed and that broadcast media buys are a matter for the individual advertiser's needs, feels (1) "radio is not dead by *any* standard" and (2) there's too much worry about color—particularly color tv film.

Then there's the personal story about Mr. Raycroft (born in Detroit, June 3, 1914), which started with the loss of his father, Fred Raycroft, an old-time minstrel man and soft shoe dancer, when Russ was 13. There followed a life at "wonderful" Mooseheart, Ill., where he and his mother lived through his high school days, and where he tasted radio at Mooseheart-founded WJJD Chicago.

It extends to service during World War II as a licensed radio operator on a tanker; 10 years lecturing a radio writing course he designed at Northwestern's Medill School of Journalism; marriage to Frances Hart, whose parents were stars of light opera, and a home in South Norwalk, Conn., where the Raycrofts live with their four children: Fredricka, 10; James, 7; Andy, 4, and Danny, 3.

It also includes a workshop (he's rebuilding his house), music for relaxation and boating.

seeing doubled in the carolinas



COMBINED CHARLOTTE-FLORENCE
1954 MARKET DATA
100 UV/M AREA UNDUPLICATED

Number of Counties	67
Population	3,375,200
Families	847,000
Urbanized Population	1,199,400
% Urbanized	37.3
Effective Buying Income	$3,596,268,000
Total Retail Sales	$2,451,499,000
Food Store Sales	$565,909,000
General Mdse. Sales	$305,551,000
Furniture Store Sales	$153,312,000
Automotive Store Sales	$547,335,000
Drug Store Sales	$66,235,000
Gross Farm Income	$560,559,000
Consumer Spending Units	998,000

Source: 1954 SALES MANAGEMENT. Areas normalized to county lines. Seven overlapped counties figured only once.

with 2 great area stations

Now advertisers can develop a new, one-two punch to sell the TV-conscious Carolinas as Jefferson Standard opens a second top-power, VHF area operation with transmitter located in Florence, South Carolina.

WBTW will debut as a mature station fortified with WBTV experience, WBTV-trained management and staff, top equipment and facilities, and a ready-made audience of 100,000 set-owning families. Rapid growth is assured because WBTW has the only VHF allocation in a 75 mile radius. Its projected 100 uv/m contour embraces an area with 1,000,000 people and effective buying income nearing $1 billion.

Together WBTV and WBTW create a television market comparable to the 8th largest in the nation. Choice time franchises on WBTW are rapidly being taken. For best remaining availabilities contact your nearest office of CBS-Television Spot Sales today.

The Television Services of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales



Advertisement



From where I sit
by Joe Marsh

Granny Drives But Won't "Shift"

Saw Grandma Taylor parking her 1924 Franklin out front the other day. Neat as a pin, hub caps gleaming—the whole car is just as shiny as it was the day she bought it 30 years ago.

Then I stopped and looked again—for there, hanging on the spare tire was a sign: "This car NOT for sale."

Asked Granny what was going on. "Joe," she says, "it's this craze for old cars. Everybody wants to buy my Franklin. But it has served for years and it's not for sale at any price."

From where I sit, it's strictly the new cars for me—but Grandma Taylor, and others, are certainly welcome to their "old faithfuls." It's simply a question of preference. Same with a choice of beverages. For instance, I like a temperate glass of beer with supper. You may prefer coffee. Fine! The important thing is that we respect each other's choice—and "ride along smoothly" together.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

IN PUBLIC INTEREST

KRUS Leads Way

KRUS Ruston, La., recently conducted a three-month campaign to restrict the sale and use of comic books there. "Operation Guiding Right" featured tape-recordings by Ken Whitaker, station manager, and interviews with housewives and community leaders. At the climax of the drive the Ruston City Council passed an ordinance forbidding the sale, distribution and display of crime, horror and sex comic books.

Christmas Campaign

WOR-AM-FM New York has launched its 10th annual Children's Christmas Fund to help more than 10,000 needy children confined to wards of municipal hospitals in the New York-New Jersey area. Last Christmas 45,000 gifts of clothing, toys and games were distributed to 7,500 hospitalized children, including babies born during the Yule season.

Firemen's Hours Reduced

CHICAGO radio-tv newscasters and commentators have been lauded along with other media, by the Firemen's Assn. of Chicago, for "wholehearted support" of a drive to reduce working hours of the city's firefighters. The finance unit of the City Council voted Oct. 26 to reduce working hours of firemen from 67½ to 56 hours a week.

CP Celebrity Parade

MORE than $511,000 was raised on a United Cerebral Palsy 17-hour telethon conducted over WABC-TV New York, it was announced by UCP. Three thousand volunteers and hundreds of entertainers assisted in the telethon.

Exploring Medical Problems

WRNL Richmond, Va., the Richmond *Times-Dispatch,* and the Richmond Academy of Medicine have combined forces to present a series of four panel discussions on medical topics of general interest. Such subjects as heart disease and nervous disorders will be discussed on the air by prominent medical experts at the Richmond Medical Forum and questions submitted by the audience will be answered.

Keeping America Beautiful

MISS SIDNEY SMITH, moderator of NBC's radio show *By-Line* recently interviewed Smith L. Rairdon, vice president of the Owens-Illinois Glass Co. and president of Keep America Beautiful Inc. Theme of the program and aim of KAB is to educate the public to be more respectful of the public highways, parks and beaches by eliminating the careless disposal of litter and trash and thus decreasing the country's annual $30 million clean-up bill.

Trial Re-enactment

MONMOUTH COUNTY (N. J.) Bar Association and WRTV (TV) Asbury Park, N. J., have teamed up to present weekly re-enactments of actual cases tried before the N. J. Superior Court. Cases involving residential zoning, notice to an insurance company of auto accident and landlord-tenant relationships have been aired.

Police Report

WVEC-TV Norfolk-Hampton, Va., in cooperation with the Virginia State Police, presents a weekly 15-minute program in which police officials discuss better driving, reporting of accidents, radar as it is used to catch speeders and other items of interest to motorists.

YOU GET THE



ON wdef-tv

103,021 SETS
Based on Nielsen Survey
Nov. 1, 1953
Plus RETMA to September 1, 1954

Harold (Hap) Anderson, Manager
Carter M. Parham, President

INTERCONNECTED . . .
NBC · CBS · ABC · Dumont
105,200 WATTS VHF

Contact THE BRANHAM COMPANY

taken From the
NATIONAL TELEPULSE
AUGUST 1-7, 1954
TOP FIFTEEN SHOWS

WDEF TV channel 12

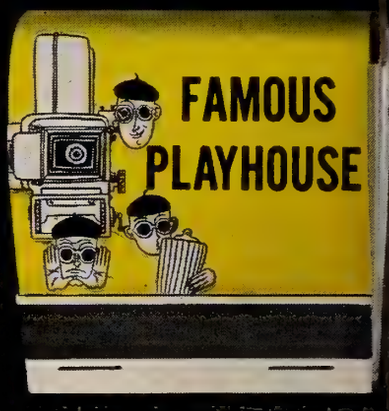
CHATTANOOGA



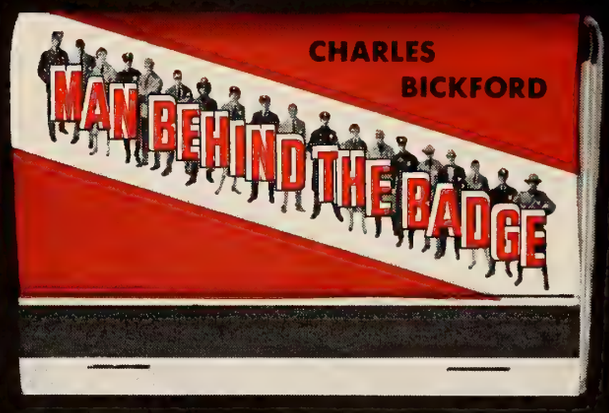
America's funniest comedy team stars in 52 hilarious films, in the style that has kept them on top for 15 years!



39 half-hour films, featuring America's No. 1 musical favorite and a famous female guest star vocalist each week.



Over 200 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring Hollywood stars.



Charles Bickford hosts and narrates 39 half-hour thrilling, true life dramas . . . presented in documentary style.



Fresh, crisp film highlights of top sports events of the previous week, air expressed to you every Monday.



Alan Hale, Jr. and Randy Stuart star in 26 half-hour films of international mystery and intrigue.



Ralph Bellamy stars in 82 exciting films made expressly for TV . . . realistic, action-packed adventures that every member of the family will enjoy.



78 neatly produced 15 minute dramas, each with a surprise twist ending. Available first run in over 100 markets.



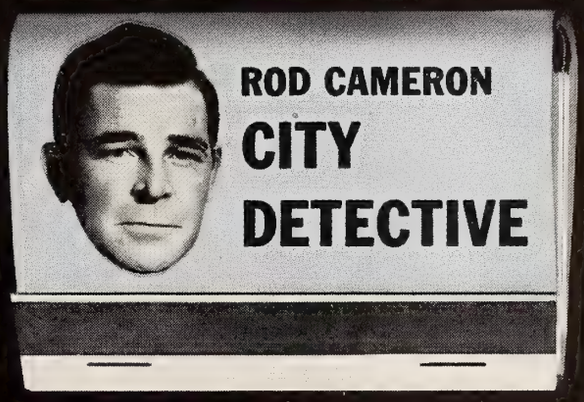
George Raft as a metropolitan police officer in 26 hard-hitting films of drama and mystery. A top rating-getter in leading markets.

no one...anywhere... can match MCA-TV's 12 top-rated film shows!

a show for any product . . . any market . . . any budget!

Here they are! 12 top-rated shows on film — proven audience getters! Made especially for TV, they run the gamut from comedy to mystery, adventure and melodrama — All prestige-builders for your product!

These shows are available now, in many leading TV markets. Contact the MCA-TV Office nearest you today!



65 half-hour mystery and adventure films, starring Rod Cameron. In its third year of successful selling for sponsors.



13 half-hour films covering top college games of the previous week. Shipped to you each Monday during football season.



Top-quality has become the trademark of this dramatic half-hour series featuring leading Hollywood stars.



DON'T "PICK BLIND" IN SHREVEPORT!



LOOK AT KWKH's HOOPERS!

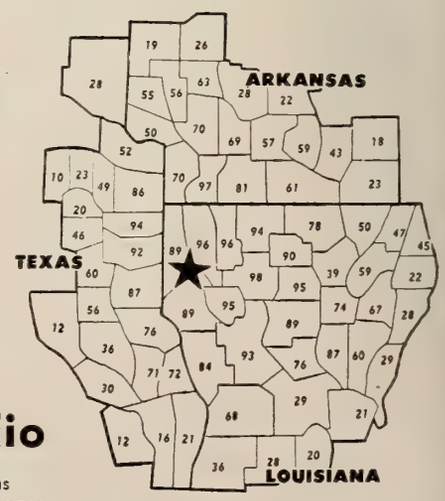
There's no gamble to picking the big Shreveport radio value—it's KWKH, hands down. Latest Hoopers show how much the home folks love us—and Metropolitan Shreveport represents only about 15% of the fans in our total coverage!

JAN.-FEB., 1954—SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

KWKH delivers 22.3% more daytime homes than the four other Shreveport stations, *combined!* KWKH's cost-per-thousand-homes, however, is 46.4% *less* than that of the second Shreveport station!



KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

November 22, 1954 Vol. 47, No. 21

IN THE WIND: GUILD FILMS MAY BUY DUMONT NETWORK

If preliminary discussions, now in progress, lead to something concrete, the present network structure would be dissolved with a film combine taking over. Meanwhile, DuMont and Westinghouse are getting closer in negotiations over WDTV (TV) Pittsburgh. More wheeling and dealing: Storer buys a Miami tv; CBS buys WCAN-TV plant, sells WOKY-TV property to Lou Poller.

ACQUISITION of the DuMont Television Network's productions and its production facilities by Guild Films Co. is under preliminary discussion, B•T learned last week.

If the contemplated arrangement were made, it would mean the dissolution of one of the four major tv networks and the emergence of a powerful new film combine, embracing both production and exhibition facilities. Guild would sell its filmed programs to national sponsors and exhibit them on the member stations of Vitapix Corp. Last month Guild and Vitapix entered into a cooperative production-distribution agreement [B•T, Oct. 25, Nov. 8].

As a corollary to the discussions with Guild for disposal of its network operations, DuMont reportedly was drawing near a decisive point in its negotiations with Westinghouse Broadcasting Co. over sale of DuMont's WDTV (TV) Pittsburgh. DuMont-Westinghouse conversations have been in intermittent progress for some time. Last week the gap between DuMont's asking price and Westinghouse's offers was said to be narrowing, with the possibility advanced that a sale might be closed at around $10 million.

The DuMont-Guild and DuMont-Westinghouse discussions were only two of a whole series of maneuvers among major television interests last week—maneuvers which seemed destined to lead to profound changes in the ownership pattern of U. S. television and in the relative positions of surviving tv networks.

Many of these maneuvers were still in the skirmishing stage, but two of them reached conclusion.

● Storer Broadcasting Co. filled its television portfolio by acquiring its seventh station, the maximum ownership allowed by the FCC rules. Storer closed its FCC-approved purchases of Empire Coil's tv properties—vhf WXEL (TV) Cleveland and uhf KPTV (TV) Portland, Ore. —and made a new deal to enter uhf in Miami through purchase of ch. 23 WFTL-TV Fort Lauderdale and of the CP for ch. 27 WMIE-TV Miami. A total of about $9 million was involved. (See story page 36.)

● Confirming reports first published in B•T Nov. 8, CBS bought the physical plant of WCAN-TV, its present uhf affiliate in Milwaukee, and sold to WCAN-TV's owners, Lou Poller and associates, the physical plant of uhf WOKY-TV for a net consideration of about $500,000. CBS bought WOKY-TV a month ago and, assuming FCC approval, will operate it on ch. 19 from the present WCAN-TV plant. Mr. Poller will operate WCAN-TV —probably as an independent—from the present WOKY-TV facilities. (See story page 37.)

Although only the Storer and CBS-Milwaukee deals got to the closing or contract signing stages last week, others—of even more significance to the television industry, its advertisers and its agencies—were known to be under consideration.

In terms of station ownership and network structures, television was passing from its immediate post-freeze period of claim-staking to an evolutionary period in which original claims will be bought and sold in a struggle for dominance among networks and other multiple-station owners.

In Pittsburgh last week, more clearly than in any other major U. S. city, were observable the vestiges of the claim-staking period and the portents of the period of claim-trading.

Pittsburgh has one operating vhf station, DuMont's lucrative, pre-freeze WDTV. Two other vhf's are allocated there, but both have been tied up in competitive hearings.

If Westinghouse were to buy the ch. 2 WDTV, Pittsburgh would emerge almost overnight from the claim-staking period into the period of economic struggle among the giants.

A Westinghouse acquisition of ch. 2 in Pittsburgh would remove Westinghouse from the current competition for Pittsburgh ch. 11. A merger of the two remaining applicants, WWSW and WJAS, would follow immediately, with a quick FCC grant to the merged organization considered inevitable. It is known that a tentative arrangement between WWSW and WJAS has already been reached. Under it, WWSW would have operating control of the vhf facility.

A merger with the attendant probability of an early grant of ch. 11 might precipitate a merger among the five applicants now seeking the third Pittsburgh vhf, ch. 4, it is believed, or, lacking merger of the five, some other solution which would eliminate one or more of them and leave a coalition group to obtain a speeded grant.

Thus the three Pittsburgh vhf allocations would be occupied, one affiliation for each major network—assuming DuMont makes a deal with Guild and CBS decides not to buy in the Pittsburgh area. It is in the ultimate distribution of network affiliations and/or ownerships in Pittsburgh that the struggle for power will be most evident.

It is believed that Westinghouse has virtually assured itself of an NBC-TV affiliation in Pittsburgh, whether it buys a station or obtains one by grant. In return for that assurance, Westinghouse and NBC are understood to have discussed exchanges of some Westinghouse and NBC properties, the final objective being to provide NBC-TV with five vhf's and two uhf's of its own and with an equal number of Westinghouse-owned, NBC-affiliated tv stations in 14 of the biggest markets in the country.

Assuming Westinghouse gets NBC in Pittsburgh, who gets CBS-TV?

Maybe nobody.

For several weeks CBS has been considering purchase, for a reported $3 million, of WSTV-TV Steubenville, Ohio, a ch. 9 station that throws a strong signal into Pittsburgh. If CBS

WHERE WOULD DUMONT'S BILLINGS GO?

The figures at left below are Publishers Information Bureau estimates of gross tv network billings, January-September, 1954. Figures at right show two possible redistributions of DuMont's billings if Guild Films had taken over DuMont in that period.

CBS	$102,928,404	CBS	$102,928,404
NBC	88,208,365	NBC	88,208,365
ABC	22,693,361	ABC	31,535,105?
DuMont	8,841,744	Guild	8,841,744?
Total	$222,671,874		

Since CBS-TV and NBC-TV are practically sold out in all choice time periods, it can reasonably be expected that any new business benefits from a dissolution of DuMont could only supplant present billings with little variation in overall totals.



MR. BERGMANN



MR. KAUFMAN



MR. BROWN

THESE THREE had dinner together Thursday — and talked over the Guild - DuMont proposition. Mr. Bergmann is DuMont managing director; Mr. Kaufman is Guild president; Mr. Brown heads Vitapix Corp.

proceeds with that purchase, the grantees of ch. 4 and ch. 11 in Pittsburgh will be competing for an ABC-TV affiliation. One will lose.

Plainly, the economic squeeze is on in Pittsburgh. But it is also on all over the United States. The DuMont-Guild Films discussions of last week were a result of it.

That the DuMont-Guild discussions were under way was reluctantly admitted by several sources close to them. A high DuMont official conceded that "preliminary" talks had been held, but he said that DuMont intended to stay in the network business.

It was known that the proposal for Guild acquisition of DuMont productions and studio facilities first was explored last Tuesday at a New York luncheon attended by representatives of both sides.

This was followed by a dinner meeting Thursday, attended by Ted Bergmann, director of the DuMont network; Reub Kaufman, president of Guild Films, and Kenyon Brown, KWFT-TV Wichita Falls, Tex., president of Vitapix Corp.; a financial expert of Allen B. DuMont Labs whose identity could not be learned, and at least one other.

If DuMont were to sell its network productions to Guild and its Pittsburgh station to Westinghouse, it would retain ownership of WABD (TV) New York and WTTG (TV) Washington, its other broadcast properties. Both would become members of Vitapix and hence would become eligible to participate in the Guild-Vitapix plan.

Under that plan, which was approved last Oct. 30 by Vitapix stockholders, Guild handles production, sales, distribution, traffic and service functions; Vitapix handles station relations and time clearance.

The expanded operation that would result from acquisition by Guild of DuMont properties would not, in the legal sense, constitute a film network. As a practical matter, however, the organization would be in a business similar to networking without interconnection.

Guild Films was organized two years ago. Recently it became a publicly-owned stock company.

Vitapix was formed in October 1951 by tv stations as a cooperative means of obtaining film programs. Its member stations now number more than 40, including some of the major properties in the country.

The DuMont-Guild discussions last week followed a fruitless conclusion of earlier discussions concerning a possible deal between DuMont and ABC [B•T, Nov. 8].

In the discussions with ABC, DuMont was understood to have taken the position that at worst it was considering a suspension of network operations, in the hope that conditions would eventually become more favorable to the existence of four networks and that DuMont could then reopen for business.

That DuMont was still reluctant to abandon networking altogether was evident last week as the Guild talks took up where those with ABC had foundered.

Of the three other networks, ABC stands to gain the most from a DuMont suspension or dissolution. In the view of competent observers, the elimination of DuMont would relieve ABC of many station clearance problems which on occasion have made sales difficult and would put the network in a more advantageous position to compete with CBS-TV and NBC-TV.

At present, DuMont and ABC block each other off in many station clearance situations. With one of them out of the way, the other would be able to work out much more impressive station lineups.

The relative ability of the four networks to clear stations was summarized last May by DuMont's Mr. Bergmann when he testified before the Senate Communications Subcommittee in its investigation of uhf [B•T, May 24].

At that time, Mr. Bergmann said, NBC-TV was clearing 82 of the top 100 markets, using 20 uhfs of which 15 were in single or dual station markets. CBS-TV was clearing 76 markets, using 20 uhfs of which 14 were in single or dual station markets. ABC-TV was clearing 51, using 31 uhfs of which 17 were in single or dual station markets. DuMont was clearing 39, using 23 uhfs of which 12 were in single or dual station markets.

At the same hearing, Dr. Allen B. DuMont, president of DuMont Labs, offered three plans designed to equalize the position of the four networks. While differing widely in detail, the three plans had the common objective of creating comparable distribution of uhf affiliations among the networks.

In his testimony, Dr. DuMont said that the continued existence of more than two networks hinged upon the success of uhf.

The Lion's Share of DuMont's Network Business

Clorets and Pharmaceuticals Inc.—*Rocky King Detective* (Sun., 9-9:30 p.m.)

Serutan—*Life Begins at 80* (Sun., 9:30-10 p.m.)

Miles Labs—*Morgan Beatty and the News* (Mon. thru Fri., 7:15-7:30 p.m.)

Admiral Corp.—*Life Is Worth Living* (Tues., 8-8:30 p.m.)

H. J. Heinz Co.—*Studio 57* (Tues., 8:30-9 p.m.)

Walter H. Johnson & Co. (candy)—*Capt. Video* (Thurs., 7-7:15 p.m.)

Consolidated Cosmetics Inc.—*They Stand Accused* (Thurs., 8-9 p.m.)

DuMont Labs — *What's the Story?* (Thurs., 9-9:30 p.m.)

Pharmaceuticals Inc.—*The Stranger* (Fri., 9-9:30 p.m.)

P. Lorillard and Lentheric—*Chance of a Lifetime* (Fri., 10-10:30 p.m.)

STORER'S SEVENTH

HARD on the heels of the $12 million closing of its purchases of Empire Coil Co. and its two tv stations and of WJW Cleveland, and the sale of its San Antonio radio-tv properties, Storer Broadcasting Co. last week moved to acquire its second uhf television station—in Miami, Fla. This would give Storer the maximum of five vhf and two uhf tv outlets permitted under one ownership by the FCC.

Purchase of WMIE-TV Inc., which holds a construction permit for ch. 27 in Miami, and the assets of WFTL-TV Fort Lauderdale, operating on ch. 23 there, was announced jointly by George B. Storer, president of Storer Broadcasting Co.; E. D. Rivers Sr., WMIE-TV Inc. owner and former governor of Georgia, and R. H. Gore, chairman of Gore Publishing Co. *(Fort Lauderdale Daily News)* and 79% owner of WFTL-TV.

Storer is paying $35,410 for WMIE-TV's permit. This is understood to repay Gov. Rivers his "out of pocket" expenses. Storer is paying $300,000 for the WFTL-TV assets. Both transactions are subject to FCC approval.

The plan calls for Storer to locate WMIE-TV's antenna on the Miami tv antenna "farm", northwest of the city, using WFTL-TV's ch. 23 instead of WMIE-TV's present ch. 27. Owners of WFTL-TV will then surrender their permit, it was understood. Noran E. Kersta, executive vice president and general manager of WFTL-TV and former NBC tv executive, will continue to operate the Storer-owned, Miami station, it was reported. Mr. Kersta is a 21% owner of WFTL-TV.

WFTL-TV began operating May 5, 1953. It is affiliated with NBC and is represented by Weed Television. Last month, Mr. Kersta announced a $500,000 expansion program, calling for erection of a 1,000-ft. tower, increase of power to 250 kw by the end of this year, antenna adjustment for color tv, and a future increase in power to 1,000 kw [B•T, Oct. 4].

Last month, the FCC proposed to substitute ch. 39 for ch. 27 in Miami [B•T, Oct. 25]. This was done at the request of WFTL-TV in order to permit it to move its ch. 23 transmitter to the Miami antenna farm. The Storer purchase of both of the stations involved in the rule-making proceeding presages a recommendation that ch. 39 be assigned to Fort Lauderdale instead of to Miami, it was understood.

The joint announcement Thursday spoke of the two-way transaction as "in effect" a merger of WMIE-TV and WFTL-TV. It also said an order for a 50 kw RCA transmitter was being placed, contingent on FCC approval of the purchases. Mr. Storer said that an increase of transmitter power from the present 20 kw to 276 kw before Christmas was planned. Million watt power and 1,000-ft. antenna were planned as the next step, he said.

Storer owns WGBS-AM-FM Miami, affiliated with CBS. The Miami tv station will probably be given the WGBS-TV call. It was the FCC's refusal to accept WGBS's application for ch. 7 in Miami—on the ground that Storer already had the limit of five tv stations—that triggered Storer's appeal to the U. S. Court

of Appeals in Washington against the Commission's right to set a specified maximum station ownership in its multiple ownership rules. The case was argued several weeks ago [B•T, Nov. 8].

Earlier last week, Storer consummated its purchase of Empire Coil Co., owner of ch. 8 WXEL (TV) Cleveland and ch. 27 KPTV (TV) Portland, Ore., for $8.5 million [B•T, Nov. 1], and of WJW-AM-FM Cleveland from William O'Neil for $330,000 less quick net assets, and the sale of its KGBS-AM-TV (now KENS-AM-TV) San Antonio to the Huntress-*San Antonio Express* interests for $3.5 million [B•T, Nov. 15].

The closings took place in Cleveland and involved payment of $8,611,229 in cashier's check to Herbert Mayer and wife, owners of Empire Coil Co., plus the extinguishment of a $713,964 obligation Empire Coil owed the Bankers Trust Co. Payment to Mr. O'Neil was in the form of $361,255 in cashier's check plus two notes in the amount of $25,000 each, bearing no interest, one of which expires in one year, the other in two years. The sale of Storer's San Antonio properties to the former owner of KTSA-AM-FM was consummated with a $3,185,399 cashier's check with a $500,000 balance to be paid off in seven years, at 6%.

George B. Storer Jr., vice president in charge of finance, represented Storer Broadcasting Co. at the closings. He was accompanied by John E. McCoy, company secretary, and Paul A. O'Bryan, of Dow, Lohnes & Albertson, Storer's Washington attorneys.

In addition to the Miami, Cleveland and Portland stations, Storer now owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham and WWVA-AM-FM Wheeling, W. Va.

COLUMBIA'S FIRST U

THE MILWAUKEE-CBS picture clarified this week with the filing of an application by the network for FCC approval of the $335,000 purchase of ch. 19 WOKY-TV Milwaukee from its present owners, Bartell Broadcasters Inc. [B•T, Oct. 25].

The application followed an agreement with Lou Poller and associates, owners of ch. 25 WCAN-TV Milwaukee, the present CBS-TV affiliate there, to exchange facilities. CBS will pay $786,000 for WCAN-TV's Schroeder Hotel rooftop tower, antenna and transmitter equipment, plus its Town Hotel studios, and will take over the WCAN-TV lease for a new studio building due to be completed Dec. 10. In exchange, Mr. Poller's group will pay CBS $286,000 for WOKY-TV's facilities. This is a net price of $500,000 [B•T, Nov. 8]. However, both stations will retain their present channels. Blackburn-Hamilton handled the transaction between WCAN-TV and CBS.

For every month before April 22 that CBS disaffiliates, the network will pay Mr. Poller $30,000, the agreement provided. WCAN-TV's affiliation with CBS runs out April 22, following the normal six-month cancellation notice.

WCAN-TV, operating with 234 kw, began Sept. 5, 1953. It is 61 2/3% owned by Mr. Poller, 33 1/3% by Cy Blumenthal and 5% by Alex Rosenman. Mr. Poller last week received FCC approval for the $187,500 sale of his WPWA Chester, Pa. (1590 kc with 1 kw) to Eastern Broadcasting Co., a subsidiary of Delaware River Ferry Co., which operates the Chester-Bridgeport, N. J., ferry [B•T, Oct. 25]. Major stockholder of the Ferry company is Louis Kapelski.

Mr. Poller and his associates also own WCAN Milwaukee (1250 kc with 5 kw), and daytimer WARL Arlington, Va. (Washington, D. C., area), which broadcasts on 780 kc with 1 kw.

WOKY-TV operates with 20 kw from the WEMP-FM Milwaukee tower. It began in October 1953. It is owned by Gerald A., Lee and David Bartell, who also own WOKY Milwaukee (which is not involved in the transactions), WMTV (TV) Madison and WAPL Appleton, both Wisconsin.

Most recent balance sheet showed that Bartell Broadcasters Inc. had total assets of $429,769 and liabilities of $329,735.

The cost of the physical changeover of WOKY-TV to the WCAN-TV facilities was estimated by CBS to be about $379,350. It was announced that the new manager of CBS-owned WOKY-TV, when approved by the FCC, will be Edmund C. Bunker, general sales manager of CBS-owned KNXT (TV) Los Angeles.

It is understood that WCAN-TV will continue to use the Schroeder Hotel tower for its antenna.

Purchase of the uhf WOKY-TV was CBS' first move in the direction of additional stations under the FCC's new multiple ownership provisions permitting the ownership of up to five vhf stations and two uhf stations. CBS recently disposed of its minority interests in WTOP-TV Washington to majority owner The Washington Post Co. *(Washington Post & Times-Herald)*, and in WCCO-TV to Cowles Publishing Co. *(Minneapolis Star* and *Tribune)*. It also has been reported negotiating for the purchase of ch. 9 WSTV-TV Steubenville, Ohio, covering the Pittsburgh market [B•T, Oct. 25 *et seq.*]. CBS now owns WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles.

ADVERTISERS & AGENCIES

AAAA EASTERN MEET TO SPOTLIGHT COLOR

Both CBS and NBC will give color tv presentations, including a color kinescope. Three-day meeting opens today in New York.

PRESENTATIONS on color television — including the showing of a color kinescope— will be among highlights of the eastern annual conference of the American Assn. of Advertising Agencies which opens a three-day meeting at New York's Hotel Roosevelt today (Monday).

NBC-TV will present this afternoon "the first large-scale showing of a color television kinescope," according to a network spokesman. In addition, Barry Wood, executive producer in charge of color television at NBC, will direct a "live" demonstration of the production elements involved in creation of a color tv program.

CBS-TV will present, also this afternoon, a special color tv closed-circuit demonstration consisting of a sequence on color television commercials and a specially prepared color film, "A Visit to CBS Color Television."

The conference agenda also includes a radio-tv panel today featuring Edgar Kobak, station owner, business consultant and Advertising Research Foundation president, who is slated to speak on "Radio: Very Much Alive in '55"; Rodney Erickson, vice president in charge of radio-tv account planning, Young & Rubicam, on "Around the Work with Script and Stopwatch," and John F. Devine, J. Walter Thompson Co., on "1955 Talent Union Problems and Predictions."

Participants in a meeting on media Tuesday afternoon will include Adrian Murphy, president of CBS Radio, and Ted Bergmann, managing director of the DuMont Tv Network, as representatives of radio and television, respectively [B•T, Nov. 8].

Theme at the marketing session will be "The Role of Advertising Agencies in Today's Marketing Problems," Sidney W. Dean, vice chairman of McCann-Erickson's advisory committee on plans and chairman of the marketing session of AAAA, reported Friday. In his announcement, Mr. Dean asserted that agencies must become full partners in client marketing problems, and pointed out that:

"Marketing today has two jobs. They are to get the goods to the consumer and get the consumer to want the goods. Advertising agencies who have concentrated on only the second of these jobs must be prepared to raise their sights and to become full partners in client marketing problems. Mass communications applied to promotion represents the most efficient way to lower selling costs. Today, advertising agencies are the principal available counsel for keeping mass selling in step with the technology of production."

Ben Duffy's 35th

MORE than 1,000 BBDO employes helped celebrate President Ben Duffy's 35th anniversary with the agency by presenting him with a 15-foot scroll signed by all BBDO employes depicting Mr. Duffy at the beginning of his advertising career as an office boy on Nov. 1, 1919. The scroll was presented to Mr. Duffy by a junior BBDO employe disguised in Western Union attire. At the same time the agency's executive vice presidents, Charles H. Brower, J. Davis Danforth and Fred Manchee, broke into a song to the tune of "Oh, What a Beautiful Morning."

Mortimer of General Foods Lauds Role of Advertising

THE IMPORTANCE of advertising in helping to bring about the revolutions in the kitchen and on the farm which, through modern food processing and distribution methods, have freed the American housewife of much of the drudgery in feeding her family, was stressed Thursday by Charles G. Mortimer, president of General Foods Corp., in an address before the National Press Club of Washington.

"Too often these days the validity of expenditures for advertising as part of food distribution is questioned," Mr. Mortimer said. "Those who raise this question lose sight of

the fact that advertising, which is an economical form of selling, is needed to bring product and market together—especially in these times of self-service food stores.

"Technologists may perfect the product and the public may be subconsciously ready for it, but without advertising to create appetites and stimulate the conscious demand, the rapid growth of new products, with its accompanying benefits to farmers, processors and consumers, would not take place."

$17.9 Million Budget

Asked about his company's use of advertising media, Mr. Mortimer replied that despite what one might think, "tv and radio are a lesser part of our budget than newspapers and magazines." General Foods is nonetheless a heavy user of the broadcast media and in 1953 spent $6.8 million for radio network time and $11.1 million for tv network time, according to Publishers Information Bureau data. This total of $17.9 million for radio-tv does not include the company's expenditures for spot radio and tv during 1953.

PIB records the 1953 GF magazine advertising expenditures as $8.1 million and the ANPA Bureau of Advertising lists the company as spending $8.6 million for newspaper space—making a print total more than $1 million below the sum GF spent for time on the broadcast networks. The national newspaper figure, however, does not include the large volume of cooperative advertising for General Foods products placed at local rates by food retailers.

Marlboro Account to Burnett

PHILIP MORRIS & Co., New York, last week named Leo Burnett Co., Chicago, to handle its Marlboro cigarettes, with an estimated advertising budget of $1.5 million effective immediately.

The account will be serviced by the agency's Chicago office but the New York and Hollywood offices will supplement primarily in tv production.

Marlboro currently is being introduced as a popular-priced, filtered, long cigarette in four regions of the United States: Dallas-Fort Worth, Tex., Providence, R. I., Rochester, N. Y., and Denver.

The cigarette account has been serviced by Cecil & Presbrey, which closes its doors on Dec. 31.

Tv Sold Via Tv

WHAT was said to be the first public telecast of an advertising agency's recommendations to its client for the next six months' advertising plans, including the submission of two 15-minute films titled *Fame* complete with commercials, was made last Tuesday. The agency was BBDO, which submitted its presentation to the National Gypsum Co. in Buffalo through WBUF-TV, a uhf station on ch. 17 in Buffalo but which does not normally telecast during the day.

Program went on the air at 11 a.m. and the studio telecast was available to any of the television homes in the Buffalo area which might have tuned to ch. 17 at the time.

Melvin Baker, board chairman of the National Gypsum Co., and the management group including J. D. Elgin, director of advertising and sales promotion, witnessed the presentation in the directors room at the company's Buffalo headquarters. The company approved of the *Fame* series, which will be shown under National Gypsum sponsorship in 19 markets beginning in February.

Alcoa Renews 'See It Now', Reiterates Program Policy

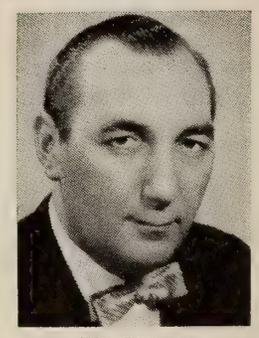
ALUMINUM Co. of America, New York, renewed *See It Now* Tuesdays on CBS-TV, effective Nov. 23. Alcoa has underwritten the program since its inception in December 1951.

"At no time during the course of the program has Alcoa had any control over the subject matter to be presented on the program, nor the treatment of that material," the company said in announcing renewal. "Neither do any of the subjects presented by Mr. Murrow, or the treatment accorded the subjects by him necessarily reflect Alcoa's opinions. Alcoa's only participation in the preparation of any *See It Now* program has been to produce the commercial messages. . . ."

Fuller, Smith & Ross, New York, is the Alcoa agency.

Arnold Cohan to Head N.Y. Office of MM&N

MUMM, Mullay & Nichols, Columbus, Ohio, effective Jan. 1, will open a New York office to be headed by Arnold Cohan, president of the Arnold Cohan Corp., New York agency, Michael H. Sloman, president of MM&N agency, announced last week. The Cohan company will cease functioning as an advertising agency Dec. 31 but will continue to operate in packaged television and radio and allied broadcasting activities.



MR. COHAN

Mr. Cohan has been elected vice president and a member of the board of Mumm, Mullay & Nichols. He will be in charge of all television and radio for the agency.

Mr. Cohan will continue to service the Gerald O. Kaye Assoc. account at the MM&N agency. Kaye Assoc. is the co-sponsor of *Startime* on ABC-TV.

Schaefer, American Tobacco Buy Dodgers Radio-Tv in '55

F. & M. SCHAEFER BREWING CO. (Schaefer beer) and the American Tobacco Co. (Lucky Strike) again will share radio-tv sponsorship of the Brooklyn Dodgers baseball schedule for 1955, it was announced last week.

WOR-TV New York will telecast the games for the sixth full season, according to Gordon Gray, general manager of the station. It was understood that WOR-TV this year will receive $175,000 for the games.

In radio, WMGM New York again will broadcast the games, Arthur M. Tolchin, the station's director said, with the sponsors sharing commercial time equally. Mr. Tolchin also said renewals for *Warm-up Time* and *Sports Extra*, which are programmed on WMGM before and after each game, respectively, are running ahead of the past year with a "complete sellout" near.



TESTING to see how their products will look on color tv is done via closed-circuit at WTMJ-TV Milwaukee by these representatives of Swift & Co. and McCann-Erickson Inc., both Chicago. L to r: Harold Rorke, M-E account executive; Neale V. Bakke, sales manager, WTMJ-AM-TV; Margaret Raffles, M-E director of home economics; Martha Logan, Swift & Co., and Lois Mark, M-E radio-tv dept.

IBC Decision Could Alter All Sports Radio-Tv—Barnes

DECISION in the pending International Boxing Club case, argued before the U. S. Supreme Court last fortnight, may be of great importance to the radio-tv industry, Judge Stanley N. Barnes, Assistant U. S. Attorney General in charge of Anti-Trust Division, stated in KNXT (TV) Hollywood newsreel interview last week.

Following an address to the Los Angeles Bar Assn., Judge Barnes made the newsreel recording, stating: "If the Supreme Court reverses the position it took in the original baseball ruling (that baseball is a sport, not a business), the Anti-Trust Division will be extremely interested in present arrangements for broadcasting and telecasting baseball, football, wrestling and boxing."

He pointed out that the question of whether other sports fall within the exemption from anti-trust laws previously granted baseball constitutes a problem in Sherman Law enforcement. "The original baseball decision was granted many years ago, before broadcasting and telecasting of sports events," he said. "Today, in certain sports, revenue received from

broadcasting and telecasting often exceeds actual gate."

At a previous news conference, Judge Barnes reportedly made the statement that in the boxing case, if the Supreme Court rules boxing is a business, it will fall under Sherman Anti-Trust Law provisions and thus the National Collegiate Athletic Assn. will probably have trouble preventing colleges from selling broadcasting rights to anyone.

At present, "boxing, theatricals, football . . . everything is trying to shove into the baseball type classification now," Judge Barnes said.

W. H. Weintraub to Become Agency's Board Chairman

WILLIAM H. WEINTRAUB, president, will become chairman of the board of the William H. Weintraub & Co., New York, effective Jan. 3, it was announced last week.



MR. WEINTRAUB

Also on that date a new slate of officers will be in effect: Elkin Kaufman, executive vice president, will be president of the agency; John D. Scheuer, vice president, treasurer and general manager, becomes senior vice president; Norman B. Norman, vice president and account supervisor, becomes executive vice president; Eugene H. Kummel, vice president, becomes vice president and secretary; B. David Kaplan becomes vice president and treasurer; John Morris, vice president and director of marketing, and Kay Daly, vice president and fashion director. Messrs. Norman, Kummel and Kaplan have been elected to the board of directors.

William Jensen, account executive, also has been elected a vice president, effective Jan. 3.

Arthur Cobb, DCS&S Founder, Dies at 64 After Long Illness

ARTHUR COBB JR., 64, founder of Doherty, Clifford, Steers & Shenfield, New York, and retired secretary-treasurer of the agency, died Nov. 12 at his home in Bronxville, N. Y., after a lengthy illness.

Mr. Cobb was first associated with BBDO and later with Pedlar & Ryan. In 1944 he joined in forming Doherty, Clifford, Steers & Shenfield, remaining as one of its officers until his retirement. He was past chairman of the finance committee of the American Assn. of Advertising Agencies.

Surviving are his wife, Edith Lyford Cobb, and a son, H. Lyford Cobb.

Avco Buys on NBC Radio

AVCO MFG. Corp., Crosley Div., Cincinnati, has purchased a total of 16 participations on NBC Radio, including eight on *Friday With Garroway* (Fri., 8:30-10 p.m. EST) and four on *Great Gildersleeve* (Sun-Thurs., 10:15-10:30 p.m. EST), Nov. 29 through Dec. 10, and four participations on *Fibber McGee and Molly* (Sun.-Thurs., 10-10:15 p.m. EST) for the Jan. 17-28 period. The company also will sponsor four news shows featuring Richard Harkness (Mon.-Fri., 9-9:05 p.m. EST) during the Nov. 29-Dec. 10 and Jan. 17-28 periods. Agency is BBDO, New York.

Toigo Named Exec. V.P., Will Head Biow Planning

JOHN TOIGO, vice president, has been appointed executive vice president of the Biow Co., responsible for all creative work, F. Kenneth Beirn, president, announced last week.

Mr. Toigo will head a new plans group to consist of all copy groups and department heads on the creative side, working with account representatives for preparation of all plans and campaigns of the agency, which after Jan. 1 will be known as Biow-Beirn-Toigo.

Robert Bragarnich, vice president, has been appointed a senior vice president of the agency, Mr. Beirn also announced.

Keck to NL&B; Shaw Succeeds

JOHN (SCOTTY) KECK, vice president and radio-tv director of Henri, Hurst & McDonald, has joined the radio-tv department of Needham, Louis & Brorby. He will work with James Cominos, agency's radio-tv director. James T. Shaw, account executive at H H & M, has been appointed successor to Mr. Keck, who had been with the agency since January 1950. Mr. Shaw has been with the agency for five years.

LATEST RATINGS

TRENDEX

Nov. 1-7

1.	Jackie Gleason (CBS-TV)	40.3
2.	You Bet Your Life (NBC-TV)	36.1
3.	Medic (NBC-TV)	35.1
4.	Dragnet (NBC-TV)	34.8
5.	Toast of the Town (CBS-TV)	33.2
6.	I've Got a Secret (CBS-TV)	32.4
7.	Berle-Buick Show (NBC-TV)	30.4
8.	Disneyland (ABC-TV)	30.3
9.	What's My Line (CBS-TV)	30.2
10.	This Is Your Life (NBC-TV)	30.2

[NOTE: SPECIAL EVENT, Eisenhower-Nixon, Mon., Nov. 1, 9-9:30 p.m. Rating: 29.0.]

NIELSEN

Two Weeks Ending Oct. 9 (Radio)

Rank	Program	Homes (000)
Evening, Once-A-Week		
	(Average for All Programs)	(1,166)
1	People Are Funny (NBC)	2,752
2	Lux Radio Theater (NBC)	2,705
3	Amos 'N Andy (CBS)	2,566
4	Dragnet (NBC)	2,472
5	People are Funny (CBS)	2,379
6	Gunsmoke (Mon.) (CBS)	2,379
7	Jack Benny Show (CBS)	2,286
8	You Bet Your Life (NBC)	2,006
9	Bergen & McCarthy (CBS)	2,006
10	Our Miss Brooks (8:00) (CBS)	1,959
Evening, Multi-Weekly		
	(Average for All Programs)	(1,539)
1	One Man's Family (NBC)	1,726
2	Amos 'N Andy (CBS)	1,633
3	News of the World (NBC)	1,493
Weekday		
	(Average for All Programs	(1,539)
1	World Series (MBS)	5,831
2	This is Nora Drake (B. Myers) (CBS)	2,286
3	Stella Dallas (Toni) (NBC)	2,239
4	Ma Perkins (CBS)	2,239
5	Road of Life (CBS)	2,192
6	Helen Trent (Amer. Home) (CBS)	2,192
7	Young Widder Brown (Sterling) (NBC)	2,146
8	Our Gal, Sunday (Amer. Home) (CBS)	2,146
9	Stella Dallas (Sterling) (NBC)	2,146
10	Guiding Light (CBS)	2,146
Day, Sunday		
	(Average for All Programs)	(513)
1	Lorne Greene (MBS)	1,073
2	Sunday Gatherin' (CBS)	1,026
3	Galen Drake (Gen. Foods) (CBS)	933
Day, Saturday		
	(Average for All Programs)	(1,120)
1	World Series (MBS)	6,764
2	World Series Roundup (MBS)	1,866
3	City Hospital (CBS)	1,633

Copyright 1954 by A. C. Nielsen Co.

Sat. Viewing Highest

SATURDAY leads the rest of the week in daily tv viewing potential, according to a survey made by Nielsen Television Index for July and August. The study showed that average U. S. tv viewing was 3 hours and 37 minutes of television fare per day on weekdays, 3 hours and 29 minutes on Sunday and 4 hours on Saturday. Nielsen reported that this pattern follows closely that of winter months.

The first NTI rating report for the new season reveals that the average evening tv show is reaching a half million more homes this fall than last. The report states that a once-a-week evening show is seen in some 5,638,000 homes as compared to 5,150,000 for the same period last year.

Reticence to Buy Color Sets Indicated in L. A. Tele-Census

WHILE nearly 30% of respondents in the 12th semi-annual Tele-Census survey indicated they had a stronger desire for a color tv set in their homes than last year, another 60% stated they were not interested in purchasing color video. Survey is conducted by Los Angeles educator Hal Evry as an impartial study of tv's impact on living habits.

However, in another question on why they would rather have tv today than a year ago, 27.5% gave "more color programs" as an answer while another 20.6% stated "color is more enjoyable."

Survey, which tests opinions of 2500 set owners in 16 economic districts in greater Los Angeles, showed nearly 40% watched tv one hour or less (daily), 30% approximately two hours and 30% three hours or more.

Almost 60% admitted an "occasional" conflict on program choice, while 33.5% "seldom" and 6.5% "often" have such conflicts.

A series of questions on subscription tv indicated nearly 60% would pay $1 a program for first quality movies on their sets.

Though the novelty of video has worn off, a majority of 42.8% nevertheless found programming more interesting than previously, 17.5% less interesting and 39.7% the same as when the set was purchased.

Tea Council Promotes Two

APPOINTMENT of Gerard L. Brant, promotion director of the Tea Council of the U.S.A., to the newly-created position of assistant executive director of the organization was announced last week by Anthony Hyde, executive director.

Mr. Hyde also announced that John M.



MR. BRANT



MR. ANDERSON

Anderson, assistant director of promotion for the Tea Council, has been promoted to the post vacated by Mr. Brant.

Selling Insurance the Singing Way

SPOT JINGLES on radio are selling insurance policies to the surprise and delight of the usually staid and conservative Farm Bureau Insurance Companies of Columbus, Ohio.

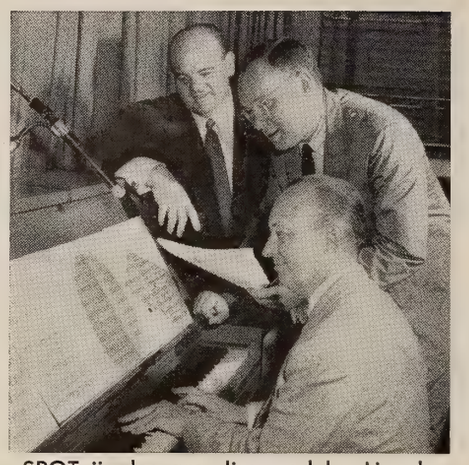
To break away from the standard form of insurance advertising was considered a calculated risk. But the advertising agency, Ben Sackheim Inc., New York, intrigued with the idea of a singing commercial, decided to use it for the new Farm Bureau Health and Accident Insurance Plan as a trial balloon.

The agency assigned Phil Davis Musical Enterprises to help work out a new musical campaign.

"What we were interested in," Lincoln Diamant, radio-tv director at Ben Sackheim Inc., told B•T, "was the right kind of singing commercial to promote the new health and accident policy—a fresh approach that would appeal to the young married through middle-aged group—one that would cover important sales points including accident, sickness and death benefits without being offensive or flip—maintain the prestige and reputation of the company and, above all, stress the importance of taking immediate action."

The agency, working with the staff of Phil Davis Musical Enterprises, soon found the answer in a cheerful tune fancifully sung by a young housewife, a very secure policy holder. The lyrics cite the security and financial benefits under the Farm Bureau plan.

The commercials, with a 10-second insurance agent hitchhike, are placed by the agents themselves on their local stations. So many requests for the pressing have come into the agency and so many orders to the agents that the success of the "trial balloon" is assured.



SPOT jingles are discussed by Lincoln Diamant, account executive, Ben Sackheim Inc., with Phil Davis (l), Phil Davis Musical Enterprises, and Nimo Paul (at piano), executive vice president and treasurer of the Davis firm.

The stations which carried the commercial first were those of People's Broadcasting Corp., a Farm Bureau subsidiary: WGAR Cleveland, WRFD Columbus, WTTM Trenton and WMMN Fairmont, W. Va. The commercial is now being placed on a large group of other stations throughout northeastern and midwestern United States, the territory serviced by the Farm Bureau Insurance Companies.

As a result of the success of the radio test campaign on the specific type of policy sold by musical commercials, the Ben Sackheim agency has now commissioned Phil Davis Musical Enterprises to develop a new series of "Farm Bureau Ballads" for all lines of insurance carried by Farm Bureau.

Election Survey Shows Radio's Drawing Power

HIGH AUDIENCE appeal of radio in covering news events is pointed up in a survey conducted for WOR New York by The Pulse Inc. on the listening and viewing habits of adults in the New York metropolitan area on election night.

The study, conducted among 1,000 New Yorkers on Nov. 3 (the day after elections), shows that 5,681,750 people used radio to keep apace with the election returns, according to The Pulse. A breakdown provided by The Pulse disclosed that 18.7% heard returns on radio only; 27.6% viewed results on tv only; 36.9% did a combination of listening and viewing, and a total of 55.6% of all adults listened to the returns on radio during the course of the evening.

According to WOR, the study showed that among those who listened to the returns on radio, WOR was "the favorite station."

Oil Companies Buy Opera

TEXAS Co. and McColl-Frontenac Oil Co. have signed to sponsor Saturday afternoon broadcasts of the Metropolitan Opera, starting Dec. 4. ABC Radio will carry the broadcasts in the U. S. for Texas Co., while in Canada the programs will be heard via CBC Radio with McColl-Frontenac as sponsor.

Metropolitan Opera broadcasts for the 1954-55 season, consisting of one evening and 17 afternoon performances, will mark the 15th consecutive year they have been on the air. Milton Cross again will narrate and William Marshall of ABC will direct the series.

CTPN Show Grossing $750,000

ANNUAL gross billing of Columbia Tv Pacific Network's *Panorama Pacific* program has reached $750,000, Edward C. Bunker, CTPN general sales manager, announced in connection with the show's first anniversary Nov. 16.

The daily, two-hour, early morning show originates at KNXT (TV) Hollywood and is carried by KFMB-TV San Diego and KPIX (TV) San Francisco. During October business averaged 27 regional spots, 20 local spots and 37 10- to 20-second station break announcements weekly, for $15,000 average weekly gross.

Roto Broil in Tv Spot Drive

ROTO BROIL Corp., New York, last Thursday launched a television saturation spot announcement campaign, using station breaks and 10-second identifications in all major markets. Agency is Products Services of New York.

'FACTuary' Network Report Lists Food Advertisers First

FOOD and food products companies led all other categories of advertisers in sponsoring radio and television network programs during October, according to the current issue of *The FACTuary*, published by Executive Radio-TV Service, Larchmont, N. Y.

In television, *The FACTuary* showed that a total of 33 food and food products advertisers had regularly-scheduled network programs, followed by home furnishings and product advertisers, 28 sponsors, and automobiles and accessories firms, 18 sponsors.

Food and food products firms led among network radio sponsors with a total of 25, according to *The FACTuary*. In second place was religious groups with 13 sponsors, followed by drug and drug product companies, 12.

A breakdown provided in the current issue of *The FACTuary* shows that in October 1954 there were 183 sponsors of network television shows and 119 sponsors of network radio programs.

Cough Drops on Radio-Tv

AN EXTENSIVE radio-tv campaign is being used by Maryland Pharmaceutical Co. to introduce a new product, Rem Cough Drops. Most of the radio effort will be directed into network except for one independent station—WITH Baltimore. The product is being marketed through the Reson Sales Corp., handled by the Nyburg Advertising Agency of Baltimore. Maryland Pharmaceutical has used radio for many years for its products, Rem and Rel.

Nielsen Adds Subscribers

ADDITION of station and advertiser subscribers to its local area radio-tv audience measurement reports was announced Tuesday by A. C. Nielsen Co., Chicago.

Stations purchasing Nielsen Station Index service are WCAU-AM-TV and KYW Philadelphia; KFI, KABC-TV, KCOP (TV), KLAC, KMPC and KNX Los Angeles; WBBM Chicago; KMOX St. Louis, and KOMO-AM-TV Seattle. Procter & Gamble and Carter Products are the new advertiser clients.

New High for Cathodes

SALES of cathode ray picture tubes for tv sets by manufacturers set a new monthly record in September, totaling 1,149,791 tubes compared to 855,191 sold in August, according to Radio-Electronics-Tv Mfrs. Assn. Nine-month sales totaled 6,476,566 tubes compared to 7,552,862 a year ago. RETMA reported sales of receiving tubes totaled 40,996,063 units in September compared to 35,167,272 in August. Nine-month sales of receiving tubes were 266,050,907 tubes compared to 347,152,450 a year ago.

Direct Mail Shows Gain

ESTIMATED dollar volume of direct mail advertising used by American business in September was $108,698,520, according to figures released by Direct Mail Advertising Assn. This represents a gain of 8.59% over the amount spent in the same month in 1953. Increase of 6.77% was reported in sales volume for first nine months of 1954 compared to same period last year.

(A&A continues on page 59)

Morning Radio is UP in IOWA

UP on WHO!

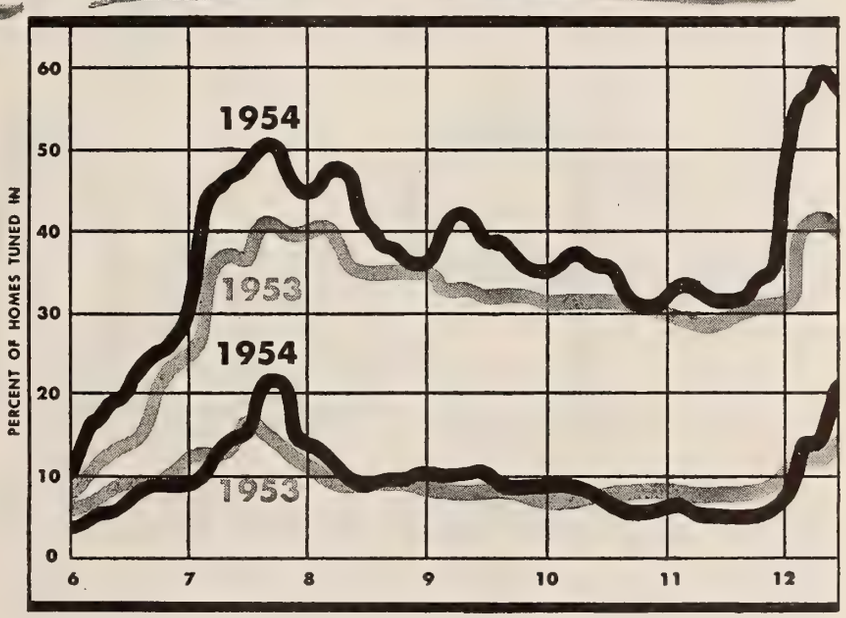


THE chart — taken from the 1954 Iowa Radio-Television Audience Survey — tells the story.

The two top lines show *morning radio listening* in 1954 as compared with 1953 — UP for all stations in Iowa.

The two lower lines are for WHO alone — UP for 1954, over '53 — and we hope you'll note that, at certain times, WHO alone accounts for as much as 45% of *all* the radio listening in the State!

The complete 1954 Survey will be out very soon, now. Write for an early copy — or ask Free & Peters!



PERCENT OF HOMES TUNED IN, MORNINGS — 1953 VS. 1954

WHO

for Iowa Plus!

Des Moines . . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives



IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this self-contained inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 4 billion dollars. *(Sales Management's 1953 Copyrighted Survey)*



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

FAN MAGAZINES

THEY USED TO FEED OFF MOVIES; NOW THEY'RE GORGING ON TV

By Earl B. Abrams

ANY frequenter of newsstands must have noticed in recent years a new crop of periodicals. These are the fan magazines which feed off that newest and rising art, television.

These are read by people, mostly female, whose daily chores consist of going to an office or a factory and whose most bewitching evenings are the weekly Saturday dates with the boy friend. Such lacklusters have always had an avidity for the famous and the glamorous. The spate of movie fan magazines is the best indication of that.

The new tv fan magazines are aimed at this same audience. They lure the glamorless with words and pictures about the enticing, tempting, captivating, enchanting personages of studio, microphone and camera. Radio never had it like this.

The transition from Hollywood to tv has not been difficult. After all, the ingredients are the same, whether the subject is a Hollywood film star or a New York tv star. In many cases they are the same person. The recipe for a fan magazine calls for several personality stories, some cheesecake, something about a rising young juvenile, and a vast amount of articles about programs, producers, directors, and backstage gossip.

It's the fact that the gossip—which would pass as just that on any six-party line in rural Vermont—is backstage (or a reasonable facsimile thereof) that makes for the reader's titillation.

She is a part of that world—while she reads the magazine.

Today, a well-filled newstand has an entire row of its periodical rack filled with flashy covers containing television in the title somewhere. Some of the better known are:

TV, TV Album, TV Annual, TV Fan, TV-Movie Screen, TV Stage, TV Boxing, TV Spotlight, TV Girls & Gags, TV Fun, TV Views, TV Weekly, TV Yearbook, TV Headline, TV Life, TV Movie-Starland, TV People, TV Radio Mirror, TV Revue, TV Star Parade, TV World, Movie & Television Magazine.

Above and beyond these purveyors of tv lure is one weekly publication which has proved the pulling power of the sight and sound medium. This is *TV Guide,* now sold in a quantity undreamed of a few short years ago, and which has a potential circulation double, triple and possibly ten-fold that of today.

So heady is this future potential for the tv program listing type of periodical that the second such publication is due to appear early in 1955. This is to be *TV Program Week,* to be published by no less than the Curtis Circulation Co., a subsidiary of the Philadelphia publishing giant (*Saturday Evening Post, Ladies' Home Journal, Country Gentleman, Holiday*).

TV Guide and the projected *TV Program Week* are built on a backbone of solid information—program listings which readers can actually use. While they also contain a few fan-type articles, they are usually somewhat more restrained than those appearing in the straight fan publications.

Take, as an example of the regulation fan book, the January 1955 issue of *TV People* (published, incidentally, in October 1954).

TV People, Vol. 2, No. 5, sells for 25 cents and is published by the Non-Pareil Publishing Corp., 655 Madison Ave., New York City. Martin Goodman is the publisher, Monroe Froelich Jr. is the business manager, and Bessie Little is the editor.

Non-Pareil is part of the Atlas group, which also publishes *TV World, Filmland, Movie World, Screen, Screen Stars* and *Movie Annual.*

The January 1955 issue of *TV People* is chockfull of tv personalities. There are pieces on Julius LaRosa ("Has the Kid Made Good"), Doug Edwards ("Suburban

(Continued on page 50)



In more and more client-agency huddles, decision-makers are

SOLD ON

Super Anahist and its agency, Ted Bates & Company

are sold on Spot as a basic advertising medium!

If your product has peak selling periods, like Super Anahist, Spot broadcasting should be your medium, too. Super Anahist's entire advertising budget goes into Spot ... both radio and television ... and, after only two years on the market, it is now the nation's fastest growing cold remedy.

Your advertising agency can show you how Spot broadcasting, used as a major advertising medium seasonally or throughout the year, can fill *your* particular selling needs.

With Spot, you can support your salesmen sectionally as well as seasonally ... market by market, according to your estimates of sales potential. And only Spot broadcasting allows you to adjust your long-range promotion plans to last minute selling conditions, quickly and economically.

In 11 major markets ... rich markets that account for almost half the nation's retail sales ... NBC Spot Sales represents top radio and television stations. Why not find out how Spot in these markets can work for you as it does for Super Anahist and thousands of other successful advertisers.

More top-level executives are sold on Spot because more products are sold on Spot ...

... and some Spots are better than others

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* Dallas* *Bomar Lowrance Associates*

© 1954 BY NATIONAL BROADCASTING COMPANY, INC.

representing RADIO STATIONS:

WRCA	*New York*	**WRC**	*Washington, D. C.*
WMAQ	*Chicago*	**WTAM**	*Cleveland*
KNBC	*San Francisco*	**WAVE**	*Louisville*
KSD	*St. Louis*	**KGU**	*Honolulu, Hawaii*

representing TELEVISION STATIONS:

WRCA-TV	*New York*	**WNBK**	*Cleveland*
WNBQ	*Chicago*	**KPTV**	*Portland, Ore.*
KRCA	*Los Angeles*	**WAVE-TV**	*Louisville*
KSD-TV	*St. Louis*	**WRGB**	*Schenectady-Albany-Troy*
WRC-TV	*Washington, D. C.*	**KONA-TV**	*Honolulu, Hawaii*



MAC DONALD DUNBAR,
Media Group Supervisor,
Ted Bates & Company, (left)

J. S. HEWITT,
Executive V. P.
Anahist Company, Inc.

C. L. MAC NELLY,
Account Executive,
Ted Bates & Company

PHOTO BY ROBERT FRANK



STANTON DISSECTS JOURNALISM IN '54

HE IDENTIFIES THE ROLES OF RADIO, TV, THE PRINTED PRESS

ELECTRONIC JOURNALISM had to be born twice as tv followed radio into the world, but it is old enough for an inventory and for comparison with printed journalism, Frank Stanton, president of CBS Inc., told the Sigma Delta Chi convention in Columbus Nov. 13 [B•T, Nov. 15]. Mr. Stanton dissected the two types of media, comparing and contrasting their elements. Following is a condensation:

THE journalism of the printing press and of the electronic tube are often today thought to be competitors—and commercially they are. Professionally, however, they draw closer all the time, for they work with the same raw materials. They are forever taking it on the chin together, at the same time, from the same people, about their faults.

For both of us there is the matter of *straight reporting:* there was a crisis in Pakistan, an investigation in Washington, or a fire in Chicago. Somebody got the Nobel Prize, and somebody got caught evading his income tax. This sort of thing was for years the exclusive domain of the newspaper. Then radio edged in—at first inadequately just by reading aloud some rudimentary dispatches with little or no attempt to help the listener understand what they meant. But soon, radio was able to bring more comprehension to the news, and to add to it some *analysis* of what the news probably meant.

In a program like CBS Radio's *World News Roundup,* wherein every weekday morning we can switch our listeners around and among four or five world capitals, and highlight the news from all of them in 15 minutes, we move with enormous efficiency and dispatch. Here, radio has contributed importantly to a news form.

When television came along adding pictures and motion to sound, we could hardly wait: it seemed in the beginning as if the television camera would add a great scope to the reporting of straight news. But we reckoned without something, and that was the high proportion of the day's news that lies in the realm of *ideas.* And ideas are hard to photograph.

So, excellent though much television reporting has become, after a slow start, I think most people will agree that a further refinement of invention is still due here. A man seen reading aloud is not enough. Yet if we weight him down with too much apparatus of maps, or film clips, or other baggage, we get the thing too bulky and we can slow it up too much while waiting to get our documentary material in. When, some day, we can fully add the services of the television camera to a radio news program like the *World News Roundup* we shall have something very impressive indeed.

What about news *features*? Here I think it is not at all immodest to point to Ed Murrow and *See It Now.* Here the television camera has joined the procession as a full and equal partner. Here we have something that stems from the tradition of the finest Sunday roundup feature, or let us say, the cover story of the news magazine—but where broadcasting has added something unique to itself, and to that extent is neither copyable by, nor stemming from, the journalism of the printed page. Here, it is possible, not to photograph ideas, but to make the camera reinforce them, or add point to discussion, in a most impressive way.

What about the operations of the *intellect* in our media? Our problems here are very different. The best newspaper pundits, the men who think hard and write lucidly and demand of their audiences that they pause and take real thought—these men can and do, on the printed page, command the attention of their readers for 20 minutes at a time. But the very greatest pundit-columnist, reading his column aloud to a microphone, with or without benefit of camera, would be switched off by the hundreds of thousands before he had talked a minute. He has written to be *read,* not to be listened to. Not enough of our pundits have given enough thought to the subtle differences between what the reading eye and the listening ear will accept, even when both are connected to the same brain. And perhaps we of broadcasting are at fault for not having studied enough, and coached enough, to translate the best of political-intellectual newspaper columns into broadcast terms. Here I think the advantage rests with you, and it is up to us to catch up to the extent possible within our ground rules.

But, what about the *speech,* as a matter of vital record? Here I think the terms are reversed. Only the biggest metropolitan newspapers give full transcripts of important speeches; the rest content themselves with excerpts. And a verbatim transcript, the day after, can look dull, whereas radio and television have the inestimable advantage of being instantaneous with the real event. If the speaker is to be cheered or booed or shot at; if he is to say something tremendous or put his foot into a terrible mess, the audience is there waiting for it to happen.

As with the speech, so with the *panel,* so with the *discussion,* under the eyes and ears of camera and microphone. The debates, the round tables, the critical and sometimes very rough quizzing of public figures for the benefit of a nationwide audience of citizens, are to me among the most significant of improvements on the town hall meetings, the Lincoln-Douglas debates of an earlier America, wonderfully extended, brought up-to-date, and made available to all. The daily paper has been astute—and generous—enough to make its best reporters available to take part in the interrogation process. The collaborative quality of our media here is at its most impressive. In general, broadcasting has furnished the electronics, the forum and the arrange-

ments, and press journalism has provided most of the point, penetration and bite.

Along about here, there rises a basic question: can a broadcaster properly utilize the great opinion-molding power of that newspaper institution, the *editorial*? At CBS we think he can, and should. In fact, just back in August we made the first network attempt at it, and I happened to be the editorializer. My subject was something deeply important to electronic journalism. It was the right of the radio microphone and television camera to have equal access to an event with the other tools of journalism—in this particular case their right to follow the reporter's notebook into the hearings of the Watkins Select Committee of the Senate that was sitting on the matter of possible censure for Senator McCarthy. I shan't repeat my arguments here. Because broadcasting is properly committed to the proposition of "fairness and balance" in the presentation of controversial issues, we invited Judge Harold R. Medina to present a contrary view. Our view did not prevail with the Committee, so radio and television were barred. I strongly regret this. But this regret is independent of what seemed to be the successful innovation of what we called the *CBS Editorial*, and to which from time to time we are going to return.

So: we are borrowing from newspaper technique here. Can newspapers borrow from us? I spoke of the fairness and balance proposition to which broadcasting is committed. This is a bulky thing to administer; it needs discretion and causes headaches, but on the whole it is thoroughly good. I think some newspapers could properly imitate it with more attention to the proposition of "balanced space."

Let us think now for a moment of *events as they happen*—whether planned or accidental. The television camera cannot get to the *outbreak* of the fire, or catch the moment the freighter hits the rock. And the light-traveling reporters of press and radio, I suppose, will always get there first. But the slower-following camera will in the future, I think, make the reporter tell his stories better. If so, here is competition at its best in raising standards of professional service.

But there is something else the television camera cannot do: it cannot sit in the halls of Congress all day waiting for something to happen. But a wire service reporter can, and does. He suffers to listen to a thousand inconsequential things for the sake of the two or three of national importance. Television admires and envies, and so far cannot emulate—not without solemnly and extravagantly recording everything and then throwing 99% of it away.

TV CHAPERONES THE PRESS

Senator Mundt's observation, at the close of the Army-McCarthy hearings, that it had been a good thing to have had television to chaperone the press, was perhaps a good remark. Yet those hearings were a major demonstration of how much a television camera needs a competent editor. If a television camera is infallible, it is also non-discriminating. Some day, it may not be too much to hope that the discrimination of the trained human reporter can be better added to the cold infallibility of the machine—and vice versa—for on-the-spot coverage. When that day comes, we will certainly have had a wedding of two separate branches of journalism as will make a human record by which mankind, let us all pray, can guide himself more wisely that he has been able to in the past. Current events are not history, and current events are not wisdom, and even a deep and exhaustive knowledge of current events does not make a philosopher—but it helps. For events are the raw materials of even the most rarefied and delicate thought. Philosophers and intellectuals may, and often do, look down on us—but they're *there* because we're *here*.

We hear a great deal about the obligations of journalists, publishers and editors. It is right that we should. But there is one obligation that is not as much discussed as most of the others . . . an obligation equally imperative on both branches of our profession, and another thing that unites us.

The obligation I am talking about is the obligation *to make money* while serving the nation and the public with our particular skills. There are some very handsome profit-and-loss statements in this business-industry-profession-art of ours—and there are some rather appalling ones, too. Actually, the obligation on us to be profitable is just as commanding as the obligation to be fair and truthful. Without this oil, the lamps go out. Without profits, the free press is no longer free.

But the obligation to be profitable does not lie primarily on the shoulders of the business office. The profitability of a publishing or broadcasting enterprise must stem straight from the freewheeling range, the courage, and the innovating power of the creative, the editorial, departments. When an organization is young, everyone down to the office boy is aware of the daily struggle to survive and grow, and the importance of his part in it. When an organization enters its middle years, with much of its success already taken for granted, the need for this daily struggle becomes much less apparent to the younger men and women. To help this second generation keep alert and inventive is one of the most difficult problems any of us face, but face it and solve it we must.

ART AND PROFITABILITY

I speak of our activity, not as a business, but as a business-art. Without art, there is no enterprise at all, and without profitability, you have only two alternatives: bankruptcy or subsidy—the latter just as deadly, in a young and dynamic society, as the former.

It is wrong, and stupid, to decry or apologize in the slightest degree for the profit motive. What we have to do instead, with the full benefit of the profit motive, is to become more and more experimental, more and more bold. We can't be bold without it. And without being bold, we can't progress. We in broadcasting enjoy one enormous and almost unfair advantage. The technology of our industry-art is young, vigorous, and dizzyingly swift. We have a riches here that is almost embarrassing. In contrast, the technology of press journalism has moved at a pace for which the politest word is stately.

As a result of this advantage, broadcasting feels an enormous freedom of format. But the newspaper feels a heavy restriction on format. I am using this word not just to describe sizes and styles of type, but in its broadest sense of *the way things get presented*.

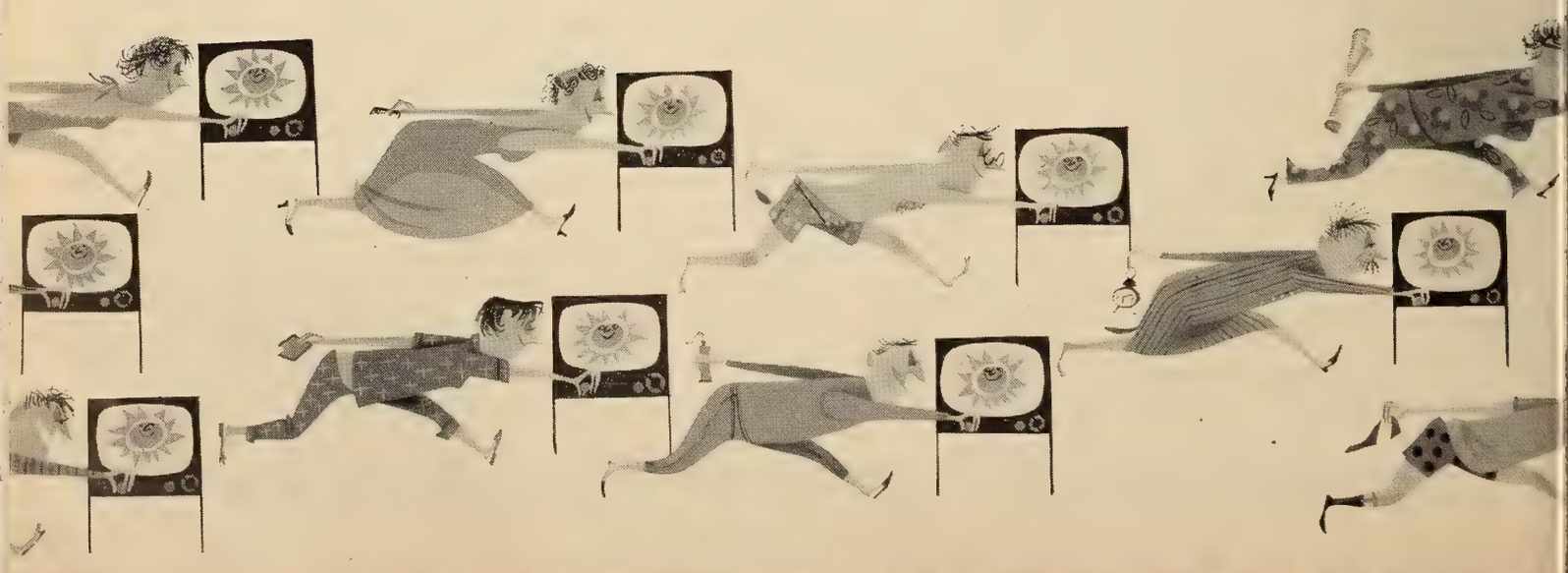
Think, if you will, of last election night, 11 days ago. It was a hair-raising experience. I am not forgetting some of the close races or even reversals of the past—but in the number and diversity of photo finishes, the elections of 1954 stand unique. For the first time in this Century it looked as if Democracy just couldn't make up its mind about who was in and who was out, and even Univac was lead into a wilderness. The voice of the People is the voice of God—but Judgment Day was mighty late in coming, last week.

What I want to focus on is the physical picture of that night and morning, in newspaper and broadcasting offices. Every communication medium, large or small, becomes part of a huge, voluntary nationwide interlock—of newspapers, of radio and television stations, of networks, of the great wire services, of the colossal grid of the telephone and telegraph system. But that is not the most remarkable thing about it. The most remarkable thing is what the public does. Putting aside all other considerations, the public glues its eyes and ears to newspapers, loudspeakers and television tubes; seeing everything, hearing everything and—heaven help us all—*believing* everything. The picture of the United States on election night is the picture of a mammoth democracy, the world's greatest political entity, utterly absorbed, and utterly confident in, every medium of communication it possesses. So perhaps we must have some good points after all. If so, not the least of these might be that *we give America its daily consciousness of being a Nation.* If it weren't for us, private individuals all, and private businesses all, America would not know where it stood or what it felt.



In California, good mornings begin with . . .

PANORAMA



Here's an early morning television program that looks great even with your eyes half-open.

Informal, relaxed and easy-going, PANORAMA PACIFIC has been created especially for western tastes and buying habits.

Red Rowe, as master of ceremonies, sets the morning mood with his gentle good humor weekdays from 7 to 9 am on the CBS Television Pacific Network.

Then there's sprightly wake-up music, interviews with celebrities, the latest in foods, fashions and fads, frequent weather reports and time checks – and a complete roundup of world and local news every half-hour.

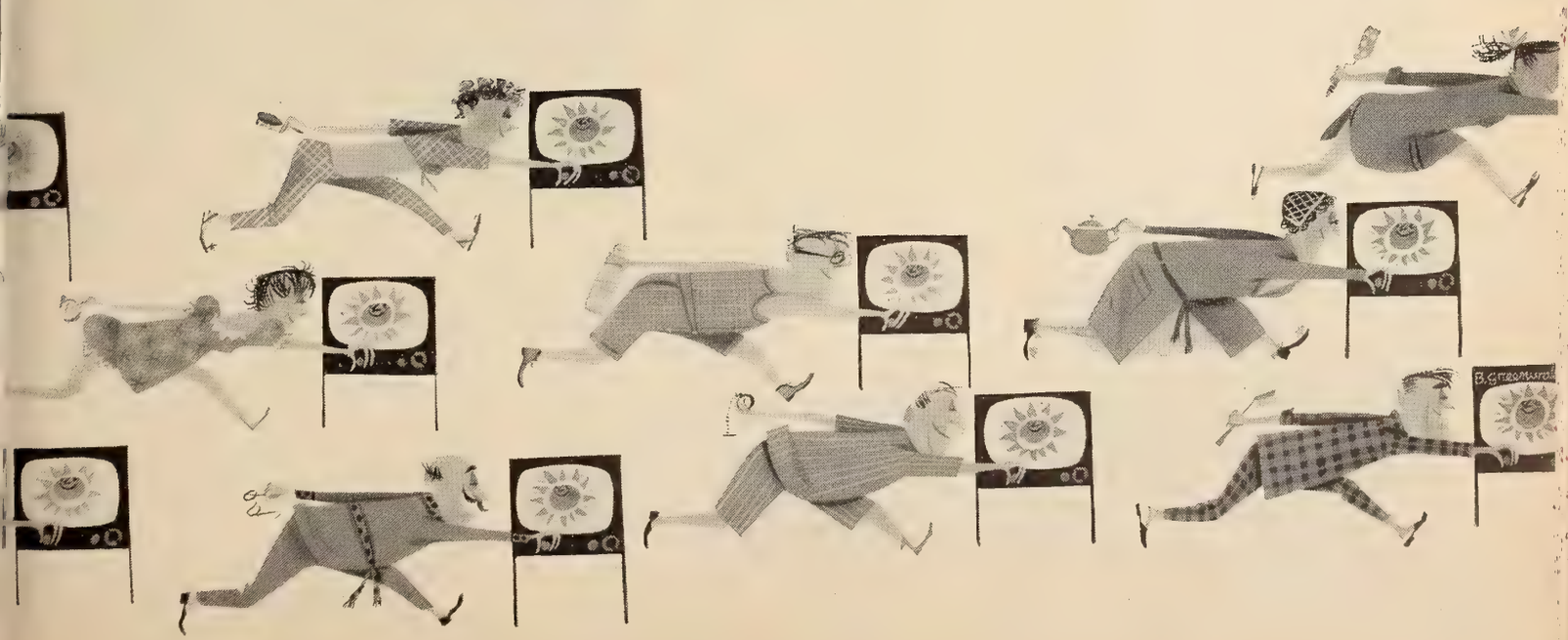
PANORAMA PACIFIC, like everything out West, is big... covers a 20 billion dollar market – 90% of California – with the three top stations: KNXT Los Angeles, KPIX San Francisco and KFMB-TV San Diego.

Real eye-opener is PANORAMA's big audience – four times bigger than the other network competition at 60% of the cost!

Put your brand out West on the CBS Television Pacific Network with the morning show you can't beat ...PANORAMA PACIFIC!

PACIFIC

Monday through Friday 7 to 9 am



WIN-T

NOW ON THE AIR

with the best of CBS

PRIMARY AFFILIATE

And Now The BEST of ABC TOO!

Blanketing FORT WAYNE and the Tri State area of Indiana, Ohio and Michigan.

IF YOU WANT TO MAKE SALES—CONCENTRATE ON A MARKET WHERE PEOPLE HAVE MONEY TO SPEND

*CSI per household

FORT WAYNE, INDIANA

$6,487

HIGHER THAN . . .

NEW YORK
PHILADELPHIA
SAN FRANCISCO
PITTSBURGH
BALTIMORE

WIN-T COVERAGE

Total population—575,085
Total households—179,018
Total income— $919,317,000.00
Total retail sales—$660,826,000.00

*Consumer Spendable Income per Household.
Source:—Consumer Markets 1954

Nationally represented by
H-R TELEVISION, INC.

TRI-STATE TELEVISION, INC.
WATERLOO, INDIANA
Offices
LINCOLN TOWER
FORT WAYNE 2, INDIANA

(Continued from page 43)

Scoop"), Joan Caulfield ("Me and My Marriage"), Perry Como ("Mr. Nice Guy"), Betty White ("The Saga of Young Bess"), Randy Merriman ("Why Randy's a Merry Man").

And, Liberace ("Too Busy for Romance?"), Betty Hutton ("Penthouse Affair"), Frank Parker ("Frank and His Friends"), Eddie Fisher ("From Boy to Man"), Arlene Francis ("Arlene—A Home Body"), The Mariners ("Four in Tune"), Gale Storm ("Gale and Her Guys"), Martin & Lewis ("Two Sleepy People").

And, Art Carney ("Art for Art's Sake"), Arlene McQuade ("A Girl Named Fuzzy"), Lisa Ferraday ("So Lovely—So Lonely"), Bill Tabbert ("Bright Lights for Bill"), Charles Farrell ("Love That Racquet").

And, departments. "TV Tattler," paragraphs and photographs of the stars at home, in night clubs, at premieres, at parties, etc.; "Studio Secrets," gossip about personalities; "TV Mail Bag," which pays $10 for the best letter, $5 for the next best, etc.

The advertising in the January issue of *TV People* is varied and intriguing. There are ads for reducing or for gaining weight. There are any number of coupons which, wrapped around a dollar bill, will get you Christmas tree lampshades, or 1,000 pictures of the stars, or popular new phonograph records. You can make money selling dresses to your neighbors or friends, or by addressing and mailing postcards at home. You can overcome back trouble, sell your poems, learn how to repair your own tv set, make your eyes glamorous, learn shorthand in four weeks.

And, you can buy can-can petticoats, Christmas cards, learn to play a musical instrument overnight.

Above all there are the anatomical ads:

"Sensational, new scientifically designed (pat. pend.) bras for LARGE, Medium and small busts. Free 10-day trial, plus glamor bust line course."

"Breasts losing firmness? Use Liftee Bra."

"Bust Creme."

"Young-Form Bra."

Among this welter of urgency, there are even sustainers: "Give to Cerebral Palsy Fund;" "Give to American Cancer Society."

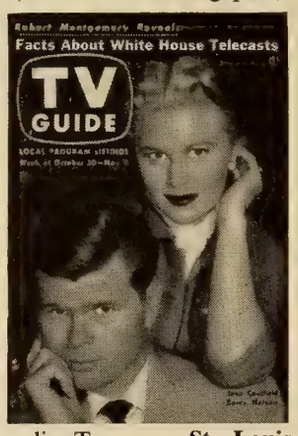
Each one of the fan magazines runs the

THE CONSIDERABLE COVERAGE OF 'TV GUIDE'

TV GUIDE's 26 editions cover most of the television stations in the more populated areas of the U. S. However, there still are some sections which have not been brought into the national program log fold. There is no reason why they should not be included in the near future.

The *TV Guide* editions are:

Northern California—San Francisco, Sacramento, Monterey, Salinas and Stockton. **Southern California**—Los Angeles, Santa Barbara, San Diego. **Chicago**—Chicago, Milwaukee, Rockford, and South Bend and Elkhart (Ind.). **Cincinnati** — Cincinnati, Columbus, Dayton, and Charleston, Huntington, Parkersburg (W. Va.). **Cleveland** — Cleveland, Akron, Youngstown. **Colorado**—Denver, Pueblo, Colorado Springs, and Cheyenne (Wyo.). **Detroit**—Detroit, Lansing, and Toledo (Ohio).



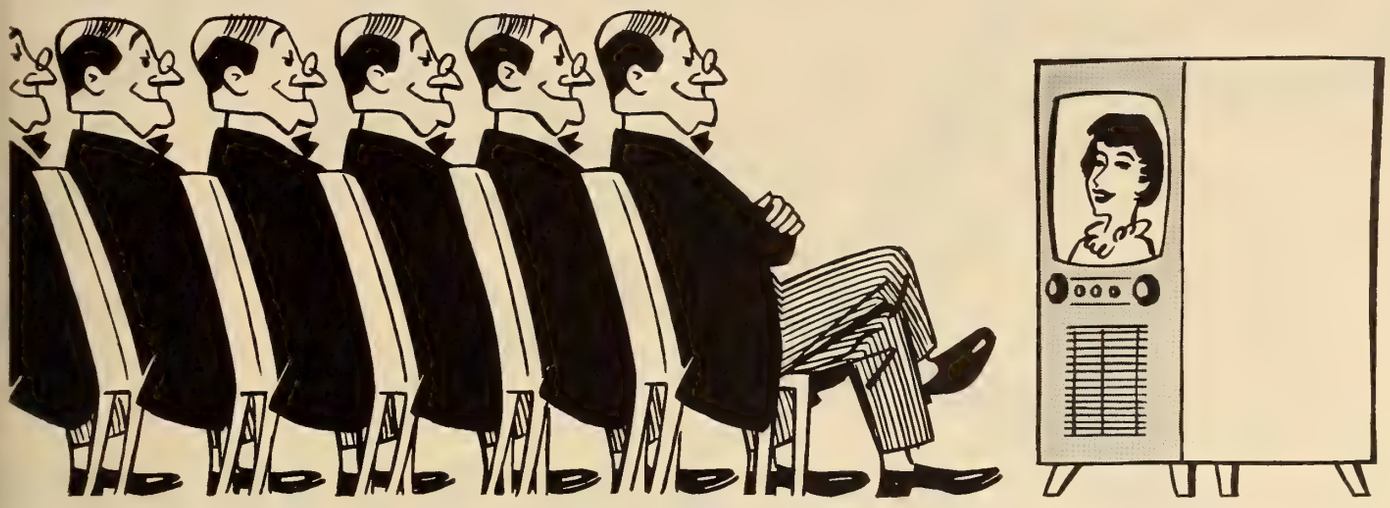
Florida — Miami, Orlando, Ft. Lauderdale, Fort Myers, West Palm Beach, Hollywood, Jacksonville, Palm Beach, St. Petersburg. **Indiana**—Indianapolis, Terre Haute, Muncie, and Bloomington and Champaign (Ill.). **Iowa-Nebraska** — Illinois section, Quincy, Bloomington, Champaign, Peoria, Rock Island, Springfield, Decatur, and St. Louis and Davenport (Iowa). Iowa section, Cedar Rapids, Waterloo, Davenport, and Rock Island and Rockford (Ill.). Central Iowa section, Cedar Rapids, Mason City, Des Moines, Fort Dodge, Waterloo, Ames and Austin (Minn.). Nebraska section, Omaha, Lincoln, Holdredge, and Sioux Falls (S. D.) and Sioux City (Iowa).

Kansas City—Kansas City, St. Joseph and Topeka (Kan.). **Lake Ontario**—Buffalo, Rochester, Syracuse, and Toronto (Ont.). **Michigan**—Lansing, Saginaw, Kalamazoo, Bay City, Grand Rapids. **Minnesota**—Minneapolis-St. Paul, Duluth, Austin, Rochester and Mason City (Iowa), Eau Claire and La Crosse (Wis.). **New England**—Boston, Providence, Manchester, Worcester, Waterbury, Springfield-Holyoke, New Britain, New Haven.

New York City—New York, Newark, Bridgeport, New Haven. **New York State**—Syracuse, Albany, Utica, Kingston, Schenectady, and Adams (Mass.). **Northeastern Pennsylvania** — Scranton, Wilkes-Barre, Philadelphia, Reading, and Binghamton and Elmira (N. Y.). **Philadelphia**—Philadelphia, Wilmington, Lancaster. **Pittsburgh**—Pittsburgh, Altoona, Johnstown, New Castle, and Wheeling (W. Va.), and Steubenville and Youngstown (Ohio).

St. Louis—St. Louis, Hannibal, and Champaign, Quincy, Springfield, Belleville and Decatur (Ill.). **Texas**—Houston, Dallas, Fort Worth, Temple, Galveston. **Virginia**—Richmond, Danville, Lynchburg, Roanoke, Harrisonburg, Norfolk. **Washington-Baltimore** — Washington, Baltimore. **Washington State**—Seattle, Tacoma, Bellingham, and Vancouver (B. C.). **Wisconsin**—Milwaukee, Green Bay, Madison, Marinette and Rockford (Ill.).

We asked the Mayors to be the judges...



What does WFAA-TV's tenfold power increase [to 274,000 watts video] mean to advertisers

. . . who need to reach viewers in the rich North Texas market? How clear is Channel 8's powerful new picture? How bright? How does it compare with competition?

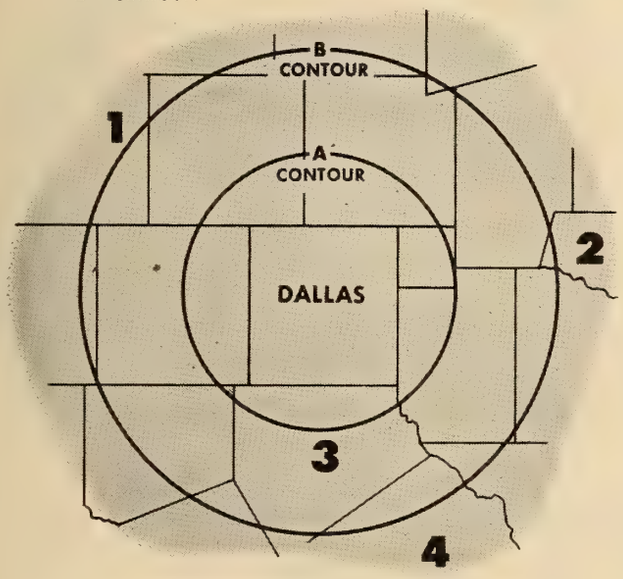
We asked the Mayors of more than a score of towns in WFAA-TV's former "fringe" area to be the judges.

Results: These leading citizens gave a solid vote of approval to Channel 8!

- ★ **78.9%** stated that WFAA-TV's picture is unsurpassed by any other channel!
- ★ **80.9%** said WFAA-TV's picture is sharper . . .
- ★ **85.7%** noticed an increase in brightness . . .
- ★ **95.2%** found Channel 8's high band signal is less affected by common causes of interference (ignition systems, appliances, etc.).

Conclusion: You reach more people (see the latest Telepulse) with a crisper, sharper presentation of your sales story when you sell the Dallas-Fort Worth market via the most powerful video signal in Texas!

The quotes below are representative of comments the Mayors heard from townspeople. Notice that three of these four are beyond Channel 8's new "B" contour:



1. ". . . say reception's better than ever before."
   S. L. Hardwick, Mayor of Decatur
2. ". . . everyone is pleased!"
   S. B. Braziel, Mayor of Emory
3. "A lot better than before."
   A. Dupree Davis, Mayor of Waxahachie
4. "100% better along the line."
   C. C. Sapp, Mayor of Corsicana

Channel 8
WFAA-TV
DALLAS
NBC • ABC • DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., Natl. Representative
Television Service of The Dallas Morning News



REPETITION

and WCOP's cost per thousand permit

GETS RESULTS!

he highest frequency saturation in Greater Boston.

Even the dumbest bunnies know that frequency breeds results. That's why the smartest advertisers take advantage of spot radio's amazing ability to multiply sales thru the economy of frequency saturation.

In the compact Greater Boston market, WCOP's one-minute saturation plan provides the incredibly low cost per thousand of just 19¢. Thus, in America's second most concentrated market, WCOP provides more frequency of impression and MORE RESULTS per dollar than any other Boston station.

If you want to know why America's smartest spot buyers are using WCOP, ask your station or WEED representative to show you the fact-revealing story "HOW TO SELL THE CREAM MARKET OF NEW ENGLAND."



WILLY THE WCOP

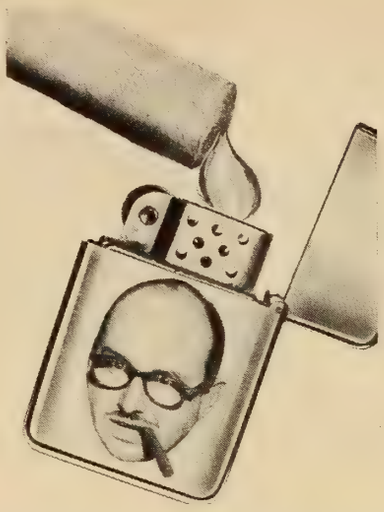
5,000 Watts on 1150

***Keep good company on* WCOP**

- Pepsi Cola
- Jello
- Instant Maxwell House
- Minute Tapioca
- General Foods
- Philip Morris
- Parliament
- Herbert Tareyton
- Ballantine Ale
- Blatz
- Chevrolet
- Ford
- Packard
- Lincoln-Mercury
- MGM
- Robert Hall Clothes
- Ce-Lect Baking Co.
- Jordan Marsh
- Filene's
- Beacon Wax
- H. P. Hood
- Liggett-Rexall Drug Stores

Sets per dollar delivered in Greater Boston by Boston stations, on minute package basis:

WCOP	**5,262**
Station B	3,333
Station C	2,176
Station D	1,867
Station E	1,785
Station F	1,470



JOE FLOYD'S LIGHTING UP ADDED TV SETS LIKE MAD . . . with KELO-TV's Full Power of

216,000 WATTS

Yes, we're reaching out to bring even more customers within sound of your cash bell in the rich, responsive Greater Sioux Empire.*

*South Dakota, Minnesota, Iowa

AND NOW INTER-CONNECTED

For Even Greater Service to Agencies, Advertisers and Networks.

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.

JOE FLOYD, *President*

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

same gamut. Actually, when you've seen one you've seen 'em all. But each has its market.

One of the posers in the periodical distribution trade is that although these magazines come and go, the total number remains substantially unchanged. Last year there were more than 30 such titles in the news companies' lists. Today there are still more than 20.

Some of them rank up in the top level of sellers. The S&M Box Office report for the first six months of 1954 shows that *Motion Picture & Television Magazine,* with 606,937 circulation ranks 26th among newsstand sellers. *Radio-TV Mirror,* with 527,919 copies, ranks 32nd, and *TV Star Parade,* with 264,404, ranks 69th.

The S&M report is put out by the New York news company of that name and is based on Audit Bureau of Circulations newsstand sales. Newsstand circulation is the bread and butter of such periodicals; subscriptions are of no importance to any of them.

TV Guide is in a different category. Essentially it is a use book, where readers can find tv program listings for a week. It also contains feature articles, but these are subsidiary to its main purpose.

TV Guide came into being early in 1953 when Walter A. Annenberg, president of Triangle Publications Inc., bought three of the struggling weekly program books in as many cities. Triangle, which is the parent company of the *Philadelphia Inquirer,* WFIL-AM-FM-TV, *Seventeen, Official Detective, Morning Telegraph, Daily Racing Form,* published *Radio Guide* before World War II. This was a fan magazine, but carried national program listings. It folded during the paper shortage days of the war.

Almost from the inception of commercial television, following the end of World War II, local entrepreneurs foresaw the need for a weekly program guide. Throughout the country, whenever a tv station went on the air, these booklets made their appearance.

That tv program listings made circulation was proved several times. Nationally, the now-defunct Cowles pocket news magazine, *Quick,* added a reported 250,000 circulation when it included a New York tv program listing in its East Coast edition and a Hollywood tv program listing in its Pacific Coast issue.

Mr. Annenberg bought three of the most successful of the local program guides. These were New York's *TV Guide,* Chicago's *TV Forecast,* and Philadelphia's *TV Digest.*

With these as a nucleus, extensive plans were made to publish 10 editions. By April 1953, these were in being and a circulation of 1 million copies was guaranteed.

Since then, *TV Guide* has moved on. Today it publishes 26 editions and only a month ago raised its circulation guarantee to 2 million. Already, this is exceeded by almost 500,000, it is reported.

What this means can best be illustrated by again turning to S&M's Box Office report. For the first six months of 1954, the leading magazine in newsstand sales was the *Ladies' Home Journal,* with 1,786,455 copies. In second place was *TV Guide,* with 1,647,039 copies.

Other newsstand giants are *Saturday Evening Post* with 1,616,577, *McCall's* with 1,525,328, *Better Homes & Gardens* with 1,508,586, and *Life* with 1,115,110.

Plans for the future of *TV Guide* encompass more and more growth. After all, there are more than 30 million tv homes in the nation; why not a *TV Guide* in every tv home?

Of course, the Curtis *TV Program Week* is bound to put a dent in that goal—but even if both split half the total tv homes (and those are increasing each year), that would mean 7.5 million copies each. A substantial circulation, to say the least.

There are two parts to *TV Guide:* the national section and the program section. The national section (wrap-around, it's called in the trade) is printed 10 days before publication date at the Triangle Publication press in Philadelphia. It is mailed in bulk to the offices of the local editions. The program section is set up and printed locally on Mondays. On Wednesday of each week, *TV Guide* goes on the newsstands—and on sale also at super markets, drug stores, cafeterias, small grocery stores. You're likely to find it anywhere.

Priced at 15¢, *TV Guide* pays the vendor 4¢ on each copy. This is considered pretty good in the trade. And returns are unlimited. This makes dealers like it all the more.

A typical *TV Guide* is that for the week of Oct. 30-Nov. 5. The color cover is of Joan Caulfield and Barry Nelson (*My Favorite Husband,* CBS-TV, Sat., 9:30-10 p.m., EST).

The national section contains articles, some with color photographs, of Robert Montgomery and President Eisenhower ("The Producer and the President"); a cheesecake picture story ("Return These Beauties") about tv gals who've been snapped up by Hollywood; tri-dimensional tv in Mexico ("Fun with 3-D TV Down Mexico Way"); June Havoc ("Havoc's Here"); station identification picture story ("You Are Tuned To . . ."); recipes ("TV Snacks"), and two program reviews (*Medic,* NBC, Mon., 9-9:30 p.m., EST, and the *Ray Bolger Show,* ABC, Fri., 8:30-9 p.m., EST).

There is also an editorial on Spectaculars (they serve to get tv out of the run-of-the-mill rut) and a column "TV Teletype", from New York and Hollywood.

The local insert starts with a comments column, has a special sports program listing, then letters to the editor and finally program logs. These are authentic and detailed, and therein lies a story.

Tv logs in newspapers give not much more than time and title of the show. *TV Guide* goes one better. It gives a story line for every program. This makes the listing authoritative and useful to readers.

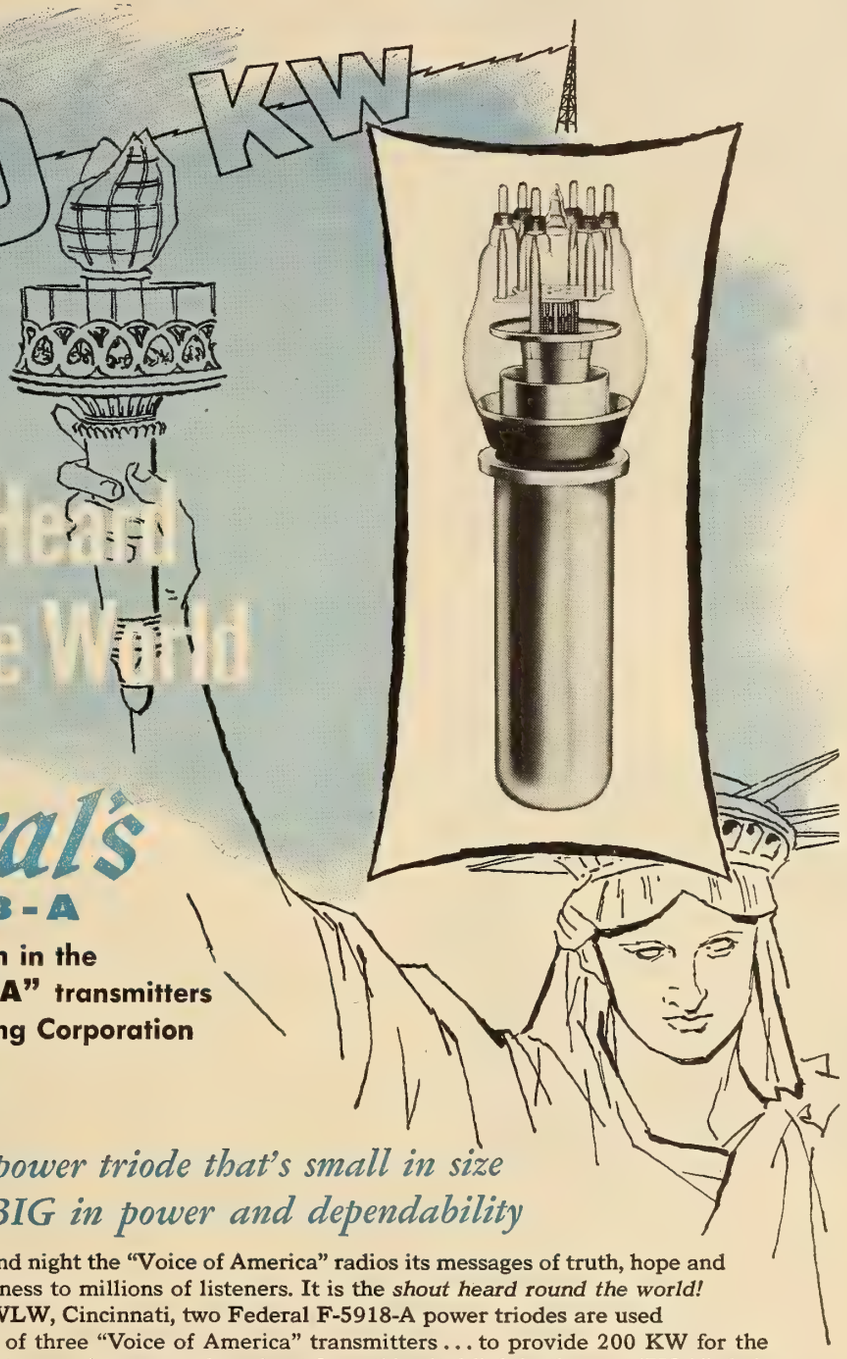
In the Philadelphia headquarters of *TV Guide* there is a library containing capsule information on 15,000 feature films, syndicated series and serials. Into this center comes condensed production information about live shows, including resumes of sketches, plots, situations, etc.

What this means is that a station need only furnish the local *TV Guide* editor with the titles of its programs for the week. The information about each program is furnished by the Philadelphia headquarters. *TV Guide* maintains a national teletype communication

200 KW

FOR THE

Shout Heard Round the World



Federal's F-5918-A

Serves with distinction in the "VOICE OF AMERICA" transmitters of Crosley Broadcasting Corporation



Prime Features of the F-5918-A

Heavy Wall Anode provides improved heat dissipation . . . allows conservative plate dissipation ratings.
Kovar Grid, Filament and Anode Seals increase ruggedness . . . for industrial and other applications.
Specially-treated Grid permits high heat dissipation . . . has recuperating power, which prevents destruction by momentary overload.
Low Grid-plate Interelectrode Capacity allows easy neutralization at frequencies up to 22 mc.
Thoriated Tungsten Filament results in reduced operating temperature of all tube parts.
Full Voltage safely applied to cold filament . . . no step-starting or high reactance transformers needed.

The power triode that's small in size but BIG in power and dependability

DAY and night the "Voice of America" radios its messages of truth, hope and friendliness to millions of listeners. It is the *shout heard round the world!*

AT WLW, Cincinnati, two Federal F-5918-A power triodes are used in each of three "Voice of America" transmitters . . . to provide 200 KW for the steady stream of programs broadcast from this vital link in the vast "VOA" chain.

"We find these tubes very satisfactory for the international band," says Crosley Broadcasting Corporation. "They are stable in operation . . . easy to neutralize up to our highest frequency of 21.65 mc without using grounded grid operation."

Federal's F-5918-A is amazingly rugged . . . providing maximum dependability. Its thoriated tungsten filament results in longer life . . . lower costs. Each tube delivers *more* output (100 KW) with *less than half* the filament power required by pure tungsten types.

The F-5918-A also is particularly suitable for 100 KW induction or dielectric heaters. An air-cooled version of this rugged performer is available in Federal's F-5919.

"Federal always has made better tubes"

Federal Telephone and Radio Company

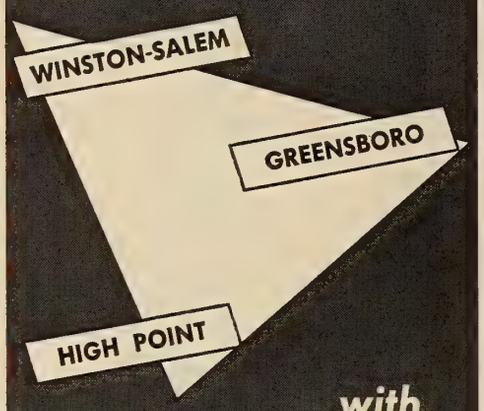
A Division of INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

COMPONENTS DIVISION 100 KINGSLAND ROAD CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

For Complete Technical Data on Federal's F-5918-A write today to Dept. K-69

COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"



with
WSJS
TELEVISION
CHANNEL 12

a 24-county market with
a population of 1,303,700

(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company

system with each of its editors for this very purpose.

For example, if one station lists *Badge 714,* chapter 17, for the week, the Philadelphia office tells the local *TV Guide* editor exactly what the plot and action of that segment is about.

A corollary of this practice has been that recently more and more newspapers have been using a new organization known as TV Keys which furnishes condensations of programs to tv program log editors. These are used generally in the highlights boxes on the radio-tv pages.

Advertisements in the national section of *TV Guide* in the Oct. 30-Nov. 5 issue numbered only two. These were Pall Mall (American Tobacco Co.) and Seagrams. Other national advertisers who have appeared in *TV Guide* include big names in American business—Borden Co., Chrysler, Dow Chemical, Florida Citrus Commission, GE, General Mills, General Motors, Green Giant, Household Finance, Lanolin Plus, Liebmann Breweries, Miles Labs, Parker Pen, Philco, RCA, Singer Sewing Machine, Standard Oil, Texas Oil, U. S. Steel, Whitehall Pharmacal.

Note that all are good tv sponsors.

On the local level, *TV Guide* carries station advertising for local programs and some institutional advertising from local sponsors, plus tv set sales and service ads. In several editions there also have been some motion picture ads.

National advertising is paid advertising. The local station program advertising, however, is on an exchange basis. Instead of paying cash for this promotion, stations give *TV Guide* spots on house shows or during station breaks.

TV Guide's big advertising pitch is based on a simple fundamental: Every reader is a tv viewer; ergo there is no waste circulation.

A black and white page in *TV Guide* costs $4,200. Four-color page is priced at $6,300.

The editor of *TV Guide* is Mr. Annenberg. James T. Quirk, former promotion manager of the *Inquirer* and of WFIL, is the publisher. Merrill Panitt, former *Inquirer* radio-tv columnist and Hollywood correspondent, is managing editor. *TV Guide* employs 300 people in its operations. About 100 are editorial workers.

As of now, *TV Guide* does a better job for telecasters than do newspapers, Mr. Quirk believes. The program listings are more accurate and more detailed than those run in newspapers, he says.

At the same time, the future seems assured, Mr. Quirk reasons, because more and more newspapers are giving less and less space to tv. Firstly, the broadcast medium is competitive and newspapers are getting touchy about that. Secondly, with newsprint prices going higher and higher, publishers are looking for ways to cut down space eaters. Tv and radio logs are in that classification and the time will come when such information will be in limbo, he is sure.

In another sense, *TV Guide* has been a boon to telecasters, Mr. Quirk believes. It has taken the place of station mailing lists, which are a headache to station promotion people.

Mr. Quirk is fiercely proud of *TV Guide*'s editorial policy. It is not a fan magazine, he asserts with emphasis. All its material is "factual." Although the content seems to follow the fan magazine, it does not have the "puff" aroma which hangs so heavily over other tv consumer publications.

Reviews of *TV Guide* are serious compositions. No review is published until the reviewer has seen three consecutive programs. Also, Mr. Quirk instituted a procedure for reviews that he feels lifts *TV Guide* out of the possible danger of propinquity. Hollywood originations are reviewed by the New York office, and East Coast shows are reviewed by the Hollywood office.

Heading the New York office of *TV Guide* is Bob Stahl, former *Variety* mug. In Hollywood sits Dan Jenkins, ex-*Hollywood Reporter* radio-tv editor.

Up in New York City, the *TV Program Week* executives are beginning to meet the buzz-saw that is inherent in the launching of a new publication.

Not much more than the fact it plans to start this competition to *TV Guide* has been announced by Curtis. First issue of the new tv program guide is due to contain program listings for the week of Jan. 8. *TV Program Week* will be similiar in size and format to its Philadelphia opposition.

R. D. Wheeler, formerly New York metropolitan area district manager for Curtis sales, is editor and publisher. Jonathan Kilbourn, ex-*Look, Quick, Yank* and *New York Times,* is managing editor.

Initially, *TV Program Week* will be issued in four editions—New England (Boston), New York City, Philadelphia and Washington-Baltimore. Pre-publication circulation guarantee is 250,000.

Like *TV Guide,* the new book will have a national section, to be printed at the Curtis plant in Philadelphia, and a local insert to be printed locally.

Price of *TV Program Week* will be 15 cents. And, according to Mr. Wheeler, the magazine will be "readable, streamlined and with clean-cut layout." There will be no subscription list, Mr. Wheeler says.

Just why Curtis decided to enter the tv program field has not been explained. Speculation in the distribution trade leans toward this theory: Curtis has for years led all magazines as the top seller in newsstand sales; in fact, at one time three of its titles ran 1, 2, and 3. Now only the *Ladies Home Journal* sits on top, and *TV Guide* is pushing hard in second place.

Curtis fears, it is believed, that it is only a matter of time before *TV Guide* will rank number one. Prestige-conscious Curtis cannot allow this to happen. This is said to be why it has decided to enter the field.

With Curtis' entry into the tv program log field, there will be two national publications devoted to serving the tv viewer (and concurrently the tv station, advertiser and agency). But even so, there are still some 70 or 80 local program logs being published in various parts of the country. Their future is dubious, undoubtedly.

And, dubious, too, is the future of most of the fan magazines. That there will always be some such periodicals cannot be doubted, but just as the Hollywood fan publications have shaken down to the dozen regulars now being published, so will the tv books. That's the consensus of most news distributors who know their business.

FOOD *on the table...*

ORDER *in the house...*

FAYE STEWART *on the job!*



For more than four years, KPIX Kitchen, with Faye Stewart, has been Northern California's number one show for the gal-about-the-house. With a kitchen as up-to-the-minute as your wife wishes hers were, with a touch at cookery or skullery as deft as you wish your wife's were (and would be if she could watch Faye), our Miss Stewart makes husbands indirectly happy and wives and sponsors directly so. If you've a household product to sell in Northern California Faye has a spot for you... in her heart and on KPIX Kitchen.

Good Company

Here are some of KPIX Kitchen's current sponsors. They'll be happy to have you join them.



kpix CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

TV SELLS THE FARMER

THE JOB IT DOES IS BEING PROVED BY MURPHY'S FEEDS ON KVTV

TELEVISION, mid-western farm style, in six short months has proved its value as an advertising medium for the concentrate feeds for livestock and poultry made by Murphy Products Co. of Burlington, Wis. Last April, Murphy launched a 13-week test campaign on KVTV (TV) Sioux City, Iowa, using three five-minute midday news and market reports a week.

KVTV was selected by the research department of Van Auken, Ragland & Stevens, Chicago, agency for Murphy, "for many reasons," John A. Malloy, the agency's radio-tv director, told B•T. "It has a reputation for top personnel; it is located in a good farm area; KVTV is interested in being of service to the farm audience and Murphy has good distribution in this area."

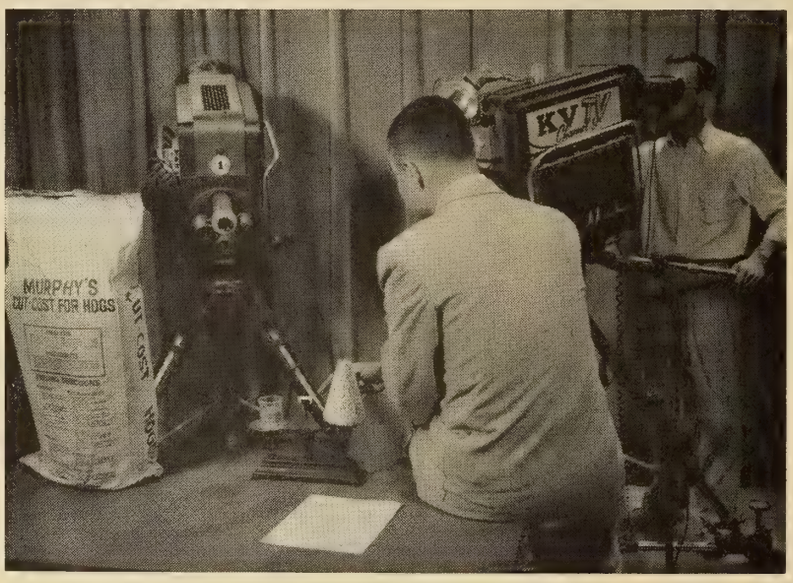
The sponsor's vice president in charge of advertising, Thomas C. Burchard, added that an investigation had shown that 67% of the farm homes in the station's coverage area were equipped for tv reception, with another 19% indicating plans to buy sets during the summer. The noontime market report was known to be of high interest to the farm audience.

When contracts had been signed for the sponsorship to start April 26, Mr. Malloy expressed the belief that "you can't set up a Sioux City show sitting in Chicago." Mr. Burchard agreed. On April 20 they arrived in Sioux City. Mr. Burchard began working out merchandising plans with the station's advertising director, Donald D. Sullivan; Mr. Malloy headed for the studios to see how much space, how many cameras and what people were available.

Art work had to be made, a commercial set had to be built and commercials had to be custom-made to match both the psychological makeup of the farm audience of KVTV and the physical characteristics of the station's facilities. With only six days before the first program, Mr. Malloy needed a lot of help. He got it, he told B•T. The program manager, director, artist, photographer and set builders all worked closely with him to produce the best show possible in so short a time.

The first scripts were turned over to production on Sunday (the first show was on Monday). "Having the client's advertising manager right there with you certainly saves a lot of time in getting script approval," Mr. Malloy commented.

When the first program went on the air on Monday its most intent viewers were Messrs. Burchard, Malloy and Sullivan. "It was a good show," Mr. Malloy recalled. "It was an interesting show. It was a commercial show. It was a little rough around the edges; it was a little more audio than video, but it was a good start and it brought valuable information to the farmer. There was much to be done but everyone knew what he had to do."



EARLE GRUESKIN DELIVERS A MURPHY TV COMMERCIAL

The job to be done was to increase the sale of Murphy's Cut Cost Concentrates by demonstrating to the farmers tuned to the noontime market news that these concentrated feeds, added to the grain and roughage the farmer grows himself, will help produce more meat, milk and eggs.

"Our feeds supply essential protein, mineral and vitamin substances plus antibiotics where indicated, to balance and fortify the grain and roughage the farmer grows on his land," Mr. Burchard explained. "Only a small amount is needed and the farmer who follows the Murphy way of feeding does not sell his grain off the farm, then buy it back at high prices in a feed. Instead, he uses his own grain and roughage and lays out cash only for essential food substances he cannot grow on his farm."

The tv commercial continuity used on KVTV Nov. 8 very graphically illustrates how the Murphy story is being presented to the tv audience. Arresting attention with the opening guarantee, the commercial presents simple, step-by-step instructions for getting and testing Murphy feeds simultaneously to eye and ear, concluding with the names of the dealers handling the Murphy products.

How has it worked? Mr. Burchard gave this answer: "While it is not possible to point a finger at television being entirely responsible for increased sales, our sales territory in the KVTV area has consistently led the rest of the sales force during the period in which we have been using television.

"Television has added visual selling to our advertising. We believe that it is, in a large measure, responsible for the good sales enjoyed in the KVTV area."

Backing up its advertising manager's words most emphatically is Murphy's tv history. Its original contract with KVTV for three five-minute shows a week ran its 13 - week course and was renewed. At the end of the second 13 weeks, a new contract was signed, calling for five programs a week instead of three, each running ten minutes instead of five and the contract running 52 weeks instead of 13.

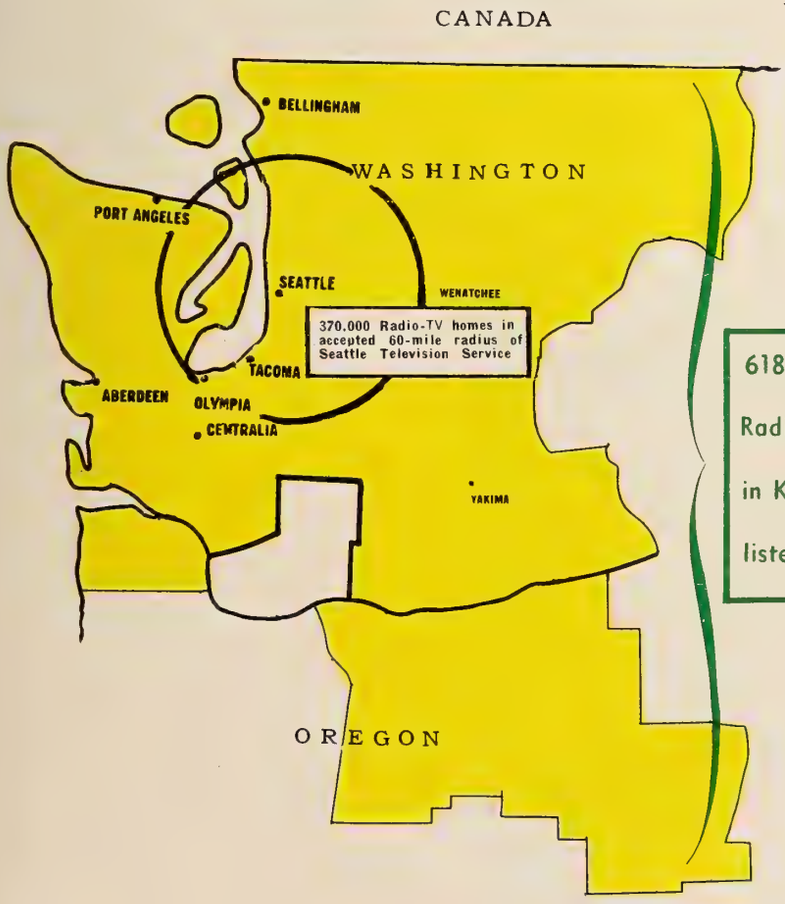
"In addition," Mr. Burchard concluded, "we now plan on using seven other tv stations, in addition to KVTV." He listed the additions as two tv stations in Iowa—WHO-TV Des Moines and KGLO-TV Mason City; two in Illinois—WREX-TV Rockford and WHBF-TV Rock Island; one in South Dakota—KELO-TV Sioux Falls, and two in Wisconsin—WKBT (TV) La Crosse and WBAY-TV Green Bay.

CBS Seattle **KIRO** One of the Nation's Great Stations

For the best buy in the Pacific Northwest

take a look at KIRO

Exclusive CBS Radio affiliate in Western Washington—50,000 watts



In one of the Nation's Fastest Growing Markets KIRO offers • • • • •

618,000 Radio homes in KIRO's proven listening area

- **248,000** radio homes beyond the Seattle TV area with—
- **$548,000,000** more retail sales at—
- lowest cost per thousand of any medium

KIRO's listeners all over have remained loyal because, through the years, KIRO has performed more services for more people than any other station in this area. *See following pages* →

CBS Seattle **KIRO** One of the Nation's Great Stations

Outstanding local PUBLIC



DEMOCRACY IS YOU

Pioneering in a new field of radio public service, KIRO helps Washington communities help themselves by stimulating an interest in the now-famous University of Washington Community Development Plan. DEMOCRACY IS YOU dramatizes the plan by letting its audience listen in while a group of citizens analyze their community and map out a plan of cooperative effort to revitalize it. As a result of these spontaneous, unrehearsed broadcasts of self-study groups in action, many communities have adopted the plan.



FILE NUMBER FIVE

A dynamic documentary series that culminated in the passage of Washington's strengthened narcotics law, popularly known as the "KIRO Bill." By exposing this area's vulnerability to the drug traffic because of weak laws and lack of enforcement personnel, FILE No. 5 mobilized the community to take action thru the State Legislature. Although the Legislature was in emergency session to solve financial problems only, public sentiment, aroused by KIRO's expose, forced a consideration of a narcotics bill. Federal, state and municipal enforcement agencies have credited this series as a major force in building a dam to stem the flood of narcotics in the Pacific Northwest.

Picture shows Governor Arthur B. Langlie signing bill as KIRO Program Director Carroll Foster (left) and officers of State Broadcasters Association look on.

CBS Seattle **KIRO** One of the Nation's Great Stations

SERVICE programs

make KIRO One of the Nation's Great Stations



UNIVERSITY OF WASHINGTON
BUREAU OF COMMUNITY DEVELOPMENT

DIVISION OF ADULT EDUCATION
SEATTLE 5

December 16, 1952

Mr. Saul Haas
Radio Station KIRO
1530 Queen Anne Avenue
Seattle 9, Washington

Dear Mr. Haas:

I have been wanting to write you for sometime concerning the splendid effort being made by your station in the form of your weekly program entitled, "Democracy Is You".

It is my very deep conviction that the battle for democracy will be won or lost in the local community, and that only a small fraction of the effort that should be made toward stimulating local initiative is now being made. Through your generous cooperation, KIRO is doing an outstanding job in this vital field of public service. I am constantly hearing comments from all parts of Western Washington complimenting your station on the excellence of this program, and mentioning the public-mindedness of KIRO which this program demonstrates.

During a recent trip to New York and Washington I had occasion to play some of the tapes from this program to a national committee of the Ford Foundation headed by Dr. Milton S. Eisenhower, and to a number of department heads having to do with the exchange of persons program of the state department. All of them were exceptionally pleased at what they heard and expressed considerable amazement over the idea that we have in the northwest a radio station the size of KIRO that is so public-minded and willing to donate so much time to public service.

These programs will become, I am certain, a model for similar programs in other parts of the nation, and already are largely instrumental in bringing about plans for a 26 week series on democracy to be broadcast throughout Germany. These foreign broadcasts will be patterned along the lines of your program, but will be made by the team of community leaders now taking part in the Port Angeles project.

There are no words adequate to express my appreciation to you in making this program possible.

Sincerely,

Richard W. Poston
Richard W. Poston, Jr.
Director

RWP:mn

TWO PARTY LINE, OLYMPIA

One of the most provocative programs in KIRO's history, this weekly report direct from the State's capitol during legislative sessions gives the two major political parties a chance to present their official views on important developments in state government. Each broadcast is a political free-for-all with no punches pulled, no controversial issues soft-pedalled. It is the only radio program ever to be commended in a Joint Senate-House Resolution for its outstanding public service.



KOREAN BLANKET PROJECT

Learning that Korean orphanages desperately needed knitted wool squares that could be sewed into warm blankets before winter set in, Judith Lane of KIRO's "Housewives, Inc." program relayed the appeal to her listeners. The goal set—3,600 squares. By the shipping deadline, KIRO had received over 6,000 squares knitted from remnants of wool yarn, enough for 150 blankets. This project is typical of the support given by KIRO programs the year-around to worth-while causes.

CBS Seattle **KIRO** One of the Nation's Great Stations

Here are just a few of the more Outstanding Programs

LOCAL PROGRAMS and PERSONALITIES

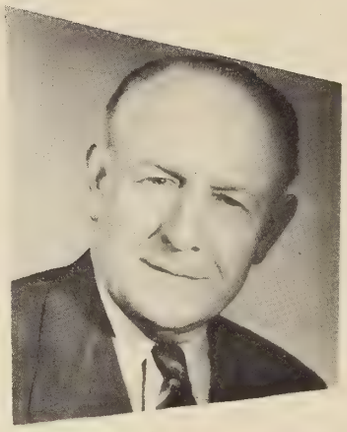
that make KIRO one of the Nation's Great Stations



LIVE MUSIC
Clifford & Clark, piano and organ duo—top-rated musical team in Pacific Northwest for more than 15 years.

SPORTS
Pat Hayes, sports authority and play-by-play network sportcaster for 14 years—originator of KIRO's "Scoreboard" series.





GARDENING
Cecil Solly, area's best known garden expert—on KIRO 6 days a week since 1945—Garden Editor of Seattle Times.

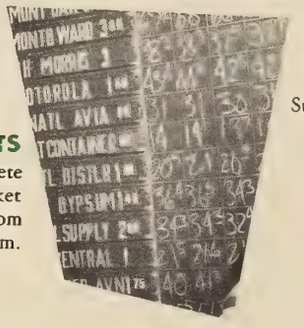


WEATHER
State-wide forecasts, plus special marine reports, broadcast twice daily direct from Weather Bureau office—service established 1937.



NEWS & SPECIAL EVENTS
Don Courtnay, for years Chief of KIRO's News Bureau which originates 11 daily newscasts and covers all important special events.

STOCK MARKET REPORTS
Area's only regular and complete morning report of stock market quotations—broadcast direct from a Seattle brokerage firm.





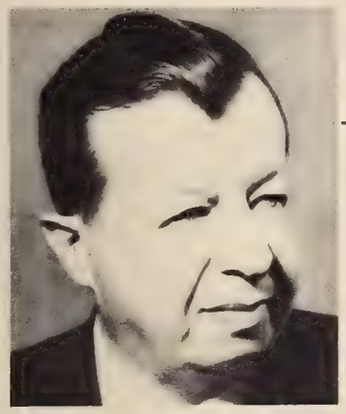
WOMEN & HOMES
Judith Lane, Director of "Housewives, Inc."—covers cooking, decorating, nutrition, fashions, child care, community affairs—daily since 1941.

CBS Seattle **KIRO** One of the Nation's Great Stations

In one of the Nation's Fastest Growing Markets—

MANAGEMENT and PERSONNEL

make KIRO one of the Nation's Great Stations



BOARD OF TRUSTEES

Queen City Broadcasting Company, operators of KIRO

SAUL HAAS

President and General Manager

Founder and principal owner of KIRO.

A director of the CBS Radio Affiliates Association representing stations in 8 western states and all dependencies.

Former newspaper editor-publisher.



GEORGE P. HARDGROVE, Chairman

A director of Puget Sound Navigation Company, Black Ball Lines, Ltd., Black Ball Ferries, Ltd. Trustee, De LaSalle Institute. Co-founder of Ferris & Hardgrove, investment banking firm.



JOHN L. KING, Secretary-Treasurer

Director of KIRO's Community Relations Department. Past President, University of Washington's Board of Regents. Former Director Radio and Research, Washington State Grange.



PAYNE KARR

Partner in law firm of Karr, Tuttle & Campbell. Past President, Seattle Chamber of Commerce. Former Chairman, Seattle Transit Commission.



JOSEPH E. MUCKLEY

Vice-President and Treasurer, Simpson Logging Company. A director of Puget Sound Navigation Company. Former Vice-President, Seattle-First National Bank.



JOHN C. HAGEN

Principal owner of Troy Laundry, American Laundry and City Dry Cleaners in Seattle and Crystal Laundries in Spokane, Wenatchee and Yakima.



CHARLES HOROWITZ

Partner in Seattle law firm of Preston, Thorgrimson & Horowitz. Former Trustee, Seattle Bar Association. Former lecturer in law, University of Washington Law School.



LINCOLN MILLER, Assistant to the President

22 years in radio broadcasting. Formerly with KXA, Seattle (mgr); International Broadcasting Division, Department of State (Assoc. chief); Sacramento Broadcasting Company; Oregon State System of Higher Education.



WILLIAM F. TUCKER, Commercial Manager

22 years advertising and sales experience. Member of KIRO sales staff since 1942, Commercial Manager since 1947. Formerly with Foster & Kleiser.



JAMES B. HATFIELD, Chief Engineer

Active in radio engineering since 1927, KIRO Chief Engineer since 1937. Registered Professional Engineer in Washington and Oregon. Practicing Engineer before FCC.



CARROLL B. FOSTER, Program Director

Joined KIRO's Program Department in 1939, Director of Public affairs Department since 1946. Previously with KFPY, Spokane; KFEL, Denver; WTAR, Norfolk.



JOHN M. PIPER, National Sales Manager

Joined KIRO sales staff in 1949 after previous advertising experience in mid-west radio and own business.

CBS Seattle **KIRO** One of the Nation's Great Stations

COMPLETE LOW-COST COVERAGE

One rate, from sign-on to sign-off

One rate for the same service for *all* advertisers

KIRO developed and still is exclusive in offering a "Fixed Position Preemptible" rate

KIRO is the easiest to buy because only KIRO offers all these features:

- ★ Combination of programs and announcements in computing discounts.
- ★ Non-contiguous program discounts.
- ★ All services, rates, discounts and "packages" are published in Standard Rate and Data Service.

Plus

AGGRESSIVE MERCHANDISING SUPPORT



65 of Greater Seattle's top supermarkets actively participate in KIRO's Merchandising Service Plan. Here is a plan that offers qualified advertisers preferred "island" or "dump" positions for a full week with tie-in newspaper ads by all participating chains. Personal attention for the product by KIRO's expert merchandising field men . . . working directly with the broker or representatives . . . assures maximum results. More and more successful advertisers are taking advantage of this no-extra-cost service.



Send for KIRO's new 18-page brochure illustrating the multi-billion dollar Western Washington market.

National Representatives **FREE & PETERS, INC.**

NEW YORK • CHICAGO • DETROIT • FORT WORTH • ATLANTA • HOLLYWOOD • SAN FRANCISCO

(A&A continued from page 40)

WALL Releases Second Radio-Newspaper Survey

SECOND annual independent mail survey commissioned by WALL Middletown, N. Y., to compare radio listening and newspaper readership of housewives in the city and its trading area, indicates a general increase in radio listening and a decrease in newspaper reading.

The survey, conducted by the Dayton Business Courses, shows the Middletown trading area housewives have increased radio listening to an average of 15.5 hours per week from a figure of 14.6 in 1953, while newspaper readership dropped from 7.0 to 6.7 hours per week during the same period. In Middletown proper, a slight decrease in both radio listening and newspaper readership was registered, with radio showing a smaller proportionate loss. Radio listening dropped from 18.5 in 1953 to 17.2 in 1954 and newspaper reading dropped from 8.1 to 6.1 for the same period.

NEW BUSINESS

Chattanooga Medicine Co. (Velvo cough syrup), Chattanooga, Tenn., is launching campaign in southern states with promotion over 28 radio stations spearheaded by *Grand Ole Opry* originating from WSM Nashville, Tenn. Agency: Noble-Dury & Assoc., Nashville.

Johns-Manville, N. Y., will succeed Revere Copper & Brass, same city, as an alternate-week sponsor with Pan American World Airways, that city, of *Meet the Press,* Sundays, NBC-TV, effective Jan. 9. Agency for Pan American and Johns-Manville: J. Walter Thompson Co., N. Y.

Plymouth Div., Chrysler Corp., Detroit, to sponsor Detroit Lions-Green Bay Packers football game, Thanksgiving Day, from Detroit on MBS. Agency: N. W. Ayer & Son, Phila.

All-State Insurance Co., Skikoe, Ill., to sponsor coast-to-coast coverage of Army-Navy football game from Philadelphia Nov. 27 on NBC Radio. Agency: Christiansen Adv., Chicago.

American Motors Corp., Detroit (Nash-Hudson), to sponsor segment of *Amos 'n' Andy Music Hall,* Nov. 24, 25, 26, on CBS Radio. Agency: Geyer Adv., N. Y.

Stork Blesses Agency

AGENCY personnel at Fletcher D. Richards, New York, could form a stork club of their own. Practically during a single weekend four staffers became proud fathers. A fifth had a blessed event two weeks earlier. The score follows:

Oct. 28, 7:50 p.m., born to Jim Kelly, timebuyer, a second child, Kathleen Mary; Oct. 29, 3:01 p.m., born to Bernie Eckstein, art director, a second child, Karen Dale; Oct. 29, 5:23 p.m., born to Jack McKenna, assistant production manager, a first child, Kevin John; Oct. 30, 7:55 p.m., born to Bob Colodzin, head of tv-radio production, a second child, Benjamin Mark; Oct. 12, ahead of others' schedule, born to Mikal E. Jansen, promotion art director, a second son, Mark Andrew.

Cigars, anyone?



GEORGE LINSENMEYER (r), advertising sales manager for West Virginia Brewery, and Robert E. White, sales manager for WSAZ-TV Huntington, W. Va., complete a contract for 260 spot announcements over that station.

BUSINESS RENEWALS

Christian Science Publications, Boston, renews *Christian Science Monitor Views the News* on ABC Radio as five-minute rather than quarter-hour show, but with station line-up expanded from 28 to 350. Program, currently Tuesday, 9:40-9:55 p.m. EST, to be presented Tuesday, 9:25-9:30 p.m. EST on the enlarged network, effective Jan. 4, 1955. Agency: Walton Butterfeild, N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., renews 52-week sponsorship of *Camel News Caravan,* NBC-TV (Mon.-Fri., 7:30-7:45 p.m. EST). Agency: William Esty Co., N. Y.

Goodyear Tire & Rubber Co., Akron, renews *Greatest Story Ever Told,* ABC Radio (Sun., 5:30-6 p.m. EST), effective Jan. 2. Agency: Kudner Adv., N. Y.

AGENCY APPOINTMENTS

Bayuk Cigars (Phillies and Webster Cigars), Phila., has named D'Arcy Adv., St. Louis, effective Jan. 15.

Chicago Frozen Donut Co., Waukegan, Ill., appoints Baker, Johnson & Dickinson, Milwaukee, for Minit Fresh Frozen Donuts.

Cashmere Corp. of America (Hadley Cashmere, Lamb's Wool sweaters), N. Y., appoints Anderson & Cairns, same city.

Dad's Root Beer Co. (Dad's Old Fashioned Root Beer), Chicago, appoints Erwin, Wasey & Co., N. Y., for its bottling plants and Fountain Flavor and National Franchise Bottling Divs., effective Dec. 1. Radio probably will be used.

Pappa-Tony Pizza Co., Phila., appoints Noel, Lent & Assoc., L. A., for western region. Radio singing commercial campaign will be used. William Noel is account executive.

Worumbo Mfg. Co. (luxury woolens), Lisbon Falls, Me., appoints Anderson & Cairns, N. Y., effective Jan. 1.

Intermountain Trust Co., Allen Mfg. Co. (outdoor sportswear), and **Tizamog Co.** (drug manufacturers), all Denver, name Harold Walter Clark Inc., same city.

Standard Brands Inc., N. Y., names J. Walter Thompson Co., same city, for newly-acquired Southern Pecan Shelling Division.

James Vernor Co. (soft drinks), Detroit, appoints Denman & Baker Inc., same city.

A&A PEOPLE

Lawrence R. McIntosh, formerly vice president and account executive, Grant Adv. Inc., Chicago, appointed executive vice president and account supervisor, with Detroit office.

Dean W. Bacon and **John W. Walt,** account executives, Henri, Hurst & McDonald, Chicago, elected vice presidents; **Margery Finch** to copy department.

William A. Wright, vice president and merchandising director, Fuller & Smith & Ross, Cleveland, to Griswold-Eshleman Co., same city, as vice president of operations.

R. S. Williamson to Cabell Eanes Inc., Richmond, Va., as assistant to president.

Robert J. Nourse Jr. and **Doris Morgan,** vice president in charge of West Coast operations and office manager, respectively, now-closed Hilton & Riggio office, Hollywood, to Fairfax Inc. Adv., same city, in similar positions.

Phil A. Reilly, account executive, KOMO-TV Seattle, Wash., to Wallace Mackay Co., same city, in same capacity.

Edward Schaar, sales promotion and advertising manager, Helipot Corp. (electronic component manufacturers), South Pasadena, Calif., forms own advertising agency, with offices at 1519 Bluff Dr., Santa Barbara, Calif. Clients include Penta Laboratories (electronic transmission tubes), Strauss Piano Co. and Seaside Hotel, all Santa Barbara.

Claire Koren, media timebuyer, Western Adv. Agency, L. A., moves to Mort Goodman Adv., Hollywood, as media department staff member.

Roy C. Lochten, media director, Arndt, Preston, Chapin, Lamb & Keen, Phila., has been named to firm's operating committee.

William Belvin, formerly with Waldie & Briggs, Chicago, joins Robertson, Buckley & Gotsch Inc., same city, as copywriter.

Joe Sacco, copy dept., Biow Co., N. Y., joins William Esty Co., same city, in similar capacity.

John McCorkle, timebuyer, Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., joins CBS Radio Spot Sales, same city, as account executive, effective Nov. 2.

Margot Mallory, director of advertising and publicity, Cole of California, L. A. swim and sportswear manufacturer, elected honorary vice president, Gamma Alpha Chi, national advertising fraternity.

William R. Groome, assistant advertising manager, Diamond Match Co., N. Y., and **Malcolm Oakford,** Dancer-Fitzgerald-Sample, same city, to Ted Bates & Co., N. Y., as account executives.

Robert I. Ban, formerly with McCann-Erickson Inc., N. Y., to Klau-Van Pietersom-Dunlap, Milwaukee, as account executive.

Allen A. Brinker, Nathan Fein Adv., N. Y., to The Wexton Co., same city, as account



THE *Ohio Story*, dramatic recreations of Ohio's history and achievements and sponsored by the Ohio Bell Telephone Co., has moved to WTAM Cleveland after previously being heard on other local outlets. At the opening show on WTAM are (l to r): Johnny Andrews, *Morning Bandwagon* emcee; Art Oldham, McCann-Erickson account executive; John Heiskel, Ohio Bell general advertising manager; Lloyd E. Yoder, WTAM-WNBK (TV) general manager; John Greene, Ohio Bell president, and Lawrence Evert, Ohio Bell assistant vice president.

executive and assistant director of merchandising on national accounts.

Sam Petok, public relations office, Chrysler Corp., Detroit, to New York to head new office there on 56th floor, Chrysler Bldg., 405 Lexington Ave.

Harold J. Ackley, assistant advertising manager, product advertising, Sunkist Growers Inc., L. A., named advertising and sales promotion manager, with headquarters in Ontario, Calif.

John David Held, Ketchum, MacLeod & Grove, Pittsburgh, to Calkins & Holden, N. Y., as radio-tv producer-director.

Kieth Mathers, assistant program manager and film director, WKY-TV Oklahoma City, named radio-tv director, Lowe Runkle Co., same city.

Lloyd Hefford to Kenyon & Eckhardt, Toronto, as radio-tv director.

Michael Jackson to Wm. Orr & Co., Toronto, as radio director.

Lawrence H. Rubin, formerly service manager, Buchen Co., Chicago, appointed production manager, Rutledge & Lilienfeld, same city.

Howard F. Smith, administrative assistant to treasurer, Universal-International Pictures Inc., Studio City, Calif., to BBDO, L.A., as research director.



Jenny Southan to Walsh Adv. Agency, Toronto, as radio-tv timebuyer.

Ray S. Dau, account executive, Buchen Co., Chicago, to Norge Div. of Borg-Warner Corp., same city, as assistant to director of advertising.

Don L. Watkins, manager, Pocatello, Idaho, office, Cooper & Crowe Adv. Agency, Salt Lake City, buys Pocatello office and forms Don Watkins Adv., with **S. D. Lowder** as art director; **Jim Tyne,** account executive, and **Gilma Martinson,** production manager.

Gregory Paul, formerly with Tandy Adv. Co., Toronto, to tv section, F. H. Hayhurst Adv. Agency, same city.

Richard J. Winkler, copy director, Warner & Assoc., St. Louis, to copy-service staff, Krupnick & Assoc., same city.

Robert I. Elliot, promotion copy chief, CBS-TV, to creative staff, Ruthrauff & Ryan, N. Y.

James W. Loughran, national advertising and merchandising director, Tasti-Diet Foods Inc., Stockton, Calif., to sales promotion dept., Erwin, Wasey & Co., L. A.

Mort Sinow, owner, Hollywood advertising agency, named West Coast representative of Sherwin Robert Rodgers Agency, Chicago, with offices at 8506 Sunset Blvd.; telephone: Crestview 6-3860.

Paul Wallach, free-lance publicist, Hollywood, to Last Frontier Hotel, Las Vegas, Nev., as resident publicist, succeeding **Harvey Diederich,** who moves to Robinson-Hannagan Assoc. (public relations), as Nassau, Bahamas, representative.

James C. Morgan, vice president in charge of tv, Raymond R. Morgan Co., Hollywood, and producer, KHJ-TV Los Angeles *Queen for a Day*, relinquishes latter post to concentrate on firm's expanding tv projects; **Howard Blake,** tv producer, Hollywood, assumes similar *Queen for a Day* duties.

Harry E. Nickelson, Nielsen Food-Drug Index, elected vice president, A. C. Nielsen Co., Chicago.

MCA Nears Acquisition Of UTP Film Catalogue

Parties are negotiating for the right price. Deal should be settled in next fortnight.

ARRIVAL at the right price is the only factor holding up the deal for Music Corp. of America to acquire United Television Programs' catalogue of tv film shows [B•T, Nov. 15], according to a UTP spokesman in Hollywood. The proposed purchase, which, he added, will be settled one way or another by next week, will give MCA more tv film product than any other film syndication outfit. UTP recently announced over $10 million will be represented in its catalogue for 1955.

Jack Gross and Phil Krasne reportedly have added over $6 million in tv film product since their purchase of the remaining two-thirds interest in UTP over a year ago, which for "over a quarter of a million dollars" made them sole owners [B•T, Oct. 5, 1953]. Messrs. Gross and Krasne, it is understood, want to concentrate solely on production. Currently filming are *Lone Wolf, Mayor of the Town* (in association with Rawlins-Grant) and NBC-TV's *Big Town*. Upcoming is an O. Henry anthology series.

Menkin Appointed Director Of Programs at Guild Films

APPOINTMENT of Lawrence Menkin as director of programs for Guild Films Co., New York, was announced last week by Reub Kaufman, president of Guild Films. Mr. Menkin resigned recently as program director of WOR-TV New York [B•T, Nov. 8].



MR. MENKIN

Mr. Menkin will supervise all of Guild Films' expanded program activities. The company currently produces *Liberace, Life With Elizabeth, Joe Palooka, Florian Zabach* and *Frankie Laine* programs, and is scheduled to produce new shows, including *The Goldbergs, Confidential File, Bride and Groom, Dr. Norman Vincent Peale, Connie Haines* and *It's Fun to Reduce*. Mr. Menkin also will create and develop new programs and serve as program liaison official with Vitapix stations. Guild recently effected a working agreement with Vitapix [B•T, Oct. 25].

Mr. Menkin, who has won honors for the "creative originality" of his television programs, began his broadcasting career as a writer with WLW Cincinnati, and has served CBS, NBC, DuMont, Ziv and the Office of War Information in various capacities.

Mr. Kaufman, who noted that the appointment of Mr. Menkin was part of an expansion program at Guild Films, also announced that the company has signed a 10-year lease for occupancy of the entire third floor at 460 Park Ave., New York. The transaction, which is said to involve $750,000 rental over a 10-year period, will give Guild Films more than 17,000 square feet of operating space. The company expects to be moved into its new quarters by mid-January 1955.



Put scores of top name musical stars to work for you



RALPH FLANAGAN



PEGGY LEE



NAT "KING" COLE



JUNE VALLI



LES BROWN



SUNNY GALE

To a TV sponsor who's going in circles

If rising production costs have got you in a spin, Studio Telescriptions offer you the miracle selling power of top name musical artists at an unbelievably low cost.

Throughout the country, stations in leading markets now offer programs built with Studio Telescriptions . . . the country's leading talent performing America's favorite music in hundreds of sparkling production numbers.

Check your markets for Studio Telescription programs and spot availabilities. Find out today how these high audience shows can help you get the most from your advertising dollars.

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

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IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

TPA Fields Two-Platoon System for Sales

TELEVISION Programs of America announced last week it has created television's "first two-platoon division sales-manager system" and has appointed three sales executives to serve as the "alter egos" of the regular division managers in the three areas.

In explaining details of the new plan, Michael Sillerman, executive vice president, said the new men will be "readily available to move into any market which TPA's sales staff cannot visit, be able to expedite local sales and serve in other capacities for the regional sales head." Mr. Sillerman noted that the recent expansion program has raised TPA's sales staff to 48 and present plans are to build the staff to 80 before September 1955.

Appointed as spot division manager for the Far West with headquarters in Los Angeles is Wade Crosby, who joined TPA in October 1953 as a representative in the Northwest; spot division manager for the Midwest with headquarters in Chicago is Robert H. Leler, most recently general manager of the Fleetwood Co. and formerly with the Atomic Energy Commission, and spot division manager for the East Coast, located in Boston, is Charles E. Denney Jr., formerly a sales executive for the Western Division of ABC-TV.

TPA's regular division managers are Bruce Eells, West Coast; Robert Hoffman, Midwest, and Hardie Krieberg, East Coast.

'LONE RANGER' PLANS STEPPED-UP PROMOTION

Agency, advertiser and networks meet in New York to discuss increased merchandising campaign which includes February 'anniversary' show on ABC-TV and CBS-TV.

ADVERTISER, agency and networks held target practice last week in New York on plans for a stepped-up promotion and merchandising campaign for *The Lone Ranger,* who has been riding the range on radio for nearly 22 years.

The program, sponsored in its long history by General Mills, is heard thrice weekly on ABC Radio (and weekly on 15 stations in Canada), and seen weekly on two different tv networks (ABC-TV and CBS-TV).

Gordon Johnson of Dancer-Fitzgerald-Sample, New York, the agency which handles the account, disclosed plans in the making for an hour-long film, tracing the masked-man's history, to be telecast in February on ABC-TV and CBS-TV as an "anniversary" show, sponsored by General Mills. The agency currently is working on station clearance and final agreement with advertisers whose time periods would be affected.

A dinner-cocktail party at the Hotel New Yorker—where merchandising and promotion displays were exhibited—featured talks by Mr. Johnson and Jack Wrather, Texas industrialist and broadcast station owner who, along with associates, acquired the Lone Ranger property in September for a reported $3 million.

The program now claims an audience of nearly 40 million, of which 33 million are said to be tv viewers. It also claims to have a 55% adult and 45% juvenile audience.

Mr. Wrather said he and his associates plan to "take advantage of the property's potential" and will begin a "big promotional push" in 1955. Also attending the dinner party was Mrs. Maria Helen Alvarez, a stockholder in Mr. Wrather's KFMB-AM-TV San Diego holding (he also is permittee for uhf WJDW (TV) Boston, not yet on the air).

With radio and tv programming the backbone of the Lone Ranger property, plans encompass increased listening and viewing as well as greater merchandising and promotion of its associated enterprises—comic books, novels, comic strips, accessories and recordings.

Writers Sue Leven, Rockhill

SUIT for $2,501.50 has been filed in Beverly Hills Municipal Court against Edward Leven and Rockhill Productions Inc. by Hollywood tv writers Nathan P. Monaster and Arthur Alsberg.

The plaintiffs claim that a $2,500 check, made out to them as an advance payment for tv film scripts they were to write for a series starring Claudette Colbert, was not honored because Mr. Leven's signature on the Rockhill account was unauthorized.

A proposed sponsorship on NBC-TV by Toni Co. fell through in August when the star reportedly refused to do the commercials. The pilot film has since been acquired for syndication by United Television Programs.

Film Council Adds Lab V.P.

MAIL REFERENDUM of members of the National Television Film Council has approved an amendment under which the number of officers will be increased from ten to eleven to include a vice president in charge of the laboratories division of the trade organization, Melvin L. Gold, NTFC president, has announced.

Mr. Gold said the suggestion for a laboratories vice president had been made because the advent of color tv has brought into the organization many representatives of laboratories and film manufacturers. Among the duties of a laboratories vice president will be advising NTFC on improvement in service, quality and handling of films for television.

FILM SALES

Sterling Television Co., N. Y., reported during September and October it completed sales of 41 different shows to 128 stations across country. Included were five sales on Sterling's new *Little Show* and 16 on cartoon series.

FILM DISTRIBUTION

Reichhold Chemicals Inc., White Plains, N. Y., is offering for tv "A New World of Chemistry," 27-minute dramatic film depicting manufacture of synthetic resins and their applications to daily life, available in color or black-and-white.

George Bagnall & Assoc.-DBA Consolidated Television Sales, Beverly Hills, Calif., has announced availability for television distribution new 15-minute program, *Here's a Show for the Ladies.* Series, produced by Zahler Films Inc., L. A., features Elizabeth Chapin, home economist, giving tips on sewing.

FILM PEOPLE

Herbert H. Rabke, formerly general manager, Harry B. Cohen Adv., N. Y., appointed secretary-treasurer, Transfilm Inc., same city.



MR. RABKE

Peter Crawford, Diamond Match Co., N. Y., **Frank Speigleman,** account executive, Walter Schwimmer Productions, Chicago, and **Richard B. Ullman** to national sales staff, Richard H. Ullman Inc., Buffalo, N. Y., headquartering in Atlanta, Buffalo and Detroit, respectively.

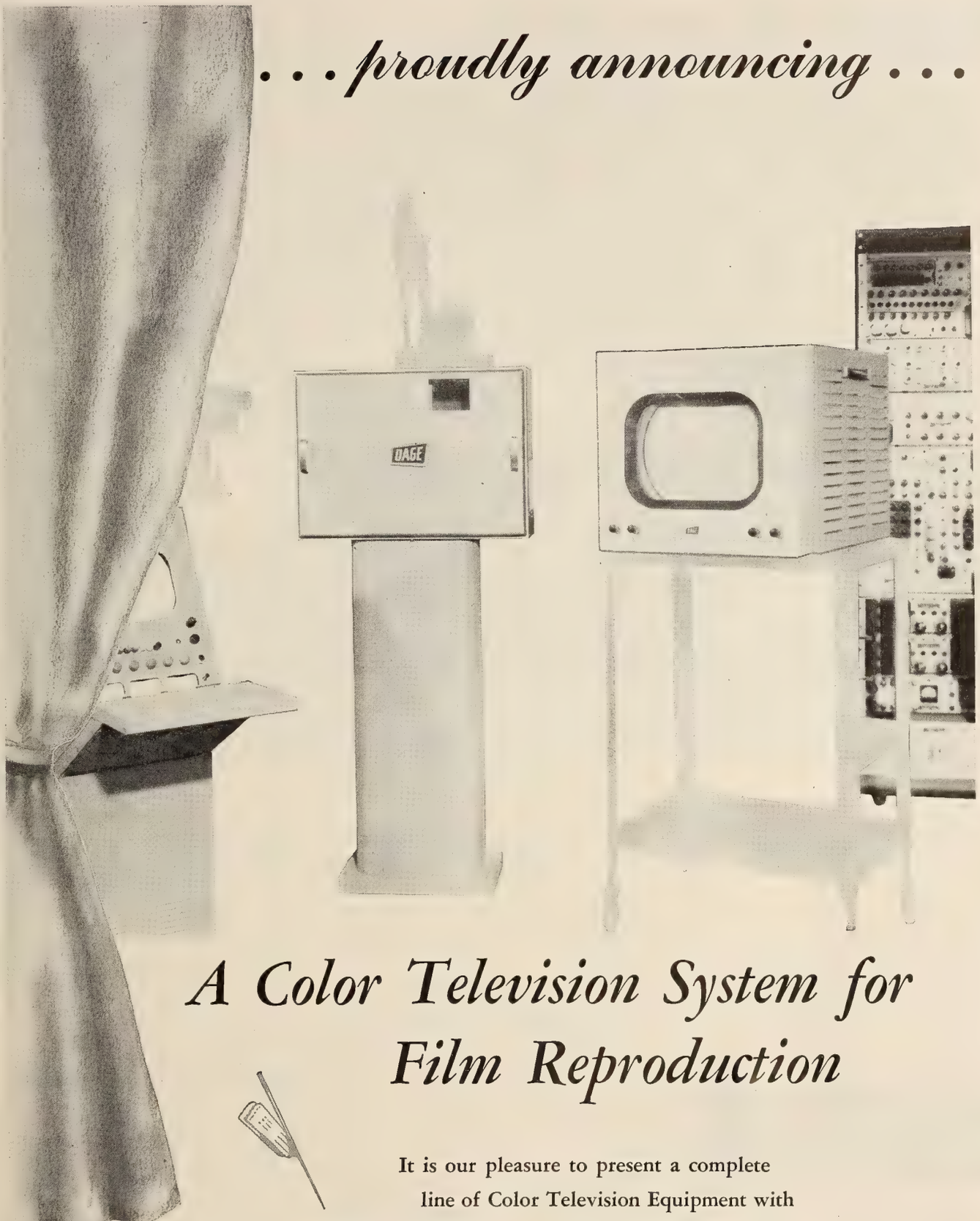
Robert Costello, associate producer, Talent Assoc. Ltd. (film production), N. Y., elected vice president.

S. Alex MacKay, formerly Ontario manager, Associated Screen News Ltd., Toronto, to International Productions, Toronto, as general manager, also acting as tv and film production consultant for Foster Adv. Co., Toronto.



JON HALL, star of *Ramar of the Jungle,* confers in New York with officials of Television Programs of America, producers of the tv series. Present are (l to r): Kurt Blumberg, assistant vice president; Michael M. Sillerman, executive vice president; Peter Zanphir, TPA advertising consultant; Charles Goit, account executive; Mr. Hall; Stretch Adler, Kenneth Joseph and Ken Fay, account executives, and Jerome B. Capp, exploitation manager.

. . . proudly announcing . . .



A Color Television System for Film Reproduction

It is our pleasure to present a complete
line of Color Television Equipment with
excellent color fidelity . . . and surprisingly low in cost.
Write Dage today for details.

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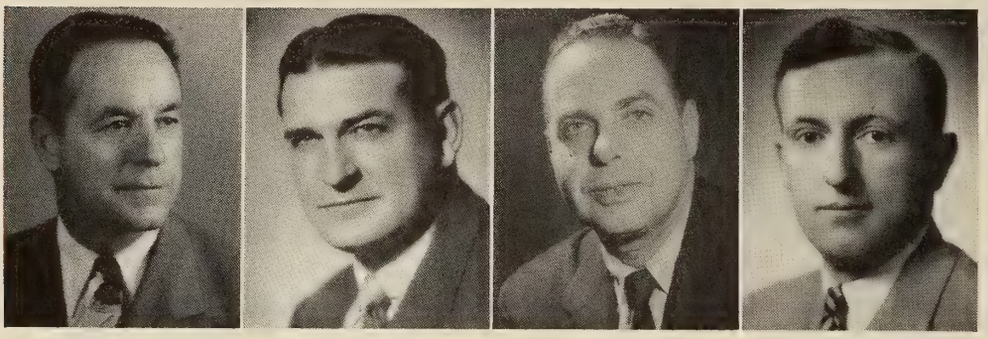
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BAB (SOON TO BE RAB) APPROVES $720,000 BUDGET; BAUDINO ELECTED

Name will be Radio Advertising Bureau as of Jan. 1. Westinghouse Broadcasting vice president succeeds Charles Caley of WMBD as chairman of the board; Kevin B. Sweeney re-elected president.

BROADCAST Advertising Bureau will become the Radio Advertising Bureau and launch an expanded program of radio promotion activities on Jan. 1 under a $720,000 annual budget approved by the board of directors last week.

Joseph E. Baudino, executive vice president of Westinghouse Broadcasting Co., was elected chairman of the BAB (RAB) Board, and Kevin B. Sweeney was re-elected president. Kenyon Brown, KWFT Wichita Falls, was named to the executive committee chairmanship, generally regarded as stepping-stone to board chairmanship, and John S. Hayes, WTOP Washington, was named chairman of the finance committee. William B. McGrath, WHDH Boston, was elected secretary, and Donald W. Thornburgh, WCAU Philadelphia, was named treasurer. William L. Morrison was re-elected assistant secretary-treasurer.



MR. BAUDINO MR. BROWN MR. HAYES MR. SWEENEY

Other key features of the board meeting, held in New York Tuesday following the annual BAB membership meeting at which five new directors were elected and 24 re-elected, included:

• Plans for greater "personalization" of BAB's station services, through a vastly expanded schedule of both area sales clinics and community sales meetings.

• Increases in BAB membership dues, amounting to about 33 1/3% over a three-year period starting in 1956 and expected to push the RAB budget "very close" to $1 million that year.

• Allocation of up to $50,000 as a starter toward financing, probably with the radio networks also contributing, one or more "major research jobs" similar to the recent ARF-Politz radio and tv set census underwritten by BAB and the networks [B•T, Sept. 27].

• Decision to stage a two-day radio advertising conference in New York next October with advertisers and agencies playing a major role, plus acceptance of NARTB's invitation to participate in the NARTB annual convention again by providing a radio sales day.

The $720,000 budget for 1955, largest BAB has had and comparing to $687,000 set aside for the current fiscal year, was authorized coincident with a change in the corporation's fiscal year to put it on a January-December rather than April-March basis. President Sweeney projected BAB's income to $800,000 before summer and outlined five principal objectives to be accomplished with the increased allocation.

The five objectives: the greater "personalization" of service to stations; more specific "how to use" information for members; the new "major research job," plans for which are expected to be set by the first of the year with an eye to getting field work started in the spring; an increase in the number of specific presentations to national advertisers, and expansion of membership.

The change in name to Radio Advertising Bureau Inc., long planned [CLOSED CIRCUIT, July 12], was designed "to more clearly identify the organization with radio." It will also help to avoid confusion with the new Television Bureau of Advertising (TvB), which goes into operation Dec. 1.

The expanded sales clinic and community meeting plans, based on the idea of "bringing the meetings to the members rather than the members to the meetings," call for sales clinics at least once in 76 cities and in 26 of these cities at least twice during 1955. They also call for sales committee activities, under which all BAB member stations in a community jointly solicit business from non-radio advertisers, to be expanded from 24 cities to 68, with time spent by BAB executive personnel in such cities to be extended to as much as five days in major markets.

The new schedule of clinics provides for BAB to conduct 10 a month for 10 months of the year, meeting at least once in every city where there are three or more members. Mr. Sweeney said this would save thousands of dollars of travel expense in every state and permit participation by hundreds of salesmen who have not been able to travel to distant meetings.

The new dues structure increases the contributions of networks, station representatives, and associate members, and sets up a uniform structure for stations, all effective Jan. 1, 1956. Officials said the increase amounted to about one-third but pointed out it takes effect in three annual stages, starting a year from now.

Charles C. Caley of WMBD Peoria, retiring board chairman and saluted by his fellow members for "outstanding and devoted service" in that post for more than two and a half years. estimated that "the increased funds which will result from this new dues structure will assure the RAB Inc. of a budget very close to a million dollars in 1956."

The board also heard Mr. Thornburgh, as chairman of the plans committee, report on his committee's efforts to help management develop detailed plans for coping with such radio problems as speeding up set sales, simplification of stations' internal sales procedures, and development of more effective presentations versus other media.

The newly-elected board chairman, Mr. Baudino, and other new officers will take over effective Jan. 1. Retiring Chairman Caley continues on the board, but three members are retiring as directors: Robert D. Swezey of WDSU New Orleans, described as one of the "fathers" of BAB; Martin Campbell, WFAA Dallas, and H. Preston Peters, Free & Peters.

New members named to the board in the membership meeting were:

J. Elroy McCaw, whose interests include WINS New York and KYA San Francisco; Ralph J. McElroy, KWWL Waterloo, Iowa; Frank P. Schreiber, WGN Chicago; A. E. Spokes, WJOY Burlington, Vt., and Joseph J. Weed, Weed & Co.

Re-elected to the board for one year, in addition to new chairman Baudino, retiring chairman Caley, President Sweeney, and Messrs. Brown, Hayes, McGrath, and Thornburgh, were the following:

Charles T. Ayres, ABC; John P. Blair, John Blair & Co.; John C. Cohan, KSBW Salinas; Robert E. Dunville, WLW Cincinnati; William H. Fineshriber Jr., NBC; Simon Goldman, WJTN Jamestown, N. Y.; George J. Higgins, KMBC Kansas City; Ward D. Ingrim, KHJ Los Angeles; Edgar Kobak, WTWA Thomson, Ga.; Howard Lane, KOIN Portland, Ore.; James H. Moore, WSLS Roanoke; Adrian Murphy, CBS Radio; John F. Patt, WJR Detroit; William B. Quarton, WMT Cedar Rapids; Robert A. Schmid, Mutual; George B. Storer, Storer Broadcasting Co., and Allen M. Woodall, WDAK Columbus, Ga.



WAITE TO HEAD SIGMA DELTA CHI

ALDEN C. WAITE, president of Southern California Associated Newspapers (Copley Press, KCOP-TV), Los Angeles, last week assumed presidency of Sigma Delta Chi, national journalistic fraternity which embraces radio and television newsmen in its 22,500 membership.

Mr. Waite was elected to succeed Robert U. Brown, president and editor of *Editor & Publisher*, at the closing session Nov. 13 of the fraternity's 45th anniversary convention in Columbus, Ohio. Mr. Brown automatically became chairman of the Executive Council.

Roy W. Howard, chairman of Scripps-Howard (WCPO-AM-TV Cincinnati; WEWS (TV) Cleveland; WNOX Knoxville, WMC-WMCT (TV) Memphis) was elected honorary president for the ensuing year. He succeeds John Cowles, president of the *Minneapolis Star* and *Tribune* and chairman of the Cowles Broadcasting Co. (KRNT-AM-FM Des Moines [ini-



The Lohmillers unpack a broiler-cooker, their 23rd electric appliance (not counting lights).

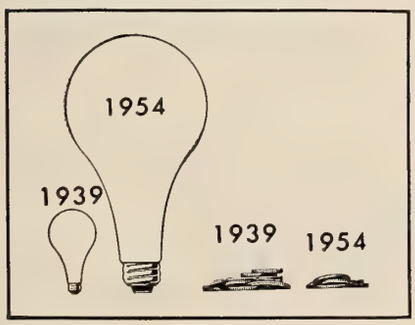
WHAT'S HAPPENED TO THE U.S. FAMILY IN THE "ELECTRIC AGE"?

They use 3 times as much electricity—and pay less per kilowatt-hour for it

Since the Lyle Lohmillers of Milwaukee were married in 1939, family living has undergone a great change—in everything from housework to entertainment.

The Lohmillers, a typical U. S. family, have moved into the "electric age." A measure of their change—they are using 3 times as much electricity today.

One reason is that electricity does more jobs for them. And the price is lower—the average family pays *less* per kilowatt-hour than in 1939. Another reason—there's more of it. The electric light and power companies provide *3 times as much* electricity. They are building new power plants and dams and lines all over the country ($10 billion worth) to keep well ahead of growing needs.



MORE ELECTRICITY—LOWER PRICE. Bulbs show how supply of electricity has been tripled. Coins show how the average price per kilowatt-hour has dropped for U. S. families.

What's coming? Still more electricity-at-work for the Lohmillers, and for everybody. Electric companies will add half again as much by 1960!

In spite of this abundance, some people still propose that the federal government build electric projects all over the nation—at the taxpayers' expense, of course—even if it means waste and the threat of socialism.

***You can help avoid such waste and extravagance by encouraging Congress to resist the pressure for unnecessary government power projects. The country's electric needs can be met by America's* ELECTRIC LIGHT AND POWER COMPANIES*.**

**Names on request from this magazine*

"YOU ARE THERE"—CBS television—witness history's great events

tial decision favoring grant of ch. 8]; WNAX Yankton, S. D., KVTV (TV) Sioux City, and 47% of WCCO-AM-TV Minneapolis).

Other officers elected were Mason R. Smith, editor and publisher of the *Tribune Press*, Gouverneur, N. Y., vice president for professional chapter affairs; Ed J. Dooley, managing editor, *Denver Post*, vice president for expansion; Alvin E. Austin, head, journalism department, U. of North Dakota, re-elected vice president of undergraduate affairs; Bernard Kilgore, president, *Wall Street Journal*, re-elected treasurer; Sol Taishoff, editor and publisher, B•T, secretary.

Members of the Executive Council in addition to the officers are John W. Colt, managing editor, *Kansas City Star* (WDAF-AM-TV); James A. Byron, news director, WBAP-AM-TV Fort Worth (both re-elected); Robert Cavagnaro, West Coast executive, Associated Press; Dale R. Spencer, U. of Missouri (KOMU [TV]) Columbia, and Ken Clayton, promotion department, *Chicago Tribune* (WGN-AM-TV).

Chicago was selected for the 1955 convention during November. An invitation from Louisville for the 1956 convention was accepted by the Executive Council at its post meeting session, Sunday, Nov. 14.

The Executive Council also instructed its committee to study possible awards for undergraduates to continue the project during the ensuing year. The committee had recommended three awards to individual undergraduates covering radio reporting, radio or television newswriting or commentary and public service in radio journalism.

Newsmen Back Access Bill

BILL designed to promote freedom of information, scheduled for introduction in the next session of the Indiana Legislature, will be supported by the Indiana Radio-Tv Newsmen, the group decided at a Nov. 14 meeting held in Indianapolis. The bill would permit recording for broadcast of all public sessions of governmental agencies and committees in the state. Gov. George N. Craig has indicated he would sign the measure if it passed.

CALL TO ACTION SOUNDED BY FELLOWS TO PREVENT RADIO-TV NEWS CENSORSHIP

NARTB president, at the RTNDA convention, defines censorship and calls for continued broadcaster vigilance. Paul White, executive editor of KFMB-AM-TV San Diego, scores limitations on broadcast access to news events.

NARTB President Harold E. Fellows last Thursday sounded a clarion call for radio-tv news executives to join in an industry-wide cooperative effort designed to spot symptoms of the "creeping paralysis of censorship" at the community level.

At the same time Mr. Fellows:

• Related plans for asking NARTB's Freedom of Information Committee to reshape its course of action to include participation by the Radio-Television News Directors Assn. He was slated to make the recommendation Friday at a committee meeting in New York.

• Reported on a movement looking toward re-evaluation on Canon 35 by NARTB, an American Bar Assn. committee and representatives of the American Newspaper Publishers Assn. and American Society of Newspaper Editors.

• Scored the "arbitrary action" of Sen. Arthur V. Watkins' (R-Utah) committee in closing its doors to radio-tv coverage of its sessions.

Mr. Fellows addressed a luncheon session of the Radio-Television News Directors Assn. annual convention at the Sheraton Hotel in Chicago last Thursday. He spoke on "The Final Freedom."

Radio and tv news editors, directors and broadcasters from throughout the country attended the three-day conclave, keynoted with a talk Thursday morning by Paul W. White, executive editor, KFMB-AM-TV San Diego, Calif. He also scored limitations on broadcast access to news events.

Mr. Fellows played a return engagement, having addressed the RTNDA convention last week. Response of RTNDA delegates to his speech was enthusiastic.

He noted a "kind of political myopia" by many public officials this past election year, with respect "to the television lens," and a "befuddlement" about the function of electronic media by those directly engaged in the conduct of legislative hearings.

"We in broadcasting, it seems to me, can gaze with some pride upon the organized militancy with which our industry met the efforts that might throttle its opportunity to grow and expand in the news field," the NARTB president observed.

He remarked that a telecast of a recent Presidential Cabinet meeting gave the people an insight into the activity of the executive family, whatever the political implications, and was "a contribution to the cause for which we struggle—equal access to the news." He noted sentiment for such broadcasts and telecasts on a monthly basis.

Arbitrary Notion

By contrast, Mr. Fellows continued, the Watkins committee took negative action that grew "out of an arbitrary notion . . . that the people should be permitted to peek at public events but perhaps not to look at them." Despite the flood of protests—telegrams, air editorials and other modes—the committee held fast to its original decision, he pointed out. "We made a good record of protest but not a good record of accomplishment," Mr. Fellows observed.

The NARTB president defined censorship as "any action which denies a public medium an opportunity to publish or broadcast that which it has a right to publish or broadcast. He cited the New York State law banning radio microphones and tv cameras in courtrooms as a "limitation," and the American Bar Assn.'s Canon 35 as censorship "in a sense."

He also felt it a form of censorship that a municipality or state, by legislation or regulation, would stipulate that a public medium could not air advertising of a legal product available to other competitive public media. He suggested that if such authority does exist, it should be questioned.

These few examples of censorship, Mr. Fellows continued, point up the "need for continued militant vigilance on the part of broadcasters," and particularly by professional people like members of the RTNDA. He asserted:

"Against the growing tendency toward policing the industry in this area of news broadcasting, as I say, we have taken sturdy action in the form of protestation. The time has come, however, when this is not enough. The time has come when we must organize ourselves as a positive force in anticipation of such further efforts as may arise, and find reasonable ways to prevent before the need for cure arises."

Mr. Fellows said he suggested to the ABA that RTNDA be included in any representation on discussions over Canon 35. He noted that while ABA took the initiative on this matter, broadcasters should assume it "in other areas where censorship or the threat of censorship exists—at all levels of government and at all levels of professional self-regulation. Mr. Fellows urged that all freedom of information committees should join forces and establish better liaison, perhaps holding joint meetings,



AT A RECENT Southern California Broadcasters Assn. meeting, where use of radio by real estate brokers and home builders was discussed, Stanley Spero (l), sales manager, KMPC Hollywood and SCBA sales committee chairman, listens to the three panel speakers of the day (l to r): Andrew Carpenter, vice president, Dan B. Miner Co., Los Angeles; Claude B. Leach Jr., owner of a Long Beach, Calif., advertising agency, and George Stiller, partner, Stiller-Rouse Advertising, Los Angeles.



A pair of aces back to back...



and they

Monday through

on the CBS

Two of the biggest drawing cards in show business are now back to back on CBS Radio five nights a week:

THE BING CROSBY SHOW at 9:15 pm EST—fifteen minutes of songs and talk by a man with apparently no limitations whatever. Even with his feet on the desk, he can sing rings around just about everybody, and his interests (and guests) have the same wide range as his voice. Followed by:

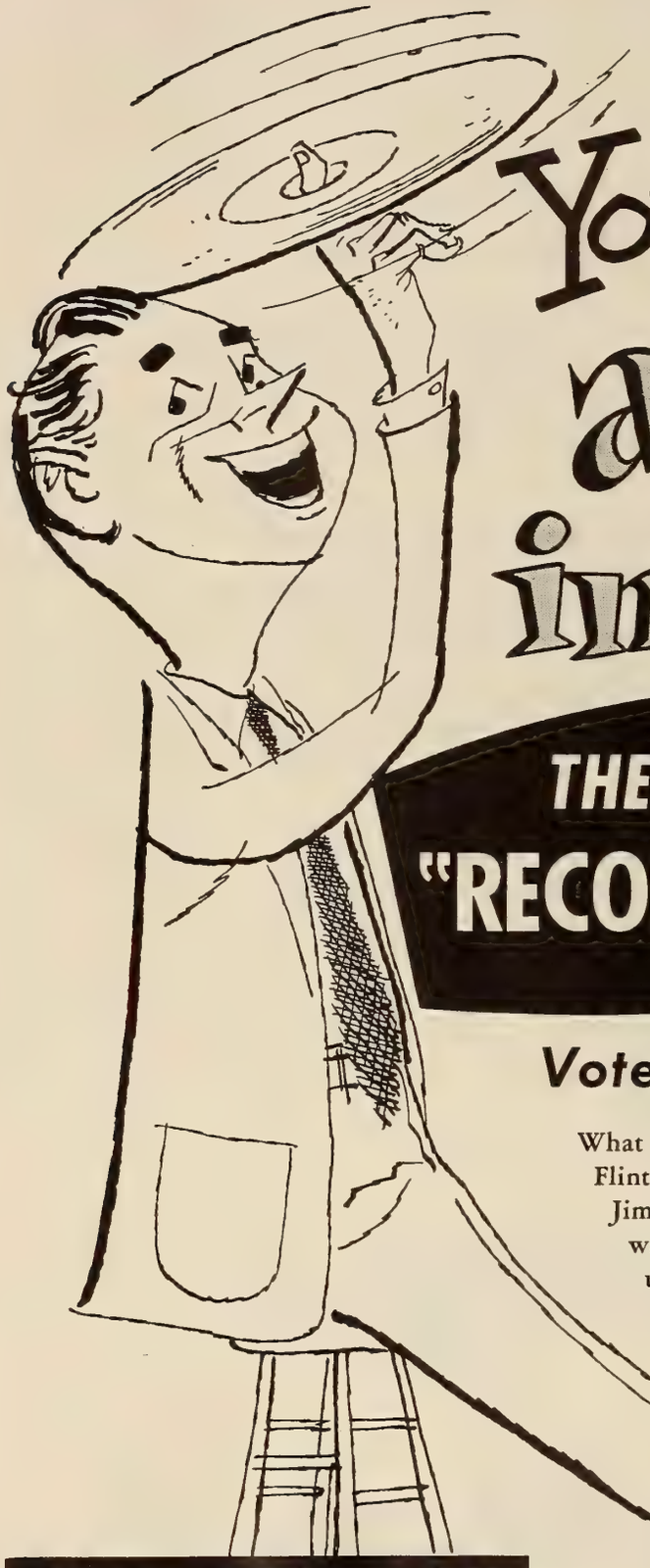
THE AMOS 'N' ANDY MUSIC HALL at 9:30 pm EST—practically a full half-hour (there's the news at 9:55) with America's classic comedy team, now holding a musical court with their guests, in the Mystic Knights of the Sea Lodge—George "Kingfish" Stevens, proprietor.

Together, these shows are exactly what people want from radio this time of the evening . . . something relaxed and informal, to keep them company whatever they're doing, wherever they happen to be. Out in the kitchen. Upstairs. In the living room, workshop, car.

Scheduled back to back, Bing and Amos 'n' Andy build audiences for each other. And scheduled five nights a week, they *accumulate* audiences quickly. So these shows also fit in perfectly with what more and more advertisers want from radio: vast numbers of different people to talk to, at costs that make good sense.

turn up every Friday night

Radio Network



You Can Make a MINT in FLINT!

THE BIG MONEY MAKER IS "RECORDS with ROCKWELL"

Voted Flint's No. 1 Disc Jockey!

What a selling combination! The most popular radio station in Flint and Flint's best-loved, most-listened-to disc jockey . . . Jim Rockwell! Nothing could be sweeter to lure business your way in Michigan's 2nd biggest income city. Folks just naturally tune to WKMF . . . Flint's only 24 hour station devoted exclusively to News, Music and Sports.

So, put your ad dollars where the listeners are!
"RECORDS WITH ROCKWELL"
is covering Flint's billion-dollar market like a tent!

WKMF

Flint, Michigan

Frederick A. Knorr, *Pres.*
Eldon Garner, *Mg. Director*
Represented by HEADLEY-REED

WKMF—Flint . . .
WKMH—Dearborn-Detroit . . .
WKHM—Jackson

is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings . . . because *everybody* likes News, Music and Sports!



and that other media should be encouraged to take part.

He expressed hope that news directors throughout the nation become "volunteers" in spotting the early symptoms of censorship, whether manifested in state legislative sessions, city council proposals or in the utterances of public officials and members of professional societies. Amalgamation of strength at the national level should be duplicated in the states as well, he suggested. Mr. Fellows also recommended that radio-tv news executives "seek out" chances to appear before public gatherings and expound the broadcaster's capacity and right to disseminate news, and to take steps to discuss the principle of radio-tv coverage with those who have "some misgivings."

He stressed that claims for equal access to coverage should not be based on "competitive



MR. FELLOWS MR. WHITE

advantage" but should take into account fairness, integrity and special responsibilities of broadcasting. In the case of television, he emphasized, "wider effort should be made to demonstrate the fact that television need not upset the decorum of an investigative or judicial proceeding." Mr. Fellows expressed confidence that broadcasters would not press the equal access issue if it could be shown that such coverage "would jeopardize fair trial or mitigate the effectiveness of a legislature's inquiry."

Mr. White told RTNDA delegates that "television news is getting better and better" and is becoming more important in local production, while radio "retains its superiority in speed" but in some cases is passing up intensive local coverage. He felt, however, that tv is "still too delimited in what it's permitted to cover" and that radio is apt to predominate in news indefinitely.

Mr. White scored NCAA's limitations on football tv as a "reprehensible restriction" and said public demand will force it to mend its ways.

Mr. White called on RTNDA delegates to empower their president "to voice his protest against any discrimination toward either television or radio." He termed this "the hour of crisis" for survival of RTNDA and said it needs "strong and even crusading leadership."

The afternoon session Thursday was devoted to radio workshop discussions, with Phil Von Ladeau, A. C. Nielsen Co., as speaker. The tv workshop was held Friday along with a general business session and election of officers. Participating in the panel were Francis McCall, NBC; Ralph Renick, WTVJ (TV) Miami, Fla., and James Byron, outgoing RTNDA president.

The "sponsor's viewpoint" on news was scheduled for Saturday with speakers including Dave Anderson, Standard Oil Co.; James Luce, J. Walter Thompson Co., and Charles Harding II, Buchanan-Thomas.

Sig Mickelson, CBS vice president, was to address the Saturday evening banquet on air editorializing and censorship.

AD COUNCIL TURNS GUNS ON DELINQUENCY, SLUMS

Plans for 15 campaigns for 1955, to be handled by $100 million in advertising facilities, announced at first Advertising Council Day in New York.

AS PART of its activities marking the first annual Advertising Council Day, the Council voted last Wednesday to allocate part of its $100-million-a-year advertising facilities to help alleviate two of the nation's most critical problems—juvenile delinquency and slum conditions.

Plans for these and 13 other campaigns for 1955 were announced Wednesday night by Council Chairman Stuart Peabody, assistant vice president, The Borden Co., to 650 business leaders who attended a Council dinner at the Waldorf Astoria Hotel in New York. Earlier in the day, the two new campaigns received a vote of acceptance from the Council's Public Policy Committee, a group of 20 distinguished citizens from various professions and fields, headed by Paul G. Hoffman, chairman, The Studebaker-Packard Corp.

Mr. Peabody told dinner guests that by next spring the Council will have nation-wide advertising campaigns underway on radio and television and in newspapers, magazines, car cards and outdoor posters, in which the problems of slum conditions and juvenile delinquency will be described and immediate citizen action recommended. With the addition of these two campaigns, Mr. Peabody said, 15 projects will receive major support from the Advertising Council in 1955. The others are: Better Schools, Future of America, Civil Defense, Community Chests, Crusade for Freedom, Engineers Wanted, (home) Fire Prevention, Forest Fire Prevention, Ground Observer Corps, Red Cross, Religion in American Life, Stop Accidents and U. S. Savings Bonds.

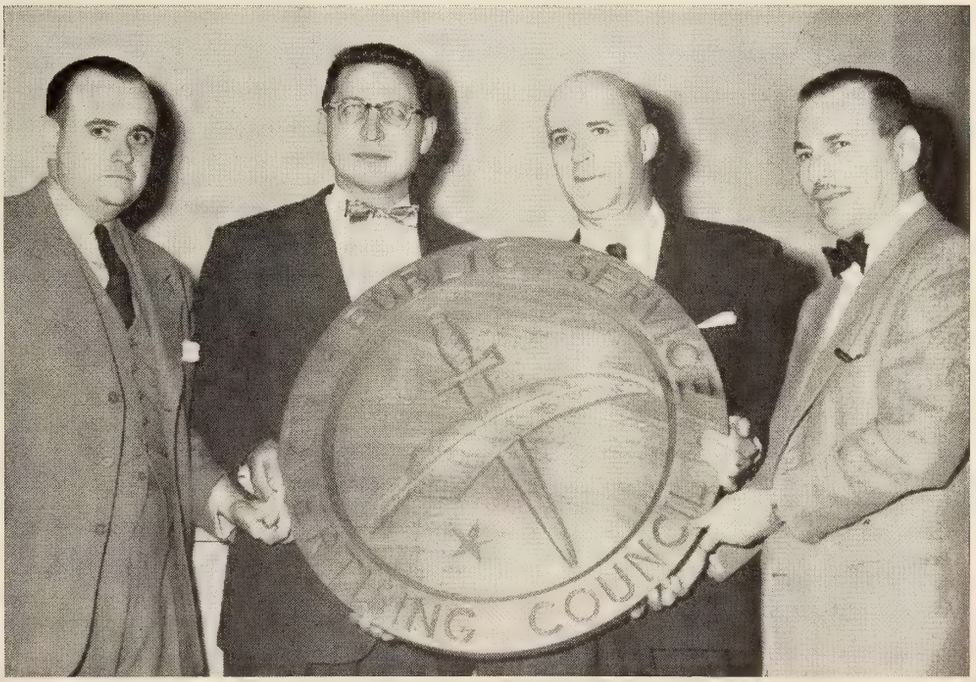
During the dinner, the Council presented its first annual award for public service to Charles E. Wilson, chairman of the executive committee of the board of directors of W. R. Grace & Co. and former head of General Electric Co., for "many years and personal sacrifices in the field of public service." Presentation of the award, an inscribed silver bowl, was made by Charles E. Mortimer, president, General Foods Corp., who is Council director and a former chairman of the board.

Principal dinner speaker was Dag Hammarskjold, secretary-general of the United Nations, who discussed "Why a United Nations?" Henry G. Little, president of Campbell-Ewald Inc., gave a lecture-slide presentation on the importance of public service advertising, titled "No Business Is an Island," in which he paid tribute to all media.

The dinner climaxed a series of all-day meetings at which the industries advisory and public policy committees reviewed and evaluated major campaigns currently on the Council dockets, heard presentations on the two new projects, and formulated plans for 1955. Both committees joined the Council's board of directors for a luncheon meeting, at which James Webb Young, senior consultant to J. Walter Thompson Co. and a Council director, was guest speaker.

RETMA-U. of Pa. Symposium

PROGRESS in use of printed circuits in electronic equipment will be reviewed at a symposium to be held Jan. 20-21 at the U. of Pennsylvania, Philadelphia, under auspices of the Engineering Dept. of the Radio-Electronics-Tv Mfrs. Assn. Donald W. Cottle, General Electric Co., is in charge of the program. Taking part in the symposium will be the professional group on production techniques of the Institute of Radio Engineers.



FIRST ANNUAL Ad Council Day observance Nov. 17 saw this mahogany plaque, replica of the Advertising Council seal, presented to Council President Theodore S. Repplier by a committee representing the campaign funds which annually benefit from the group's programs. Present at the ceremony (l to r): Richard Reuter, CARE deputy executive director; Henry Toy, executive director of the National Citizens Commission for the Public Schools; Mr. Repplier, and Morton Sontheimer, assistant to the president of the American Heritage Foundation.



PLANS for participation in National Advertising Week, Feb. 13-19, by the Advertising Federation of America were formulated by these AFA committeemen at a recent New York meeting (l to r): front row, Committee Chairman J. L. Van Volkenburg, CBS-TV president; Roger Pryor, vice president, Foote, Cone & Belding and head of the task force committee for the agency; Otis Winegar, FC&B vice president; Elon G. Borton, AFA president; second row, Tom Ragland Jr., WMBQ Memphis; John Yeck, Yeck & Yeck, Dayton, Ohio; Dick Messner, Marbridge Printing Co., New York; Richard Geismar, DuMont Tv Network; back row, Howard Abrahams, National Retail Dry Goods Assn.; Fred Westin, Public Utilities Adv. Assn. president, and Jim Proud, assistant to the president, AFA.

NCAA'S GRID HOLD MAY BE BROKEN IN '55

Feeling among college and broadcast officials is that next year will be one of decision. NARTB Sports Committee meets, feels out problem.

ALTHOUGH leaders of the National Collegiate Athletic Assn.'s controlled tv plan ostensibly are adamant, there's a rekindled feeling that 1955 will be a year of decision for the project.

Evidence continued to pile up last week of a new rebellion in the making among top football universities. The upshot may be an end-run around the association's stand against unlimited—or at least regional—tv broadcast coverage.

Two developments in New York gave indication of (1) an increasing awareness in NCAA ranks that big-time football schools, particularly conference teams, will renew their attacks on the national tv plan with increased vigor, and (2) a feeling among broadcasters that this winter the NCAA tv log-jam at long last may be split wide open.

NCAA football topped the agenda of NARTB's Sports Committee which met Wednesday at the Ambassador Hotel. That same day, Danny Hill, liaison officer for NCAA's tv committee, addressed the Sports Broadcasters Assn. of New York.

While Mr. Hill held to a belief that a large majority of colleges will support NCAA's current policy on tv, he acknowledged "more of a swing" toward regional telecasts than has been prevalent in past years.

Looking to NCAA's January meeting, Mr. Hill predicted much discussion on regional vs. limited tv. But, he said, the policy of "restrictive" television, which the NCAA committee is convinced constitutes the best approach to a college football tv program, will be endorsed.

Thus Mr. Hill echoed the statement made recently by Asa Bushnell, director of the NCAA Tv Committee, that member colleges would not support regional tv or unlimited tv. Mr. Hill asserted that similar sentiment had been voiced to him by most college athletic officials in the country.

Bulk of broadcast talk at the NARTB committee meeting was on NCAA tv. NARTB again in January, when NCAA holds its annual meeting, will send an observer, as yet unnamed.

It was decided at the meeting that George J. Higgins, KMBC Kansas City, committee chairman, would accept an invitation to address the National Assn. of Professional Baseball Leagues' (minors) Houston meeting next Monday. Mr. Higgins will talk on "What Radio Expects from the Minor Leagues."

But what broadcasters can expect from NCAA dominated the discussion. Reference to ABC-TV's difficulty with sponsorship of this year's games—which also underlaid the talk by Mr. Hill—was made in the discussions.

The Sports Committee agreed Mr. Higgins should circulate a letter to broadcaster state associations urging the adoption of individual sports committees to work with schools and teams on the local level.

Seeks Better Understanding

Mr. Higgins' letter to state broadcasting associations will state, in part:

"The Sports Committee of the NARTB, in its brief two years of effort, has done much to encourage understanding between national, amateur and professional athletic groups and the broadcasters—and although progress is slow, we feel the broadcasting industry is moving surely in the direction of better relations with sports authorities.

"This effort could be measurably stepped up by similar activity at the state level. The formation of a Sports Committee in your Association would give us an opportunity to exchange materials, through the facility of 'State Side'—the state association letter published monthly by NARTB. It would enable us also to work in close liaison and would encourage the establishment of uniform policy in industry recommendations in this particularly vital field of broadcasting."

A resolution was adopted by the NARTB group calling for widespread promotion and dissemination of success stories dealing with sports programming and attendant merchandising. It will be transmitted by Chairman Higgins to Broadcast Advertising Bureau (BAB) and Television Bureau of Advertising (TvB). The resolution urges both bureaus to quickly compile statistics and material on sports success stories and circulate the information to their members as well as agencies, representatives and other interested groups.

Networks, stations and NARTB officials were represented at the meeting. Committee members taking part were Wesley Fesler, WDGY Minneapolis; Robert O. Reynolds, KMPC Los Angeles; Ben Strouse, WWDC Washington; Gene Trace, WBBW Youngstown, Ohio; Robert B. Hanna Jr., WRGB (TV) Schenectady; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Don Searle, KOA-TV Denver, and Robert R. Tincher, KVTV (TV) Sioux City. William B. McGrath, WHDH Boston, and D. L. Provost, WBAL Baltimore, were the only members not attending.

Network representatives were Lindsay Nelson, NBC; E. M. (Pete) Johnson, MBS; John Derr, CBS, and Tom McMahon, DuMont. NARTB delegation included Harold E. Fellows, president; John F. Meagher, radio vice president; Howard Bell, assistant to the president; Thad H. Brown, tv vice president and counsel to Tv Board; Robert K. Richards, consultant, and Abiah A. Church, attorney.

Although an invitation was sent to ABC-TV, which currently is telecasting the NCAA's "game of the week" on tv each Saturday, for the network to send a representative to the meeting, it was reported that because of previous commitments connected with the current NCAA schedule, ABC-TV was unable to respond.

Eventual disposition of the NCAA tv weekly football telecasts was scored by sportscasters at the meeting addressed by Mr. Hill. It was noted that since ABC-TV has reported a loss on the series, tv network bids for next season could be expected to be reduced drastically.

Mr. Hill, in answer, said NCAA's main concern was protection of member colleges and



KEY PROBLEMS in sports broadcasting were discussed Wednesday at the New York meeting of the NARTB Sports Committee. Here four committee members hold a sideline discussion (l to r): seated, Robert O. Reynolds, KMPC Los Angeles; Chairman George J. Higgins, KMBC Kansas City; standing, Gene Trace, WBBW Youngstown, Ohio, and Wesley Fesler, WDGY Minneapolis.

PROTECTING YOU IN MORE WAYS THAN YOU KNOW



This ad is appearing nationally. To encourage supplementary home town advertising, the National Board, through State insurance agents' associations, provides mats and suggested copy for local insurance boards. These, with other artwork and suggested copy, radio and TV spots, are available to your advertising department.

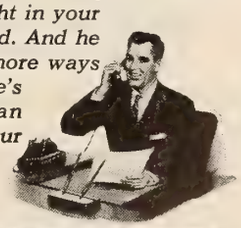
You light up your home—without a thought of fire

FAULTY WIRING AND POOR INSTALLATION have always been a potential cause of fire. Yet you switch on your lights without a thought of fire—because fire insurance is always on the job protecting you. To safeguard your home against these hazards, fire protection engineers, together with the electrical industry and Underwriters' Laboratories, have established safe electrical standards which are used all over the country.

This is one of the jobs of the capital stock fire insurance companies—to protect you, your home, your family, job or business, every hour of the day and night.

Fires, explosions, windstorms are constant threats. You guard your health by seeing your family doctor and dentist. Be sure that you have adequate protection against loss by fire or other disaster. See another specialist regularly—your local capital stock insurance agent or broker. The protection he offers is essential to your security.

Capital Stock Fire Insurance Companies *are represented by independent local agents or brokers. It's the insurance service that gives you the personal advice of a man right in your own neighborhood. And he protects you in more ways than you know; he's the man who can take care of* ALL *your insurance needs!*

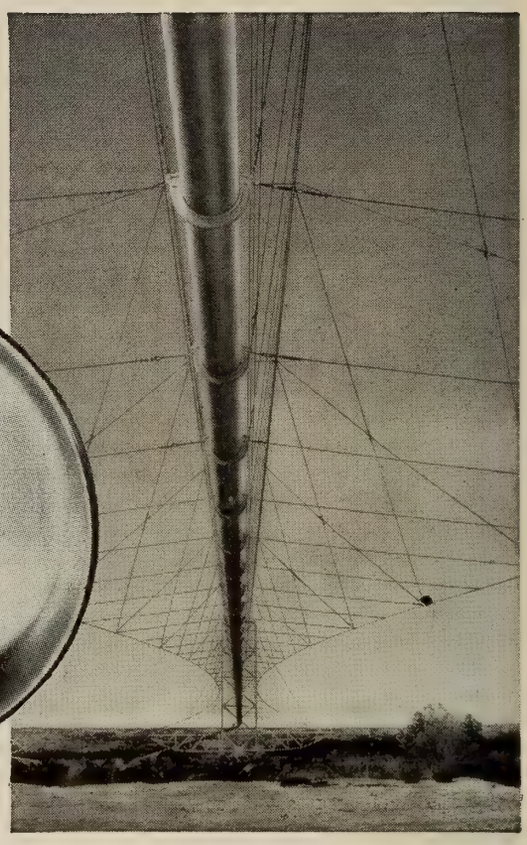


NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street New York 38, N. Y.
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Cal.

Only STEEL can do so many jobs so well



A Happy Marriage took place when housewares and USS Stainless Steel found each other. And today, *you* get the benefit of the mating . . . pans, pots and other household articles that are not only bright and beautiful in appearance and virtually indestructible, but easy to clean and safe, too . . . because this shining metal is so easy to keep free from contamination.



Steel Takes to the Air. In Arizona, there's a sandy river bed where flash floods frequently occur. A gas pipe line had to cross the river bed. So, to avoid the flash flood danger, the 30-inch welded gas pipe line took to the air for 1020 feet. Pipe and supporting structure were fabricated and erected by U.S. Steel.



Something New for Snow or Mud. When the going gets tough in deep snow or mud, the motorist's life-saver now is frequently these new tire traction clips of heavy wire, which clip easily to tires, furnish grip enough to get you out of trouble, and are then simply removed by prying. Clips are made by American Steel & Wire Division of U.S. Steel.



Everybody Knows the progress American railroads have made in their passenger services these past years . . . in spite of arbitrary limitations. But it is not so well known that their *freight* services have been making enormous progress, too . . . as witness the 170,000 modern freight cars like this that have been built with USS Cor-Ten Steel in the past 20 years . . . a high strength steel that allows freight cars to carry more payload and last longer with lower maintenance cost.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-2025

that fees for tv rights to games are worked out by colleges taking part and the networks, sponsors and agencies. The matter of fees, he noted, is secondary to the overall position of NCAA of a "limited" approach as the most feasible for its tv policy.

The association's luncheon meeting was presided over by its president, Dean Miller, sports editor, United Press Radio Division. Members voted to present sportscasters Clem McCarthy and Bill Slater with life memberships.

Krause, Allen Warn NCAA To Revise Sports Practices

TWO PROMINENT sports officials—Dr. Forrest C. (Phog) Allen, Kansas basketball coach, and Ed (Moose) Krause, Notre Dame athletic director—told the Associated Press Managing Editors Assn. Wednesday that present practices call for revision of rules of the National Collegiate Athletic Assn.

Dr. Allen declared an "enforcer" is needed for rules dealing with subsidization and proselyting of athletics. Mr. Krause said it is unfair to blame tv for any decline in college football attendance.

"We should use tv as an ally, not an enemy," Mr. Krause said in addressing the AP group, meeting at Tampa, Fla. "I believe we should sell our game to the people. I think we could televise as many as 50 games on a Saturday. It's the only way to lick the problem."

Mr. Krause added that professional football attendance is up as a result of widespread telecasting of games but emphasized that Notre Dame had no intention of withdrawing from NCAA over the tv problem.

Dr. Allen said the cause of lax enforcement of NCAA regulations can be traced to college presidents who "do not want to surrender power. They don't want to admit college athletics needs a policeman. It does. Folding money over or under the table is the worst evil in colleges. I say the boy in college doesn't need extra money. No boy on a scholarship can afford to drive a car."

LA. BROADCASTERS ELECT EDGAR STERN

EDGAR B. STERN JR., WDSU-AM-TV New Orleans, was elected president of Louisiana Assn. of Broadcasters at its concluding session Nov. 13 [B•T, Nov. 15]. LAB met at Jung Hotel, New Orleans. Other officers elected were Robert Earle, WIBR Baton Rouge, vice president; Clarence E. Faulk, KRUS Ruston, secretary-treasurer.



MR. STERN

Board members for 1955 are Willard Cobb, KALB-AM-TV Alexandria, La., retiring president; Tom E. Gibbens, WAFB-AM-TV Baton Rouge; Paul H. Goldman, KNOE-AM-TV Monroe; Dierrel Hamm, KANE New Iberia; Ed Hoerner, WWL New Orleans; T. B. Lansford, KRMD Shreveport; Maxwell J. Thomas, KSIG Crowley; John A. Chauvin, KEUN Eunice.

Resolutions adopted by LAB called for a vote next spring on a proposal to admit tv stations to membership; condemned barring of cameras and microphones from Congress and supported a bill introduced by Rep. Martha W. Griffiths (D-Mich.) to permit telecasts of sessions; extended condolence to the widow of P. K. Ewing, Louisiana station operator who died Oct. 27. Henri F. Wehrmann, WTPS New Orleans, was chairman of the convention arrangements committee.

Speakers at an Associated Press meeting Nov. 13 were Gene Nelson, WLCS Baton Rouge; Frank Ford Jr., KENT Shreveport, and E. V. Brinckerhoff, Brinckerhoff Agency, New Orleans.



FIVE PARTICIPANTS in the Louisiana Assn. of Broadcasters meeting Nov. 12-13 were (l to r): seated, S. William Brown, Gardner Adv. Co., St. Louis; Charles H. Tower, NARTB; standing, Maurice B. Mitchell, Encyclopaedia Britannica Films; Willard L. Cobb, KALB-AM-TV Alexandria, retiring LAB president; Henri F. Wehrmann, WTPS New Orleans, arrangements chairman.

RETMA UNIT HEARS PLANS FOR 1955 RADIO-TV WEEK

Chicago meetings discuss subscription tv, excise taxes, budget reorganization.

DISCUSSIONS for active dealer participation in National Radio & Television Week in 1955 were laid before the public relations and advertising committee of Radio-Electronics-Television Mfrs. Assn. in Chicago last week.

The proposal was broached by A. W. Bernsohn, managing director of National Appliance & Radio-Tv Dealers Assn., who asked for RETMA support on a project similar to one held a few years ago. Sentiment at the RETMA and dealer level was reported as most favorable. Mr. Bernsohn also explained his plan to the association's sales managers committee.

The dealer campaign was one of several matters discussed during a three-day series of RETMA committee-division-section meetings at Chicago's Palmer House Nov. 17-19. Other topics explored were subscription tv, RETMA's campaign for easing of excise taxes on tv receivers and a plan for revision of organizational budget procedures.

The public relations and advertising committee, headed by Julius Haber, heard a progress report on the annual Voice of Democracy contest, co-sponsored by NARTB, the U. S. Junior Chamber of Commerce, and RETMA. Other matters on the combined agenda included plans for a tv service film, high fidelity exhibits and Mr. Bernsohn's proposal for a radio-tv speakers bureau in connection with NARDA meetings.

The session on toll tv, conducted by the special committee on subscription television under Glen McDaniel, was described as harmonious and amiable. Committee members exchanged views with representatives from Zenith Radio Corp., International Telemeter Corp. and Skiatron Inc.—proponents of the three major pay tv systems. RETMA is expected to take a stand on this controversial issue once the FCC sets hearings.

RETMA's tax committee pledged itself to renew the fight for a reduction in excise taxes on monochrome receivers from 10% to 5%, and for elimination of excises on color sets. Taxes already have been scrapped on other major appliances.

A score of other committees and units met during the three-day conclave, which ended Friday noon with a board meeting under Chairman Max Balcom.

Satellite Standards Considered by RETMA

PROPOSED standards for operation of satellite or booster television stations may be submitted to FCC by the Radio-Electronics-Tv Mfrs. Assn. early next year.

This possibility emerged last Wednesday as RETMA's Satellite & Special Services Tv Broadcast Stations Committee, headed by Ben Adler of Adler Communications Labs, held an all-day meeting in New York to work on the standards proposals. They are being evolved to a great extent on the basis of experience of existing satellite type operations—RCA's at Vicksburg, Miss.; Sylvania Electric Products' at Emporium, Pa., and the Adler organization's at Waterbury. Discussions of these occupied much of the session.

Mr. Adler expressed hope his group could follow a timetable that will permit completion of the proposed standards and clearance through the RETMA organization for submission to FCC shortly after the first of the year.

Edward W. Allen Jr., FCC chief engineer, was present for the meeting, attended by 17 committee members and other experts. An FCC inspection of the Adler Waterbury satellite was slated later in the week.

Under the Commission's present policy, which became effective Sept. 1, a local tv station may establish a uhf outlet to rebroadcast its shows in an area that has no tv service, but all such applications now are considered by FCC on a case-to-case basis. First commercial grant under the Sept. 1 policy change went to KIMA-TV, Yakima, Wash. (ch. 29), for a station at Pasco, Wash., to rebroadcast its programs on ch. 19. (Also see story on Lufkin satellite grant, page 80).

Harriman Praises Radio-Tv For Diversity of Opinion

MEMBERS of the "fifth estate," as they were called by New York Gov.-elect W. Averell Harriman, were hosts Wednesday to the state's newly-elected chief executive at a Radio & Television Executives Society luncheon at New York's Roosevelt Hotel.

In his first public address since the election, Mr. Harriman complimented the broadcast industry for differences of opinion which still exist on the airwaves as compared to what he saw as a more organized opinion in the press. Tv, he said, will "play an increasing part in our political life." He said he would like to appear in a discussion-type tv program in which he could report periodically to the people of the state on the progress of his administration.

Timebuyer 'Basics' Highlight RTES Meet

ADDITIONAL standardization of grade coverage claims of tv stations would be an aid to the timebuyer, Robert L. Coe, manager of DuMont Tv Network's station relations department, said Tuesday.

Mr. Coe and E. M. (Pete) Johnson, vice president in charge of station relations for Mutual and WOR New York, presented the "basics" of what the timebuyer should know about station engineering data at the fourth in a series of Radio & Television Executives Society luncheons making up this season's "timebuying and selling seminar." The luncheon was held at the Toots Shor restaurant in New York.

Mr. Coe also reminded that while admittedly there are many technical problems in tv, "we would not have the more than 30 million tv sets and the radio saturation of today, if we did not have people in the business with faith and go-ahead. . . ."

Alluding to problems in uhf, Mr. Coe said many in the tv industry are prone to "forget the skepticism" of vhf station operation which marked pre-freeze days. Broadcasting history, he said, is highlighted with continual development of equipment for utilizing higher frequencies, a process still going on in uhf. "Uhf will prove itself," he said.

As new tv stations go on the air, the timebuyer will have to concern himself more with the factor of interference, Mr. Coe said, explaining differences of adjacent channel and co-channel interference. He noted that modern tv receivers have reduced the problem of adjacent channel interference so that today it is less a factor than the co-channel difficulty.

In comparing uhf and vhf in any market, he warned, the timebuyer, as well as the engineer, must study the individual station situation, case-by-case, avoiding generalization. He noted the many factors, including power, frequency and antenna height, which affect coverage.

Mr. Johnson outlined groundwave and skywave radio signal transmission, touching upon these determinations of "greater radio station coverage": higher power, lower frequencies, areas of high conductivity, directional antennas and interference. He explained what radio stations mean when they claim certain coverage advantages, differences in nighttime and daytime patterns, clear channel coverage, etc.

Moderator of the panel, "How to Engineer a Good Buy," was Frank E. Pellegrin, vice president of H-R Representatives and H-R Tv Inc.

$600 Million for Tv Predicted by Doherty

TELEVISION broadcast revenue during 1954 will reach $600 million, Richard P. Doherty, president of Television-Radio Management Corp., predicted Friday in an address to the North Carolina Broadcasters meeting at Southern Pines. The figure compares with FCC's 1953 tv revenue figure of $432.7 million.

Radio broadcast revenue will be approximately $475 million, he predicted, a slight decline from 1953 and the first time in the history of commercial radio that a decline has been found. He expects the growth to be resumed next year. FCC has not yet announced its 1953 radio broadcast revenue figures but the report is expected within a fortnight. [Radio net time sales in 1953 were estimated at $498.4 million in the B•T 1954 YEARBOOK.]

Mr. Doherty cited these 1954 trends: National radio spot will be off slightly; national tv spot will show a healthy advance over last year; local radio income will continue to be the most progressive phase of the medium; next year will prove that radio "still possesses a strong upward growth trend"; radio station profit margins (before taxes) will be down from 1953; overall profit margins for tv stations will increase in 1954 although there may be "sharply divergent trends among such groups as prefreeze and postfreeze, vhf and uhf."

While radio local and national spot are down, Mr. Doherty said, station network income also is declining.

Radio's slight dip in 1954 local revenue, he said, can be traced to a drop in level of general business plus the first year's impact of tv in many markets. He ascribed the loss of "a few million dollars" in radio's national spot to tv national spot.

Despite these overall national trends, many individual stations have achieved rising income primarily in local sales, he said. Tv broadcast revenue was found "up sharply" in all departments—local, national spot and network.

Cincinnati IRE Plans Meet

THE NINTH Annual Spring Technical Conference, sponsored by the Cincinnati Section of the Institute of Radio Engineers, will be held April 15-16 at the Engineering Society of Cincinnati Bldg. Requests for advertising and exhibiting privileges should be referred to Clyde G. Haehnle, 6310 Stover Ave., Cincinnati. Registration and banquet reservations should be sent to Stanley M. Stuhlbarg, 1853 Glendon Pl., Cincinnati.

Foreign Tv Competition

PROBLEM of overseas price competition in the radio-tv set and equipment manufacturing field, and ways to combat it, were discussed at a meeting of Radio-Electronics-Tv Mfrs. Assn.'s International Dept. Thursday in New York.

A committee of 20 leading set makers, under chairmanship of Ernest A. Marx, of DuMont's International Div., met on this problem and also on methods to be taken by U. S. manufacturers to promote sales of their sets and electronic equipment in foreign markets. Recommendations were to be sent to RETMA's board meeting Friday in Chicago.

VOD Awards Donated

MANUFACTURERS have donated 51 tv and radio receivers to be used as awards to winners in the annual Voice of Democracy contest, according to James D. Secrest, VOD chairman and executive vice president of Radio-Electronics-Tv Mfrs. Assn. Twenty-three manufacturers have donated the receivers. State winners in the contest will receive tv sets, with all-wave radios going to winners in the territories. National awards to the four sectional winners will be made during National Awards Week, Feb. 18-25.

N. Y. Ad Club Class Elects

IN ELECTIONS of the 1954-55 advertising and selling class of the Advertising Club of New York, Paul Spillar, International General Electric Co., was named president; Ruth Rose, Kamany Assoc., vice president, and D. Parke Gibson, Interstate United Newspapers Inc., secretary-treasurer.

Tv Is Movie Industry Ally, Says Goldenson

Carolina Theatre Group told of medium's value in developing new talent. AB-PT president also urges use of radio and tv to advertise theatre's merchandise.

MOTION picture industry was urged last week by Leonard Goldenson, president of AB-PT, of which ABC is a division, to utilize television as an ally in the form of an advertising medium and a training school for future stars.

In the keynote speech before a meeting of the Theatre Owners of the North and South Carolinas in Charlotte last Monday, Mr. Goldenson said that there are evidences that television already is being used as a promotional outlet and as a talent-building agency for the motion picture field. He recommended these efforts be intensified as a means of building audiences.

"What the producer must do," he said, "is widen the appeal of motion pictures for the younger movie goers—and equally important, develop and continue to develop new young stars. Where formerly this was done through 'B' pictures, it may now have to be done through television or secondary leads in feature pictures."

Mr. Goldenson warned that the motion picture industry must not restrict itself to past methods of exploitation and showmanship. He pointed out that "this new generation" has grown up with television and said tv can be used "with tremendous effect to advertise our merchandise." Television, he continued, provides "a perfect opportunity for us to bring a sample of our product right in the homes of millions of potential movie-goers."

Mr. Goldenson contended the motion picture industry has not yet taken "complete advantage" of television to advertise its product, but cautioned that a program of experimentation should be followed to determine the most effective ways of using tv.

"The exhibitor must encourage the distributor and the producer to take advantage of television, and radio as well, to advertise and merchandise motion pictures," he asserted. "And we must be prepared to participate wherever possible.

"Right now my theatre associates in AB-PT have a committee composed of our most experienced exhibitors, who are making a study of the problem. Mind you, I am not trying to deprecate other forms of advertising and exploitation. While there may be new approaches in using the accepted media, they are still important. However, I am convinced that merchandising by radio, and by television in particular, is one of the most important answers to our problems of how to attract larger audiences and the new younger generations to our theatres."

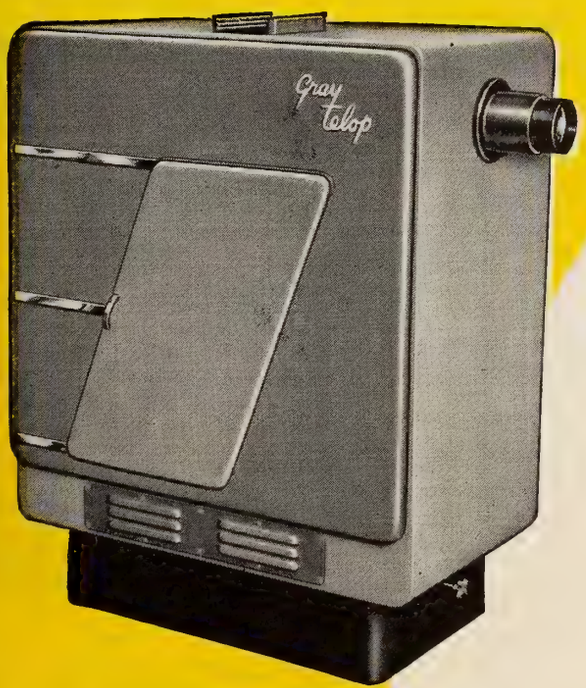
Danielsen Joins BAB

KENNETH P. DANIELSEN, account executive at Ross Roy Inc., New York, has joined Broadcast Advertising Bureau as a reporter-writer on the national promotion staff. He will be in charge of two BAB newsletters: *National Radio Salesman,* published weekly, and *Radio Advertising Newsletter,* published monthly. Prior to his association with Ross Roy, Mr. Danielsen was a reporter and feature writer for a chain of newspapers owned by Westchester County Publishers (WFAS White Plains, N. Y.).

NOW! the new Gray telop III

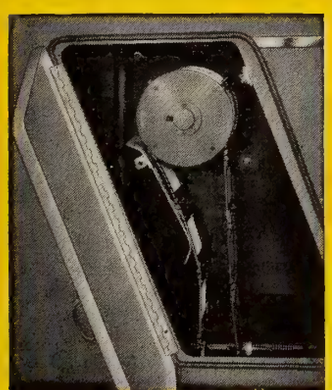
Eliminates extra manpower requirements

opaque and transparency projector



REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

WORLD PLANNING SEVEN NEW SHOWS

To be released Jan. 1, new package of 12 hours weekly is described as largest effort in firm's history.

WORLD BROADCASTING SYSTEM last week announced plans to make available a series of seven new musical programs offering almost 12 hours of programming per week, and described the package as "the biggest" single bloc of shows distributed in its 20-year history.

Pierre Weis, World general manager, said the package will be made available to more than 1,000 World affiliates on Jan. 1. It consists of three half-hour and four quarter-hour programs, designed for five-day-a-week programming, and featuring local personalities in musical shows.

The new series, according to Mr. Weis, will provide stations with an opportunity to sell a total of 111 one-minute spot announcements per week, plus sponsor identifications at the beginning and end of each program. He said presentation packets, containing sample scripts for audition purposes, have been mailed to stations.

Included in the new series are *Music Coast to Coast,* half-hour show of production numbers by David Rose, Ray Bloch, Peter Yorke and Lyn Murray; *Passport to Daydreams,* half-hour show of mood music, featuring the Daydreamers Trio, Mack Stewart's Mellow Strings, the World Concert Orchestra and specialty artists; *Guess Who? Guess What?,* half-hour program combining music with radio games and questions, and quarter hour shows, titled *Westward to Music, The Song and the Story, The Three Suns* and *Blackwood Brothers Quartet.*

Gregory, Reeser Named In WBS Sales Expansion

BECAUSE of a sales expansion, World Broadcasting System has added M. C. (Jim) Gregory and Gregory Reeser to its sales staff.

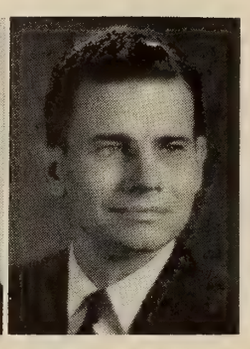
According to Dick Lawrence, World's sales manager, the additions are part of World's expanded sales effort begun last spring with full-hour, across-the-board programming featured. He said World now is making available to its more than 1,000 affiliated stations, a series of such star-named programming for spot carriers.



ONE-YEAR CONTRACT for sponsorship of *Mr. District Attorney* on WPTR Albany, N. Y., is agreed to by (l to r) Leo Rosen, general manager of WPTR; Frederick T. Jeram, president of sponsor Home Savings Bank there, and Mabel Perryman, radio-tv director of Heavenor Adv. Agency.



MR. REESER



MR. GREGORY

Mr. Gregory was formerly WRDW Augusta, Me., station manager. Mr. Reeser was mid-western station relations manager for NARTB before joining World.

Telecom Firm to Handle Closed Circuit Equipment

FORMATION of Telecom Systems Inc., New York, specializing in sale and service of closed circuit tv systems for business and industry, has been announced by Irvin P. Sulds, president. Company, with office and "demonstration theatre" at 501 Madison Ave., has its engineering and service department in Floral Park, L. I.

Mr. Sulds, former theatre tv executive with American Broadcasting - Paramount Theatre Inc., has been owner of Business Television Inc., producer and distributor of intercity closed circuit tv programs for business meetings. Mr. Sulds said Telecom Systems, which he describes as "the first and only firm of its kind," has been named exclusive representative in the Northeast for Capehart-Farnsworth's monochrome closed circuit equipment and also will be sales representative for GE's color closed circuit system. Telecom will make industrial tv equipment available on a rental basis. Melvin Alpern is manager of Telecom's business tv department; Warren Smith is sales engineer.

Marine Band Series Offered

TWO 13-week radio series featuring the U. S. Marine Band will be made available to stations by Jan. 1, the U. S. Marine Corps has announced. Both series will be comprised of 15-minute programs with John Batchelder of WRC-AM-TV Washington handling announcements. The first series, *Theatre of Hits,* will contain selections from well-known musicals such as "Oklahoma," "Brigadoon," "Carousel" and "South Pacific." The other series, *Concert in Miniature,* will feature popular concert selections. Series can be obtained without charge from the nearest Marine recruiting office.

Capitol Sales, Earnings Up

SALES and earnings of Capitol Records Inc., Hollywood, during the fiscal year ended Sept. 30, 1954, reached a net total of $17,283,000, or $1,318,000 over the comparable 1953 period, President Glenn E. Wallichs announced last week. A net income of $736,181 paid $1.53 a share on 476,230 outstanding common shares, compared to a net of $706,624, or $1.47 a common share, in 1953.

Completion of the new circular Capitol Records building in Hollywood is expected by the end of 1955, Mr. Wallichs told stockholders.

Hi-Fi Institute Plans Promotion of Industry

AN ALL-INDUSTRY educational program designed to spread the story of hi-fi to "the richest potential market in electronics" is being planned by High Fidelity Institute Inc.

Jerome J. Kahn, institute commissioner, reported informal talks have been held with leading promotional, sales and advertising authorities on the proposed program. The institute's provisional board of governors still must approve the plan.

Actual formation of the institute, which was set up to promote hi-fi, was delayed for five months because of organizational difficulties stemming from an increase in board members from six to 12. The board has been cut back to six again and the other six will head up advisory committees and serve as consultants on the industry promotional program.

Power Adds Three Branches

OPENING of new offices in Detroit, St. Louis and New Haven, Conn., was announced last week by Jules Power Productions Inc., tv package firm.

Additional production facilities were set up to offer expanded service to national advertisers who favor local programming in individual markets, according to Jules Power, head of the firm. He stressed the importance of merchandising tie-ins.

The Power organization currently produces programs for NBC-TV *(Watch Mr. Wizard)* and DuMont Tv Network *(All About Baby)* as well as local live shows in five markets.

ASCAP Launches New Service

NEW service to radio-tv stations titled "ASCAP Music on Records—Your Program Guide," was launched last week by ASCAP. The feature, containing listings of ASCAP music broken down into categories selected for timeliness, interest and variety, will be sent to stations monthly.

J. M. Collins, ASCAP sales manager, said the guide is designed to assist station and program managers in building better programs for their listeners. A binder, in which the monthly releases may be kept for a permanent reference, will be sent with the first guide, Mr. Collins stated.

ASCAP Names Devany

JOHN DEVANY's appointment as a member of the radio and television station relations division of ASCAP was announced last week by J. M. Collins, sales manager. With ASCAP for more than seven years as field representative in Philadelphia, Mr. Devany will continue in that city and cover stations in New Jersey, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina and eastern Pennsylvania.

Roffman Assoc. Formed

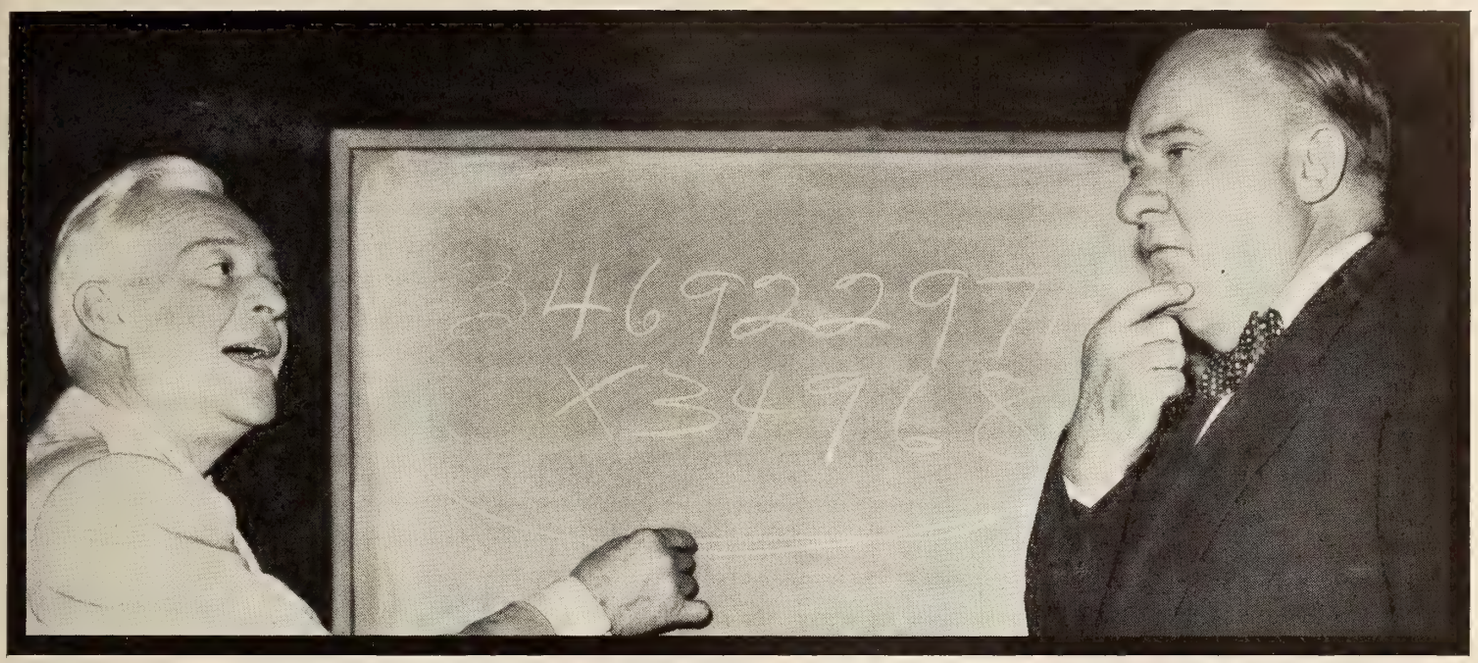
FORMATION of Roffman Assoc., New York, radio and television production firm, has been announced by Richard H. Roffman, president. The firm will specialize in creation and production of radio and tv programs, according to Mr. Roffman, and its first project will involve coordination for a radio interview program featuring Alexander I. Rorke Jr., described as a writer-lecturer and civic leader in New York.

it figures

Art Baker captivates the curious with "You Asked For It"

People are naturally curious about such oddities as boxing kangaroos and Ping-pong-playing cats, so Art Baker puts them on TV. It really works. Just ask Skippy Peanut Butter. They've sponsored "You Asked For It" since it first went on the air, with results as remarkable as the show itself!

You're in smart company on **ABC-TV** *American Broadcasting Company*



JUST THINK!

"Dollar A Second," sponsor and all, has moved to ABC

Jan Murray's highly original show disseminates its daffiness on ABC with its original sponsor, Mogen David Wine. A lively addition to our Friday line-up . . . and added evidence (as if more were needed!) of the new vitality here at this fast-moving network.

You're in smart company on **ABC-TV** *American Broadcasting Company*



World Subscribers to Get Free Christmas Package

COMPLETE half-hour open-end dramatic program titled *His Wonders to Perform,* will be distributed free to all subscribers of World Broadcasting System as the 1954 Christmas sales package. The announcement was made by Pierre Weis, World general manager. In addition, the Christmas kit contains a number of other features designed to attract sponsors and spot buyers among Christmas advertisers for local radio stations, Mr. Weis said.

More than 1,000 stations subscribing to World have received a promotion kit to help launch the Christmas programs. Included in the package is the dramatic show, starring Dorothy Lamour, ready for broadcast with the insertion of the sponsor's message. Second feature offers season's greetings in languages of 12 other countries as a lead-in to spot Christmas messages from advertisers. A "Christmas shopping bag" is also included in the form of daily half-hour programs to be broadcast from Nov. 29 until Christmas. Shows include musical lead-ins to commercials as well as Christmas stories.

The package also contains a series of jingles called "30 Shopping Days 'Til Christmas," recorded by the Jesters Trio with a new tune every day from Nov. 19 to Dec. 24.

Among other kit attractions are personalized Christmas greeting cards; seven Christmas and New Year's prayers narrated by Raymond Massey, and a series of four special holiday shows to be broadcast Dec. 24, 25, 30, and Jan. 1.

Olmsted Names Two

RICHARD OLMSTED and Garrett Kaufman, son and step-son, respectively, of Henry Olmsted, president of the newly-formed Olmsted Sound Studios, New York, have been appointed vice presidents.

The studios open at 1 E. 45th St. on Dec. 2, according to President Olmsted, who was a board member of the Princeton Film Center (tv distribution and production), where the younger Mr. Olmsted, an engineer, was active in sound work. The latter will be concerned with the technical end of production while Mr. Kaufman, a musical composer and arranger, will deal with the artistic, creative aspects of sound and film recording.

PROGRAM SERVICES SHORTS

Clubtime Productions Inc., Hollywood, announces total of 40 U. S. and Canadian stations serviced with addition of KOA Denver, WICH Norwich, Conn., KIOA Des Moines, KXXX Colby, Kan., and KMMJ Grand Island, Neb.

RCA Recorded Program Services, N. Y., has released for second year tv film version of Hans Christian Andersen's *The Little Match Girl.*

PROGRAM SERVICES PEOPLE

Sherman A. Harris appointed assistant to president, The Lone Ranger Inc., Beverly Hills, Calif.

Peter J. S. King, West Coast representative, SESAC Inc., N. Y., resigns with future plans to be announced shortly.

TEXAS TV GRANT EXTENDS SATELLITE POLICY TO VHF

The Commission, by 3-to-1 vote, approves re-establishment of ch. 9 KTRE-TV Lufkin, Tex., to rebroadcast ch. 2 KPRC-TV Houston. Comr. Hennock dissents. Action is seen broadening FCC's earlier order announcing it would consider applications for new uhf stations which would not originate local shows.

THROWING OPEN the door to what apparently will be a case-by-case consideration of bids for vhf satellite tv stations, the FCC majority last week re-granted ch. 9 at Lufkin, Tex., to Forest Capital Broadcasting Co. (KTRE-TV). The outlet will air no local programs "at this time," but will rebroadcast ch. 2 KPRC-TV Houston with which it has no ownership affiliation.

The unique Commission action was taken by Comrs. E. M. Webster, Robert E. Lee and John C. Doerfer over the strong dissent of Comr. Frieda B. Hennock. Chairman George C. McConnaughey abstained from voting while Comrs. Rosel H. Hyde and Robert T. Bartley were absent.

It has the effect of extending the Commission's earlier order on satellites to include vhf outlets. The earlier order, also sharply attacked by Comr. Hennock, confined consideration of satellite applications to the uhf and was considered restricted to uhf so as to give an economic and operational stimulus to the admittedly ailing upper frequency tv band [B•T, Aug. 9].

Oregon Satellite Requested

Concurrently, FCC last week received application for another vhf satellite, to be located in the Northwest. Ch. 5 KBES-TV Medford, Ore., seeks approval of a ch. 4 satellite at Roseburg, population 8,390.

To clear the way for the Lufkin action, FCC turned down a petition by Jacob Tyler Newborn Jr. requesting a rule-making proceeding to switch ch. 9 from Lufkin to Tyler, Tex. Mr. Newborn suspended operation of his ch. 19 KETX (TV) Tyler last month and told the Commission he faces bankruptcy unless he gets a vhf facility [B•T, Oct. 22].

The Commission explained that since Tyler (pop. 39,000) already has one operating vhf station, ch. 7 KLTV (TV), it would not be fair to add a second vhf there by deleting the facility from Lufkin (pop. 15,000) which has no service.

Forest Capital's permit for ch. 9 specifies effective radiated visual power of 10.7 kw with antenna height above average terrain of 670 ft. The grantee earlier this year surrendered its original permit for ch. 9 KTRE-TV there, explaining that the local station was not feasible without network affiliation.

Principal stockholders in KTRE-TV are two Southland Paper Mills executives, R. W. Wortham Jr. (32%) and E. L. Kurth Sr. (16%). Also a stockholder is Henry B. Clay (9.5%), general manager of KWKH Shreveport, La.

The Lufkin station retains the right to choose which KPRC-TV programs it will rebroadcast, FCC was told. KPRC-TV is an NBC-TV affiliate. KTRE-TV will use a microwave relay to span the distance between Houston and Lufkin, it was reported, and eventually expects to establish studios for local programming in Lufkin.

FCC's first uhf satellite grant was made early this month to ch. 29 KIMA-TV Yakima, Wash., for a ch. 19 repeater at Pasco, Wash. [B•T, Nov. 8]. The Commission previously, however, has approved a new vhf station at Scottsbluff, Neb., which in part would rebroadcast another station and in part air local films. This was a permit for ch. 10 at Scottsbluff awarded to ch. 5 KFBC-TV Cheyenne, Wyo. [B•T, Aug. 23].

Comparative hearing apparently will be required by FCC to settle who gets a satellite outlet on ch. 3 at Mayaguez, P. R. Both ch. 2 WKAQ-TV and ch. 4 WAPA-TV San Juan have applications pending before the Commission for a ch. 3 repeater at Mayaguez [B•T, Oct. 18].

Following is the text of Comr. Hennock's dissent to the Lufkin satellite grant:

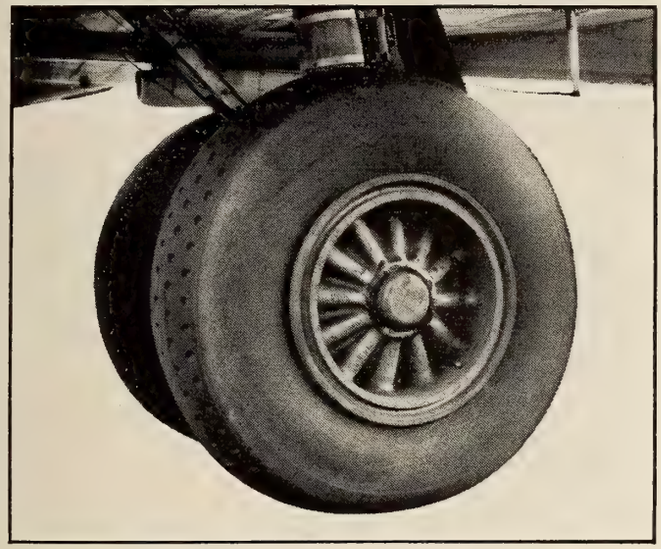
By this action the Commission for the first time has authorized the use of a vhf channel by a station operating as a satellite of another vhf station, and carrying exclusively the programs of the parent station, which is licensed to serve a distant city. The satellite in this case is located at Lufkin, Tex., and will occupy the only vhf channel assigned there. The only other tv channel at Lufkin is a uhf channel. The parent station is located at Houston, 124 miles away. The permittee here will carry no local programming and has no control over its programming. I dissent.

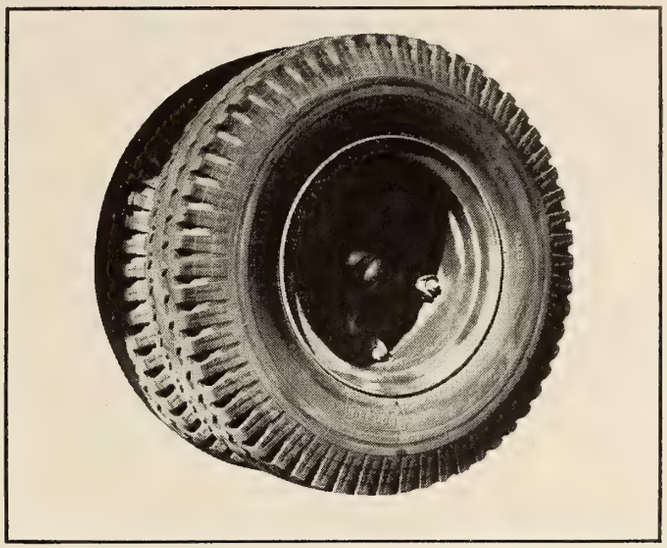
On Aug. 5, 1954, the Commission announced a new policy under which it was stated that it "will consider applications for stations in the uhf band which do not propose to originate any local programs . . ." (Public Notice FCC 54-991). No reference was made in that policy statement to the possible use of vhf channels for satellite stations operating off vhf parent stations and carrying exclusively the programs of the latter. The grant in this case thus extends the scope of the August 5th policy and the limits then announced. The Commission's statement indicated that the new policy had been adopted with the object of eliminating one of the deterrents "for parties interested in constructing and operating uhf television stations".

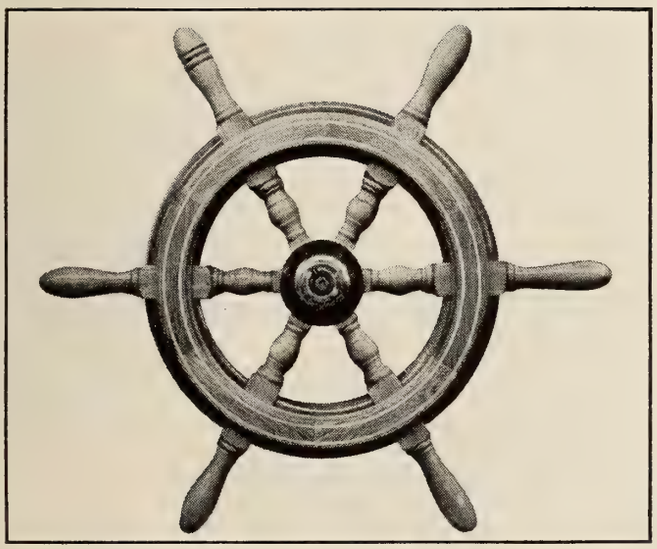
In my lengthy dissent to the adoption of that policy, I pointed out that, despite the allusions to possible help it might give uhf broadcasters, it in fact opened the way to developments which would finally seal the fate of uhf television. Today's decision to place a vhf satellite operation in a community which is thereby denied the important benefits of local programming and which erects an insurmountable barrier to the use of the uhf channel assigned to the community confirms the worst fears I expressed in my dissent to the August 5th policy decision.

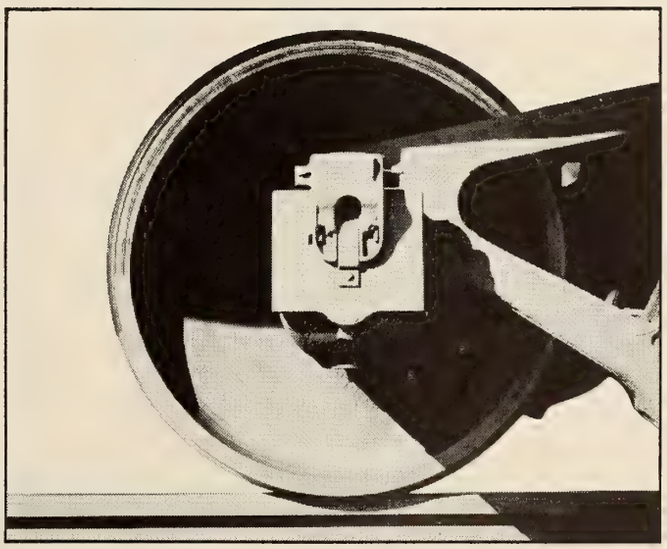
This action is an almost incredible departure from two of the most firmly established policies of the Commission which have heretofore always governed the grants of broadcast licenses in the public interest. One of these is that a station serve the particular needs and interests of the community in which it is licensed. The other is that a licensee maintain full control over the operation and programming of his station. I know of no similar case where the Commission has ever licensed a station which will not provide any service designed to meet the particular needs of the community in which it is located. Section 307(b) of the Communications Act provides that licenses shall be distributed among the several states and communities so as to "provide a fair, efficient, and equitable distribution of radio service to each of the same". It has been firmly established, up until now, that

Here's a problem that taxes more than the imagination









The problem: what keeps these wheels turning?

You would expect the answer to be: demand for the transportation service that each provides. And, certainly, that is the primary requirement for a successful business.

But for three of the carriers represented, this is only a partial answer. Of equal importance in the rapid growth and successful operation of the big inter-city trucking corporations, the airlines and the barge companies, has been public financing of the facilities these carriers use. Thanks to public tax money, the airlines have had built for them some 2 billion dollars' worth of civil airports and airways. Waterways carriers make free use of a 4.3 billion dollar public investment in river and harbor facilities. As for the big inter-city truckers—they benefit from about 5 billion dollars' worth of highway construction and maintenance *yearly*.

On the other hand, the railroads do not benefit from public funds, but, rather, pay for and maintain their own rights of way, safety and signalling devices . . . in full. In addition, they pay heavy taxes, some of which is pooled with the public funds that aid those carriers *competing* with the railroads.

The clear fact that emerges from this lop-sided arrangement is that this country can no longer afford to have its railroads compete on such an unequal basis.

Railroad rates must include so many costs spared the other three carriers that it is becoming increasingly difficult for the railroads to improve their services and equipment adequately to meet the nation's need for superior railroad service. And this condition will continue until such time as the government treats all carriers equally. Such equality of treatment is a heritage of free enterprise in a free economy. It is vitally needed now if the nation's transportation is to be strengthened . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

A Small Town + Tv Repeater Idea: FCC Headache

BECAUSE a technically-ingenious tv appliance store owner in the small Chelan National Forest town of Bridgeport, Wash., rigged up a simple booster to pick up and rebroadcast Spokane's KXLY-TV ch. 4 signals, the FCC is now faced with a senatorial recommendation that it hold rule-making proceedings to authorize—if possible—this kind of tv repeater equipment.

It all started when the hardy citizens who live in the rugged, north central area of Washington—about 130 miles from mountain-blocked Seattle on the west, and the same distance from open-vistaed Spokane on the east—decided to bring in tv on their own.

When the appliance store technician designed his equipment, four groups in as many communities laid out the cash to install the repeater. For about a month, tv set owners in the Columbia River communities of Bridgeport, Pateros, Brewster and Manson (on Lake Chelan) have been enjoying CBS-TV and DuMont programs.

Late in October, the FCC's Field Engineering and Monitoring Service began receiving complaints of interference to aeronautical and other non-broadcast services. Running down the source was not difficult. FCC regional engineers shut down the boosters. Shortly thereafter, the seals on the boosters were broken and they were put back into operation by "persons unknown."

Again, the FCC warned that these were illegal transmitters. By then, the good citizens were up in arms and . . .

• A Washington state attorney informed the FCC that the equipment could not be a transmitter because it did not contain an oscillator.

• The FCC replied on Nov. 3, with individual warning to all involved that further action would be taken unless the repeaters were silenced. It asked for replies within 10 days.

• Last week, FCC Comr. Robert E. Lee met with Sens. Warren G. Magnuson and Henry M. Jackson, both Washington State Democrats, to discuss the situation. Comr. Lee, with Broadcast Bureau Chief Curtis B. Plummer and General Counsel Warren E. Baker, pointed out the illegality of the booster operation and recommended alternatives: local tv station operation under present rules which permit network and film operation alone, community television system operation, and even passive reflector systems (these are not considered transmitters and thus require no FCC licenses). Sens. Magnuson and Jackson countered by suggesting that the FCC invite comments in a rule-making procedure to permit some sort of automatic repeater equipment to be used to bring tv signals into the "more than 15,000 such situations in the U. S."

That's where the matter stands today.

this statutory mandate inherently required a service meeting local needs. Furthermore, one of the basic purposes of the television allocation table was to provide for local stations affording local service to as many communities as possible. The limitations on service areas brought about by limits on power and antenna heights and minimum separation requirements have served until now to make this possible. The present grant in effect wipes out these limitations. I do not understand how this grant can be said to comply with Section 307(b).

This grant is also in direct conflict with the firmly established policy, adopted under Section 310(b) of the Communications Act, that a licensee maintain full control over the operation and programming of his station. The Commission has previously denied an application where the applicant proposed to accept all the programs offered by a network organization, and has been sustained upon judicial review. (See *Simmons* v. *Federal Communications Commission*, 83 U. S. App. D. C. 262, 169 F. 2d 670, *Cert. Den.*, 335 U. S. 846). Here, the applicant proposes not merely to take all network programming, which would permit some choice of local programs under the licensee's own judgment, but rather to take the entire programming fed to it by another station. It is clearly an *a fortiori* case. And the grant is made without any explanation of this unfortunate and drastic reversal of a most salutary policy based on the statutory requirement that every licensee be responsible for, and maintain control over, the operation of his station.

Not only is this grant unrelated to the stated purpose of the Commission's recently announced policy of permitting satellite operations, which was supposed to be of assistance in the development of uhf broadcasting, but it is not even governed by any explanatory specification as to the limits within which it will be applied. There are no rules governing the utilization of satellites nor has any rule making proceeding been instituted for the purpose of defining future actions and evaluating the effect of this radical departure from basic principles. The Commission has provided no limit as to the distance from the parent station at which a satellite will be authorized. There is no announced limit as to the total number of satellite stations which may be associated with a parent station. Where there is common ownership, the multiple ownership rules provide some check. Where, as here, the parent and satellite are not related by common ownership, there is no foreseeable limit as to the area over which the same programs may be furnished to many communities originating from a single station which has no interest in serving those communities.

In this unusual situation, the Commission has not even been furnished with a comprehensive written contract setting forth the full terms of the arrangement between the parent and satellite. This is so despite the obvious fact that this peculiar tie-in of the operation of two stations which should be operated independently will put other stations in the state at a serious disadvantage. The Commission's aim of a nationwide competitive television service requires that normal competitive opportunities not be hampered, or perhaps foreclosed, by this type of joint operation which looks in the direction of monopoly.

Yet, this decision means that one station may tie to it any number of satellites, which would not be considered as under common ownership, but which would constitute with it a new network of great and unhealthy competitive force. Carried to its logical conclusion it would virtually make it impossible for unaffiliated stations and stations affiliated with weaker networks to survive under the present economics of television.

The effect on local uhf broadcasters is discussed at length in my dissent to the August 5 policy announcement, and need not be repeated here. The crippling and worsening plight of the uhf broadcasters is in my opinion the most pressing problem before the Commission and calls for the most forceful and positive action if the uhf channels, representing 85% of all television channels, are not to be completely plowed under. I have said many times, and I now repeat, that unless the Commission and the Congress will do their utmost to spare uhf television from the grossly unequal competitive burdens under which it is now struggling towards its demise, the only hope for the healthy development and expansion of American television on a truly nationwide competitive basis will be lost.

While I recognize that this grant provides a first station for Lufkin, I cannot help but take the strongest exception to it because it discards, without explanation of the necessity and without forceable limitation, basic considerations which have hitherto helped to mold American broadcasting as an instrument of service to the public.

McCONNAUGHEY'S CHANCES SLIMMING

There's little hope the FCC's new chairman will be confirmed by this Congress. How he would fare in a Democratic-controlled 84th Congress is another poser.

CHANCES looked slimmer than ever last week for Senate confirmation during its special session of the nomination of George C. McConnaughey to the FCC. Mr. McConnaughey presently is serving as FCC chairman under a recess appointment by the President. His nomination has been before the Senate since the special session began Nov. 8.

The time which might be left to bring up the McConnaughey nomination was shortened substantially Thursday when the Senate adjourned until Nov. 29 its special session which has been considering a motion to censure Sen. Joseph R. McCarthy (R-Wis.). The recess was called because of the Wisconsin Republican's absence from the Senate on account of illness.

Republicans who had hoped to push through the McConnaughey nomination had their hopes dampened last week, too, when Sen. William F. Knowland (R-Calif.), majority floor leader, indicated agreement with earlier Democratic demands that controversial nominations be held over until the new Congress convenes Jan. 5.

Sen. Knowland had been designated to handle the nomination by Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, upon the latter's departure last Monday for a tour of Australia with the Joint Congressional Atomic Energy Committee. Sen. Bricker the week before had attempted to report the nomination on the Senate floor, after ramming it through the Commerce Committee, but his move was blocked by the objections of Sen. Lyndon B. Johnson (D-Tex.), minority floor leader and a member of the committee.

Sen. Knowland made his statement Tuesday in floor discussion on nominations which have been submitted to the special session by the President. He said that "in the case of controversial nominations, or when there is substantial opposition to them on the other side of the aisle (Democratic side), it would not be feasible to consider such nominations at the present session of the Senate."

Prospects for consideration of Mr. McConnaughey's nomination were shortened by the Senate's 11-day adjournment period, since the Senate is committed to conclude its session on the McCarthy censure by Dec. 25. To this extent the time is thereby lessened for consideration of any other business.

Sen. Bricker expects to return to Washington Dec. 20.

Meanwhile, Democrats declared that presidential appointees, regardless of whether they are confirmed during the special Senate session, will have no trouble getting their pay.

They cited a 1948 decision by the U. S. Comptroller General which interpreted a special session of Congress as merely a continuation of the previous session, and not as constituting the "next session," within the meaning of Article II, Sec. 2, Clause 3, of the Constitution, so that commissions of persons who were given recess appointments prior to the special session may



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not be considered as having expired at the end of the special session.

Sen. Lyndon Johnson in the Tuesday floor discussions on the nominations said he hoped "the President will give consideration to the fact that the occupants of the offices to which nominations are being made can all continue to serve and can all be paid."

Sen. A. S. Mike Monroney (D-Okla.), who had objected to being "stampeded" into approving the McConnaughey nomination at the Senate Commerce Committee hearing Nov. 9, told B•T last week that legislative counsel has advised members of his party that Mr. McConnaughey's pay will not be held up.

The Senate parliamentarian had told B•T in an earlier interpretation that such an appointment would die at the end of the special session, necessitating reappointment, under which pay would be held up until action during the next (84th) Congress.

The Democratic policy of withholding action on the nominations had been outlined by Sen. Monroney at the Nov. 9 Senate Commerce Committee hearing on Mr. McConnaughey's nomination. The nomination, however, cleared the committee two days later by affirmative vote of its seven Republicans, with Democrats abstaining.

Although Sen. Lyndon Johnson and other Democrats said they wanted the nominations held over to the next Congress so the Senate may get on with the business at hand (namely, whether Sen. McCarthy should be censured), the minority party's policy move was interpreted by Capitol Hill observers as a bid for power on the basis of Democratic election victories. With expected control of the Senate next year, Democrats can control confirmation of nominations through committee chairmanships, and possibly may want a Democrat named to the FCC instead of Mr. McConnaughey, a Republican.

Meanwhile, senators last week were in receipt of a letter from Harry R. Booth, Chicago, acting chairman of the Utility Users League, elaborating on his earlier objections to confirmation of Mr. McConnaughey's nomination [AT DEADLINE, Nov. 1].

Ohio PUC Representative

Mr. Booth said Mr. McConnaughey as a private attorney had represented AT&T subsidiaries in rate cases before the Ohio Public Utilities Commission and as such has "advocated principles destructive of effective regulation and the interest of the telephone subscribers." He said FCC has "broad responsibilities . . . to the forty million subscribers of the AT&T system," and that "it can hardly be in the public interest to have a Bell System lawyer head the FCC."

If Republicans make subsequent attempts to have the McConnaughey nomination confirmed when the special Senate session reconvenes, they still would have a tough row to hoe.

Sen. Knowland as majority leader could request that the Senate go into executive session, presumably after finishing the McCarthy censure business. The Senate cannot act on a nomination during a legislative session, such as the one which has been hearing the McCarthy issue, unless unanimous consent is given by senators. This is not likely if Democrats hold to their current policy on the nominations.

The proposal for an executive session would be put to a vote, without debate. If a majority of senators approved, Sen Knowland then would ask that the nomination be made the "order of business." This normally would be approved, and the nomination then would be put in "unlimited debate," before a vote. Here, Democrats again could block the move by filibuster.

Before the nomination could be put on the calendar for consideration, it normally would lie over 24 hours, unless put on the calendar sooner by unanimous consent, with Democrats not likely to give this consent.



VIRGINIA Gov. Thomas B. Stanley (c) turns disc m.c. for the Southern premiere of Columbia Records new album "The Confederacy," featuring music of the South during 1861-1865, on WRVA Richmond. Checking the governor's performance are Goddard Lieberson (r), executive vice president of Columbia Records and album producer and Carl Stutz, whose morning show initiated the album.

Peoria Initial Decision Favors WIRL Over WMBD

INITIAL DECISION proposing to grant WIRL Peoria, Ill., a new tv station on ch. 8 there, and denial of the competing application of local WMBD was issued last week by FCC Examiner Elizabeth C. Smith.

The examiner concluded that WIRL must be given preference for the ch. 8 facility on the bases of integration of ownership and management; experience in actual tv operation by a fulltime active stockholder; programs proposals; separate staffs and operation, and diversification of the ownership and control of broadcasting facilities.

In reference to the last preference basis, the examiner noted that Charles C. Caley, president-treasurer and 2/3 owner of WMBD, also is the president and owner of about 25% of WDZ Decatur, Ill., and that John E. Fetzer, vice president and 1/3 owner of WMBD, owns and operates WKZO-AM-TV Kalamazoo, Mich.; KOLN-AM-TV Lincoln, Neb., and WJEF-AM-FM Grand Rapids, Mich.

Census Takers Visit Farms

CENSUS enumerators are visiting farms in all 48 states to collect data for the 1954 Census of Agriculture. Over 30,000 enumerators will cover farms, with field work to be completed by the end of the year. Farmers received census questionnaires in advance of enumerators' visits, cutting the time needed as well as the cost of the quinquennial farm count. Publication of county results will start early next year.

Jefferson Standard Denies Blocking WTHT

Insurance firm contends that Wilmington station's charges it influenced CBS in denial of affiliation are unfounded.

CHARGES of WTHT (TV) Wilmington, N. C., ch. 3 permittee, that Jefferson Standard Life Insurance Co. had a "secret understanding" with CBS, inducing the network to withdraw a CBS-TV affiliation [B•T, Nov. 15] were flatly denied Thursday by the insurance firm.

Jefferson Standard Broadcasting Co., broadcast subsidiary, stated through Joseph M. Bryan, president, and Charles H. Crutchfield, executive vice president, that neither the company nor any of its employes is guilty of any of the WTHT charges. WTHT is applicant for an extension of its completion date, having received its grant in February. It charged that Jefferson Standard has powerful bargaining power with CBS through ownership of about 96% of the preferred stock of Storer Broadcasting Co.

The Storer preferred stock, according to Mr. Bryan, is held only as an investment, without management interest in the Storer company. He cited an FCC letter of Dec. 2, 1953, holding this ownership does not confer an interest in Storer under multiple ownership rules.

Mr. Crutchfield, who also is general manager of Jefferson Standard Broadcasting Co., denied the company or any of its personnel had been guilty of charges filed by WTHT.

Jefferson Standard stations include WBT and WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C., and minority interest in WFMY-TV Greensboro.

The WTHT charges alleged that Jefferson Standard induced CBS to enter into a conspiracy to violate the anti-trust law and Sec. 313 of the Communications Act as well as Sec. 3.636 of the Commission's rules governing multiple ownership. It was also charged that Sec. 3.658 of the rules, governing territorial exclusivity of stations engaged in chain broadcasting, had been violated. WTHT had asked a formal inquiry into the CBS-Jefferson Standard relationship.

KXLY-TV Petition Filed

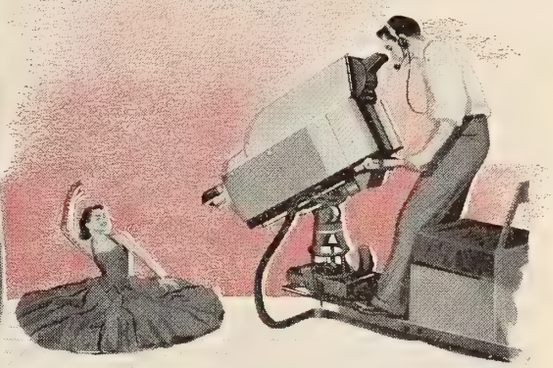
KXLY-TV Spokane, Wash., the ch. 4 CBS-DuMont affiliate with transmitter atop snowy 5,878 ft. Mt. Spokane, petitioned FCC last week to relax its tv rules limiting maximum effective radiated power to 100 kw for antennas 2,000 ft. above average terrain in western Zone II so as to permit it to use full 100 kw with its antenna, 3,068 ft. above average terrain. At that height, KXLY-TV is limited to 48 kw. Station argues that while the 100 kw limit should be retained, stations which seek the most efficient antenna sites should not be penalized with lower power.

Two Tv Stations Deleted

DELETION of ch. 42 KTKA (TV) Topeka, Kan., and ch. 19 KNAL (TV) Victoria, Tex., was announced by the FCC last week. This raises the number of post-thaw tv stations to surrender their permits to 112. Of these, 21 are vhf and 91 uhf facilities.

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LAMB RENEWAL CASE DRAGS ON AND ON

FCC Broadcast Bureau is up to witness No. 18 in effort to show owner of WICU (TV) Erie, Pa., had Red ties.

LICENSE renewal hearing involving attorney Edward Lamb's WICU (TV) Erie, Pa., dragged on last week in short sessions before FCC Examiner Herbert Sharfman as the Commission Broadcast Bureau produced the 18th witness in its frequently frustrated attempt to prove that Mr. Lamb had Communist associations contrary to his denials [B•T, Sept. 20 *et seq.*].

In a short appearance Thursday morning, Nelson Meagley, former secretary of the Workers Alliance in Ohio, testified that Mr. Lamb in 1934 or 1935 gave a sum of money for the legal defense of Ben Gray, then head of the Alliance, described as a "bonafide adjunct" of the American Federation of Labor. The witness said that "to my best knowledge" Mr. Gray was a Communist, but he had "no definite knowledge" that Mr. Lamb knew it.

Mr. Gray was involved in a sitdown strike at the state Capitol to promote legislation for unemployment relief, Mr. Meagley said. The witness related that he personally had been a Socialist. He could not recall the specific amount alleged to have been contributed by Mr. Lamb, but he believed it was $10 and could have been $5 or $25. He said he and others went to Mr. Lamb's law office in Toledo to solicit the contribution.

Testimony Stands

Examiner Sharfman allowed Mr. Meagley's testimony to remain in the record despite protests by Russell Morton Brown, counsel for Mr. Lamb. Mr. Brown contended a man "can't be castigated" for contributing to someone's legal defense and charged Broadcast Bureau counsel with attempting to "besmirch" a lawyer because of the type of clients he represented.

Mr. Brown several times has observed that Mr. Lamb was a labor lawyer who represented many unions, some of which may have had Communist members, but that an attorney's professional capacity is privileged and distinct from his personal activity. In Thursday's argument he noted that the American Bar Assn. has always upheld the principle that a person is entitled to legal defense no matter what the charge against him.

Broadcast Bureau counsel, on the other hand, argued that if Mr. Lamb contributed to the legal defense of a Communist, "it would controvert his statement that he had always been anti-communist."

Earlier in the week, Examiner Sharfman heard further cross-examination of Claudius Mace Russell [B•T, Nov. 15] and testimony of Irwin Bruhl.

Mr. Bruhl, who said his wife had been a member of the Communist Party in Toledo but he had not, recalled that Ernest Courey took him to a party picnic about 1940 and pointed out a man there as Mr. Lamb. Mr. Courey testified earlier that he was a private detective and "plant" in the Toledo party.

Under cross-examination, Mr. Bruhl admitted he had only Mr. Courey's word that the man identified was Mr. Lamb or even that the picnic was a Communist event. It could have been a Republican or Democratic picnic in fact, he acknowledged.

Although Lamb counsel moved to strike Mr. Bruhl's testimony as hearsay, the examiner allowed it to stand, but observed he could not make a finding on the basis of the testimony.

The Lamb attorney tested the memory of Mr. Russell at length on details of past employment, gambling and other arrests and personal affairs. As the witness frequently mumbled "I don't know" or "I can't recall," Mr. Brown noted Mr. Russell could not remember recent or important events but seemed able to recall seeing Mr. Lamb once 10 years ago.

Mr. Russell, a Negro, and his attractive brunette wife, Loris, earlier testified seeing Mr. Lamb speak in 1944 at the dedication of Lincoln House, described as the headquarters of of the Communist Party in Toledo. They both recalled Mr. Lamb pledged and gave money for the "upkeep" of the headquarters on that occasion, but differed on the amount involved.

Mrs. Russell testified they joined the Communist Party for several years in the 1940s because it "seemed more appealing" to mixed couples.

Under cross-examination Nov. 12, she admitted she and Mr. Russell came to Washington prepared to testify to the same thing concerning Lincoln House. Last week, however, Mr. Russell denied they had agreed on prospective testimony.

"So if she says that you did that together, then either she is lying or you are lying, is that right?" Mr. Brown asked the witness.

"That is right," Mr. Russell answered.

Mrs. Russell also testified she knew how much Mr. Lamb contributed (she said $50) because a woman on the stage announced the sum as the speakers placed their contributions on a small table. Last week, Mr. Russell testified the speakers personally announced the amounts.

Mr. Russell explained he joined the party at the behest of William Garfield Cummings and stayed in the party for several years because of Mr. Cummings' insistance. Mr. Cummings, the Broadcast Bureau's first witness, identified himself as an FBI informer in the party.

Mr. Russell, who has a Toledo barbershop and part interest in an adjoining pool room where he admitted dice and card games occur, said he and Mrs. Russell are still friends of Mr. Cummings. He cuts Mr. Cummings hair every two weeks, he said, but claimed to be a silent barber as far as the Lamb case is concerned.

Pressed about whether he discussed the Lincoln House event with Mr. Cummings, Mr. Russell replied, "Well, maybe I did . . . I don't know."

Mr. Russell told Mr. Brown he did not know Sunne Miller, manager of Mr. Lamb's WTOD Toledo, but recalled that Emmett Wheaton phoned and said he wanted him to meet one of Mr. Lamb's representatives. The witness said Mr. Wheaton told him he (Russell) "didn't know who Mr. Lamb was and that I didn't know he was a rich man . . . he said that I was just going along with Bill Cummings. He said I was nothing but a sucker. That is the way he put it."

The witness said he refused to see Mr. Wheaton and left home when he came around. Mr. Wheaton earlier was identified by Mr. Lamb's Erie *Dispatch* as the subject of a bribe attempt by Mr. Cummings. Mr. Wheaton is expected to be one of Mr. Lamb's witnesses when it comes turn for WICU to present its case.

Natvig Gets Press 'Oscar'

MRS. MARIE NATVIG, Miami Beach public relations counsel who was a controversial witness in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. [B•T, Oct. 18, 11], was named recipient of an editorial "Oscar" last week by the Florida Press Assn. during its annual meeting at Silver Springs, Fla. She was honored for her editorial on racial discrimination in the weekly *Homestead News*. It was quoted by *Time* magazine and radio-tv commentators Fulton Lewis jr. and Drew Pearson.

Air-Way Management, Lamb Group Settle Differences

SETTLEMENT of differences between the management of the Air-Way Electric Appliance Corp. of Toledo and a stockholder group headed by broadcaster-publisher Edward Lamb and Harry S. Samuels was announced last week by Joseph H. Nuffer, Air-Way president, and Mr. Lamb. A fortnight ago the firm was enjoined by court action from interfering with a special stockholders meeting called by the Lamb group [B•T, Nov. 15].

Basis for the agreement was creation of a nine-man board of directors with equal representation for management and the Lamb group, plus a ninth member acceptable to both sides. The Lamb group, with proxies, claims to control more than 210,000 of the 366,000 shares of the company. Mr. Samuels is a New York industrialist. J. Howard McGrath, former U. S. Attorney General and counsel for Mr. Lamb's WICU (TV) Erie, Pa., in its license renewal case at FCC, has been named general counsel for Air-Way.

Agreement also involved dismissal of pending litigation around the intra-corporate dispute, it was explained. This included Mr. Lamb's $500,000 suit for libel against former directors, it was understood.

Puerto Rico Chs. Assigned

FCC last week finalized proposed rule making and amended its tv table of assignments by substituting ch. 6 plus for ch. 11 minus in Caguas, P. R., and substituting educational ch. 11 plus for educational ch. 6 in San Juan, both in Puerto Rico.

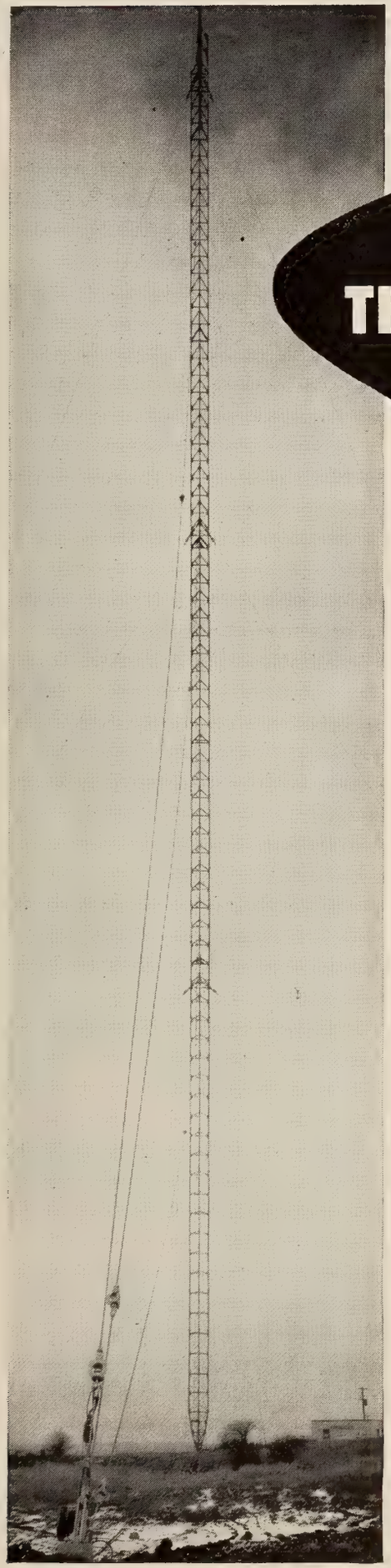
The new assignments are effective Dec. 31. Comr. Frieda B. Hennock dissented.

The rule making is a result of the problem of sub-standard spacing resulting from the choice of sites specified by WORA Mayaguez, applicant for new tv station on ch. 5 there, and the Department of Education of Puerto Rico, applicant for new educational station on adjacent ch. 6 at San Juan. Both sites are only 58.6 miles apart instead of the required 60 miles.

WTPA (TV) Sale Approved

SALE of ch. 71 WTPA (TV) Harrisburg, Pa., from Donald E. Newhouse to the local *Patriot-News* for $250,000 was approved by the FCC last week. The *Patriot-News* is owned equally by the *Long Island* (N. Y.) *Daily Press* and the *Staten Island* (N. Y.) *Advance*. All three newspapers are owned by Samuel I. Newhouse.

The Newhouse family also are owners of WSYR-AM-FM-TV Syracuse, N. Y., and 50% owners of KOIN-AM-FM-TV Portland, Ore.



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Truscon will build your towers tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV, and Microwave transmission. Your phone call or letter to any Truscon district office or to "tower headquarters" in Youngstown will get your tower program started without delay.

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U. S.–MEXICO TALKS 'ENCOURAGING'

But the delegates spent last week in dispute over secondary stations on the other nation's clear channels.

DIFFERENCES over assignment of secondary stations on the clear channels of the other country highlighted last week's discussions between U. S. and Mexican delegations in Mexico City, it was learned late Thursday.

The talks, still described as "encouraging," concern a prospective bilateral agreement to settle standard broadcasting (am) allocations between the two nations [B•T, Nov. 15]. The conference also is being attended by some two dozen U. S. industry observers as well as representatives of the Mexican broadcasting industry.

Mexico has indicated it would like to add a number of secondary stations there on the clear channels now under priority to eastern U. S. stations. On the other hand, the U. S. wants to bolster secondary assignments in the U. S. on Mexican clears, but would employ different standards of interference and protection. The U. S. proposal would allow many present daytime outlets here to acquire nighttime assignments, it was evident.

Most of the talks last week dealt with concepts of "formulas" for establishing interference protection, it was reported. Mexico generally prefers "station" protection while the U. S. wants to keep protection on a "channel" basis as heretofore, to the extent of the 1937 North American Regional Broadcasting Agreement.

In seeking to gain secondary stations on U. S. eastern clear channels, Mexico is said to seek use of an unsettled service contour for the protection point instead of the previous limitations of the so-called 650-mile rule or a specific signal strength at the border.

The Mexican argument, rebuffed by the U. S., is that the eastern clear channel outlets in America do not provide service in the West, hence it is unrealistic to afford them arbitrary protection to the U. S.-Mexican border and thereby preclude secondary station assignments in Mexico.

The U. S., it is understood, is willing to reciprocate on assigning secondary stations 650 miles from the border or a "reasonable" compromise, but Mexico does not feel this is realistic since only the U. S. could benefit.

The 1937 NARBA contained the 650-mile provision but this was restricted in the 1940 "gentlemen's agreement" which supplemented that NARBA in an effort to win Mexican ratification of the pact. These supplemental provisions keep the U. S. from making nighttime assignments on the Mexican channels even though they would be more than 650 miles from the border.

Mexico is not signatory to the 1950 NARBA, which awaits ratification by the U. S. Senate, but it has been hinted Mexico would like to call a new conference to negotiate a regional conference. It is doubtful the U. S. would accede to such a proposal in view of its promises to other nations under 1950 NARBA. A supplement to this treaty to bring Mexico into accord with its provisions may be an alternate suggestion, it has been stated.

'KGBS' Call Hassle

DISPUTE over who will get the "KGBS" call letter combination arose last week as FCC was ready to reassign the call to KGBT-AM-TV Harlingen, Tex., but was halted pending consideration of a petition by Storer Broadcasting Co. for temporary "reservation" of the call until Storer can decide whether to use it for newly acquired KPTV (TV) Portland, Ore., or elsewhere. George B. Storer Sr. heads Storer Broadcasting, which sold KGBS-AM-TV San Antonio to Huntress-*San Antonio Express* interests, now switching to KENS-AM-TV. Storer uses WGBS combination for its Miami interests (see story page 36).

Insurance Companies Challenge FTC Ruling

TWO health and accident insurance companies charged by the Federal Trade Commission with false and misleading advertising have told the FTC their advertising is both honest and free of deception and challenged the commission's jurisdiction over their activities.

Travelers Health Assn., Omaha, Neb., and The American Hospital & Life Insurance Co., San Antonio, where the first of the 17 insurance companies named in the FTC complaint last month to answer the charges [B•T, Oct. 25]. Eleven of the companies have been granted two-week extensions to reply and answers are being awaited from the others.

The two companies claimed the examples used by the commission had been "taken out of context." They argued that their advertisements adequately disclosed qualifying provisions of their policies and that purchasers of policies had been alerted to the actual provisions of their insurance contracts.

Travelers Health asserted that its advertising was approved by the FTC as complying with "Trade Practice Rules Relating to the Advertising and Sales Promotion of Mail Order Insurance" issued by the commission in February 1950.

One of the insurance companies named in the FTC complaint is Bankers Life & Casualty Co., Chicago, which owns KGA Spokane and KCSJ-AM-TV Pueblo, Colo.

Meanwhile, a third company asked the FTC to dismiss the charges against it. The Commercial Travelers Mutual Accident Assn. of America, Utica, N. Y., told the commission it is not engaged in interstate commerce within the definition of "commerce" in Sec. 4 of the Federal Trade Commission Act and therefore not subject to FTC jurisdiction.

AT&T Relay Comments Due at FCC by Dec. 15

AT&T was granted an extension of time by the FCC last week in which to file countercomments to broadcasters' unanimous approval of the FCC's intercity relay proposal filed two weeks ago [B•T, Nov. 18]. The new date for AT&T to submit its views on the statements made by broadcasters is Dec. 15; it was due Nov. 18.

Two weeks ago, broadcasters flooded the FCC with favorable reaction to its proposal to permit tv stations to build and operate their own intercity microwave relay systems without regard to the existence of common carrier facilities. The proposal was qualified by the FCC to permit such ownership for stations in the less dense area of the country. Most broadcasters, however, urged that it be permitted to any broadcaster, no matter what the populace of his market. Gist of the broadcasters' comments was that private relays could be built and maintained at a fraction of the cost involved in leasing facilities from AT&T, and thus permit them to furnish network service to their audience which is now economically impossible or a financial burden.

FCC regulations permit a broadcaster to build and operate his own intercity relay only until such time as a common carrier installs a link. Then, the station must discontinue the use of its own intercity connection and use common carrier facilities.

Meanwhile, the possibilities of low power television relay stations for rural areas in Canada were outlined for Montreal engineers last week by Maurice Ponte, general director of the French Compagnie Generale de Telegraphie. Mr. Ponte outlined what is being done in France and Italy with such experimental tv relay stations which can transmit programs to rural areas. He suggested that with Canada's large area a similar system might be applicable, with programs coming from an urban transmitter. This automatic relay system is now being used in certain areas of western and northern Canada for relaying broadcast programs.

Midnight Sun Files to Buy Anchorage, Fairbanks Tvs

APPLICATION for the sale of KFIA (TV) Anchorage and KFIF (TV) Fairbanks, both in Alaska, from Richard R. Rollins to Midnight Sun Broadcasting Co. was filed with the FCC last week.

Midnight Sun is licensee of KFAR Fairbanks, KENI Anchorage, KJNO Juneau and KABI Ketchikan, all in Alaska.

Consideration for the sale of the two tv facilities is 768 shares of stock, having a book value of $100,000, in Midnight Sun. The shares represent approximately 23% interest in Midnight Sun, which has agreed to elect Mr. Rollins to its board of directors.

KFIA presently is operating on its ch. 2 assignment, while ch. 11 KFIF still is in the construction stage.

The sales application disclosed that Midnight Sun has offered to buy the 1% interest held by August G. Hiebert, president and 27.6% stockholder of Northern Tv Inc., permittee of ch. 11 KTVA (TV) Anchorage, and applicant for new tv station on ch. 11 at Fairbanks.

Mr. Hiebert has refused to sell his 1% interest in Midnight Sun, the application disclosed. In seeking Commission approval to the sale, Midnight Sun has therefore requested waiver of the FCC duopoly rule which forbids ownership of any interest by any one entity in two stations in the same market.

New Ephrata, Pa., Daytimer Granted to Garden Spot Firm

NEW daytime am station at Ephrata, Pa., on 1310 kc with 500 w, utilizing a directional antenna, was granted by the FCC last week to Garden Spot Broadcasters Inc. Principals include Samuel R. Youse, engineer at WLBR Lebanon, Pa., and John N. Norris, station manager of WGCB Red Lion, Pa.

Meanwhile, the Commission designated for hearing the applications of Mildred V. Ernst and Thermopolis Broadcasting Co., both requesting a new am station at Thermopolis, Wyo., to operate fulltime on 1240 kc with 250 w. KRAL Rawlins, Wyo., was made a party to the hearing.

Mrs. Ernst is joint owner with her husband,

SPECIAL GIFTS for special people

Charlie Arndt's doing it again this year.

Not much doubt about Charlie's taste in holiday giving, is there? Catch that satisfied expression—and select armful! From experience he knows BROADCASTING • TELECASTING is top choice of business associates and friends in radio/tv. Charlie is well aware that B•T will come week after week as a live and useful reminder of his thoughtfulness.

Take a page from Charlie's book—list names and addresses on the reverse—at money-saving holiday rates:



Holiday gift subscription list

BROADCASTING & TELECASTING Yearbooks may be included with these subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription, Yearbooks are $3.00 each.) These rates apply only in the United States, Possessions and Territories. Add $1.00 per year on all foreign subscriptions.

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1954

Please send 52 issues of **BROADCASTING • TELECASTING** as my gift to:

one for $7.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

two for $13.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

three for $19.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

four for $25.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

five for $30.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

Additional subscriptions may be listed separately at $5.00

BROADCASTING • TELECASTING
1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 3rd issue.

Please enter ____ subscriptions.

$____ enclosed ☐ bill in January

Name_____

Firm_____

Street_____

City_____ State_____

Joseph P. Ernst, of KWOR Worland, KWRL Riverton and KGOS Torrington, all Wyo.

In other actions, the FCC denied the request of Charles F. Sebastian, permittee of WCFS Harvey, Ill., that the Commission delete its condition to the WCFS grant that he divest himself of any interest in WTAQ La Grange, Ill., before commencing program tests.

Also, the FCC advised WSAY Rochester, N. Y., that its application to modify its permit for extension of completion date from Nov. 1 to May 1, 1955, indicates the necessity of a hearing. WSAY is seeking Commission authority to increase its power from 1 kw to 5 kw on 1370 kc fulltime.

Fourth Conelrad Test Staged Over Nation

THE fourth nationwide test of Conelrad was carried out between 1:30-4:30 a.m. last Wednesday by the Air Force and FCC.

Some 1,300 of the nation's 2,400 am radio stations participated in the early morning alert staged by Conelrad (control of electromagnetic radiations). Conelrad is designed by FCC, the military and participating commercial radio outlets to foil navigators of enemy bombers in locating areas for attack.

Although some stations took part in the program during their normal hours of operation, many stations stayed on the air later than their usual hours to participate in the defense plan.

The participating stations all switched to 640 or 1240 kc, with stations programming emergency messages by local civil defense officials for an average of 30 seconds, then switching off for an average two to three minutes through the alert period.

The system allows radio facilities to keep operating so listeners can be advised what to do during an atomic attack.

Meanwhile, planes from the Air Force's 11 air divisions over the U. S. simulated enemy bombers trying to find vital areas by "homing" on radio beams.

Results of the Conelrad test will be gathered and evaluated over a period of about a month by FCC, the Air Force and the Federal Civil Defense Administration.

FCC said initial reports from the New York and Washington areas indicated coverage was "adequate" on the 640 kc frequency in both areas, but that Washington coverage on 1240 kc was only over a radius of five or six miles.

Civil defense officials in Massachusetts said the test was not satisfactory and that there were things still to be worked out. Workers listening to the test said volume was not too good.

VOA Airs Schedule From D. C. Quarters

THE Voice of America now is airing its complete schedule of some 75 programs in 38 languages overseas from the nation's capital, according to Theodore C. Streibert, director of the U. S. Information Agency. It completed the move from former New York quarters Nov. 1.

The last major part of the move was the shift of the Voice's European division Oct. 16 to VOA's new location in the Health, Education & Public Welfare Dept. Bldg. The 31 hours of daily overseas programming at present are being routed through the old master control board in New York until similar facilities are completed in Washington.

Eight of the Voice's 14 new studios have been put into operation.

SEN. MAGNUSON WANTS 'FULL REPORT'

If the Washington State Democrat gets Commerce Committee chair in new Senate, he expects subcommittees to make an accounting.

SEN. WARREN G. MAGNUSON (D-Wash.) said last week that if he becomes chairman of the Senate Commerce Committee under a Democratic organization of the Senate in the next Congress he will call for a full report of activities by the Communications Subcommittee and other subcommittees.

The Senate Communications Subcommittee, under Sen. Charles E. Potter (R-Mich.), held hearings last spring on uhf troubles [B•T, May 24, *et seq.*]. Although the hearings have been published, no report has been made by the subcommittee and no indication has been made that one is intended.

Presumably, no report was made because Sen. John W. Bricker (R-Ohio), chairman of the full Senate Commerce Committee, took matters into his own hands—first, by introducing a bill calling for regulations of networks by the FCC [B•T, May 17]; and, second, by announcing an investigation of the networks and the "whole uhf-vhf situation" [B•T, July 19, *et seq.*].

Sen. Magnuson, in his statement last week, said if he takes over the Senate Commerce Committee in the next Congress, he will ask each of the six subcommittees to make "a complete report on its past activities" and will invite the advice of members of each unit on "work facing it for the next two years."

The Washington State Democrat said he will make no plans for the committee's activities until after the Senate group is set up.

Subcommittee Lineup

Members of the Senate Communications Subcommittee, as presently composed, include:

Chairman Potter, Sens. Andrew F. Schoeppel (R-Kan.), John O. Pastore (D-R. I.) and Earle C. Clements (D-Ky.), who replaced Sen. Lester C. Hunt (D-Wyo.) upon his death. The Senate seat of Sen. Eva Bowring (R-Neb.), a member of the subcommittee, has been taken by Mrs. George P. Abel (R-Neb.), who will serve the interim term ending Jan. 3. Sen. Abel has not been seated on the Senate Commerce Committee, leaving one seat vacant.

Who would head the Communications Subcommittee under a Democratic reign is problematical. Sen. Pastore is ranking Democrat on the subcommittee and in the new Congress would become third ranking Democrat on the full committee. Second-ranking Democratic member, Sen. Lyndon B. Johnson (Tex.), is unlikely to be available for subcommittee activities if he becomes Senate majority leader, as expected.

Sen. A. S. Mike Monroney (D-Okla.), who ranks fourth among Democrats, has shown a great deal of interest in communications, and possibly could be named to head the communications unit if the subcommittees were reshuffled. Sen. George A. Smathers (D-Fla.) is fifth-ranking Democrat, followed by Sen. Clements, sixth. Sen. Edwin C. Johnson (D-Colo.), present ranking minority member and expert on communications matters, leaves a committee seat vacant upon his retirement from the Senate Jan. 3.

Republicans, in order of rank, are Sen. John W. Bricker, present chairman, and Sens. Schoeppel (Kan.), John Marshall Butler (Md.), Potter, James H. Duff (Pa.), William A. Purtell (Conn.), and Frederick G. Payne (Me.).

Sen. Magnuson in his statement last week took note of the current probe of the networks and the uhf-vhf situation by an investigative staff named by Sen. Bricker, and noted Sen. Bricker's pending network regulation bill.

Although it has been reported that Democrats are likely to curtail the network investigation or change its direction, Sen. Magnuson has declined to comment on his intentions in that respect.

According to Robert F. Jones, who heads the committee's investigation staff as majority counsel, the investigation is being carried out with no change of plans, despite apparent upcoming Democratic control of the Senate in the new Congress in January.

Nevertheless, no new questionnaires nor "letters requesting information" have been sent out since queries were mailed to the FCC [B•T, Oct. 11] and the tv networks [B•T, Oct. 25]. The investigation staff had indicated all individual tv outlets also would be queried on information not available from the FCC or the networks.

Neither the FCC nor the networks have made formal replies to the questionnaires up to now.

Under Democratic organization of the Senate, Harry M. Plotkin, minority counsel for the investigation, might be named to the post of majority counsel to head the investigation, switching places with Mr. Jones, who would become minority counsel. Neither Mr. Jones nor Mr. Plotkin have commented on whether they would accept the new posts under such a switch, if offered. Nicholas Zapple, as the committee's communications counsel, has been coordinating the investigation.

Protest of KTVH (TV) Is Renewed by KAKE-TV

REQUEST that the FCC issue a cease and desist order against KTVH (TV) Hutchinson, Kan., to prohibit it from identifying itself as a Wichita station was filed last week by KAKE Broadcasting Co. (KAKE-AM-TV Wichita).

KAKE claimed that KTVH's advertisements were designed to identify the ch. 12 Hutchinson station with Wichita. It submitted copies of trade paper ads and of one newspaper story which coupled KTVH and KEDD (TV) Wichita as Wichita stations.

Last summer, the merger of KTVH and KFBI Wichita was announced. Application for FCC approval was filed. KAKE filed a petition asking that the merger be set for a hearing on the ground that the CBS-TV affiliated KTVH would increase its Wichita "emphasis" if the merger was approved, and also that KFBI would gain a CBS-Radio affiliation, in place of its present ABC affiliation. Two weeks ago, the merger application was withdrawn [B•T, Nov. 8, Oct. 18, Aug. 16].

KAKE-TV operates on ch. 10 and is affiliated with ABC. KAKE is affiliated with CBS.

WSAY Plea Dismissed

REQUEST of WSAY Rochester asking FCC to require WHAM-AM-TV there to negotiate right-of-way to WSAY's proposed tv transmitter site has been dismissed by the Commission since rules apply only to common antenna sites of fm or tv permittees. FCC noted WSAY doesn't have fm or tv permit, was turned down by local zoning board on tower proposal.

KTRK-TV Start 'Ban' Denied to KGUL-TV

EFFORT of ch. 11 KGUL-TV Galveston, Tex., to block an authorization for ch. 13 KTRK-TV Houston to commence commercial operation (story page 102) was turned down by FCC last week but KGUL-TV was given an earlier hearing date on an economic protest filed against it by the Houston station.

The hearing, to commence today before Examiner John B. Poindexter, was ordered by FCC last month on the basis of a Sec. 309(c) petition filed by KTRK-TV against the Commission grant to KGUL-TV for a move of the Galveston station's transmitter site to a location nearer Houston [B•T, Nov. 1]. KTRK-TV claimed KGUL-TV was making the move in order to retain its CBS-TV affiliation and cover both markets. KTRK-TV has an ABC-TV affiliation.

KGUL-TV argued that it puts a Grade A signal into Houston without moving its transmitter site, hence coverage is not an argument. The Galveston station wanted to stay commencement of KTRK-TV in order to maintain the *status quo* pending its hearing, previously scheduled Dec. 7.

FCC Decisions Upheld In Two Court Appeals

THE U. S. Court of Appeals in Washington upheld the FCC in two broadcast cases last week.

In the one instance it upheld the Commission's right to order WGRD Grand Rapids, Mich., to cease broadcasting before local sunrise [B•T, Oct. 11], and in the other it affirmed the FCC's action in defaulting Colonial Television Inc., applicant for ch. 3 Montpelier, Vt. [B•T, Nov. 8].

WGRD's contention—that the Commission's order prohibiting it from broadcasting before local sunrise was a modification of its license—was denied by the court, with Circuit Judge Wilbur K. Miller writing the decision in which Circuit Judges Henry W. Edgerton and Charles Fahy joined. The court also refused to accept WGRD's claim that there is a difference between "objectionable" and "undue" interference.

Both WGRD and WING Dayton, Ohio, operate on 1410 kc. The Commission ordered WGRD to cease pre-sunrise operations when WING complained last year of interference to its own pre-dawn broadcasts.

In the Montpelier case, Colonial Television was defaulted when it allegedly refused to enter an affirmative case against WCAX Broadcasting Co., seeking the same channel. It claimed it had a right to remain in the hearing to oppose the WCAX application. The FCC refused to accept this position and awarded the channel to WCAX; the station is now WMVT (TV) Montpelier. The court entered a *per curiam* decision affirming the FCC's action.

FTC Examiner Backs Ad

AN INITIAL DECISION by a Federal Trade Commission hearing examiner would dismiss the commission's complaint charging The Blanton Co., St. Louis, Mo., with representing Creamo oleomargarine as a dairy product in radio and print advertising. Referring to the company's representations that Creamo is made "with sweet fresh milk plus pure cream," the examiner held that the product does contain substantial quantities of skim milk and U. S. standard cream and that the questioned advertising states the product is oleomargarine.

NEWS DIRECTORS CONFER AWARDS

Four stations in U. S. and one in Canada among winners announced at last week's RTNDA convention.

FOUR U. S. stations were recipients of awards or citations presented by the Radio-Television News Directors Assn. at the banquet climaxing its annual convention in Chicago last week (see story, page 66).

KRNR Roseburg, Ore., received the "Outstanding Achievement Citation" for general radio news reporting, the only U. S. station to be cited in the radio category. CFQC Saskatoon, Sask., won the "Outstanding Radio Operation" award for the second time in the history of the awards. Godfrey Hudson, news director, was cited for his work in that field.

The judges made no award for outstanding tv news operation, feeling that no stations qualified for the honor. They did, however, extend a major tv special events award to WBZ-TV Boston and News Director W. C. Whitmarsh for coverage of hurricane Hazel.

Additionally, two "Distinguished Achievement Citations" were meted out to (1) WSAZ-TV Huntington, W. Va., and its news director, Nick Basso, for tv news and to (2) WJAR-TV Providence, R. I., and its Warren Walden for special events coverage.

The competition was conducted in cooperation with Northwestern U.'s Medill School of Journalism. Judges were Tom Eaton, WTIC Hartford, William Small, WLS Chicago, and Robert Rowley, Cleveland, Ohio, tv news editor.

NBC Shows Score Heavily In Christopher Awards

NBC Radio and NBC-TV shows dominated the Christopher Awards for radio-tv, announced Thursday by Rev. James Keller, M. M., director of the religious movement.

Radio awards went to producer-director Wallace Magill for the May 17 *Bell Telephone Hour* and to producer-director Albert McCleery and writer Ted Wear for "Proclaim Liberty," programmed July 4 on the *Inheritance* series. Both were on NBC Radio.

In television, NBC-TV scored with "Great Expectations," shown June 14 and 21 on *Robert Montgomery Presents* (winners: producer Robert Montgomery, director Norman Felton and scriptwriter Doria Folliat), and with "Crusade Without Conscience," a Sept. 7 presentation of *Fireside Theatre* (winners: Frank Wisbar, producer-director, and Michael Foster, teleplaywright). Other networks cited were ABC-TV, with producer Louis Edelman, director Sheldon Leonard and writers Alan Lipscott and Bob Fisher, as awards winners for the April 6 play, "Birthday for Julia," presented on *Make Room for Daddy* which stars Danny Thomas, and CBS-TV, with Producer Felix Jackson, Director Franklin Schaffner and writer Reginald Rose as awards winners for the Sept. 30 play, "12 Angry Men," presented on *Studio One*.

Other awards in the entertainment field were for songwriting—Irving Berlin for "Count Your Blessings"; and for movies—producer Arthur Freed, director Vincente Minnelli and writer Alan Jay Lerner for MGM's "Brigadoon," and producer Aaron Rosenberg, director Anthony Mann and writers Valentine Davies and Oscar Brodney for "The Glenn Miller Story" (Universal-International).

The Christopher movement, founded in 1945, presents semi-annual awards in the entertainment field in April and November to individuals "whose work reflects positive values and shows how a person can use his God-given talent for the benefit of all." Bronze medallions are presented to each winner with the Christopher motto inscribed.

Dawson of WOR Wins Award by Mennen Co.

SELECTION of Art Dawson, merchandising manager of WOR New York, as recipient of the semi-annual Achievement Award presented by The Mennen Co., Morristown, N. J., was announced last week by Leonard V. Colson, Mennen advertising director. Citation is "for intelligent and excellent cooperation in aiding our advertising efforts."

Awards are made by Mennen for cooperation with the company's advertising schedule. To participate in the WOR Merchandising Plan, Mennen bought a saturation campaign of station breaks during the 13-week summer period through Kenyon & Eckhardt, New York.



PRINCIPALS at the first annual awards dinner of the advertising industry and allied fields, held at the Waldorf-Astoria in New York on Nov. 11 with network presidents as the awards winners, are shown above (l to r): Sylvester L. Weaver Jr., NBC president; J. L. Van Volkenburg, CBS-TV president; Robert E. Kintner, ABC president; Ed Sullivan, CBS-TV *Toast of the Town* star and toastmaster at the dinner; William B. Lewis, president of Kenyon & Eckhardt, chairman; J. Glen Taylor, Mutual vice president who represented President Thomas F. O'Neil; Adrian Murphy, president of CBS Radio, and Ted Bergmann, managing director of DuMont Tv Network. The dinner was held under auspices of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.



SPECIAL CITATION in conjunction with the Carol Lane award, one of 12 given annually to non-professional women in safety work, is presented to Jill Jackson, WWL New Orleans, by C. W. McDowell (l), New Orleans Marketing Div. of the Shell Oil Co., which supports the award through a grant in funds, and Rene R. Nicaud, vice president of the Metropolitan New Orleans Safety Council. The special citation was given to Miss Jackson for her weekly child safety program, *Precious Lives*, which is broadcast remote from New Orleans schools by WWL, and for her outside work on the safety program.

PALSY AWARDS GO TO RADIO-TV

Cerebral palsy association presents plaques for industry's five-year support of fund drives at convention.

PLAQUES in recognition of five years' support of the cerebral palsy drives, sponsored by United Cerebral Palsy, were presented to the broadcasting industry, news services and representatives from related fields at a luncheon meeting in Washington last Thursday at the start of UCP's annual convention.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. and president of UCP, presented awards to ABC; CBS; DuMont; MBS; NBC; Associated Press; United Press; International News Service; The Advertising Council; Alan E. Freeman, president of Deluxe Labs; Edward L. Hyman, vice president of United Paramount Theatres; Herman Robbins, president of National Screen Service, and Dennis James, tv star and m.c. on a number of palsy telethons.

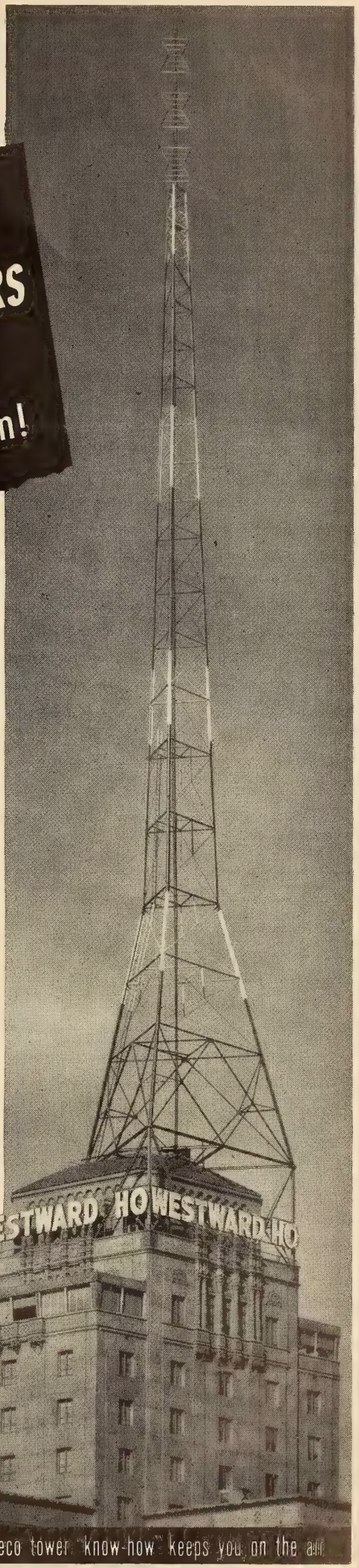
Among those present at the luncheon were Theodore Repplier, Advertising Council president; Robert W. Sarnoff, NBC executive vice president; John M. Mitchell, MBS vice president; John Bachem, DuMont general manager; William C. Payette, UP director of television news; Hugo Seilder, INS; Louis Whiton, UCP chairman of the board and Prat-Daniel Corp. president, and Jack Hausman, UCP executive vice president, UCP board chairman in New York and president of M. Hausman & Sons.

Mr. Goldenson has served as UCP president since he helped form the organization in 1949. He announced at the luncheon meeting that he would not be a candidate for re-election although he intends to continue to take an active part in UCP.

Get IDECO planning and design too . . . make certain YOUR tower is engineered to stand the test of time and weather!

INVEST YOUR TOWER DOLLARS

Don't just SPEND them!



Your contract for an Ideco tower is a wise investment . . . an investment in years of Ideco experience in the design and planning, fabrication and erection of time-proven towers for television and radio.

You also buy peace of mind when you specify Ideco, for capable Ideco engineers will competently assume all your tower problems from foundation to top beacon. As a part of the job, they'll even take over the installation of antenna and accessory equipment . . . make a thorough final inspection . . . and you'll be completely protected by insurance all the way. All this is your assurance that your Ideco tower is a secure investment that will keep your station on the air year after year . . . even under the most punishing climatic conditions.

Ideco has been building transmitting towers since the nineteen-thirties, pioneered *triangular* design when broadcasting was in its infancy. Based on accumulated experience, each Ideco tower part is shop-fabricated to precise tolerances . . . with pre-determined stresses . . . for fast, safe, easy erection. And every part is Hot-Dip galvanized to prevent rust.

If a 300′ to 620′ tower will serve you . . . The new VIDECO* tower "package" can save you time and money . . . get you on the air profit-making weeks sooner! Delivery to your site can be made within 4 to 6 weeks . . . and Videco can accommodate *any* UHF antenna or *any* VHF 3 to 5 bay low band or 3 to 6 bay high band antenna.

*TRADE MARK

Get ALL the facts about your Ideco Tower Investment . . . ask your Equipment Supplier, or call on Ideco.

IDECO DIVISION
Dresser-Stacey Company
Dept. T, Columbus 8, Ohio
BRANCH:
8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

IDECO®

Tall or short . . . for TV, Microwave, AM, FM . . . Ideco tower "know-how" keeps you on the air

AFM, AGVA REACH NON-RAIDING PACT

One condition of the agreement is that pending legal action in Canada by the guild will be dropped.

AMERICAN Federation of Musicians and the American Guild of Variety Artists last week signed a "non-raiding agreement," which AGVA had canceled with the musicians in October 1953. One condition of the agreement is that pending legal action in Canada brought by the guild and certain of its members will be withdrawn immediately.

Renewal of the agreement, according to AFM, "forecasts the end of jurisdictional troubles that have plagued various segments of the entertainment industry in the U. S. and Canada for more than a year." AFM and AFTRA have been involved in a similar jurisdictional fracas during the past seven years, but an AFM spokesman said that no steps have been taken to effect a solution.

The agreement is for a five-year term, renewable by either side for an additional five years. It lacks the 60-day cancellation clause of the previous agreement.

In Canada, results of the settlement between AGVA and AFM means that Canadian stations can bring in American singers, including Canadian groups and individuals who are members of AGVA in the U. S. AFM's Canadian union had an arrangement under a new contract with the Canadian Broadcasting Corp. that its musicians would not play for AGVA members. As a result AFM had started an auxiliary union in Canada which AGVA members had to join at an initiation fee of $10 and half-yearly dues of $12. This auxiliary union is now to be disbanded and the fees to be returned to the former AGVA members, who will now rejoin AGVA.

WMAL-AM-TV Strike Ends

FOUR-DAY AFTRA strike at WMAL-AM-TV Washington ended early Nov. 13 after an all-night negotiating session. WMAL announced all disputed points had been resolved. Existing base pay for announcers under the new contract ranges from $60 to $110, the peak figure for seven-year employes. A graduated fee system was adopted, based on the number of spots announced per week. Taking part in the negotiations were Robert Jonscher, radio manager of Evening Star Broadcasting Co., representing Frederick W. Houwink, general manager of the stations; Harold Boyd, assistant to the business manager of the *Washington Star*; Mrs. Evelyn Freyman, executive secretary of the AFTRA local, and James A. Holden, federal mediator.



YOUNGEST member of American Federation of Television & Radio Artists, two-month-old Paula Ann Cook, is "congratulated" by (l to r) George Palmer, AFTRA Cincinnati local chapter president, Sgt. Merrill Cook, USAF, her father, Mrs. Peggy Cook, the mother, and Ruth Lyons, hostess of the *50-50 Club*, daily two-hour show originating in Cincinnati over WLWT (TV). Paula Ann, who was awarded a lifetime AFTRA membership, was born in September during "Miracle of Birth," one program of the WLWT medical series *Let There Be Life*.

SWG Report Reveals Losses

LAST financial report of Screen Writers Guild, now part of Writers Guild of America West, shows that only $13,000 of a total $98,000 in assessments levied during the past year, based on SWG members' writing income, came directly from tv writing.

The report, issued by SWG Treasurer Harold Greene, reveals the SWG-Tv Writer's Group received only $30,200 in assessments during a three-year period, against $102,000 SWG had expended in the tv field during that period. However, with video writing presently a separate entity under the new WGA constitution [B•T, Nov. 8], and with NLRB certification proceedings currently underway to permit national Writers Guild of America to assume representation in the live tv field, the new group will be able to balance SWG-TWG losses in the past, Mr. Greene stated.

AFTRA Pays Actors Residuals

AMERICAN Federation of Tv & Radio Artists, Hollywood, is distributing $20,000 in additional payments to some 63 actors for use of 91 *The Ruggles* series kinescopes on KHJ-TV Hollywood. AFTRA announced the payments, part of a prior agreement between Bob Reisbeck, series producer, and the union, bring the total residuals for this series to over $100,000.

SCREEN ACTORS TO ASK BOOST IN MINIMUM PAY

Sliding scale based on number of spoken lines may be among demands guild will make in forthcoming contract talks.

SUBSTANTIAL increases in salary minimums, with a possible new sliding scale based on number of spoken lines, will be asked for tv film performers by Screen Actors Guild in forthcoming negotiations with tv film commercial and program producers.

So stated John L. Dales, national executive secretary, at the annual SAG membership meeting in Hollywood last fortnight. He also told members that the union will seek "substantial changes and increases in formulas for tv repayments."

To screen actors earning to $7,500 annually, constituting 70% of SAG Class A (Senior) membership, tv now supplies 46% of income, according to a Guild employment survey, results of which were released at the meeting.

Kenneth Thompson, Guild tv director, announced that residual payments to SAG members reached $268,294, with $190,329 paid on 480 film tv programs during 10 months since start of re-run payments (not including advance payments made to actors at time of employment) with an additional sum of $77,965 received from Allied Artists Pictures (formerly Monogram) for actors' tv rights in theatrical pictures made since August 1948.

Construction of the new $200,000 SAG headquarters building in Hollywood, to start shortly, was described to the membership by SAG president Walter Pidgeon. Completion is expected next October.

Results of the SAG election [B•T, Nov. 8] were announced, with the entire administration slate elected by a safe majority. Guild officers, including Mr. Pidgeon; first vice president, Leon Ames; second vice president, John Lund; third vice president, William Holden; recording secretary, Paul Harvey, and secretary, George Chandler, were re-elected without opposition.

Elected to the SAG board of directors for three year terms were Hillary Brooke, Chick Chandler, Nancy Davis, Rosemary DeCamp, Ann Doran, Frank Faylen, Robert Keith, Frank Marlowe, Juanita Moore, Gil Perkins and John Russell; for two year terms, Philip Ober (no opposition), and one year terms, Irving Bacon, Ted DeCorsia and Regis Toomey.

A-J (Junior) members elected to the SAG board for three year terms were Philo McCollough and Dorothy Phillips.

KNX Cancellation Move Voted by WGAW Members

AT FIRST Writers Guild of America West election meeting in Hollywood last week [B•T, Nov. 8], membership unanimously authorized the WGAW council and radio branch board to serve KNX Hollywood with a 60-day contract cancellation notice, to clear way for possible strike action against the station.

Three month negotiations with KNX, in which Les Farber and Gomer Cool represent the new writers union, have revolved mainly around wages and material ownership for station news continuity writers.

Ballots on four proposed WGAW constitutional amendments, of which one would have barred communists or hostile witnesses before congressional committees from guild membership, were impounded at the request of Writers Guild of America East, New York. WGAE asked a vote count postponement when New

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— FOR ALL BROADCAST EQUIPMENT NEEDS —

Let's Talk Turkey



Along about this time of year, businessmen in the broadcast industry start to list heavily toward the adding and subtracting department to see how they've "cashed in". A lot of them don't.

That's true of *any* business, from shoehorns to salami.

Why? There are hundreds of reasons . . . and nobody feels happy about any of them, from the mailboy to the owner.

But most times a "reason" that doesn't show up on the debit and credit sheets is a downright lack of good, consistent advertising and promotion in the *right* places.

Actually, the reason's pretty simple: Here it is—

Independent surveys have proven over and over again that there's only *one* publication in a specialized field like broadcasting—and *that,* Harry J. Holmes, goes for television, too—that dominates the field.

Yes, there's always a B or Y or X or however the statisticians see him. But mostly he's an "in-curve"; he's nothing like old Mr. "A". The latter's a straight "mitt catch" that throws 'em out before they've thought of the word "first."

Mr. "A" is a N. Y. Times in *his* field; a St. Louis Post Dispatch, a TIME, FORTUNE, NEW YORKER or whatever you've got among America's great publications.

Mr. "A" has been around. He's walked with his industry in kneepants. His book is a sort of bible edged with crack reporting, editing and a phenomenal knowledge of his field. Mr. "A" has a monopoly on the *right* people you want to sell.

We're sorry, but they're the facts.

So, if you're in radio and/or television to make *profits* —and we'd be delighted to meet the man who isn't— your advertising and promotion belong in the pages of a magazine like BROADCASTING • TELECASTING, the most powerful, and predominant news weekly of its kind in the industry.

We hate to sound vain, but mere association with BROADCASTING • TELECASTING is, in itself, an unduplicated passkey to the eyes and minds of the men and women who make the decisions that decide your *profits.*

Remember—you're not in AM-TV if you're not in . . .

BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C. ME 8-1022

York state corporation law complexities forced the group to delay its first meeting until Dec. 15 at which time WGAE also will vote on amendments.

At western meeting, Richard Breen was elected president; Paul Franklin, vice president; Curtis Kenyon, secretary-treasurer, and Julius Epstein, Sonya Levien, Ranald MacDougall and Frank Nugent, WGAW council trustees.

Elected radio writer branch officers were: president, David Friedkin; vice president, Antony Ellis; secretary-treasurer, David Greggory, and as radio representatives to WGAW council, Mr. Cool, Don Quinn and Maurice Zimm.

Elected tv writer branch officers were: president, Fenton Earnshaw; vice president, Dwight Babcock; secretary-treasurer, Morgan Cox, and as tv representatives to WGAW council, David Dortort, Howard J. Green and Erna Lazarus.

Frances Ingles, former Screen Writers Guild executive secretary, was elected to a similar WGAW position.

Vote tally for board members of various individual branches—tv, radio and screen—were incomplete and will be announced later, union officials said.

WGN-IBEW Sign Pact

TWO-YEAR pact with IBEW covering radio-tv technicians at WGN-AM-TV Chicago, retroactive to Oct. 1, 1954, has been announced by Frank P. Schreiber, manager and treasurer. Technicians are granted a $7.50 weekly boost and additional equivalent increase effective Oct. 1, 1955. Starting scale for engineers is $85 per week and jumps to base pay of $157.50 over a four-year period.

Land Grant Schools Hear About Educ. Tv

THE Educational Television & Radio Center is furnishing five hours of programs weekly to eight "affiliated" educational tv stations, Dr. Harry K. Newburn, president of the Ann Arbor, Mich., organization, announced last week during an educational tv session at the 68th convention of the Assn. of Land-Grant Colleges & Universities in Washington's Hotel Statler Nov. 16-18.

These eight stations pay a "modest" fee for this service, Dr. Newburn said. He also spoke of renting programs to universities without tv adjuncts for use on local commercial tv stations.

In the Ann Arbor Center's exchange service, the center pays $5 per minute and all recording costs for programs it selects for exchange from the originating station, Dr. Newburn said. He also spoke of forthcoming exchange programs with Canadian Broadcasting Corp., British Broadcasting Corp., commercial film producers, commercial tv stations and the tv networks.

Iowa State officials discussed the experiences of its six-year-old quasi-commercial, educational WOI-TV Ames, Iowa. The ch. 5 station accepts "selected" network commercial programs, for which it receives the regular affiliate's rate, but does not accept local or national spot accounts.

WOI-TV covers half of Iowa's one million people, Dr. J. H. Hilton, president of Iowa State, said. He added that the income from network affiliation is used solely to defray the expenses of the school's radio-tv stations (WOI-AM-FM-TV).

In referring to the use of network programs, Dr. Hilton said they were used to "enlighten the people and to build audiences for our local educational programs."



WILLIAM S. PALEY (r), CBS board chairman, and George C. McConnaughey, new FCC chairman, exchange greetings at last month's National Assn. of Educational Broadcasters' luncheon in New York [B•T, Nov. 1].

Value of tv to farm extension programs was cited by Dr. Harold Gunderson, professor of entomology at Iowa State. Last year, he told his audience, he gave three 12-minute talks on rat control over WOI-TV. They required three hours preparation. More than 3,000 requests were received for material offered on those programs. He compared that result with his 1952 activity which consisted of traveling 23,869 miles, addressing 5,000 people at 108 meetings, and making 261 farm visits and 90 radio talks.

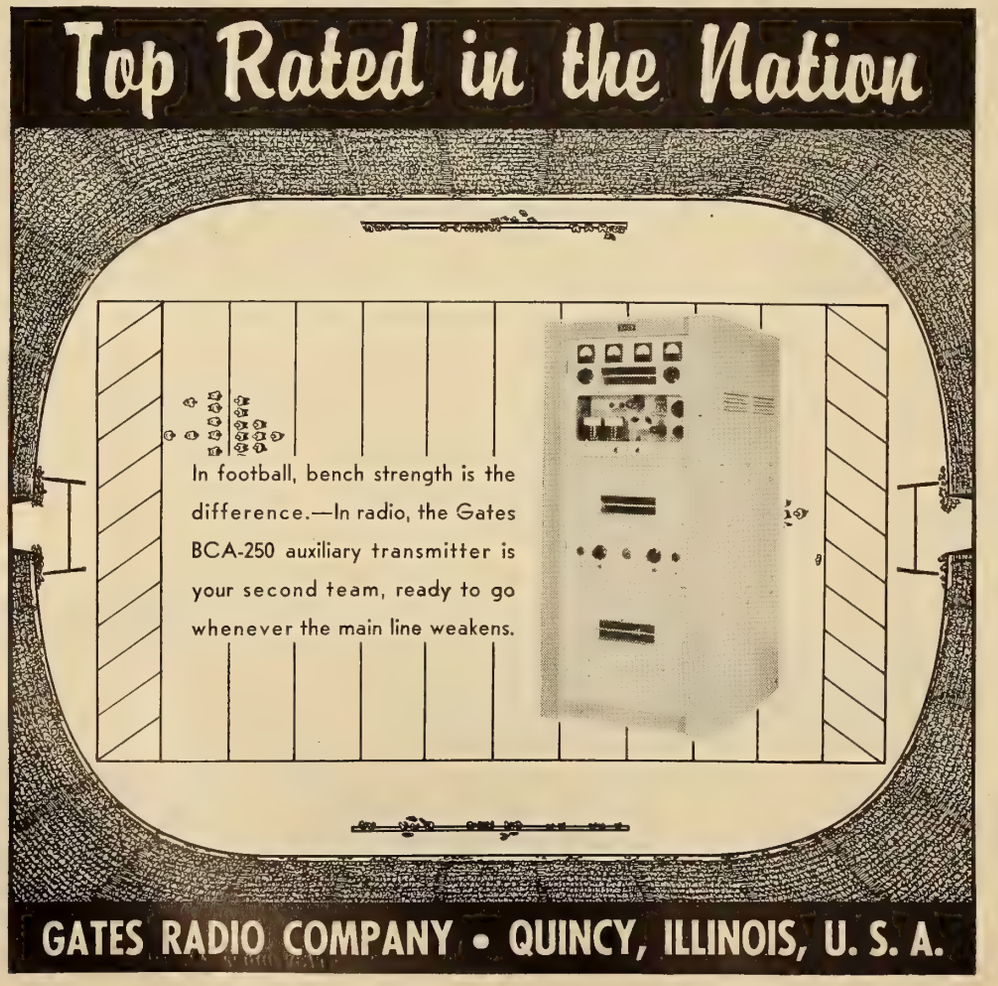
The Iowa State tv station began operation with an investment of $125,000 and five employes in addition to the staff of WOI, Richard B. Hull, Iowa State radio-tv director, said. There now are 100 on the staff of the tv station alone, he said.

Oklahoma has more than $1.75 million in cash and facilities for building educational tv stations in Oklahoma City and Tulsa, John W. Dunn, director of the Oklahoma Educational Tv Authority, reported. This consists of $750,000 from the state, $900,000 in cash and facilities from commercial telecasters, and $100,000 raised from private donors, he said.

Miss Frances Scudder, director, Home Economic Programs, U. S. Dept. of Agriculture Extension Service, reported that 372 home demonstration agents in 43 states participated in 1,600 tv shows in 1953. This year, it is estimated that they will participate in 2,500 tv shows, she said.

Others who participated in the educational tv sessions, which were held under the aegis of the Joint Committee on Educational Television, were:

Dr. David D. Henry, executive vice chancellor, New York U. and chairman of JCET; Milton Muelder, dean, School of Science and Arts, and D. B. Varner, director, Cooperative Extension Service, Michigan State College; L. H. Adolfson, director, Extension Division, U. of Wisconsin; H. B. McCarthy, director, Radio-Tv Educational Division, U. of Wisconsin and executive director, Wisconsin State Radio Council; J. Harris Purks, provost, U. of North Carolina, and Dr. O. S. Willham, president, Oklahoma A&M College.



Radio, Tv, Movies Again Blasted by Publicist Bernays

RADIO, television and motion pictures were characterized last fortnight by Edward L. Bernays, consultant and public relations counsel, as "escape diversions" which discourage intellectual interests.

Mr. Bernays cited this as one of four "adverse" social trends that must be fought by adult education if Americans would be well equipped to meet the requirements of a free society. He spoke at a panel session of the National Adult Education conference in Chicago.

Mr. Bernays has been a prime mover behind various surveys purporting to show that Americans dislike tv commercials and certain programming of commercial tv stations.

Paul Sheats, president of Adult Education Assn., and George Fern, president of the Council of National Organizations, an NAE affiliate, received an award on behalf of NAE from the National Citizens Committee for Educational Television for stimulating the public interest in that medium.

Hofstra College Gets Grant

AN $11,000 grant has been awarded to Hofstra College, Hempstead, L. I., by the Educational Television and Radio Center, Ann Arbor, Mich., to help pay the production costs of the *People* series, which is produced by the college and telecast as a public service by WPIX (TV) New York (Mon., 9-9:30 p.m.)

The series, featuring Dr. Matthew N. Chappell, chairman of the psychology department of Hofstra, and his assistant, Dr. Herman Godberg, is produced by Worthington Gregory and directed by Jack Felice of the WPIX (TV) staff. Kinescopes of *People* will be forwarded to the television and radio center for distribution throughout the nation.

KQED (TV) Launches Drive

KQED (TV) Berkeley, Calif. (ch. 9), in a continuing program to sell the educational outlet to the general public, last week launched its first nine-county membership drive.

The campaign "Sign for Nine" will run for a month and will feature four live programs a week each devoted to a city in the San Francisco Bay Area. Civic groups working to boost the $10,000 public subscription drive include the Junior Chamber of Commerce, American Assn. of University Women, the Parent-Teacher Assn., and various professional bodies.

KQED has been broadcasting on a three-nights-a-week schedule using only kinescope films from other educational and commercial stations. The "Sign for Nine" campaign is the first to emanate from the station's new studios.

EDUCATION PEOPLE

Al Preiss, tv public relations counselor and researcher, Hollywood, named to faculty, telecommunications dept., U. of Southern California, L. A.

Glenn E. Watts, president, Washington, D. C. Industrial Union Council, CIO, and **J. C. Turner,** business manager, International Union of Operating Engineers, Local 77, appointed public members, board of trustees, Greater Washington Educational Television Assn.

N. Y. FBA to Honor New Head And Copyright Representatives

THEODORE R. KUPFERMAN, newly-elected president of the Federal Bar Assn. of New York, will be honored Nov. 24 at the association's annual Thanksgiving luncheon at the Starlight Roof of the Waldorf-Astoria in New York. Mr. Kupferman, general attorney for Cinerama Productions Corp., is a former member of NBC's legal department.

At the luncheon, distinguished service awards will be presented to John Schulman, counsel to the Songwriters' Protective Assn.; Sydney M. Kaye, counsel to BMI; Herman Finkelstein, counsel to ASCAP, and Edward A. Sargoy, special counsel to the motion picture industry. The awards—presented by Joseph A. McDonald, NBC treasurer, and Samuel W. Tannenbaum, president, Copyright Society of the U. S. A. and trustee of the FBA—are for representation of the U. S. at the Geneva Universal Copyright Convention which has been adopted by this country.

Bader Associated With HD&W

MICHAEL H. BADER has become associated with Haley, Doty & Wollenberg, Washington law firm, in practice before Federal courts and agencies and specializing in radio-tv matters, it was announced last week. With firm in other capacities for nine years, Mr. Bader received his LL.B. in 1952 from National Law School and his A.B. from George Washington U. in 1949. He was in the Army from 1952-54, leaving as second lieutenant.



ED MEATH & HIS "MUSICAL CLOCK"

This is the man that's such a favorite with young and old that all Rochester affectionately calls him "Uncle Eddie." This is the man "most-in-demand" in Rochester as master of ceremonies for all occasions. This is the man that's the favorite with sponsors, too, because of the sincere, effective way he "ad libs" his cash-register-ringing commercials.

This is the man whose ratings *far, far* out-distance all competition . . . This is the man that CAN put your product over in Rochester!

The trick, of course, is to get time on his Monday through Saturday "Musical Clock." It *does* happen now and then . . . So why not query us before you buy in Rochester?

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

RADIO GROWTH SHOWN BY CBS SPOT SALES

Presentation points out medium's growth, citing increased audiences and homes reached figures for 1947-1954 period.

RADIO's continued growth during television's "most productive years" (1947-54) is underlined in the CBS Radio Spot Sales' newest presentation, "Radio—A Continuing Success Story," which was released last week.

As telling examples of the medium's growth, the presentation cites increased audiences from 1947-54 for CBS Radio Spot Sales stations in New York and Los Angeles. During that period, it was pointed out, WCBS New York has increased 84.1% in the 6-7 a.m. time slot; 29.3% in the 8-9 a.m. period and 53.1 in the 9-10 a.m. segment. Similarly, KNX Los Angeles is reported as having enlarged its "homes reached" figures 64.3% in the 6-7 a.m. time period; 125% in the 7-8 a.m. slot; 70.9% in the 8-8:30 a.m. segment, and 69.2% between 5 and 6 p.m.

The major factor in the growth of radio, according to the presentation, is the medium's mobility. It notes that two-thirds of all radio listening today is done outside of the living room, with such locations as the kitchen, bedroom, car, bathroom and working places contributing to a major share of listening.

The presentation points out that despite its "unexcelled penetration," radio is still an economical purchase. The brochure contains costs comparisons between CBS Radio Spot Sales stations in New York and Los Angeles and local television participations to buttress its contention that radio reaches more homes in these cities at a lower dollar cost per home than does tv.

For example, the presentation reports that in New York a local radio show with a rating of 3.6 has a cost of $157.50 for a one-minute participation announcement and reaches 962 homes per dollar, while a local tv show with a 2.9 rating and a cost of $308.75 per one-minute announcement reaches 349 homes per dollar. In Los Angeles, it is pointed out that a local radio show with a 2.0 rating and a cost of $42.63 per one-minute announcement reaches 306 homes per dollar, while a local tv show with a 2.1 rating and a cost of $66.50 reaches 480 homes per dollar. Several illustrations are cited in the presentation to highlight radio's penetration with low cost.

The presentation asserts that "radio is still growing," reporting that a total of 12,392,810 sets were sold last year, said to be 1½ million more than were sold in 1952, and almost double the amount of tv sets sold in 1953. It makes the claim that even in television homes, radio listening is on the rise. During the Sept. 1953-Jan. 1954 period, the presentation continues, tv families spent 5% more time with radio than they did during the same period of the previous season.

Time Inc. Stations Appoint Meyerson as Representative

APPOINTMENT of J. I. "Jim" Meyerson as special national sales representative of all stations in which Time Inc. has an interest (KOB-AM-TV Albuquerque; KLZ-AM-TV Denver; KDYL and KTVT [TV] Salt Lake City) [CLOSED CIRCUIT, Oct. 25] has been announced by Wayne Coy, Hugh B. Terry and G. Bennett Larson, presidents-general managers, respectively, of the stations. Mr. Meyerson, formerly manager of KOB-AM-TV, will headquarter in the RCA Bldg., New York, and will cover major centers of national advertising for the stations. Mr. Meyerson will work closely with station sales managers, according to the joint announcement, bringing "improved and personalized service to advertisers, agencies and networks."



MR. MEYERSON



THE FUTURE HOME of Paramount Tv Productions and KTLA (TV) Hollywood is examined by Klaus Landsberg (l), station vice president and general manager, and William L. Pereira, of Pereira & Luckman, that city, architectural firm planning the $2 million reconstruction program on the 10-acre Sunset Blvd. lot, the former Warner Bros. studio building.

KNX Turns Witness

SUBPOENAED tape recordings of interviews by a KNX Los Angeles newscaster played a part in Los Angeles County Grand Jury deliberations during the current political hassle over the smog issue. The grand jury issued the subpoena after County Air Pollution Chief Gordon P. Larson denied Los Angeles Major Norris Poulson's charge that Mr. Larson had requested the mayor declare a state of emergency last Oct. 14, when smog density reached major proportions. Mr. Larson said that tape-recorded interviews with both Mayor Poulson and himself, taken by KNX newscaster William Kenneally, would prove his point.

WTAQ Sets Completion Date For New Quarters Dec. 15

CONSTRUCTION, delayed considerably by damage from a recent flood, has resumed on the new building that will house WTAQ La Grange, Ill. Expected completion date is set for Dec. 15, according to Russ Salter, manager of the 1300 kc outlet. The new building, which will contain transmitter, studios and offices, will cost almost $100,000 and will be located at the intersection of U. S. Highways 66 and 45 a few miles southwest of Chicago. The station, which went on the air in 1950, will expand its high school sports and local events coverage under its new operating schedule and will operate from 6 a.m.-1 a.m. with 500 w day and night, Mr. Salter reported. WTAQ is owned by the La Grange Broadcasting Co. with Charles Sebastian and Mr. Salter as co-owners.

WTVH (TV) Goes to 214 Kw

WTVH (TV) Peoria, Ill., has reported an increase from 24 kw to 214 kw, with installation of a new RCA 12.5 kw transmitter. Boost went into effect Nov. 6 as Henry P. Slane, president of Hilltop Broadcasting Co. [WTVH (TV) WTVH radio], threw the switch. Uhf station (ch. 19) recently celebrated its first anniversary on the air and added CBS-TV programs under affiliation pact effective Nov. 1. WTVH plans ultra-modern studios and currently is renovating its present studio site after acquiring Vidicon film chain and color tv equipment and adding AP Photofax and CBS Newsfilm to its news facilities.

Peebles Buying WRCO

SALE of WRCO Richland Center, Wis., by Arthur Overgaard and Manager Tom Kelley for $75,000 to Hala Peebles was announced last week by Mr. Kelley. Mr. Peebles is a former motor court operator there. He will assume management of WRCO after FCC approval of the transfer, Mr. Kelley said. WRCO is assigned 250 w fulltime on 1450 kc.

KUTV (TV) Increases

KUTV (TV) Salt Lake City, Utah, is now operating with 45.71 kw, according to Frank C. Carman, president and general manager of the station. Station estimates are that its stronger signal reaches 181,500 tv homes, a 10% increase over its previous set count.

Police Head Sees Uses For New York-Owned Tv

USE of the proposed New York City-owned tv station for various phases of police work is being evaluated by Police Commissioner Francis W. H. Adams. Appearing as a guest last Wednesday evening on *Room 9*, public service feature broadcast on WNYC New York, he agreed that the police department's need for such a station might aid in gaining city approval for the projected outlet.

Comr. Adams said success in using television in the police line-up system had led to hopes of expanded use of closed-circuit tv. He commented that if the station became a reality as he hoped it would, the police department would depend partly on a device which scrambles the impulses as they leave the transmitter and unscrambles them as they come in on the receiver. Hence these transmissions would not be available to the general public.

He also cited crowd control as another instance where television could be employed and expressed his gratitude for including the police department in the general plan of the city for its own tv station. WNYC-TV has been granted ch. 34.

D. J. Festival at WSM

WSM Nashville's Third Annual Disc Jockey Festival was held last Friday-Saturday in honor of the 29th anniversary of the *Grand Ole Opry*. Representatives of record companies, publishing firms, music publications, and industry artists highlighted the roster of events. Cowboy singer Gene Autry was host at the Saturday luncheon and was guest performer on the NBC portion of the *Opry* that night. The convention of the Country Music Disc Jockey's Assn., which was organized at the 1953 festival, was held Thursday, a day prior to the two-day celebration.

KRCA (TV) Has Record Month

OCTOBER was the most financially successful month in the history of KRCA (TV) Hollywood, according to Thomas C. McCray, general manager. Gross income rose 23% over the previous month and 12% over October 1953, Mr. McCray said.

Horner Joins KEYD-TV

JACK HORNER, sports director of KSTP-AM-TV St. Paul for the past 10 years, last week joined KEYD-TV Minneapolis as sportscaster. KEYD-TV is planning an extensive schedule of sports programs which Mr. Horner will handle.

WMCA Editorials

BROADCAST editorials on issues of public concern will be presented every Friday evening by Nathan Straus, president of WMCA New York, over that station. The weekly series of quarter-hour programs was launched Nov. 19 and is titled *The Editor's Desk*. It will be heard every Friday from 9:30-9:45 p.m. Views which differ with those of WMCA will be broadcast in adjacent periods in succeeding weeks, Mr. Straus said.



LOOKING OVER the unique agreement which covers a three station split of the home games of the Detroit Red Wing hockey team for the coming season are (l to r): Edwin K. Wheeler, general manager of WWJ-TV; Jack Adams, general manager of the world champion Detroit Red Wings; A. H. Ritter, vice president of Zimmer, Keller & Calvert advertising agency; H. S. Wagoner, vice president in charge of sales for sponsor Stroh Brewery Co.; Gayle V. Grubb, managing director of WJBK-TV, and James Riddell, president of WXYZ-TV. The Detroit stations will share the schedule with WXYZ-TV carrying 16 games and WJBK-TV and WWJ-TV 10 each.

WGN-TV Plans Full Power From Prudential Bldg. Site

WGN-TV Chicago will boost its power from 120 kw to maximum 316 kw after it completes installation of a new 50 kw RCA transmitter and 311-ft. tower and antenna atop the now-under-construction Prudential Bldg. next spring.

Plans for the power increase were reported following an announcement by Frank P. Schreiber, manager of WGN Inc. (WGN-AM-TV), that FCC had approved its application to move the transmitter and antenna from Tribune Tower. The Prudential Bldg., now under construction, will permit an antenna some 304 feet higher off the ground level than at present.

Steel structure of the 41-story building is expected to be completed by mid-November. The tower and antenna will be put up after steel framework is completed on the 39th floor, 530 feet above street level. The transmitter will cost about $300,000 and be located on the 40th floor, on which the *Chicago Tribune* has obtained a 10-year lease for floor space.

KHJ-TV Signs Stars, Angels

HOLLYWOOD Stars and Los Angeles Angels home baseball games again will be telecast on KHJ-TV Hollywood during the 1955 season, under terms similar to last year's, with the station paying each team $100,000 for tv game rights, station President Willet Brown and General Manager John Reynolds announced last week.

The renewal agreement is still verbal, with the station agreeing to increase promotion of games over that of past seasons, according to trade reports.

WPEN Bans MacRae Records

BANNING of all Gordon MacRae records on WPEN Philadelphia has been announced by the station following an allegedly derogatory reference to radio by Mr. MacRae on the Sunday, Nov. 14 NBC-TV *Comedy Hour*, of which he is host. William B. Caskey, WPEN vice president-general manager, explained the ban this way: "If these artists think so little of radio, I see no reason why we should lend our facilities to promote and publicize them via their recordings."

WSJV (TV) Increases Power

WSJV (TV) Elkhart, Ind., last Tuesday increased from 20 kw to "in excess" of 250 kw with installation of a new RCA transmitter, according to the station. RCA engineers were quoted by the uhf ch. 25 station as indicating that increase extends station's Class A coverage out to 60 miles.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.



CONTRACT naming Adam Young Television Corp. as representative of WIRI (TV) Plattsburg, N. Y., is signed by (l to r) Adam J. Young Jr., of his own representative firm, and Joel Scheier and Dave Harris of WIRI. The new tv station which is being built on Mt. Terry, near North Pole, N. Y., plans to begin commercial operation on Thanksgiving Day.

WOOD Studio Nearly Ready

CONSTRUCTION is nearing completion on the new three-story studio building of WOOD-AM-TV Grand Rapids, Mich., with staff occupancy expected sometime in December, Bill Schroeder, general manager, has announced. Under the supervision of Louis Bergenroth, chief engineer, new technical equipment for the studios is being assembled and installation will begin within a week. The exterior brick and aluminum facade is finished. The building is located at 120 College Ave., S. E.

KBIF Builds New Facilities

STUDIOS and offices of KBIF Fresno will move to the ground floor of the Hotel Californian in downtown Fresno next week, while construction on a specially-designed 400-foot tower and new transmitter building on a newly-purchased 40-acre ranch site is nearing completion, George Nickson, station manager, has announced. When finished, the new site and transmitting tower will add 3,000 square miles to station coverage, Mr. Nickson declared.

KOVR (TV) Bids in S. F.

IN what appears to be a bid for the San Francisco market, ch. 13 KOVR (TV) Stockton last week announced several changes which will expand the station's operations into the Bay Area. A. E. Joscelyn, general manager of the station, announced that he will spend several days of the week in the station's San Francisco offices and that he will be joined there by Gordon Grannis, former promotion and publicity director of ABC San Francisco, who has been named to a similar post with KOVR. KOVR, located just 30 miles east of San Francisco on Mount Diablo, claims it sends a strong signal into most of San Francisco and the adjoining Peninsula and North Bay Area.

WCGC Plans Dec. 1 Debut

WCGC Belmont, N. C., plans to go on the air about Dec. 1 operating on 1270 kc, 500 w daytime, according to Lucielle Hand, partner in the station, who additionally has announced the appointment of Robert R. Hiker as general manager. Mr. Hiker formerly was owner and chief engineer of WMAP Monroe, N. C., and more recently was associated with WLTC Gastonia, N. C.

WOW Broadcasts Hi-Fi

WOW Omaha on Nov. 5 inaugurated high fidelity radio transmission and claims to be the first Nebraska station to offer this service, it was announced last week by Frank P. Fogarty, vice president of Meredith WOW Inc. A new RCA transmitter has been installed that will pass tonal range frequencies from 30 cycles to 10,000 cycles, the station said. Area radio set dealers have made plans to stock higher quality sets that will give listeners the benefit of the finer transmission.

WIOK to Start Soon

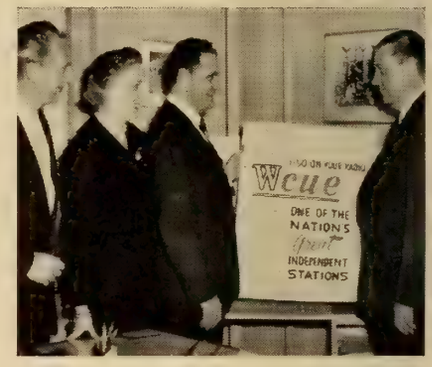
WIOK Tampa, Fla., sister station to WSOK Nashville, Tenn., plans to go on the air before Dec. 1, according to an announcement from WSOK. H. C. Young Jr., president-general manager of the Nashville outlet, is owner of WIOK, which will operate on 1150 kc, 1 kw daytime. WIOK, like WSOK, will be staffed solely with Negroes and is designed for all-Negro programming. The new building, including studios, offices and transmitter, is located on Washington Blvd., Tampa.

Mountain to Mohammed

IT'S USUAL for a station representative to make an overture to a station but it is not often that a radio station makes a pitch to a station representative to handle the station.

Yet that is exactly what Tim Elliott, president and general manager of WCUE Akron, did. Armed with a 36-x-36-inch easel job extolling the merits of the station, including samples of programs, station personalities, history of the five-year-old station, etc., plus taped interviews with the mayor of Akron and members of the Chamber of Commerce explaining the public service job WCUE does for the community, Mr. & Mrs. Elliott and Jack Maurer, vice president and station manager, made the presentation to John E. Pearson, president of the John E. Pearson Co., station representatives, a fortnight ago in New York.

Mr. Pearson listened to the easel pitch, to the taped recorded interviews, saw a colored movie about the station, and couldn't resist. The representation will be effective Feb. 10.



MAKING the pitch (l to r): Jack Maurer, Jean Elliott, Tim Elliott. Hearing it (r): John E. Pearson.

WJMR-TV Taking More Space

ACQUISITION of a new studio building with more than 12,000 sq. ft. of floor space for expansion of live local programing, has been announced by George Mayoral, vice president and general manager of WJMR-TV New Orleans. The first telecast from the new studios has been tentatively set for Dec. 1.

The structure will house WJMR-AM-FM-TV, owned by the Supreme Broadcasting Co., and is located at 1422 Cleveland Ave., adjacent to the Jung Hotel where executives offices and transmitting rooms of the stations will remain.

New equipment, including the latest design tv cameras, is being assembled and tested under the direction of Jack Petrik, chief engineer of WJMR-TV (ch. 61).

KSFO to Move in Jan.

KSFO San Francisco announced that its main studios and modernized offices will be housed on one floor of the Fairmont Hotel's California Street wing beginning in mid-January. A ten-year lease was negotiated by the station. Auxiliary studios will be maintained at the KSFO transmitter, Pier 92.

THE LATEST WCKY STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

1947—1948
1949—1950
1951—1952
1953—1954

From Pulse July-Aug.
WCKY—5.9
Net A—5.3
Net B—3.0
Net C—2.8
Net D—2.6

are YOU Buying a 5.9 Rating in Cincinnati?

WCKY CINCINNATI

KVOO-TV Tulsa Aims For Early December

KVOO-TV Tulsa will begin regular, commercial ch. 2 operations Dec. 5 as a basic NBC-TV affiliate, it was announced last week. Operation will be from a temporary 225-ft. tower at Big Heart Mt. with 22 kw visual power pending completion of its 1,000-ft. tower at the same site early next spring.

The station began test patterns Nov. 15 and has studios located at 311 S. Denver St., Tulsa. Plans are underway for a combined radio-tv studio and office building. It received its construction permit last July for 100 kw operation. Equipment is GE.

KVOO stations are owned by Southwestern Sales Corp. (owned by W. G. Skelly, oilman), 38.8%; Harold C. Stuart, Washington and Tulsa attorney and former assistant secretary of the Air Force, 12%; Sen. Robert S. Kerr (D-Okla.), 13.1%; Mrs. Grayce B. Kerr, 14.8%; Dean A. McGee, 7.4%; Travis M. Kerr, 6.8%; F. C. Love, 2%; C. B. Akers, 1.8%, and Oklahoma A&M College and Tulsa U., 1.5% each. There also is a group of non-voting stockholders.

Mr. Akers, who came to KVOO-TV from WEEK-TV Peoria, Ill. (controlled by the Kerr-McGee group), is general manager. Other executives are Russell Lamb, ex-KMBC-TV Kansas City, sales manager; William Sadler, formerly of KTVH (TV) Oklahoma City and WFAA-TV Dallas, program director, and John Bushnell of KVOO, chief engineer.

Class A hour rate is $700 local and $650 on network. Station is represented by Blair-Tv Inc.

Blair Names Bassett To National Sales Post

APPOINTMENT of Mort Bassett as sales manager of the National Saturation Group of John Blair & Co., New York, is being announced today (Monday) by Robert E. Eastman, executive vice president of the representation firm. The National Saturation Group offers advertisers schedules of 24 minute participations weekly in local programs on Blair-represented stations, which are said to reach about half the population of the U. S.



MR. BASSETT

Mr. Bassett has been with Blair since 1947 as an account executive. Prior to that time, he was timebuyer and assistant radio director for Morse International, New York, and assistant circulation manager for NBC.

WBBM Names Boswell in N. Y.

APPOINTMENT of Jack Boswell as eastern sales manager of WBBM Chicago was announced last week by H. Leslie Atlass, vice president in charge of CBS Central Div. and general manager of the station. He will headquarter at 501 Madison Ave., New York, in conjunction with CBS Radio Spot Sales, national representative for WBBM. Mr. Boswell joined the sales staff of the CBS o&o outlet in 1948 and rejoined the staff last August after a three years' absence.

Bowl Bound on KMTV (TV)

OMAHA U.'s football team will go to the Tangerine Bowl, Orlando, Fla., with expenses of $10,000 for the trip underwritten by KMTV (TV) Omaha, Owen Saddler, station executive vice president and general manager, announced last week. The university is municipally owned and tax supported. The station's offer "takes a big financial burden off our shoulders," Milo Bail, university president said when he heard of KMTV's plans. Mr. Bail referred to the offer as a "tangible demonstration of the community spirit beyond the university."

The 1954 campaign provided the first undefeated, untied football season in the history of Omaha U.

Three More Tv Stations Add Color to Facilities

THREE MORE television stations were on the air able to transmit color last week. One of them—KTRK-TV Houston—became the first station to be equipped for local color originations from its first moment of operation.

Both the other starters are in Milwaukee. WTVW (TV) began color test pattern transmission last Wednesday, three weeks after going on the air Oct. 27. Test patterns will be shown daily. WTVW also has reported originating a color film on travel. The ch. 12 outlet employs a DuMont multicolor scanner and has an RCA transmitter equipped for color.

WTMJ-TV Milwaukee began color film projection Nov. 14. The station, on ch. 4, reports it has completed color facilities and is equipped to handle live, network, slides and film in color.

KTRK-TV (ch. 13), which began commercial programming Saturday, will be carrying color seven days a week with a half-hour *Color Caravan* Monday through Saturday and an hour-long show on Sunday, John T. Jones, president, has announced. Equipment is DuMont.

Party Marks Transfer Of KFSD-AM-FM-TV

A PARTY at San Diego's Cortez Hotel last Monday marked transfer of KFSD-AM-FM-TV San Diego control from stockholders of Airfan Radio Corp., former station owner-operators, to the new operating firm, KFSD Inc., in which Fox-Wells Co., New York, has controlling interest.

Present at the fete were James G. Rogers, president; Glen McDaniel, secretary-treasurer, and William E. Goetze, general manager of KFSD Inc., and John Moreno, station manager, KFSD-TV.

All stockholders of former Airfan Corp., who will retain minority interest in the new arrangement, were present, as were Thomas L. Sharpe, Airfan president-general manager, and William L. Lane. Mr. Sharpe received an engraved silver lighter as a gift from the new operators.

Civic leaders, other media representatives and station personnel also attended the party to meet new management.

let's talk "turkey"...



about transcription services.

It takes more than turkey to make a Thanksgiving dinner . . . and it takes more than transcriptions to make a transcribed library that's a *complete* program service.

Good cooks and smart broadcasters know this . . . that's why more of them (the smart broadcasters, that is) are subscribing to SESAC every day. Why don't you?

SESAC INC. 475 Fifth Avenue New York 17, N. Y.

"The Best Music in America"

KTRK-TV Goes on Air As Houston's Second

KTRK-TV Houston made its debut last Saturday as that city's second operating commercial tv station. The ch. 13 outlet is affiliated with ABC and represented by Blair Tv Inc. John T. Jones Jr. is president.

The opening celebration featured the tv debut of the Houston Symphony Orchestra and appearances, among others, by opera stars Marguerite Piazza and James Melton and Peter Donald, host of ABC-TV's *Masquerade Party*. KTRK-TV will program a daily color show beginning Monday (see story page 101).

Reports from other stations:

WFMZ-TV Allentown, Pa., on ch. 67, will inaugurate programming Dec. 4. Acting Mayor William S. Ritter has designated Dec. 4-11 as Allentown Television Week. Raymond F. Kohn is president and general manager. WFMZ-TV will be Allentown's first tv.

WFLA-TV Tampa, Fla., expects to have a test pattern on the air by the first of the year with regular programming set for February. The station's 1,054-ft. antenna tower is under construction and work on the transmitter house is scheduled to start this week. George W. Harvey is general manager of the ch. 8 outlet and Blair Tv Inc. is national representative.

WDXI-TV Jackson, Tenn. (ch. 7), the first tv there, is scheduled to begin programming March 1. Aaron B. Robinson is president and general manager and Burn-Smith Co. is representative.

WHTN-TV Huntington, W. Va. (ch. 13), owned by the Greater Huntington Radio Corp., expects to be on the air this spring.

Cox, Hanson Set Up Company

H Quenton Cox and **Merrill V. Rawson,** former general manager and sales representative, respectively, of KGW Portland, Ore., have formed H Quenton Cox & Assoc., same city, radio-tv station representative firm, with offices at 423-425 Terminal Sales Bldg.; telephone is Atwater 5191.

STATION SHORTS

WJAR-TV Providence, R. I., has available to tv stations at no charge one-hour film of hurricane Carol, obtainable by writing Dody Sinclair, station director of public relations.

WAIT Chicago has announced opening of new offices and studios in Daily News Plaza at 400 W. Madison St.; telephone remains Franklin 2-0660.



REPRESENTATION agreement is signed by Roy Whisnand (l), general manager of WCOP Boston, and Joseph Weed, manager of Weed & Co., at the radio station representative firm's Boston office.

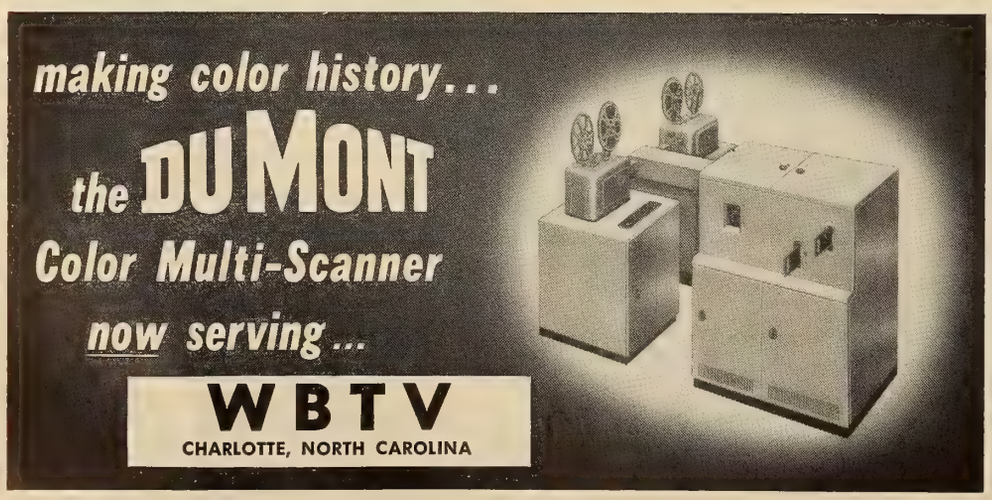
KWIZ Drops Representative Fee, Boosts Agency Take

BY COMBINING its former representative's fee and the regular 15% agency commission, KWIZ Santa Ana, Calif., is offering advertising agencies 25% commission, plus a further 2% deduction for cash payment, on all contracts signed after Nov. 1.

KWIZ announced it has set up its own representation with Station Manager Hal Davis and Commercial Manager Donn Spencer planning personal coverage of Los Angeles and San Francisco markets. Prospect of no national representation does not bother station executives, who told B•T that most such business is on "walk-in" basis anyway.

All Sold on KIMN

AVAILABILITIES for spots are not to be found at KIMN Denver. The station put out the SRO sign when White King Soap Co., effective Nov. 3, purchased a two-week saturation campaign of 90 spots per day. The campaign is for a current sales push in the Denver area of two new White King products—"D" detergent and liquid detergent. The soap company, of Los Angeles, already is running a daily schedule of three quarter hours daily on KIMN, which is the key station of the Intermountain Network. Agency for White King is Raymond R. Morgan Co., Hollywood.



WABI-AM-TV Plans Start Of Quarter-Million 'Tv City'

GROUND will be broken within the next three months for the building of a specially-designed $250,000 Television City to house WABI-AM-TV Bangor, Me., Leon P. Gorman Jr., general manager of the stations, announced last week.

Latest engineering developments for both radio and tv will be integrated in the studio design, Mr. Gorman said. He noted the City has been "long a dream of owner Horace Hildreth," who at present is U. S. Ambassador to Pakistan. The new quarters will be a three-story building containing four large studios. WABI is celebrating its 30th birthday this month.

REPRESENTATIVE APPOINTMENTS

WULA Eufaula, Ala., has appointed Indie Sales Inc., N. Y., as a representative.

KXYZ Houston, Tex., has appointed Avery-Knodel Inc., N. Y.

WRFD Worthington, Ohio, appoints Robert Meeker Assoc., N. Y.

WAIR Winston-Salem, N. C., has appointed Robert Meeker Assoc., N. Y.

KHQ-AM-TV Spokane, Wash., appoints H Quenton Cox & Assoc., Portland, Ore., for Portland area.

WCUE Akron, Ohio, has named John E. Pearson Co., N. Y., effective Feb. 10, 1955.

STATION PEOPLE

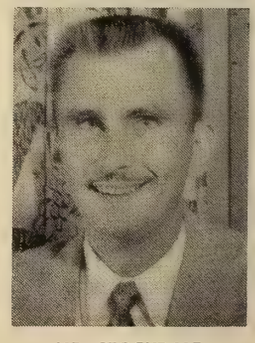
Lee G. Stevens, vice president and assistant manager, WLAV-AM-FM Grand Rapids, Mich., appointed vice president and general manager, Versluis Radio and Television Inc., owners and operators of stations.



MR. STEVENS

J. Paul Audet, coordinator of operations, WUSN - TV Charleston, S. C., assumes additional duties of program-production manager.

Robert Stockdale, business executive, WTVJ (TV) Miami, Fla., to WEEK-TV Peoria, Ill., as assistant manager.



MR. STOCKDALE

Robert S. Regan, host, KGB San Diego *Man in the House* program, adds duties as station program director.

Stephen W. Pozgay, general manager, WTVP (TV) Decatur, Ill., resigns, with **William L. Shellabarger,** president, WTVP, assuming his duties until announcement of successor. Mr. Pozgay is expected to announce future plans shortly.

H. Duncan Peckham Jr., formerly with NBC, appointed director of engineering, Spartan Radiocasting Co., grantee of WSPA-TV Spartanburg, S. C.



A CAMPAIGN on KTVQ (TV) Oklahoma City totaling $100,000 in time costs is agreed to by (l to r): Jack Walker, general manager of Fiberglas Industries Inc.; John Esau, KTVQ president, and Harry Abbott, station manager. The contract is for 52 weeks and is the largest ever signed by KTVQ.

M. Dow Lambert, engineer, KING-TV Seattle, appointed chief engineer, KIMA-TV Yakima, Wash.

Paul L. Mahler, promotion supervisor, Dan River Mills Inc., N. Y., to WERE Cleveland, as promotion manager.

Charles R. Brown, engineer, WCSH-AM-TV Portland, Me., promoted to chief engineer; **Arthur Owens,** program director, WCSH, assumes additional duties as director of radio operations; **Bernard Poole,** producer, WCSH-TV, promoted to program-production director.

George Manno, producer-director, WXYZ-TV Detroit, to WJNO-TV West Palm Beach, Fla., in same capacity.

Gene Grubb, salesman, KOA Denver, promoted to farm sales manager; **Dick Crosswhite** appointed news editor, KOA-AM-TV.

Howard Johansen, sales executive, WEEI Boston, named national spot representative, succeeding **Bob Sinnett** who has transferred to CBS Spot Sales, Chicago.

Robert Perez, sales service coordinator, KNXT (TV) Hollywood, named account executive, with **Bruce Huffman,** assistant spot sales traffic manager, succeeding him.

Barbara Johnson, receptionist, WDVA Danville, Va., promoted to traffic manager replacing **Isla Stowe,** who resigned; **Elsie Mae Rigney** succeeds Miss Johnson.

Norman Clayton to talent staff, WHBF Rock Island, Ill.

REPRESENTATIVE PEOPLE

Robert S. Sinnett, national sales manager, WEEI Boston, appointed account executive, Chicago office, CBS Radio Spot Sales.

Edwin Cahn, Avery-Knodel, L. A. office, has resigned with future plans as yet unannounced.

Art Astor, western representative, Napier Co. (jewelry mfrs.), N. Y., to Headley-Reed Co., Hollywood, as sales representative.

NEW NBC-TV POST GOES TO CULLIGAN

Becomes national sales manager for NBC-TV with Porteous succeeding him as sales manager of NBC Participating Programs department.

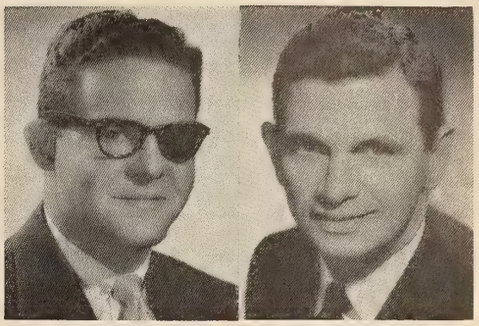
APPOINTMENT of Matthew J. Culligan to the newly created post of national sales manager for NBC-TV and the promotion of Roy C. Porteous to succeed him as sales manager of the NBC Participating Programs department, were announced last week by George H. Frey, NBC vice president in charge of television network sales.

In his new position, Mr. Culligan will supervise the entire national sales staff of NBC-TV, including all sales personnel in the New York, Chicago, Los Angeles and Detroit offices. He will report to Mr. Frey.

Mr. Culligan joined NBC in 1952. As sales manager of NBC's Participating Programs department, he is credited with having played a major role in compiling a total of more than $13 million in gross billings for 1954 for *Today, Home* and *Tonight,* NBC-TV's trio of magazine concept programs.

Mr. Porteous, previously supervisor of sales unit for *Today,* joined NBC in 1942 as a member of the program department, advancing to other sales and promotion positions until he was appointed sales supervisor of the *Today* unit last March.

Walter Scott, administrative sales manager for NBC-TV, will continue his present duties without change, reporting to Mr. Frey. Reporting to Mr. Scott are the sales development, sales presentation, sales traffic and office services departments.



MR. CULLIGAN MR. PORTEOUS

East Texas Network Links 12 Radio Stations

ORGANIZATION of the East Texas Network, a regional group of 12 radio stations, was announced last week by Joe B. Foster, president, and Hil F. Best Co., national representative for ETN. The following stations comprise the new network: KBUD Athens, KDET Center, KIVY Crockett, KSIJ Gladewater, KSAM Huntsville, KEBE Jacksonville, KTXJ Jasper, KOCA Kilgore, KTRE Lufkin, KMHT Marshall, KSFA Nacogdoches and KNET Palestine. Mr. Foster said there were 236,540 radio families and 201,422 radio-equipped autos in the 41-county area covered by the network, compared with only 28,405 tv sets. Annual retail sales for the area surpass $750,000, Mr. Foster claimed. ETN's main office is in Center; regional offices are located in Dallas and Houston. Discounts up to 30% for the 12-station hookup are available, according to the announcement.

CBS-TV's 'The Search' Exhibited to Two Meetings

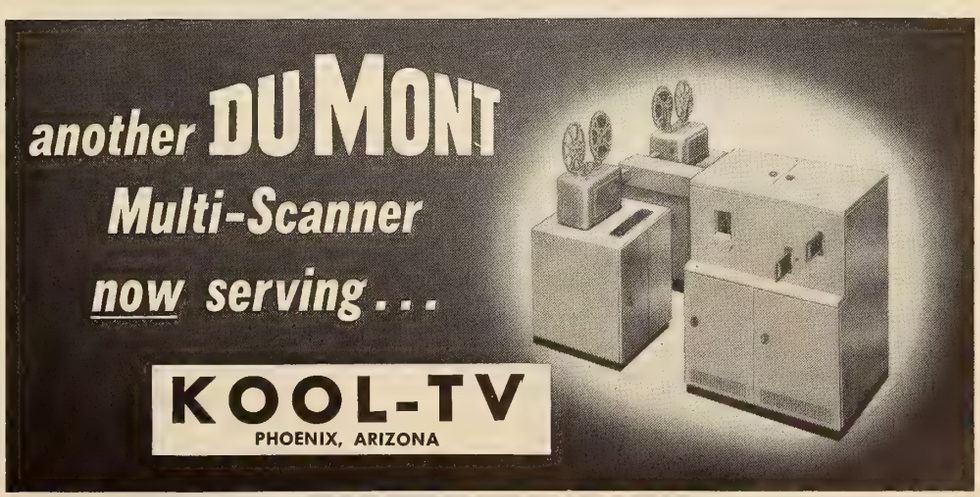
SPECIAL screening of a recent broadcast of CBS-TV's *The Search* was shown to a symposium of the 1954 Clinical Congress of the American College of Surgeons at a meeting in Atlantic City, N. J., last Tuesday. The excerpt which the surgeons viewed was based on Cornell U.'s auto crash injury research program.

Film was presented by Irving Gitlin, CBS director of public affairs, who also delivered a brief talk to the Congress. Mr. Gitlin also showed the film to members of the 1954 Conference on Safer Living at its annual meeting at the Waldorf-Astoria, New York, last week.

Barrymore Services Held

FUNERAL SERVICES were held last Thursday in Inglewood, Calif., for Lionel Barrymore, 76, star of CBS Radio's *Hall of Fame,* who died Monday of a congestive heart condition. In addition to his stage and movie accomplishments, he was star of the former CBS Radio *Mayor of the Town* series. His portrayal of Scrooge in Charles Dickens' "Christmas Carol" has been an annual radio event during the past 10 Christmas seasons. Surviving is his sister, Ethel Barrymore.

Eulogy for the late Mr. Barrymore was to be presented yesterday on CBS Radio's *Hallmark Hall of Fame.* Gene Fowler, writer and close friend of Mr. Barrymore, narrated the program. Eulogy was delivered by Dr. Norman Vincent Peale, minister of the Marble Collegiate Church, New York.



RADIO, TV NETWORKS PLAN FOR THANKSGIVING

Parades, football games, documentaries and many programs on the traditional themes will be aired.

REGULARLY-SCHEDULED shows with Thanksgiving Day motifs and special holiday programming are planned by radio and television networks this Thursday in observance of Thanksgiving.

ABC-TV will telecast the 28th annual parade put on in Detroit by the J. L. Hudson Co. department stores from 10:15-11 a.m. EST under sponsorship of the Chrysler Corp. The network also will carry the U. of Missouri-U. of Maryland football game from College Park, Md., beginning at 1:55 p.m. EST. ABC Radio will carry a special program titled *Pilgrims' Thanksgiving* (9:30-9:55 p.m. EST), described as a documentary tour of historical places, including the Church in Leyden where the pilgrims met and prayed before sailing to the new world.

The radio network also will present the football game between U. of Pennsylvania and Cornell U. from Philadelphia starting at 1:45 p.m. EST.

Highlight of CBS-TV's coverage will be the sixth annual *Thanksgiving Festival* at 5-6 p.m. EST under sponsorship of Longines-Wittnauer Watch Co. The program will feature a pantomime ballet of the Grimm Brothers' "Sleeping Beauty." Agency for the sponsor is Victor Bennett Co. CBS Radio and NBC Radio will not provide special programming but various shows will revolve around Thanksgiving themes.

Parade, Football

NBC-TV will present the R. H. Macy Co. Thanksgiving Day parade in New York on its *Home* program (live 11 a.m.-12 noon EST) under sponsorship of eight participating advertisers.

The DuMont Television Network will telecast the professional football game between the Detroit Lions and the Green Bay Packers from Detroit starting at 12 noon. The contest will be sponsored by Plymouth Div., Chrysler Corp., through N. W. Ayer & Son.

Mutual also will carry the Lions-Packers game under sponsorship of Plymouth. In addition, the network will broadcast a special *Bob Jones U. Thanksgiving Program* from 4:30-5 p.m. on which a 50-voice mixed choir will perform. As part of its holiday programming, Mutual was set to present yesterday (Sunday) a special *Thanksgiving Hour* show from Hollywood featuring Perry Como, Bing Crosby, Keefe Brasselle and others.



AFFILIATION contract between KCKT-TV Great Bend, Kan., and NBC-TV, is signed here by Les Ware (r), station general manager, and Tom Knode, director of station relations for the network. KCKT-TV, scheduled to begin operation Nov. 28, will operate at 100 kw on ch. 2 with a 969-ft. tower. It plans to be interconnected by Feb. 1, 1955.

NBC Promotes Raymond F. Guy

RAYMOND F. GUY, manager of radio and allocations engineering for NBC, has been promoted to director of radio frequency engineering for the network. Mr. Guy's new assignment was announced by Robert E. Shelby, NBC vice president and chief engineer.

In his new post, Mr. Guy will continue to direct the activities of the engineering allocations group and will be responsible for all radio frequency engineering problems within the company. He also will act as liaison between the network, other RCA divisions, government and industry on matters relating to radio frequency engineering and allocations.

WEAVER CITES COLOR VALUES AT BALTIMORE

NBC president speaks to Baltimore Ad Club, says the network's affiliates can bring color to 85% of the populace. He foresees 350,000 color set owners next year.

CALL for advertisers to use color tv "now," in order to gain the promotional value of this new dimension which has become "the conversation piece" of America was made by Sylvester L. (Pat) Weaver, NBC president, last week to 400 members of the Baltimore Ad Club meeting at the Emerson Hotel, Baltimore.

In conjunction with Mr. Weaver's speech, WBAL-TV Baltimore, the NBC-TV affiliate in that city, originated a live, one hour color show from its studios. The show was the regular, five-times-a-week *Homemakers' Institute.* It was seen by the ad club audience on five color receivers—two of the new RCA 21-in. consoles, two Motorola 21-in. consoles and a Westinghouse 15-in. receiver. The color rendition on all sets was good and brought favorable comment among the Baltimore advertising men and women present.

Mr. Weaver said that NBC now has 80 affiliates equipped to carry network color, reaching 85% of the populace. He foresaw an audience of 350,000 color set owners in 1955, compared to the 7,000-8,000 in operation now. He said more than 2 million people have seen color tv.

60 Million Viewers

NBC's "spectaculars" have been seen by 60 million people, Mr. Weaver said. He said NBC's goal is for every tv set in the country to be tuned to one or more of the spectaculars next year.

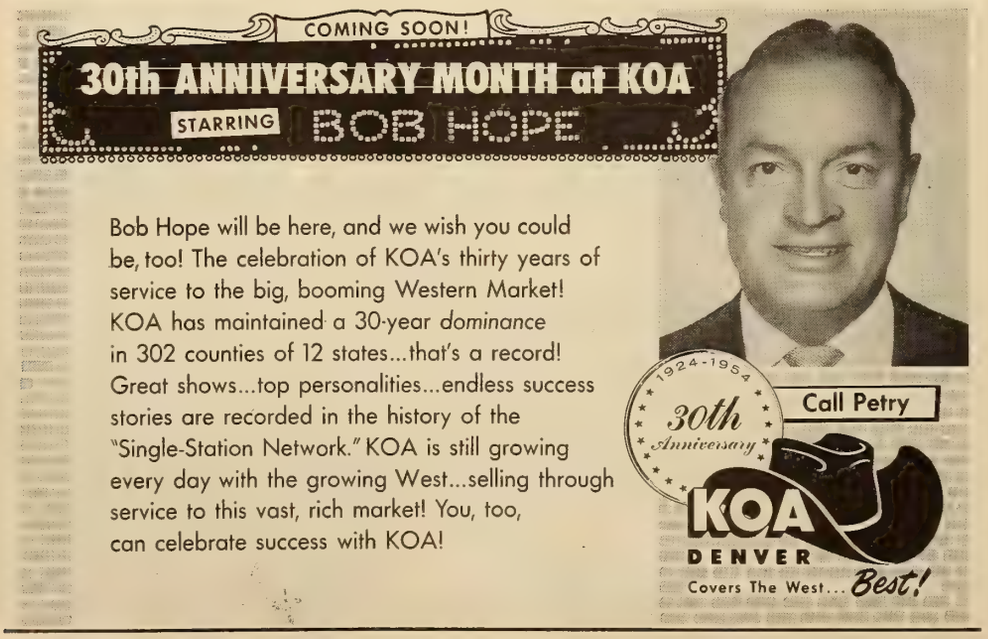
Color tv will cost more, he warned, but this is due to the three to five times increase in lighting needed, additional equipment investments by stations, longer rehearsals, etc. He figured that production costs would be 10% to 25% over comparable black-and-white programs, and that time charges might be increased from 2% to 10%. But, he said, the "trip-hammer" impact of color tv cannot be measured.

NBC's "magazine" concept of tv advertising, whereby more than one sponsor may buy into a program or alternate in the sponsorship of a program, is designed so that an advertiser with a small budget can afford to enter tv advertising, Mr. Weaver emphasized. This principle also works to prevent a monopoly of tv advertising by the few, well-heeled advertisers, he added. He expressed doubt that more than a few advertisers could afford to sponsor programs alone, as in radio.

Although WBAL-TV made no charge to the participating sponsors of its *Homemakers' Institute* color program, it has announced a 10% premium charge for color originations. Two weeks prior to last week's production, WBAL-TV used color on a ten-minute segment of the same program. The station has one RCA color camera and associated equipment. There are an estimated 60 color receivers in Baltimore.

Blue-Gray on NBC-TV, MBS

ANNUAL Blue and Gray football game from Montgomery, Ala., will be telecast by NBC-TV for the first time on Christmas Day, and carried by radio on Mutual, both under sponsorship of Gillette Safety Razor Co. Agency: Maxon Inc., N. Y.



COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Nov. 28 (9:30-10 p.m.): *Honestly Celeste,* Bristol-Myers Co. through Young & Rubicam.
Dec. 1 (12-12:15 p.m.): *Valiant Lady,* General Mills through Dancer-Fitzgerald-Sample.
Dec. 2 (12-12:15 p.m.): *Valiant Lady,* Toni Co. through Leo Burnett.
Dec. 2 (3:30-4 p.m.): *Bob Crosby Show,* participating sponsors.
Dec. 7 (8-8:30 p.m.): *Red Skelton Show,* sustaining.
Dec. 8 (10-11 p.m.): *Best of Broadway,* "The Philadelphia Story", Westinghouse Electric Co. through McCann-Erickson.
Dec. 13 (9-9:30 p.m.): *Meet Millie,* Carter Products through Sullivan, Stauffer, Colwell & Bayles.

NBC-TV

Nov. 25 (9:30-10 p.m.): *Ford Theatre,* "The Legal Beagles," Ford Motor Co. through J. Walter Thompson.
Nov. 28 (4-6 p.m.): *Hall of Fame,* "Macbeth," Hallmark cards through Foote, Cone & Belding.
Dec. 2 (9:30-10 p.m.): *Ford Theatre,* "Girl in Flight," Ford Motor Co. through J. Walter Thompson.
Dec. 5 (7:30-9 p.m.): *Max Liebman Presents,* Reynolds Metal Co. through Russel M. Seeds.
Dec. 9 (9:30-10 p.m.): *Ford Theatre,* "Carley C. Co.," Ford Motor Co. through J. Walter Thompson.
Dec. 13 (8-9:30 p.m.): *Producer's Showcase,* "Dateline," Ford Motor Co. and RCA through Kenyon & Eckhardt.
Dec. 16 (9-9:30 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

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of claims in this field
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EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Confusion About Tv Ratings Analyzed by NBC's Beville

CONFUSION over television program ratings stems primarily from "simple misunderstandings of the function of tv surveys and misinterpretations of their findings," Hugh M. Beville, NBC director of research and planning, said last Thursday night in a talk before the Advertising Club of New York.

Mr. Beville stressed that the various ratings services all are useful, but singled out Nielsen Television Index for special praise. He said NTI "produces ratings which are projectable to total U. S. television homes to produce the size of the audience in millions of homes."

On the question of audience breakdown, he said Nielsen is the "only service which can give a comprehensive answer, since it has all the pertinent data on each home with one of its audimeters."

NBC will continue to use the various rating services, Mr. Beville continued, though they will not constitute "the be-all or end-all for distinguishing program success from program failure" but will be used as tools to "temper and reinforce judgment."

CBS-TV to Initiate New Volume Discount

A NEW dollar volume discount will become available to CBS-TV advertisers on Dec. 1.

Offered in substitution for other discounts it will amount to 25% and will be available to any advertiser who maintains, over a period of 52 consecutive weeks, $100,000 in gross time billings weekly on CBS-TV. Currently about six advertisers are in that category.

NBC-TV also has a volume discount for advertisers who maintain a minimum of 200% of the hour rate.

ABC-TV Adds Two Affiliates In Marinette, Lexington

ADDITION of WMBV-TV Marinette, Wis., and WLEX-TV Lexington, Ky., as ABC-TV affiliates, bringing the total affiliates to 216, was announced Thursday by Alfred R. Beckman, ABC-TV's director of station relations.

Ch. 11 WMBV-TV is owned by the M & M Broadcasting Co. Joseph Mackin is general manager. WLEX-TV, on ch. 18, which affiliates with the network on the first of the year, is owned by Central Kentucky Broadcasting Co. Earl L. Boyles is general manager.

NBC-TV Sets Saturday Series

NBC-TV last Saturday was set to launch a trio of half-hour Saturday morning programs slanted specifically toward children's audiences. They are: *Happy Felton's Spotlight Gang* (10-10:30 a.m. EST); *Paul Winchell Show* (10:30-11 a.m. EST), and *Funny Boners* (11-11:30 a.m. EST). The latter is a stunt show starring ventriloquist Jimmy Weldon and his hand puppet, Webster Webfoot.

Caesar-Monroe Visit

UNDER sponsorship of RCA and on behalf of the United Fund, Sid Caesar and Vaughn Monroe made individual series of appearances in Philadelphia this month in a successful promotional effort designed to help the Fund drive and create additional good will for *Caesar's Hour* and RCA Victor.

Kenyon & Eckhardt, New York, agency for RCA, was pleased with the results of the personal appearances and the Philadelphia experiment may be expanded to other towns.

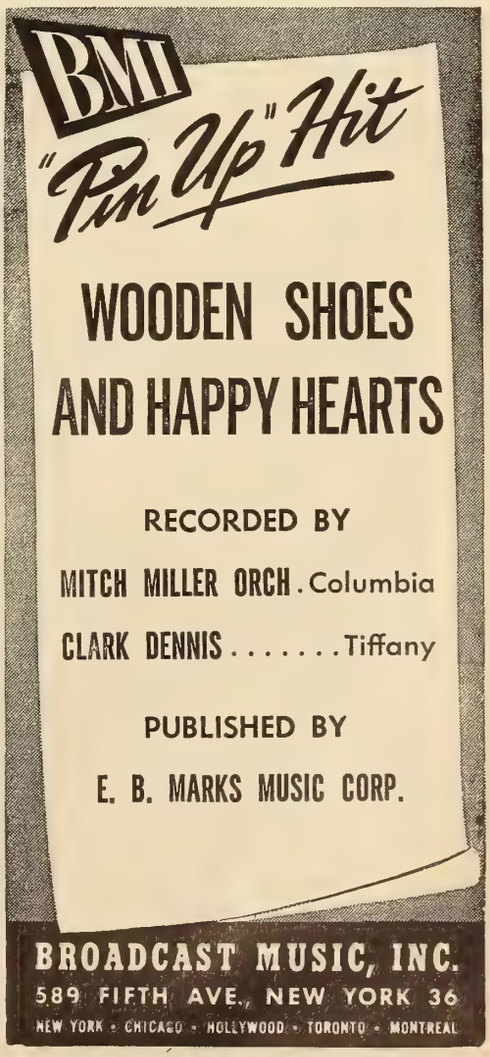
NETWORK PEOPLE

Charles Holden, production manager, ABC-TV New York, to CBS-TV Hollywood in same capacity and as West Coast color supervisor.

William M. Materne, with ABC in administrative capacities, to CBS-TV as network sales account executive.

Jack Mann, formerly with sales staff, NBC Radio, to CBS Radio as account executive in network sales department.

Richard F. Faulkner, formerly salesman, WMAQ Chicago, to radio network sales staff,



NBC Central Div., same city, as account executive.

Myron J. Bennett, former disc m.c.-personality, WLW Cincinnati, to NBC Radio, Hollywood, as host, Monday-through-Friday quarter-hour commentary series on NBC Pacific Network.

Sol Sacks, head writer and associate producer, CBS-TV *My Favorite Husband,* resigns from network contract.

Leo Lefcourt, agent, Rosenberg-Coryell Agency, Beverly Hills, Calif., to CBS-TV Hollywood as associate director of business affairs.

Judith Waller, director of public affairs and education, NBC Central Div., Chicago, presented honorary membership, National Assn. of Educational Broadcasters at NAEB's 30th annual convention in N. Y.

William Whitley, public affairs director, Columbia Tv Pacific Network, Hollywood, addressed Burbank, Calif., Parents-Teachers Assn. Nov. 18 on "What Tv Is Doing in the Field of Education."

Wade Arnold, producer, NBC, delivered convocation address, Wagner College, Staten Island, N. Y., Nov. 9.

Mort Granas, editing staff, CBS Radio Hollywood, father of boy, Gary Arthur, Nov. 1.

Henry G. Peterson, engineer, CBS Hollywood, died Nov. 6.

NETWORK SHORTS

CBS-TV has renewed its basic affiliation contract with KTNT-TV Tacoma, Wash., for two years, effective Dec. 9, 1954, to Dec. 8, 1956.

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RCA, GE Denied Stay In Zenith Litigation

ZENITH RADIO Corp. reported last week it will gather pre-trial depositions in proceeding with its $16 million treble-damage anti-trust suit against RCA and General Electric Co.

The Chicago manufacturer received the green light Tuesday from the U. S. Circuit Court of Appeals, which sustained a district court decision denying an RCA petition for a stay in the dispute. An appellate bench of three judges refused to vacate Judge Michael Igoe's order for Zenith and ruled he did not exceed his discretionary power last June 14.

Zenith announced it will start shortly the gathering of depositions for the trial, which probably will not be held until well into next year. There was no immediate indication from RCA's Chicago attorneys—Kirkland, Fleming, Green, Martin & Ellis—what action it would take. Last week's decision is said to be unappealable. Other principals involved in the suit are Western Electric Co., on the side of RCA, and Rauland Corp., Zenith's cathode-ray tube manufacturing subsidiary.

In his opinion, Judge Elmer Schnackenberg said, "It appears that he (Judge Igoe) exercised his judgment and even if he arrived at an erroneous conclusion, which we do not now decide, he was not guilty of an abuse of discretionary power." He added that Judge Igoe undoubtedly had the power to stay or refuse to stay the proceedings.

The court should not grant a writ of mandamus or any other writ directing the district court to vacate the June 14 order, or directing it to stay the proceedings, Judge Schnackenberg asserted.

Judge Philip Finnegan concurred in the findings, claiming that in many such cases a petition for writ, when not well-grounded, "has become simply a handy delaying or harassing tactic." He noted that RCA and GE earlier had resisted a similar move by Zenith in the Wilmington, Del., District Court, where a patent suit also pends, and said that their action stands as a "refutation" of their present position. What's more, he noted, both claimed it was unappealable. He branded such a petition as a substitute for "unauthorized review."

Zenith and Rauland charged that since 1919 RCA and others have engaged in a conspiracy to monopolize the electronics field and Zenith has been frozen out of competition in Canada and other foreign markets.

Zenith filed the treble-damage suit last January as an amended counter-complaint to RCA's original suit. Judge Igoe ruled last June, over RCA's claims, that the Chicago case should proceed without regard to any litigation in Delaware, and RCA subsequently petitioned the court of appeals to vacate the order. The three-judge court heard oral arguments a fortnight ago [B•T, Nov 8]. J. Earl Major was the third judge in the case.

Retail Radio-Tv Dealers Increase—RETMA Census

THE NUMBER of retail radio and tv dealers in the U. S. increased from 95,400 in 1952 to 107,100 this autumn, according to a census by Radio-Electronics-Tv Mfrs. Assn. Last year there were 105,150 dealers.

Sixty tv and 61 radio receivers were sold by the average dealer during the year ended last June 30, RETMA found. This compares with 69 tv and 74 radios a year prior, according to the census, and follows the general decline in set sales that occurred during the period.

RETMA found that 43.9% of retail outlets selling radio-tv sets were radio-tv-appliance stores; 18.9% furniture stores; 11.1% hardware stores; 10.1% department and general merchandise; 16% miscellaneous types of stores. Geographically, 20,950 stores are located in the North Atlantic region, 13,050 in South Atlantic, 35,850 in Midwest, 21,650 in Southwest and 15,600 in Far West.

FLOW OF COLOR SETS IN 2 YEARS—McILWAIN

Hazeltine executive speaks on the National Television System Committee before the American Standards Assn. annual meeting.

"THE THUMB is about to be pulled out of the dike" and "presumably in two years hence we will have a regular flow of color receivers," Knox McIlwain, Hazeltine Electronics Corp., predicted last week.

Mr. McIlwain reported on the "National Television System Committee as an example of systems engineering and industrial standards" during a Wednesday session on color television held by the American Standards Assn. at its 36th annual meeting in the Roosevelt Hotel, New York.

In reviewing the work of NTSC, which set up the compatible color tv standards now in use, he said the committee built into its standards" room for further improvement and change" and that he believed the system "will stand the test of time."

In another report, J. W. Wentworth, RCA, explained the "derivation of the FCC color television standard," remarking during his technical explanation of the NTSC standards, that "a successful broadcast system must have standardization" and in the standards adopted there still is room for progress in the design of both transmitter and receiver equipment.

An earlier session was held on the effect of international standards of the American electrical industry. Among speakers were Leon Podolsky, Sprague Electrical Co., who gave a progress report on components for electrical circuits; Virgil Graham, RETMA, who outlined new developments in electron tubes, and Dr. Harold S. Osborne, president of the International Electrotechnical Commission, who observed the future for International Standardization in the field.

DuMont Sets Company Record

ALL-TIME record for sales of DuMont television receivers was set in October, William H. Kelley, vice president of marketing, Allen B. DuMont Labs, reported last week. During that month, Mr. Kelley said, DuMont sold 70% more units than in the same period of 1953 and 10% more than in 1950, which has been the record sales month until now.

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Color Equipment Slowdown Cited by Zenith's Brown

INDUSTRY has been able to develop an "acceptable set of color tv broadcasting standards" but has lagged behind with equipment to implement those standards, particularly in color reception, J. E. Brown, chief engineer at Zenith Radio Corp., asserted last week.

Mr. Brown spoke Tuesday before the Chicago Junior Assn. of Commerce on color tv developments and prospects.

The public is not buying color receivers in quantity, he declared, because the price is too high, sets are difficult to tune and keep adjusted, service costs are higher than for black-and-white, and people "now know that any color set they buy today is already obsoleted by new developments."

Mr. Brown said "color will be here when 21-inch sets are selling for something like $500" and when tube prices come down to $100 or less and cost of other components is reduced proportionately.

Color to Lag Says Admiral In Issuing Quarterly Report

COLOR tv will not be a factor in the television business "for several years to come" and current 19-inch color receivers being offered to the public are "just as obsolete today" as 15-inch sets were last spring, John B. Huarisa, Admiral Corp. executive vice president, reported last week. He said that 15-inch receivers have failed to move "even at half the price." He added that Admiral has been unable to maintain tv production consonant with orders and that back orders of tv receivers for uhf areas "continue to mount despite increased production of these models."

Admiral also announced higher earnings and lower sales for the third quarter of 1954. Profits reached $1,823,325 or 77 cents a share compared with $1,802,696 or 76 cents per share for that period in 1953. Sales dropped quarterwise from $58,633,597 to $51,265,777. Total sales for the first nine months this year hit $156,467,275 as against $189,856,035 last year.

Transistor Conference Set For Philadelphia Feb. 17-18

SCIENCE and Electronics Division of American Institute of Electrical Engineers and the Institute of Radio Engineers' professional group on circuit theory will sponsor a two-day National Conference on Transistor Circuits, Feb. 17-18 in Philadelphia.

The conference will feature four consecutive sessions with papers on both linear and nonlinear transistor circuit applications. H. E. Tompkins, Burroughs Research Center, Paoli, Pa., is program committee chairman. Since an evening informal round-table discussion is being considered, Mr. Tompkins suggested that those interested in participating contact him with their ideas on discussion topics. U. of Pennsylvania will be host to the conference, with meetings to be held in its Irvine Auditorium.

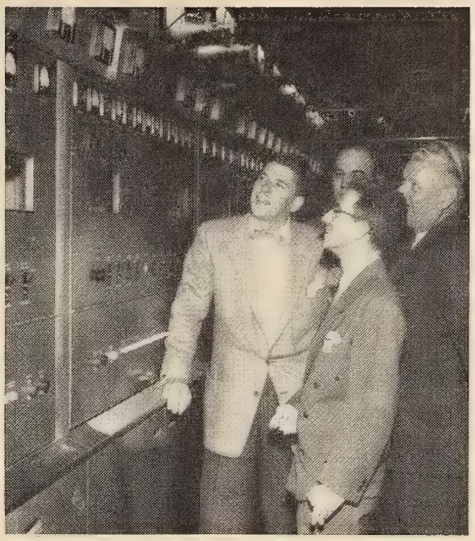
GIP Develops Tv Systems

DEVELOPMENT of two new tv receiver deflection systems has been announced by the F. W. Sickles Div. of General Instrument Corp., Chicopee, Mass. The systems, now in production for set manufacturers, make possible smaller, lighter and less expensive large screen sets, according to Edwin A. Freed, general sales manager.

The first system, a 90 degree yoke and flyback transformer, is designed for a 230 volt low-cost deflection system to be used with a new shortened 21-inch picture tube. By employing this system, the over-all depth of cabinet and chassis can be reduced.

The second, a 70 degree, 120 volt system, has been constructed for even more compact sets, Mr. Freed said, but is also capable of operating 21-inch picture tubes. It works directly from the home supply line voltage without transformer and with a minimum number of controls.

Both systems are designed for use in transformerless sets and thus provide savings in weight, interior dimensions and component costs, Mr. Freed stated.



THE NEW General Electric 45 kw uhf transmitter, presently under construction and destined for WILK-TV Wilkes-Barre, Pa., is inspected by (l to r): Ronald Reagan, host and program supervisor of the *General Electric Theatre* tv series; Harrison Van Aken, general manager, communication equipment; William J. Morlock, general manager, commercial equipment, and Paul L. Chamberlain, general manager, broadcast equipment. The new transmitter will make WILK-TV the first tv station with 1,000 kw.

Philco's Nine-Month Sales At Quarter-Billion Mark

SALES of Philco Corp. for the first nine months of 1954 totaled $249,726,000, and net income was $2,275,000 or 53 cents per share of common stock, James H. Carmine, president, has announced.

In the first nine months of 1953, sales totaled $335,171,000 and net income from operations was $10,135,000 or $2.61 per share. The lower level of sales and earnings for the 1954 period was attributed to the strike which closed the firm's electronic plants for 45 days in May and June and caused a late start in production on the fall radio and tv line, Mr. Carmine said.

Sales for the third quarter of 1954 totaled $75,050,000 compared to $96,649,000 for that period in 1953. The decrease is due to the late start in tv production, the announcement pointed out.

Fairchild Hi-Fi Amplifier

NEW 50-w power amplifier for high fidelity applications was announced Monday by the Fairchild Recording Equipment Co., Whitestone, N. Y. Fairchild claims the model, which measures 12" wide, 7" deep and 7¼" high, to be the smallest 50-w chassis now on the market.

The amplifier features a self-contained "balance control," permitting adjustment for minimum distortion, proper phase inversion and "dynamic balance" of the output tubes to be made aurally without test equipment, according to the firm. Also announced by Fairchild: a new cartridge series (220), described as "an outstanding innovation in high fidelity magnetic cartridges," and claimed to have higher compliance and "improved characteristics" above other currently available cartridges.

Transmitting Equipment

Station	Power	Band	Use
Transmitter Shipments			
General Electric Co.			
KTVX (TV) Muskogee, Okla.	50 kw	tv (ch. 8)	----------
Alabama Educational Tv Commission for WEDM (TV) Munford	50 kw	tv (ch. 7)	new station
WBBM-TV Chicago	35 kw	tv (ch. 2)	----------
Order			
KQTV (TV) Fort Dodge, Iowa	12 kw	tv (ch. 21)	----------

OTHER EQUIPMENT: GE also reported shipment of a dual portable camera chain to KIMA-TV Yakima, Wash. (ch. 29).

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"THE CITY BEAUTIFUL"

Communications Setup Major Feature in Newark Cathedral

COMPREHENSIVE sound system, consisting of an RCA public address sound network, radio and television facilities, and intercommunications, has been installed in the Cathedral of The Sacred Heart in Newark, N. J.

As announced by RCA, the entire system required more than two years for planning and installation and is considered a major feature of a recently-completed $6 million remodeling program at the Cathedral. The communications facilities, designed and fabricated by Commercial Radio-Sound Corp., distributors of RCA sound products in the New Jersey area, provide for a sound network for the congregation, including concealed outdoor loudspeakers for accomodation of overflow crowds; a complete radio broadcasting system, which is connected to WSOU at nearby Seton Hall U., and can be tied in with other stations, and a separate RCA audio system for use in television broadcasting, as well as for video and audio connections for mobile television equipment.

George L. McKenna, marketing manager, theatre and industrial department, RCA Engineering Products Division, said that with the exception of six microphones, all equipment and their eight miles of interconnecting wires are concealed, with visible microphones specially gold-plated to blend with the decor.

He added that the installation also provides for a separate radio control booth above the nave, a portable television sound control desk, a portable unit for controlling the congregation amplifiers and a television monitor screen. The system is completely interconnected with telephone linkings, plus an intercommunication loudspeaker system for the organs.

Ideco Now Dresser-Ideco

REORGANIZATION of Ideco, formerly a division of the Dresser-Stacey Co., into a separate corporation under the name of Dresser-Ideco Co., has been announced by John L. Pausch, Ideco president and general manager. The firm will continue under its present management and as a subsidiary of Dresser Industries of Dallas, Tex., suppliers of structural steel products, oil, gas and chemical equipment. Dresser-Ideco's plant and offices are at Columbus, Ohio, The firm designs and constructs tv and radio towers and other industrial and commercial buildings.

Inventors Tour Princeton

TOUR of RCA's David Sarnoff Research Center at Princeton, N. J., was made Friday by the National Inventors Council, headed by Dr. Charles F. Kettering. Several demonstrations were presented for the group, including showings of techniques and equipment in color television, transistors, acoustical electronics, electron microscopy, and magnetic memories. A luncheon with representatives of the RCA Lab staff followed the tour.

Playback Pace Changer Shown at Chicago Meet

DEVICE which permits the playback of a recorded speech or music in a shorter or longer period of time than the original without change of frequency was demonstrated by Dr. W. L. Everitt, dean of the U. of Illinois' College of Engineering, before the Western Society of Engineers in Chicago Nov. 19.

Method for time or frequency compression and expansion of speech highlighted a joint meeting of the IRE Audio Group with the Chicago Acoustical and Audio Group. Method, based on fact that listening can be faster than speaking, alternately permits transmission of messages at either lower or higher frequencies without changing the original time.

Dr. D. E. Weigand, Armour Research Foundation, delivered a paper on "A Flux-Sensitive Head for Magnetic Recording Playback."

September Tv Shipments Top Million, Beat 1953's

TELEVISION set shipments to dealers passed the million mark in September, according to Radio-Electronics-Tv Mfrs. Assn., bringing the nine-month total to 4,469,596 compared to 4,643,456 in the comparable 1953 period.

September tv shipments to dealers totaled 1,005,725 sets compared to 466,694 in August and 825,003 in September 1953. Following are tv set shipments to dealers for the first nine months of 1954:

State	Total	State	Total
Alabama	68,067	New Jersey	129,204
Arizona	20,874	New Mexico	15,975
Arkansas	61,792	New York	423,068
California	323,229	North Carolina	111,234
Colorado	36,510	North Dakota	17,856
Connecticut	61,409	Ohio	223,186
Delaware	9,724	Oklahoma	65,158
District of Columbia	28,802	Oregon	50,961
Florida	135,354	Pennsylvania	287,503
Georgia	105,724	Rhode Island	14,259
Idaho	26,555	South Carolina	56,709
Illinois	274,717	South Dakota	12,975
Indiana	133,945	Tennessee	95,261
Iowa	98,181	Texas	242,556
Kansas	69,966	Utah	15,565
Kentucky	52,381	Vermont	13,755
Louisiana	94,256	Virginia	75,820
Maine	63,329	Washington	75,720
Maryland	53,355	West Virginia	49,749
Massachusetts	124,433	Wisconsin	114,450
Michigan	180,928	Wyoming	5,156
Minnesota	83,845		
Mississippi	39,211	U. S. TOTAL	4,459,139
Missouri	126,878	Alaska	2,151
Montana	17,262	Hawaii	8,306
Nebraska	45,527		
Nevada	5,119		
New Hampshire	21,646	GRAND TOTAL	4,469,596

Mica, Radio-Tv Raw Material, To Be Produced Synthetically

WORLD'S FIRST plant for the manufacture of synthetic mica is being constructed at Clifton, N. J., and it is thought that production will begin early in 1955, according to Jerome Taishoff, president of Mycalex Corp. of America.

About 1,000 tons of high grade synthetic mica, a material vital in the manufacture of radio, tv and high-priority defense equipment, is to be produced. The figure is 5-10% of the nation's current requirement. Some 90% of the current supply of natural mica comes from India and it is feared that this source of supply might be cut off in time of emergency.

MANUFACTURING SHORTS

Radio-Electronics-Tv Mfrs. Assn., Washington, has prepared booklet, "Fundamentals of Color Tv for Service Technicians," covering main ideas needed to understand color receiver operation and intended to be used in conjunction with lectures on color set types.

Electronic Pub. Co., Chicago, has announced tv-radio repair book, to be sold to service technicians through distributors.

Avco Manufacturing Corp., N. Y., has established West Coast division with headquarters in Los Angeles to handle sales of firm's industrial and defense products in that area. James R. Kerr, former U. S. Air Force colonel, has been appointed director.

British Industries Corp., N. Y., has announced availability of S. G. Brown precision headphones in U. S. High Fidelity Type K or Professional Headphones are claimed to be miniature high fidelity dynamic loudspeakers, designed to reproduce full orchestral range from 50 c to 10 kc, adaptable to any sound system, amplifier, radio, phonograph, tape recorder or similar equipment.

Metropolitan Electric Mfg. Co., Lumi-Tron Stageboard Div., Long Island City, N. Y., has available "Handbook on Modern Stage Lighting Control."

Technical Appliance Corp., Sherburne, N. Y., has new coaxial cable line-tap, designated Tacoplex Catalog No. 1599 Automatic Line-Tap, providing isolation and attenuation while eliminating coaxial line cutting and preparation for terminal connections, according to company.

MANUFACTURING PEOPLE

Robert E. Kessler, assistant manager, communications products div., Allen B. DuMont Labs, Clifton, N. J., promoted to manager, succeeding **Herbert E. Taylor Jr.,** who resigned; **L. Arthur Hoyt,** technical writer and copywriter, technical adv. dept., instrument div., appointed advertising manager, cathode-ray tube division.

William E. Skinner, special survey work, Zenith Radio Corp., N. Y. offices, promoted to manager, Newark, N. J., distributing company succeeding **William W. Cone,** who resigned.

George Caddoo, appliance sales dept., Philco International Corp., Phila., appointed sales promotion manager, succeeding **Victor Alin,** who has been put in charge of special sales.

John H. Skehan, Sylvania Electric Products Inc., N. Y., named southwestern sales representative, headquartering in Dallas.

Brig. Gen. Paul L. Neal (ret.) appointed communications consultant, Western Union Telegraph Co., N. Y., headquartering in Washington.

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PRIVATE STATIONS URGED FOR MARKETS NOW RESTRICTED TO CBC-TV OUTLETS

Competitive allocations in six areas advocated by CARTB in brief to Canadian cabinet. Association also reiterates stand for an independent regulatory board for all broadcasting.

IMMEDIATE authorization of independent tv stations in the six Canadian major markets where only the Canadian Broadcasting Corp. now operates stations and the early establishment of an independent tribunal to handle regulation of all broadcasting in Canada were highlights in a brief presented by the Canadian Assn. of Radio & Television Broadcasters to the Canadian Cabinet at Ottawa early this month.

The CARTB board of directors, headed by President Finlay MacDonald, CJCH Halifax, N. S., met with Canada's Prime Minister Louis St. Laurent and a group of cabinet ministers. They pointed out in their brief that "the point has long been passed when grant of television licenses in all areas of Canada without exception was visualized by recommendations of the Massey Commission and by announced government policy." Their brief urged immediate licensing of competitive independent television stations in Vancouver, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

"This would provide alternative Canadian television service in these areas," the brief stated and "tend to attract more Canadian viewers to Canadian television stations than is now the case, encourage full development of this great new art in Canada on a Canadian basis, and stimulate greater demand for television receivers, thus providing increased employment."

Cite Recommendation

Regarding the establishment of an independent regulatory board for all broadcasting, the CARTB directors pointed out that this was recommended by a Parliamentary Committee report two years ago. They stated at present the CBC is litigant, prosecutor and judge all at the same time, placing that body in a compromising and incongruous role.

The brief showed that in Canada and in other democratic countries independent boards not connected with any operating bodies regulated the services. Examples given were the Canadian Air Transport Board, the Board of Transport Commissioners and Provincial Public Utilities Boards. (The Canadian federal government also operates airlines and railways which are regulated by the first two of these independent boards.)

The CARTB directors pointed out that an independent regulatory board for broadcasting not connected with any operating broadcaster would "merit the widest public support, the widest possible degree of freedom from suspicion that unfairness exists, and permit in a harmonious atmosphere the full and complete development of Canadian radio and television broadcasting in the service of Canada."

Nears Million Mark

CANADA is now near the million mark in number of tv receivers. Latest compilation from figures of the Radio and Television Manufacturers Assn. of Canada and All-Canada Television shows that as of Sept. 30 there were 935,538 tv sets in use in Canada with 544,725 in Ontario and 281,958 in Quebec.

New Am Application, Power Boosts on CBC Dec. 3 Agenda

ONE new radio application and a number of applications for power increases will be heard at the Dec. 3 meeting of the Board of Governors of the Canadian Broadcasting Corp. at CBC headquarters, 354 Jarvis St., Toronto.

Arthur K. Orton is requesting a 250 w station on 1510 kc at Tillsonburg, Ont. CKMR Newcastle, N.B., is asking for increase from 250 w on 1340 kc to 1 kw on 790 kc, and CKCL Truro, N.S., is requesting an increase from 250 w on 1400 kc to 1 kw on 600 kc.

CHSJ-TV St. John, N.B., is seeking increase from 27.8 kw video to 100 kw video, and from 13.9 kw audio to 50 kw audio on ch. 4. CKCH Hull, Que., is requesting increase from 1 kw to 5 kw on 970 kc.

U. S., Canadian Shows Split Honors in Fall E-H Ratings

FIRST fall ratings of network radio evening shows, based on listening in October, has been released by Elliott-Haynes Ltd., Toronto. *Our Miss Brooks* leads the evening network programs with a rating of 16.4, followed by *Radio Theatre* 13.1, *Wayne & Shuster* (Canadian) 10.7, *Share the Wealth* (Canadian) 8.6, *NHL Hockey* (Canadian) 8.5 and *Championship Fights* 8.

Daytime U.S. programs lead, with the first five being *Ma Perkins* 13.5, *Guiding Light* 12.8, *Pepper Young's Family* 12.4, *Road of Life* 12.3 and *Right to Happiness* 11.6.

On the French-language evening network, leading five programs, all Canadian originations, were *Un Homme et Son Peche* 37.6, *La Famille Plouffe* 27.6, *Le Survenant* 25.4, *Tambour Battant* 20.7 and *Colette et Roland* 17.3.

Daytime French-language network programs were led by *Rue Principale* 31.6, *Les Joyeux Troubadours* 27.8, *Je Vous ai Tant Aime* 27.1, *Francine Louvain* 24.6, and *Vies de Femmes* 24.1.

Radio-Tv Farm Techniques Studied by Latin Americans

GROUP of 15 Latin American radio-tv and newspaper executives are on tour of U. S. stations, newspapers and colleges to study agricultural information techniques, according to the U. S. Dept. of Agriculture, which is participating in the technical assistance program of the Foreign Operations Administration.

Group is on tour under the direction of Layne R. Beaty, former radio farm director at WBAP Fort Worth, Tex., now USDA technical consultant. Cooperating organizations include National Assn. of Television & Radio Farm Directors, American Assn. of Agricultural Editors, Newspaper Farm Editors Assn. and land-grant colleges.

Various members of the Latin American group, which arrived in the U. S. in mid-October and will remain through mid-December, will visit different stations and papers, USDA explained, depending on their particular interests. Itineraries include visits with: W. A. (Doc) Ruhmann, WBAP-AM-TV Fort Worth; Sam Schneider, KVOO Tulsa; John McDonald, WSM-AM-TV Nashville; Herb Plambeck, WHO-AM-TV Des Moines; Jack Jackson, KCMO Kansas City; Phil Evans and Bob Riley, KMBC Kansas City (also KMBC farm at Stanley, Kan.); WDAF-AM-TV Kansas City; Wes Seyler, WIBW-AM-TV Topeka, Kan.; Harold Schmitz, KFEQ St. Joseph, Mo.; Lloyd Evans, KWTO Springfield, Mo.; Ed Mason, KXXX Colby, Kan.; Jack Timons, KWKH Shreveport, La.

Entire group is to meet in Chicago later this month for NATRFD convention Nov. 26-29 plus 4-H and other farm events. They also will visit WLS and WBBM-TV farm shows there and make a side trip to Milwaukee for inspection of the Allis-Chalmers plant and the advertising agency which handles its broadcast advertising, Bert S. Gittins Adv.

In early December, the group expects to visit network farm operations in New York City, USDA indicated.

TELMA Returns to Air As Morocco Plans More Tv

FIRST television station on the African Continent, TELMA, resumed expanded operations on Sept. 1 after a short shut-down in the summer. TELMA, in Casablanca, now has 4 kw, and claims it covers an area with a diameter of 100 miles. A second station, in Rabat, which recently started operations, is linked to Casablanca by relay line and has a 4 kw transmitter, too.

Weekly program schedule of 30 hours fea-

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50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

tures programs in French, Arabic and English. Audience reportedly is about 10,000. Number of sets is about 2,500.

TELMA has three financing sources, its commercial programs, an 85% share in duties on imported tv sets and annual license fees of about $10 per set.

A construction program for further relay links is under consideration. According to plans, Maracesh, Meknes and Tangier will be added to the network. A link from Tangier to Gibralter to Madrid to Paris also is being planned.

Tv in West Germany Grows; Set Count Past 50 Thousand

SOUTHWEST German Radio will add two buildings to its present facilities, each for a new tv transmitter that will go on the air before the end of the year. Transmitters are located at Koblenz and Raichberg. Hornisgrinde tv transmitter of same organization is on the air with test transmissions.

The number of tv set licenses reached 53,377 on Oct. 1 and the number of sets in operation is estimated to be close to 100,000.

According to latest statistics, West German tv set manufacturers are amidst an export boom with a high percentage of 25% of total production going into export. Manufacturers estimate that at least 120,000 to 140,000 television sets will be shipped this year.

Meantime, the West German Postal Authorities bought some cars equipped with specially-designed direction finders to trace some of the 50,000 tv set owners not paying their license fees.

Radio set production is heading for an all-time record in West Germany. Total will be close to 3,000,000 units.

Latest reports indicate the number of set licenses is growing at an annual pace of about 700,000.

CBHT (TV) Begins Dec. 1

CBHT (TV) Halifax is expected to be on the air about Dec. 1, the seventh tv station operated by the Canadian Broadcasting Corp. The ch. 3 outlet will have 100 kw video and 50 kw audio. Class A rates start at $200 an hour.

RESULTS?
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BMI Canada Ltd., CAPAC Apply For Tariffs in 1955

APPLICATIONS for tariffs for 1955 performance rights by radio and television stations have been filed with the Canadian government.

BMI Canada Ltd. is asking $1,800 a year from each privately-owned television station, while CAPAC (Composers, Authors and Publishers Assn. of Canada) is asking 1¾% of gross revenue of privately-owned tv stations and 1¾% of gross revenue plus 1 cent per capita of population from the Canadian Broadcasting Corp.

BMI Canada Ltd. is not asking any tv performing rights fee from CBC. It is estimated that the CAPAC fee request would bring that organization $500,000 in tv fees. For radio stations no changes are asked by either society, CAPAC's fee being 1¾% of gross revenue, and BMI Canada Ltd. fee being by special arrangement with CBC and with the independent stations at 2 cents per licensed receiver at the time licensing of receivers stopped almost two years ago.

Melbourne Firm to Receive Zenith Phonevision Rights

WAY has been paved for the introduction of subscription tv in Australia and New Zealand under terms of a licensing contract announced between Zenith Radio Corp. and a Melbourne electronics manufacturer.

As provided in the pact, Rola Co. will organize a new corporation to be licensed under Zenith's Phonevision patents, and to manufacture and use transmitting-receiving equipment used in Phonevision systems. Rola also will seek "governmental and industry support" for toll tv, with the likelihood that the coding system will be used instead of telephone lines when tv transmission gets underway in Australia.

At the same time, E. F. McDonald Jr., Zenith president, expressed confidence the move would lead to "rapid expansion" of his firm's different systems and revealed Zenith is far along in negotiations with organizations in other countries.

Rola will be given fullest use of Zenith's Phonevision patents, it was explained. Its engineering representatives will visit Chicago for training by Zenith specialists who, in turn, will travel later to Australia.

A. Leonard Webb, Rola managing director, stated that "Phonevision will make television broadcasting in Australia commercially profitable and culturally outstanding without danger of over-commercialization." He felt it would be the happy medium between commercial tv with advertising and government sponsorship. Rola has studied all forms of toll tv for over a year, he added.

Canadians Honored by ACRT

SECOND annual dinner and presentations for outstanding work were held Nov. 18 by the Assn. of Canadian Radio and Television Artists at the King Edward Hotel, Toronto. Annual awards of the Canadian Council of Authors and Artists went to the immediate past president of the council, Bernard Hogue of Montreal, who won the Benrus Citation for "outstanding service contributing to the welfare of the Canadian artists"; to singer Shirley Harmer, who won the Caldwell Award for the "outstanding performer in television"; and to actress Kate Reid, who was presented with the Maurice Rosenfeld Memorial Award for "the outstanding newcomer in radio." Presentations were made by Neil LeRoy, CCAA president and chairman of the awards committee.

INTERNATIONAL SHORTS

Canadian Broadcasting Corp. has purchased Carlton Theatre in Toronto for use as broadcasting studio for productions involving large orchestras.

CJON-TV St. John's, Newfoundland, ch. 2, has appointed All-Canada Television Services, Toronto, as exclusive Canadian representative. Station will be on air early in 1955 with 1.06 kw video and 634 w audio power with antenna 359 feet above average terrain.

SECOND EUROVISION EXCHANGE UNDERWAY

Experience gained in first tests earlier this year contributing to current success.

SECOND Eurovision period started on Nov. 1. Under the second Eurovision plan, television stations in seven different European countries are exchanging a total of 20 tv programs within a period of two months.

Participating countries are Great Britain, France, Belgium, Holland, West Germany, Switzerland and Italy.

The first Eurovision hookup that ended on July 4 of this year, proved to attract well above normal audience interest though some technical difficulties were encountered. European tv station managers think that this second Eurovision period is only the start of longer and more regular European tv cooperation.

For American tv stations, the advance of Eurovision means that if and when NARCOM, the trans-Atlantic relay system, is opened there will be an efficient European tv network rather than single national tv systems having no experience in international program and technical cooperation.

A yet-unsolved problem is where commercial European stations will take their place in European hookups. Non-commercial European tv networks are wary about cooperating with commercial stations in matters of international program exchange.

However, commercial tv in Britain is just around the corner, and on the continent more stations are actively planned and will become a reality before long. It may well be that these commercial stations in Europe will either form a network of their own or participate in one form or the other in Eurovision network programming, even if some of the present contributors to Eurovision should not like it.

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RADIO-TV PLUGS THE PRESS

WVVW-WJPB-TV Fairmont, W. Va., simulcast a 45-minute program, "A Salute to the Press of Fairmont," two weeks ago when the Fairmont Newspaper Publishing Co. *(The Fairmont Times, The West Virginian, The Sunday Times-West Virginian)* moved into a new half-million dollar building. J. Patrick Beacom, presdent of Beacom Broadcasting Enterprises, operators of the stations, arranged the program, devoted to Fairmont and its progress as exemplified by the construction and occupancy of the new plant. Walter J. Mason, general manager of the newspaper company, C. E. Smith, editor of *The Times,* and Richard Parrish, editor of *The West Virginian,* were featured on the program. Mr. Beacom said, "Television and radio recognize the importance of a free press, and the value of its contribution to the welfare of the entire social structure. We want the people to know what a splendid move the Fairmont Newspaper Publishing Co. has made in building this fine new plant."

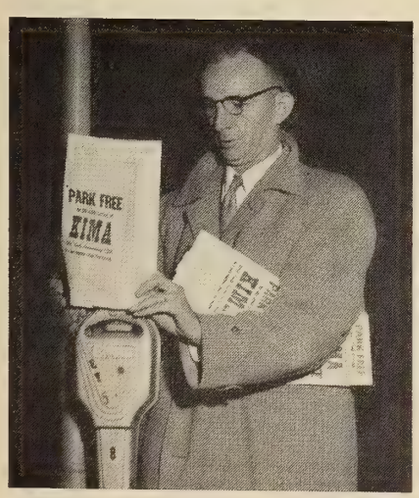
PARKING COURTESY OF KIMA

FREE PARKING for city shoppers resulted in a big day for local business and highlighted the 10th anniversary celebration of KIMA Yakima, Wash., Oct. 15.

To express its gratitude to the city's retail merchants, who largely have been responsible for KIMA's success during the past 10 years, the station worked out a plan with the Yakima City Commission to pay the city's average daily take on parking meters and parking violation fines. This provided free parking between 5:30 a.m. and 10 p.m. for the crowds of people who came into town for the occasion. KIMA covered the city's 1,500 meters with white paper hoods that read, "Park free for one hour —Courtesy of KIMA."

Bus transportation also was bought by the station between 9:30 a.m. and 12:30 p.m. to bring non-driving shoppers into town.

The promotion was a complete success, reports Thomas C. Bostic, vice president and general manager. He said retailers reported that business was like the day before Christmas.



THOMAS C. BOSTIC, vice president and general manager of KIMA Yakima, Wash., got up early the morning of Oct. 15 to place the free parking hoods on the city's meters. He was aided by 24 KIMA staff members.

'THE MILWAUKEE STORY'

BOOKLET with the lead sentence of "Lots of things are unusual about Milwaukee . . . and not only the sensational Braves attendance" has been sent to advertisers and agencies by WMIL Milwaukee. Titled "The Milwaukee Story," the brochure stresses the difference of Milwaukee audiences, describing their characteristics and habits, and why WMIL with its programming, "unique in radio," holds the most appeal for them. The station says it has "No Eddie Fisher . . . no Bing Crosby . . . no Perry Como . . . no Dinah Shore" and then lists its card of local personalities, who are ". . . the warp and the woof of Milwaukee." The brochure also lists results several advertisers have achieved from using WMIL.

'KLACSGIVING'

SECOND annual "KLACsgiving" party will be staged tonight (Monday) by KLAC Hollywood, with a guest list of 1000 local advertising agency executives, advertisers, recording and motion picture personalities, radio executives and press representatives. The station also has chartered a TWA Constellation to fly 56 San Francisco agency executives to Los Angeles for the party.

KABC MYSTERY SERIES

TWO new radio series, *D-24* and *Crime Club,* produced and transcribed in Australia by Dorothy Crawford of Hector Crawford Studios, Melbourne, share a half-hour segment of the Monday-through-Friday KABC Hollywood *Murder in the Afternoon* program. *D-24* scripts are based on factual cases from the Melbourne police department files, while *Crime Club* is a dramatized account of detective work in other lands.

MANISCHEWITZ WINE MAILING

EMIL MOGUL Co., New York, sent out an unusual mailing promotion piece for its client, the Manischewitz Wine Co.: a one dollar bill attached to a four page folder headlined "Man, Oh Manischewitz Means More Money for You." The promotion was sent to the salesmen's home addresses in order to dramatize the fall advertising campaign for Manischewitz Wine to the men who are selling it. The folder notes that the wine firm has placed its television jingle on 90 tv stations, 428 times a week, and the radio jingle on 158 radio stations, 3,876 times a week.



SCOTCH-LITE sign marking the site of the new home of WIBC Indianapolis, Ind., is being used at the same time as a promotion for its personalities. Each week a different personality has his name featured on the display. WIBC's new building, at 2385 N. Illinois St., will contain three studios and cover a total of 7,000 sq. ft. of floor space.

NBC TRIBUTE TO 'SYMPHONY'

IN a special tribute to the *Symphony of the Air* (formerly the *NBC Symphony*), NBC was to present a special one-hour broadcast Nov. 14 from 7-8 p.m. during which a recording made by the orchestra will be played. The record, which will not be offered for public sale, will be given as a souvenir to all persons who contribute $10 or more to the fund for the new organization, which is incorporated as a tax-free foundation under the name of Symphony Foundation of America, at room 154, Carnegie Hall, New York. The orchestra, which was created by NBC for Arturo Toscanini and which performed under his direction for 17 years until he retired last April [B•T, April 5], has made recordings and has given a concert during the past few months. It functions without a conductor.

'BLESS THIS HOUSE'

SERIES in leadership training, sponsored by the Church Federation of Greater Dayton, in conjunction with the National Council of Churches, is being carried each Sunday by WLWD (TV) Dayton, Ohio. Titled *Bless This House,* the program enrolls viewers, either as

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SALESMEN at WTOP Washington wear pocket size radios to add emphasis to the theme "radio goes wherever you go." Leaving WTOP's Broadcast House are (l to r) Lloyd Dennis, vice president for radio; Stanley McCormack, account executive; Robert Schellenberg, director of sales, and James Crismond and Arch McDonald Jr., account executives at the Washington station.

families or individuals, into its study of family life. Study groups gather in churches and homes to watch the program each week and later discussions are held under the supervision of leaders trained by the Church Federation. There are presently over 100 such study groups in an area reaching as far as 50 miles away, the station reports. The Federation includes "some 20 different Protestant denominations in the southeastern part of Ohio. However, the series is designed to appeal to all families, regardless of faith." The Dayton area was selected by the National Council for the country's "first experiment in leadership training via television" after study of various regions in the country, according to WLWD. Kinescopes of the series, the study course of which has been prepared by "many of the top religious educators in the nation," are being made to use as reference for other groups throughout the country.

BOWLING CONTEST

PIN TOURNAMENT, with a top prize of $1,000 to be awarded to the winner among male bowlers in the Chicago area, is being sponsored by Pete De Met, automobile dealer and sponsor of *Championship Bowling* on WNBQ (TV) Chicago. The competition is conducted in cooperation with the Bowling Proprietor's Assn. of Greater Chicago. Elimination contests are held in 16 bowling alleys in the area, with the semi-finals slated for Nov. 20. The top bowlers will appear on a telecast Nov. 27 for the prizes.

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CONTEST PULLS 46,040 REPLIES

DURING the week of Nov. 1 a total of 46,040 cards was received by ABC's *Breakfast Club* in a mystery guest contest run as a feature of the show's one-week stay in New York. A cash jackpot of $1,000 daily was offered in the contest, which required a postcard entry bearing the contestant's name, address and telephone number. Five celebrities were interviewed by m.c. Don McNeill as the mystery guests at the *Breakfast Club* broadcasts. Following the interview, a drawing was made from the post card entries. If the contestant could correctly identify the mystery guest in his phone conversation with Mr. McNeill, he won the day's $1,000 prize.

TEENAGE CONTEST ON WFEA

ROUND TRIP to either Paris or Rome via KLM Airlines is the grand prize in a contest being sponsored for teenagers by WFEA Manchester, N. H., Hill's Department Store in that city and KLM. The contest centers around *Hill's High Time,* sponsored daily on WFEA by the Hill store. Each day the show features a different teenage disc m.c. who selects records to be played and visits Hill's to gather material for commercials. A write-in vote will determine the winner. Second prize winner will be treated to a round trip weekend visit to New York.

WCBS-TV ADDS PARTICIPANT

ADDITION of the Grand Union Supermarket Chain, located in New York, New Jersey and Pennsylvania, as a participant in WCBS New York's "Supermarket" plan has been announced by Henry Untermeyer, sales manager, and Howard Lally, merchandising director of the station. The Grand Union Chain of more than 145 stores will join the WCBS plan on Jan. 1. Mr. Untermeyer noted that the addition of Grand Union will give participating sponsors in WCBS' merchandising plan a tie-in with most of the large retail food outlets in and around New York in the promotion of their products.

WPIX (TV) FRENCH FILM TESTS

"OPEN LETTER" to a number of radio-tv critics in the New York area served as the basis for the promotion of a programming experiment on WPIX (TV) New York two weeks ago. To determine whether top-notch French films would appeal to a mass tv audience, the station booked "Beauty and the Beast," a French film with English subtitles, on its *First Show,* beginning Nov. 1 and running for a consecutive week. The "open letter" reminded critics of the favorable reviews they had given the film when it played in motion picture theatres, and for this reason suggested the WPIX experiment would interest them. The station also announced that special arrangements had been made to determine the reaction of the New York tv audience to the French film.

CKVL BIRTHDAY CAKES

TO MARK its eighth birthday, CKVL Verdun, Que., Nov. 8 distributed birthday cakes with eight candles to agencies and advertisers in the Toronto and Montreal areas. The inscription on the cakes mentioned the birthday and the station's increase to 10 kw in power. The cakes were delivered by messengers, who lighted the candles upon bringing them to the agency executives.

DOUBLE COVERAGE

TWO announcers are assigned to cover the play-by-play of 14 local high school football teams by KWIZ Santa Ana, Calif., with one sportcaster calling all the offensive plays of one team during a game. The station reports favorable listener response, with the audience able to follow the games easier because two different voices call each team's play.

WMOU CELEBRATES BIRTHDAY

TO CELEBRATE its eighth birthday, WMOU-AM-FM Berlin, N. H., decided to operate differently for a day. Announcers on the station were replaced by their wives, female employes turned disc m.c.'s, and the engineering staff, somewhat nervously, became salesmen. The Mayor of Berlin, the chamber of com-

GOVERNOR RESPONDS

A FORMER CONVICT, wearing a black mask, faced a panel of criminologists on the *Operation Progress* program of KWK-AM-TV St. Louis to tell of poor conditions existing at the Missouri State Penitentiary when he spent three years there. The next day Gov. Philip Donnelly announced that he would appoint a committee to study prison conditions and recommend methods to prevent riots and rehabilitate inmates.

The ex-convict on the program was a prison inmate in September when a riot there caused four deaths and resulted in an estimated $3 million damage. He charged the prison is a "college for crime," and that the penal system offers no rehabilitation program.

The panel exchanged criticisms and offered suggestions directed at the prison system. Justin L. Faherty, public affairs director of KWK Inc. and assistant to the publisher of the *Globe-Democrat,* served as moderator.

DUMONT'S DISTAFF QUARTERBACK DISPLAYS SPLIT-T PRECISION

LYNN CLEARY, who coordinates DuMont's complex National Football League tv coverage, has active knowledge of the game. As a youngster, she quarterbacked a neighborhood team and nursed ankle sprains. She can throw a flat pass, maneuver a jump pass, dropkick or punt.



MISS CLEARY

She talks it, too. One day on the New York Giants team train, she caused the coach's eyelids to flip wide open when he noticed the slender, attractive woman more than holding her own in a pregame bull session attended by gridiron beef and sportswriters.

She says she's that knowledgeable because of a dad—a football fan (and now her severest critic), who wanted her to understand the man's game so that she would not ask "silly questions about it like a woman."

In big-time football and in big-time tv, she knows answers to questions which come from all parts of the country, from advertisers, their agencies, football management, engineers, production staffs and cameramen. Now, in the middle of the season coverage, she's "Miss Troubleshooter," on tap, in person or at the telephone, as games are covered. DTN, which has broadcast rights to nine of the 12 NFL teams, telecasts the league's Saturday night and Sunday afternoon games.

When the season ends in January, she takes a deep breath and starts all over again (she's been doing this stint for DuMont for the four years it has been in professional football coverage). From February until September, she blocks out which stations can carry which games; figures air-time costs for prospective clients (with costs varying according to area, time and the number of games); computes program costs; figures out originations and remote pick-up points and works out regional and national commitments.

After this tentative schedule, she must re-work it at least twice before the firm schedule is set. In-between this charting, Miss Cleary works with traffic on cable allocations; attends sales meetings, blocks out commercials and sets up production mechanics for commercials—usually complicated by the fact that commercials rarely originate from the same point. Also, one game can have several sponsors with as many commercial origination points and announcers, all of which must be coordinated. And, some Sundays, DuMont covers two or three different games at the same time.

During the season, she spends time on planes and trains. When at a game, she briefs the director, production assistants and announcers, and talks with the station handling the commercials.

Miss Cleary, who has a 12-month a year football job, got into radio via WJZ (now WABC) New York and learned operations and sales. She joined DTN in 1947. Her "title" is business manager for network sales department. She got into football coordinating when she expressed thoughts on how the job could be done and it was bequeathed to her.

A native of New Rochelle, N. Y., with a degree from Miami U. (Oxford, Ohio), Miss Cleary since March 31 has been Mrs. Charles Christenson, the bride of a ship's captain on the Grace Lines. They live in Montclair, N. J. Watching a tv game, that DuMont is not covering, is "relaxation".

But this woman of quick decision and line-backer at trick coverage set-ups takes little credit. Reason she cites: it's the cameramen and production crew who "make" DTN's football telecasts.

merce head and the owner of the station were recruited for news shows. A news program aired in French was handled by the regular announcer's wife. The appearance of a Berlin girl, born on the same day the station began operation, highlighted the day. She was designated WMOU-AM-FM's "Birthday Twin" and given a three foot doll as a birthday present. The station reported a happy response from listeners and sponsors.



PRIME ADJACENCY to the Cleveland Browns football schedule to be carried by WGAR Cleveland is signed for by Mark Zettlemeyer of McDonough Motors, DeSoto-Plymouth dealers. Witnessing are (l to r) Ken Coleman, announcer of *Coaches Corner* program; Ken Patmore, WGAR sales executive, and Lloyd Schleiger of Ohio Advertising. WGAR originates the Browns games for a 20-station network, sponsored by the Carling Brewing Co. [B•T, Sept. 20].

GLOBAL AUDIENCE

LOUIS G. COWAN Inc., New York, reports that its *Conversation* program (NBC Radio, Sat., 8-8:30 p.m.) shortly will be heard in virtually every English-language speaking country in the world. CBC began carrying the recorded show Nov. 18 on the entire network. MacQuarie Broadcasting Service, largest network in Australia, and the largest station in Johannesburg, South Africa, have requested discs.

SALES MANAGER HONORED

COCKTAIL PARTY honoring Donald S. Newbury, newly-appointed sales manager of KFH-AM-FM Wichita, Kan., was staged Nov. 5 at the Hotel Lassen in that city. The celebration served a two-fold purpose: It introduced Mr. Newbury to a hundred businessmen of the city and out-of-town guests and it gave Wichitans the opportunity to view the CBS animated cartoon film, "Tune in Tomorrow." The KFH Ark Valley Boys and singer Kay Stalker entertained the guests and Doree and Bill Post of *Your Nearest Neighbor* presented a music and comedy show.

'PROGRAM CUES'

MONTHLY publication for persons in Westinghouse Broadcasting Co. who are particularly interested in programming is being circulated to WBC stations (WBZ-AM-FM-TV Boston, KYW-WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, KEX-AM-FM Portland, WOWO Fort Wayne, Ind.) by Dick Pack, program manager of the company. Mr. Pack explains the purpose of *Program Cues* in its first issue, published this month, as ". . . a kind of creative swapshop . . . a place where all of us can exchange ideas, suggestions, gimmicks, plus some shop talk, a personal item or two or three. . . ." *Program Cues* also contain a "Program Manager's Date Book" section, listing all sorts of dates and events which might be used in conjunction with a special program or series.

BANKO IS SUCCESSFUL

BANKO, a tv parlor game developed by William-Stanley Productions, Rockford, Ill., and which bowed on WTVO (TV) there last September, has proved successful in six markets and has prospects of 20 more stations, it is reported. Contracts have been negotiated for Banko programs on WICS (TV) Springfield, Ill., WOC-TV Davenport, Iowa, KWWL-TV

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ABC AIRS NATURALIZATION

ABC Radio broadcast a mass naturalization ceremony from Ebbetts Field, Brooklyn, Nov. 11 (11:30 a.m.-12 noon EST), during which 7,200 persons became U. S. citizens. The ball park was designated a federal district courtroom for the occasion. Federal Judge Robert A. Inch presided, and Attorney General Herbert Brownell addressed the new citizens and their friends and relatives watching the proceedings.

Waterloo, Iowa, WMTV (TV) Madison, and WKBT (TV) La Crosse, Wis., starting Nov. 17, according to Stanley Levy and William Laven, co-owners of the company. Viewers obtain playing cards and on the program numbers are selected by throwing ping pong balls into a receptacle holding numbers from 1 to 75. The numbers are covered as they are called on the cards headed B-A-N-K-O, with five completed in any direction determining the winner. The first ten people at home and a studio contestant who win receive prizes.



WBT-WBTV (TV) Charlotte, N. C., recently presented programs saluting National Newspaper Week. Looking over scripts used in the 15-minute radio show and the half-hour tv tribute are (l to r) Earl Crawford, *Charlotte Observer*, public relations director; Charles H. Crutchfield, executive vice president and general manager of the Jefferson Standard Broadcasting Co., stations' licensee, and Thomas L. Robinson, *Charlotte News* publisher.

Station Authorizations, Applications

(As Compiled by B • T)

November 11 through November 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

*Does not include noncommercial educational fm and tv stations.
†Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,634	2,631	128	166	76
Fm	561	537	34	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	262	316	578[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	290	115	405
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	935	337	725	528	1,254[3]
Educational	55		28	27	55[3]
Total	990	337	753	555	1,307[4]

[1] One hundred-twelve CPs (21 vhf, 91 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 611 already granted.

ACTIONS OF FCC

Existing Tv Stations . . .

APPLICATIONS

WCBS-TV New York, N. Y.—Columbia Bcstg. System Inc. seeks CP for ch. 2 to change ERP to 42 kw visual, 21 kw aural; antenna height above average terrain 1,300 ft. Filed Nov. 16.

KPRC-TV Houston, Tex.—Houston Post Co. seeks mod. of CP for ch. 2 to change type transmitter; antenna height above average terrain 630 ft. Filed Nov. 10.

KPKR Pasco, Wash.—Cascade Bcstg. Co. seeks mod. of CP for ch. 19 to change ERP to 8.83 kw visual, 4.43 kw aural; change transmitter location to Johnson Butte, Horse Heaven Hills, 8 miles SW of Kennewick, Wash.; antenna height above average terrain 1,247 ft. Filed Nov. 12.

STATIONS DELETED

WHRN (TV) Dover, Del.—Rollins Bcstg. Inc. FCC deleted tv station on ch. 40 at request of attorney. Deleted Nov. 10.

WGOV-TV Valdosta, Ga.—WGOV-TV Inc. FCC deleted tv station on ch. 37 at request of attorney. Deleted Nov. 9.

WCHA-TV Chambersburg, Pa.—Chambersburg Bcstg. Co. FCC deleted tv station on ch. 46 at request of permittee. Deleted Nov. 8.

CALL LETTERS ASSIGNED

WBID-TV Detroit, Mich.—Woodward Bcstg. Co., ch. 62. Changed from WCIO-TV.

KENS-TV San Antonio, Tex.—San Antonio Bcstg. Co., ch. 5. Changed from KGBS-TV.

KPKR-TV Pasco, Wash.—Cascade Bcstg. Co., ch. 19.

New Am Stations . . .

APPLICATIONS

Tuscumbia, Ala.—Jesse Henry Hammond d/b as Power Center Bcstg. Co., 1590 kc, 5 kw daytime. Post office address 113 S. Main St., Tuscumbia. Estimated construction cost $32,381, first year operating cost $36,000, revenue $75,000. Mr. Hammond is an auto dealer. Filed Nov. 10.

Hillsdale, Mich.—Hillsdale College, 1570 kc, 250 w daytime. Post office address % Dr. J. Donald Phillips, Hillsdale. Estimated construction cost $12,552, first year operating cost $30,000, revenue $40,000. Principals include Chairman **Ralph C. Rosencrance;** Pres. **J. Donald Phillips;** Treas. **B. Scott Edwards,** and Sec. **Richard Knight.** Filed Nov. 9.

Clarksdale, Miss.—Anne P. McLendon, Harding Corley & Harvey T. Ross d/b as Coahoma Bcstg. Co., 1570 kc, 1 kw daytime. Post office address % Harvey T. Ross, P. O. Box 339, Clarksdale. Estimated construction cost $14,500, first year operating cost $32,400, revenue $43,200. Principals in general partnership include **Anne P. McLendon** (80%), retail furniture; **Harding Corley** (20%), accountant, and **Harvey T. Ross** (20%), attorney. Filed Nov. 2.

Portland, Ore.—W. Gordon Allen & John Truhan, 1290 kc, 1 kw daytime. Post office address % W. Gordon Allen, 260 Hansen Ave., Salem, Ore. Estimated construction cost $13,400, first year operating cost $75,000, revenue $108,000. Principals in equal partnership include **W. Gordon Allen,** pres.-59.1% stockholder KGAL Lebanon, ⅓ partner KGAE Salem, sole owner KRGA

ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
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Springfield, all Oregon, ½ partner KBAM Longview, and sole owner KLOQ Seattle, both in Washington, and **John Truhan,** ½ partner KBAM, and ⅓ partner KGAE. Messrs. Allen and Truhan are partners in bid for new am station at Pendleton, Ore. Filed Nov. 16.

APPLICATIONS AMENDED

Newburgh, Ind.—Southern Ind. Bcstrs. Inc. amends bid for new am station on 1590 kc 500 w daytime to specify 910 kc 1 kw, directional. Filed Nov. 12.

Morehead, Ky.—Morehead Bcstg. Co. amend bid for new am station on 1310 kc 1 kw daytime to specify 1330 kc. Filed Nov. 10.

Pocomoke City, Md.—Walter F. Harris Jr. amends bid for new am station on 1290 kc 1 kw daytime to specify 1470 kc. Filed Nov. 10.

Hopkins-St. Louis Park-Edina, Minn.—R. C. Brown amends bid for new am station on 950 kc 1 kw daytime, directional to change name to Suburban Bcstg. Corp. Filed Nov. 12.

Existing Am Stations . . .

ACTIONS BY FCC

WHBI Newark, N. J.—May Radio Broadcast Corp. granted CP to install new transmitter and change studio location to 155 Washington St., Newark. Granted Nov. 8; announced Nov. 16.

WTRB Ripley, Tenn.—West Tenn. Radio Service granted Mod. of CP to change studio location to 113 W. Washington, Ripley. Granted Nov. 8; announced Nov. 16.

KFIZ Fond du Lac, Wis.—KFIZ Bcstg. Co. granted CP to change transmitter location to Scott St., at the West city limits. Granted Nov. 10; announced Nov. 16.

APPLICATIONS

KGEK Sterling, Colo.—Elmer G. Beehler seeks CP to change from daytime ot unlimited on 1230 kc. Filed Nov. 15.

WMRP Flint, Mich.—Methodist Radio Parish seeks CP to change from 1510 kc 250 w to 1570 kc 500 w. Filed Nov. 15.

WVMI Biloxi, Miss.—Radio Assoc. Inc. seeks CP to change from 1 kw to 5 kw on 570 kc. Filed Nov. 15.

WATH Athens, Ohio—A. H. Kovlan & J. D. Sinyard amend bid to increase power from 1 kw to 5 kw on 1540 kc to specify 970 kc 1 kw. Filed Nov. 12.

KANN Sinton, Tex.—San Patricio Bcstg. Co. seeks CP to change from 1 kw daytime, directional to 1 kw day, 500 w night, unlimited, directional day and night on 1590 kc. Filed Nov. 9.

Existing Fm Stations . . .

ACTIONS BY FCC

WXYZ-FM Detroit, Mich.—WXYZ Inc. granted CP to change ERP to 4.1 kw; antenna height above average terrain 410 ft. Granted Nov. 8; announced Nov. 16.

KCMO-FM Kansas City, Mo.—Meredith Engineering Co. granted request to cancel CP which authorized change to combine fm and tv facilities. Granted Nov. 8; announced Nov. 16.

WHA-FM Madison, Wis.—State of Wis. State Radio Council granted CP to change ERP to 22.05 kw, antenna height above average terrain 185 ft. Granted Nov. 10; announced Nov. 16.

STATION DELETED

WGKV-FM Charleston, W. Va.—Kanawha Valley Bcstg. Co. granted request to cancel license and delete fm station on ch. 253. Deleted Nov. 8; announced Nov. 16.

Ownership Changes . . .

ACTIONS BY FCC

WGAD Gadsden, Ala.—Coosa Bcstg. Co. granted voluntary transfer of control to Radio Muscle Shoals Inc., licensee of WOWL Florence, Ala., through sale of all stock for $5,000 and assumption of mortgage for $27,500. Principals include **WOWL** (50%); Pres. **James L. Garrett** (25%), assistant manager WOWL, and **Richard B. Biddle** (25%), president-52½% owner WOWL. Granted Nov. 17.

WMGA Moultrie, Ga.—John F. Pidcock granted voluntary assignment of license to John F. Pidcock and Roy F. Zess d/b as Radio Station WMGA through sale of 65% interest to Mr. Zess, WMGA station manager, for $28,000. Granted Nov. 17.

WPWA Chester, Pa.—Lou Poller granted voluntary assignment of license to Eastern Bcstg. Co. for $187,500. Eastern Bcstg. is subsidiary of Delaware River Ferry Co. Principals include Pres. **Louis Kapleski** (11%); **Leon Cherksey** (3%); Vice Pres. **Harold D. Steinbright** (7%), and Sec. **Lyle K. Slingluff.** Granted Nov. 17.

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. Inc. granted transfer of control from Donald E. Newhouse to the *Patriot-News* for $250,000. The *Patriot-News* is owned equally by the *Long Island* (N. Y.) *Daily Press* and the *Staten Island* (N. Y.) *Advance.* All three newspapers are owned by Samuel I. Newhouse. Granted Nov. 17.

WTYC Rock Hill, S. C.—Tri-County Bcstg. Co. granted voluntary transfer of negative control (50%) to A. Lincoln Faulk and his wife Pauline E. Faulk for $15,000. Mr. & Mrs. Faulk are associated in the ownership of WCKB Dunn, N. C. Granted Nov. 17.

KJIM Beaumont, Tex.—KPBX Bcstg. Co. granted voluntary transfer of control to Ben Rogers and 4 others through sale of all stock for $10,000. Principals include Pres. **Ben J. Rogers** (13%); Vice Pres. **Walter L. Rubens** (49%), commercial manager KCOH Houston; **Nathan J. Rogers** (12%); **Sol J. Rogers** (13%), and **Victor J. Rogers** (13%). The Rogerses are all brothers and each owns 1% interest in KCOR San Antonio. Granted Nov. 17.

KOGT Orange, Tex.—Sabine Area Bcstg. Corp. granted transfer of negative control (50%) from Hadassah Jacobs and others to Edwin T. Lovelace Jr. for $3,000. Mr. Lovelace is vice pres.-general manager of KOGT. Granted Nov. 17.

APPLICATIONS

KFIA (TV) Anchorage, KFIF (TV) Fairbanks, Alaska—Richard R. Rollins seeks assignment to Midnight Sun Bcstg. Co. for $100,000 interest in Midnight Sun. Principals include Pres. **A. G. Cooley** (1.8%); Vice Pres. **Miriam Kinsey** (2.4%), and **The Lathrop Co.** (91%). Midnight Sun is licensee of KFAR Fairbanks, KENI Anchorage, KJNO Juneau and KABI Ketchikan, all in Alaska. Filed Nov. 16.

KCOM Sioux City, Iowa—KCOM Bcstg. Co. seeks voluntary assignment of license to a partnership d/b as Siouxland Bcstg. Co. for $120,000. Principals in the partnership include **William F. Johns Jr.** (90%), 51% owner WOSH Oshkosh, Wis.; **W. F. Johns Sr.** (3½%), president-9% owner WSPT Stevens Pt., Wis., pres.-70% owner WSHB Stillwater, Minn., and 17% owner WOSH; **Patricia Johns** (3½%), and **Penrose H. Johns** (3½%), treas.-5% owner WSHB and 17% owner WOSH. Filed Nov. 5.

WLLH-AM-FM Lowell, Mass.—Merrimac Bcstg. Co. seeks voluntary transfer of control from Louise F. Cheney, administratrix of the estate of Albert S. Moffatt, deceased, to corporation through sale of 64% interest for $18,568. Filed Nov. 9.

WMAS-AM-FM Springfield, Mass.—WMAS Inc. seeks voluntary transfer of control from Louise F. Cheney, administratrix of the estate of Albert S. Moffat, deceased, to corporation through sale of 60% interest for $16,431. Filed Nov. 19.

WJPD Ishpeming, Mich.—Ishpeming Bcstg. Co. seeks involuntary transfer of control to Olive E. Deegan (51%), executrix of the estate of James P. Deegan, deceased. Filed Nov. 12.

WNLA Indianola, Miss.—W. L. Kent & John M. McLendon d/b as Central Delta Bcstg. Co. seek voluntary assignment of license to corporation Delta Bcstg. Co. No consideration involved as principals retain identical interests. Filed Nov. 15.

WLDB Atlantic City, N. J.—Leroy Bremmer & Dorothy Bremmer d/b as Atlantic City Bcstg. Co. seek voluntary assignment of CP to corporation Atlantic City Bcstg. Co. No consideration involved as partners retain identical interests. Filed Nov. 8.

KWBM Williston, N. D.—Charles L. Scofield & James C. Carson d/b as KWBM Bcstg. Co. seek voluntary assignment of license to Charles L. Scofield through purchase of 50% interest from Mr. Carson for $40,000. Mr. Scofield, ⅓ owner KLTZ Glasgow, Mont., will now be sole owner. Filed Nov. 15.

KFLW Klamath Falls, Ore.—Herald Pub. Co. of Klamath Falls seeks voluntary assignment of license to parent corporation Southern Ore. Pub. Co., 75% owner KRNR Roseburg, and 19% owner KYJC Medford, both in Oregon. Filed Nov. 8.

WIBG-AM-FM Philadelphia, Pa.—Seaboard Radio Bcstg. Corp. seeks voluntary transfer of control to Paul F. Harron through sale by Jack Kelly and family of 30% interest for $250,000. Mr. Harron, pres.-30% owner of the stations, purchases 28% of the Kelly family interest. Filed Nov. 10.

KILL Lubbock, Tex.—Grady Franklin Maples & R. B. McAllister d/b as McMa Agency seek voluntary assignment of license to Radio Station KILL Inc. No consideration involved as partners retain identical interests. Filed Nov. 15.

WBCR Christianburg, Va.—Vernon H. Baker tr/as Montgomery Bcstg. Co. seeks voluntary assignment of CP to Montgomery Bcstg. Co. No consideration involved as Mr. Baker remains as sole owner. Filed Nov. 9.

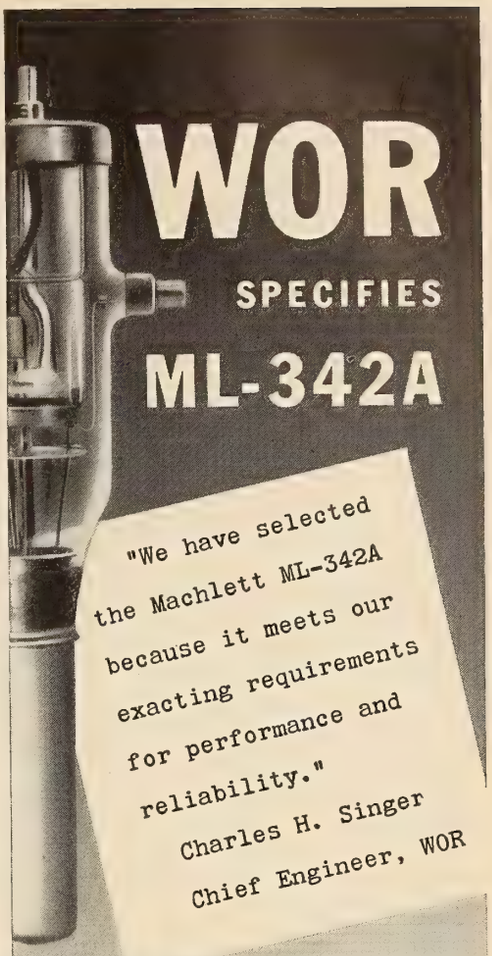
Hearing Cases . . .

INITIAL DECISION

Peoria, Ill.—New tv, ch. 8. FCC hearing examiner Elizabeth C. Smith issued initial decision looking toward grant of the application of WIRL Television Co. for a CP for new tv station on ch. 8 in Peoria, Ill.; condition, and denial of the competing application of WMBD Inc. Action Nov. 15.

OTHER ACTIONS

KTRK-TV Houston, Tex.—Houston Consolidated Tv Co. FCC by memorandum opinion and order, (1) granted special temporary authority to operate commercially on ch. 13 until Jan. 6, 1955, and (2) denied petition filed by Gulf Television Co. (KGUL-TV, ch. 11), Galveston, requesting the Commission to withhold action or designate above application for hearing. Comr. Doerfer dissented. Action Nov. 17.



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Routine Roundup . . .

November 12 Applications

ACCEPTED FOR FILING

Remote Control

WSHB Stillwater, Minn.—St. Croix Bcstg. Co.—(BRC-564).

WWHG Hornell, N. Y.—The W. H. Greenhow Co.—(BRC-566).

KABL—Salt Lake City, Utah, William W. Phillips—(BRC-565).

Modification of CP

KBIC-TV Los Angeles, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1345) as mod. which authorized new tv station to extend completion date to 5-16-55 (BMPCT-2603).

WEHT (TV) Henderson, Ky., Ohio Valley Television Co.—Mod. of CP (BPCT-1024) as mod. which authorized new tv station to extend completion date to Jan. 1955 (BMPCT-2600).

WISE-TV Asheville, N. C., WISE-TV Inc.—Mod. of CP (BPCT-1143) as mod. which authorized new tv station to extend completion date to 6-29-55 (BMPCT-2602).

WAKR-TV Akron, Ohio, Summit Radio Corp.—Mod. of CP (BPCT-230) as mod. which authorized new tv station to extend completion date to 6-14-55 (BMPCT-2599).

WKBN-TV Youngstown, Ohio, WKBN Bcstg. Corp.—Mod. of CP (BPCT-275) as mod. which authorized new tv station to extend completion date to 3-10-55 (BMPCT-2598).

KGNC-TV Amarillo, Tex., Globe-News Pub. Co.—Mod. of CP (BPCT-769) as mod. which authorized new tv station to extend completion date to 3-8-55 (BMPCT-2597).

WFAA-TV Dallas, Tex., A. H. Belo Corp.—Mod. of CP (BPCT-1401) as mod. which authorized changes in facilities of existing tv station to extend completion date to Sept. 1955 (BMPCT-2596).

WFRV-TV Green Bay, Wis., Valley Telecasting Co.—Mod. of CP (BPCT-1147) which authorized new tv station to extend completion date to 5-10-55 (BMPCT-2601).

KETC (TV) St. Louis, Mo., St. Louis Educational Television Commission—Mod. of CP (BPET-20, as mod., which authorized a new noncommercial educational tv station) to extend completion date (BMPET-55).

November 15 Applications

ACCEPTED FOR FILING

License for CP

WCBY Cheboygan, Mich., Richard E. Hunt ar/as Straits Bcstg. Co.—License to cover construction permit (BP-8753), as modified which authorized a new standard broadcast station (BL-5510).

WHOA San Jaun, P. R., Continental Bcstg. Corp.—License to cover construction permit (BP-8559), as modified which authorized new standard broadcast station (BL-5506).

KOL Seattle, Wash., Seattle Bcstg. Co.—Modification of construction permit (BP-9062) which authorized change from employing DA day and night (DA-1) to DA night use only (DA-N) for extension of completion date. (BMP-6690).

Remote Control

WRDW Augusta, Ga., Radio Augusta Inc.—(BRC-570).

WHBL-FM Sheboygan, Wis., WHBL Inc.—Operation by remote control from Foeste Hotel Bldg., N. 8th St., Sheboygan, Wisconsin (BRCH-116).

WJTN-FM Jamestown, N. Y., Jamestown Bcstg. Co.—Operation by remote control from Hotel Jamestown Bldg. 110 West 3rd St. Jamestown, N. Y. (BRCH-117).

WRPB Warner Robins, Ga., Warner Robins Bcstg. Co.—(BRC-571).

License Renewal

WOBS Jacksonville, Fla., Southern Radio and Equipment Co.—(BR-1984).

WLBE Leesburg, Fla., WLBE Inc.—(BR-2131).

WMSN Raleigh, N. C., Merchants & Farmers Station—(BR-3017).

WAPA San Juan, P. R., Jose Ramon Quinones—(BR-1494).

WBCU Union, S. C., Bcstg. Co. of Union Inc.—(BR-2345).

Renewal of License

WFLA-FM Tampa, Fla., The Tribune Co.—(BRH-168).

WDAE-FM Tampa, Fla., Tampa Times Co.—(BRH-609).

KRON-TV San Francisco, Calif. Chronicle Publishing Co.—(BRCT-94).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—(BRCT-53).

Modification of CP

KBAK-TV Bakersfield, Calif., Bakersfield Bcstg. Co.—Mod. of CP (BPCT-1165) as mod., which authorized new tv station to extend completion date to 6-10-55. (BMPCT-2602).

WDXI-TV Jackson, Tenn., Dixie Bcstg. Co.—Mod. of CP (BPCT-1255) as mod., which authorized new tv station to extend completion date to 6-28-55 (BMPCT-2604).

November 16 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of November 12

Modification of CP

The following were granted extension of completion dates as shown:

WKBN-TV Youngstown, Ohio, to 6-10-55; KETC (TV) St. Louis, Mo., to 5-6-55; WEHT (TV) Henderson, Ky., to 6-3-55; KBAK-TV Bakersfield, Calif., to 6-10-55.

Actions of November 10

Granted License

WMEN Tallahassee, Fla., WMEN Inc.—Granted license for am broadcast station; 1330 kc, 1 kw, D (BL-5504).

KRTV Hillsboro, Ore., Tualatin Valley Bcstrs.—Granted license for am broadcast station; 1360 kc, 1 kw, D (BL-5505).

WCRB-FM Waltham, Mass., Charles River Bcstg. Co.—Granted license for fm broadcast station (BLH-1012).

WFMT (FM) Chicago, Ill., Gale Bcstg. Co.—Granted license for fm broadcast station (BLH-920).

Modification of License

KRIZ Phoenix, Ariz., Melody Shops Inc.—Granted mod. of license to change name of licensee to KRIZ Inc. (BML-1607).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WRPB Warner Robins, Ga.; KERO Bakersfield, Calif.; WSHB Stillwater, Minn.; KABL Salt Lake City, Utah; WKNB West Hartford, Conn.; WJTN Jamestown, N. Y.; WWHG Hornell, N. Y.; WJTN-FM Jamestown, N. Y.

Modification of CP

The following were granted extension of completion dates as shown:

WGR-TV Buffalo, N. Y., to 6-7-55; WBRE-TV Wilkes-Barre, Pa., to 6-1-55; KGNC-TV Amarillo, Tex., to 6-8-55; WFAA-TV Dallas, Tex., to 6-2-55; WRBS Bay Shore, N. Y., to 2-28-55; KHJ-TV Hollywood, Calif., to 4-28-55.

Actions of November 9

Modification of CP

WDKN Dickson, Tenn., Dickson County Bcstg. Co.—Granted mod. of CP for extension of completion date to 1-30-55.

Actions of November 8

Granted License

WKAM Goshen, Ind., Kosciusko Bcstg. Corp.—Granted license covering change of facilities, type transmitter and change of transmitter and studio location; 1460 kc, 500 w, D (BL-5502).

KVOX Moorhead, Minn., KVOX Bcstg. Co.—Granted license covering change of facilities, installation of DA for night only (DA-N), change transmitter location and install new transmitter; 1280 kc, 500 w, 1 kw-LS, DA-N, U (BL-5423).

WPAQ Mount Airy, N. C., Ralph D. Epperson—Granted license covering increase in power to 10 kw, except during critical hours, as defined in proposed agreement with Canada and installation of a new transmitter (BL-5503).

KLZ-TV Denver, Colo., Aladdin Bcstg. Corp.—Granted license for tv broadcast station (ch. 7) and to change studio location; ERP: vis. 269 kw, aur. 135 kw; antenna 1,010 feet (BLCT-231).

WWLP (TV) Springfield, Mass., Springfield Tv Bcstg. Corp.—Granted license for tv broadcast station (ch. 61) (BLCT-185).

Modification of License

WILD Birmingham, Ala., Pilot Bcstg. Corp.—Granted mod. of license to change name of licensee to The Pilot Corp. (BML-1605).

Modification of CP

The following were granted extensions of completion dates as shown:

KWWL-TV Waterloo, Iowa, to 5-3-55; WCNO-TV New Orleans, La., to 5-30-55; KBTV (TV) Denver, Colo., to 6-1-55; WCOV-TV Montgomery, Ala., to 5-10-55; KEDD-TV Wichita, Kan., to 5-27-55; KGTV (TV) Des Moines, Iowa, to 5-24-55; KTLA (TV) Los Angeles, Calif., to 6-2-55; WIND-TV Chicago, Ill., to 5-25-55; WIAN Indianapolis, Ind., to 2-5-55.

Action of October 1

Modification of CP

WOOK-TV Washington, D. C., United Bcstg. Co.—Granted mod. of CP to extend completion date to 4-24-55.

November 16 Applications

ACCEPTED FOR FILING

Modification of CP

KFWB Los Angeles, Calif., KFWB Inc.—Mod. of CP (BP-9206) as reinstated and mod. which authorized installation of a new transmitter as an auxiliary transmitter for extension of completion date (BMP-6694).

WABJ Adrian, Mich., Gerity Bcstg. Co.—Mod. of CP (BP-6251) as mod. which authorized change in frequency, hours of operation, transmitting equipment and type of transmitter for extension of completion date (BMP-6695).

WICR Cruz Bay, V. I., Mary Louise Vickers, tr/as West Indies-Caribbean Radio—Mod. of CP (BP-9071) which authorized new standard broadcast station for extension of completion date (BMP-6693).

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BP-6235) as mod. which authorized change in frequency, increase in power, installation of new transmitter and DA for day and night use and change transmitter location for extension of completion date (BMP-6692).

Renewal of License

WNNC Newton, N. C., Southern Radiocasting Co.—(BR-1999).

WENC Whiteville, N. C., Whiteville Bcstg. Co.—(BR-1311).

WMYB Myrtle Beach, S. C., Coastal Carolina Bcstg. Corp.—(BR-2038).

License for CP

WAIP Prichard, Ala., Prichard Bcstg Co.—License to cover CP (BP-9371) which authorized new standard broadcast station (BL-5512).

WADP Kane, Pa., Northern Allegheny Bcstg. Co.—License to cover CP (BP-9426) which authorized change in frequency (BL-5511).

(Continued on page 121)

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Help Wanted

Managerial

Manager, experienced in small radio station operation, needed immediately for Florida independent on east coast in profitable area. References and full background with recent photo in first letter. Box 407F, B•T.

Sales manager needed for established top ranking metropolitan independent in Great Lakes area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B•T.

Salesmen

Time salesman. Salary plus commission. Good market. ABC Network. Texas. Box 271F, B•T.

New station in medium western Pa. market. Good draw against 20%. Resume to Box 309F, B•T.

Heavyweight! Capable of assuming list of top-notch accounts, many on air. Eastern seaboard independent. Box 395F, B•T.

Thoroughly experienced salesman to handle national sales for stable midwest radio-tv station. Needed immediately. Terrific opportunity. Send complete details first letter. Box 421F, B•T.

Wanted—experienced, capable salesman, going accounts, live prospects, fine guarantee and liberal commission. Contact Jake Higgins, Manager, Box 142, WITY, Danville, Illinois.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

WE NEED . . . .

For TV & AM

Managers
Commercial Managers
Chief Engineers
Program Managers
Producers/Directors
Salesmen
Announcers
News Editors/Sports
Continuity Writers
Technicians

This NATION-WIDE service establishes confidential contact between broadcast stations and qualified personnel.

HOWARD S. FRAZIER

TV and Radio Management Consultants

708 Bond Building

Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Independent kw daytimer needs stable experienced sales-service man. Commission, drawing account, salary—you name it. L. O. Fitzgibbons, Manager, WRRR, Rockford, Illinois.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Announcer. 1st phone, some copy writing. Arizona Network. $1.65 hour. Box 158F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Man with a gimmick. Well known major market station wants DJ with friendly personal style plus gimmick such as singing, piano, voice, impersonations, etc. Must have good record of proven success and stable personal habits. Must be presently employed, not in a rush to change jobs, but interested in advancement. Salary open but will be more than you are now paid. Send letter only. Box 384F, B•T.

Versatile disc jockey needed by progressive midwest Mutual radio and NBC television station where results really count. Send complete particulars including air check first letter to Box 420F, B•T.

Wanted: Announcer. Salary commensurate with ability and experience. Must be good all-around announcer. Play-by-play advantageous. If interested please rush photo, salary required, full information, audition and references. Also state if you have a car. Position open now. KSCB, Box 311, Liberal, Kansas.

Staff and play-by-play sports announcer for NBC station. KSYL, Alexandria, Louisiana. Strong on news. Send resume and tape.

Opening experienced announcer. Emphasis on versatility. Complete information, references first letter, with tape, tranx to L. J. Rocke, WCAX, Burlington, Vermont.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

WNXT, 5 kw, Portsmouth, Ohio, needs announcer capable of doing spot commercials, news and record show. Experience essential. Send audition, snapshot and complete information about yourself to Manager.

Announcer for 20 hours staff announcing and 20 hours gathering and announcing local news. Salary $70. Send letter, photo, audition of news and commercials to Joel Lawhon, WVOT, Wilson, N. C.

Announcer for play-by-play sports and farm programs at WGTC, Greenville, N. C. Salary between $70 and $80 depending on ability. Send letter, photo, audition tape of farm news and play-by-play to Joel Lawhon, P. O. Box 170, Wilson, N. C.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Writer-announcer to write all copies and do some announcing for leading station in area. Wonderful winter climate. $80 salary to start for experienced man. Send sample copy, background and audition. Box 365F, B•T.

Copywriter—traffic! Virginia independent. Unusual opportunity for right man. All replies confidential. Box 397F, B•T.

Newsman with good voice. Ability to gather and write local news. Box 398F, B•T.

News director—gather, write, broadcast local news. Live-wire Pennsylvania independent with strong news string organization. Must have good voice. Handle tape recorder. $75.00. Box 411F, B•T.

Executive producer. Excellent opportunity for stable, experienced program manager to head duel am-tv programming operation in midwest. Must be capable of handling administrative as well as programming phases. Send complete resume, photo, first letter. Box 418F, B•T.

500 watt Mutual radio-100,000 watt NBC-ABC, DuMont tv station desires ambitious program director for progressive midwest market. Chance of life-time. Send complete details. Box 423F, B•T.

5000 watt 24 hour station immediately needs experienced copywriter. May do some announcing. Woman would be considered. Send complete information and recent picture first letter to John R. Jage, Manager, WKNK, Muskegon, Michigan. No phone calls please.

Situations Wanted

Managerial

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 5F, B•T.

Commercial manager—seeking opportunity larger market in sales or management. Solid background, national, regional, local sales. Excellent radio experience all phases (but technical). 38, married—two children. Top references. Box 355F, B•T.

General manager: Experienced with network and independent operation. Can make your station the best sounding in the area; your books the best looking. Box 381F, B•T.

Radio-television executive available. Seeking permanent position as general manager, radio or television station with opportunity to participate in ownership or top position in allied field. 20 years broadcast experience, last 8 in development, ownership and management of radio and television stations. Excellent engineering and sales background. 39 years old, family man with best references. Presently managing medium market radio and television station. Would relocate almost anywhere but prefer west coast, northwest, mountain area or assignment in Mexico City with American firm. Box 388F, B•T.

General manager—successful all phases radio. Successfully managing small market midwest, desire permanency medium market. Will build your sales and station operation. Clean cut, hard working sales and administrative executive, married—two children. Immediate change desired. Box 412F, B•T.

Go getting duo—top managing-selling, announcing-writing team looking for better opportunity. Strong station-sales promotion. Unceasing flow of new ideas responsible for present station's acceptance in area. Family men. Box 413F, B•T.

Salesman

Salesman—announcer, 26, married, desires change, college graduate. Available February. Prefer south or southwest. Box 356F, B•T.

Illinois only! 14 years sales. Immediately available. Reliable, loyal, trustworthy. Box 382F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Superior, experienced announcer available; family. Good salary, working conditions required. Box 160F, B•T.

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

Very good negro staff man, still developing, currently working in the south, would desire to relocate permanently, preferably in the north. Box 278F, B•T.

Experienced announcer—seeking second break. Authoritative news. Relaxed DJ, vet. Box 280F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 305F, B•T.

Staff-sports announcer available immediately. Ready to handle upcoming basketball schedule if desired. Four years commercial experience. Tape, photo on request. Box 327F, B•T.

Program director, currently employed, seeking larger market, desires to locate aggressive station as PD and/or all night DJ. Know operation from experience. Pop music, news specialty. Present income $110 weekly. What have you to offer? Tape, resume on request. Box 339F, B•T.

Big Ray, needs pay, don't delay, write today! Box 352F, B•T.

Announcer: 2½ years, strong news, commercial delivery. Act, character voices. Box 358F, B•T.

Available January 15 announcer and/or program director. Prefer Florida or North Carolina. Will consider all. Six years experience. Single, sober. Box 367F, B•T.

Ex-minor league baseball player with one year announcing experience, plus four years non-radio sales, desires salesman-sports announcer with year 'round play-by-play including minor league baseball. Married, 29, college. Box 368F, B•T.

Radio-tv announcer. Staff, control board. Strong hillbilly DJ, commercial newscasts. Resume, tape, references. Box 370F, B•T.

Staff announcer—all-around. Recent radio school graduate. Hard worker. Box 371F, B•T.

Top-flight announcer - newscaster personality. Eight years outstanding radio-news background. Capable in music, DJ, sports. Position in metropolitan market with future. Box 373F, B•T.

Staff announcer with two years experience seeking progressive station. Air check on request. Box 377F, B•T.

One-man-staff—specializing in writing and announcing. Now PD. Exceptional on news and commercials; imaginative DJ; creative copywriter. 6 years experience. 32, married. Children. Box 378F, B•T.

New radio personality available February 1st. Prefer south or southwest, DJ, sports, farm, excellent training. For details write Box 386F, B•T.

Major market—top disc jockey with am-tv. Consider till dawn slot. Box 392F, B•T.

Present employer suggested moving to larger market. Seven years experience. Top play-by-play and sports man in state. Interested in straight sports. Will do staff if necessary. Married and one child, available January 1st. Details on inquiry. Box 396F, B•T.

Announcer, station staff, light experience, high potential, good news, smooth commercials, pleasing platters, seeking permanent connection. Travel, resume, tape. Box 400F, B•T.

Announcer, station staff, light experience, high potential, terrific personality DJ, saleable commercial, smooth news, seeking permanent connection. Travel, tapes, references. Box 401F, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced staff announcer. Versatile. Strong music, news. Operate board, tape. College grad, single. Prefer northeast. Box 403F, B•T.

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 405F, B•T.

Well qualified staff man, news, DJ. Currently working college town, population 50,000. Seeking next step. $80 up. Box 417F, B•T.

Family man—dependable, sincere. Desire near Los Angeles area. Tape on request. Box 424F, B•T.

Staff announcer, light experience, married. Will travel, available immediately, very conscientious. Short time staffer, write copy, good news. Commercial, travel, ambitious. Box 426F, B•T.

General staff—limited experience, versatile, ambitious, hard-working. Available now, salary secondary, tape and resume. Don Barton, 26 Linden Street, Brooklyn 21, New York.

Announcer, former PD, morning man—3½ years radio. 1 year television. Present station going off air. Married, 2 children, 29, vet. Jay Corrington, 1217 Latham, Lima, Ohio. Phone 2-7430.

Original approach. Staff announcer, news, DJ. Present salary $324. Available immediately. Robert Dunn, 1011 N. McLean, Bloomington, Ill., 4-4179.

2 years experience. DJ, news, play-by-play baseball-basketball, copywriting. Desire eastern or New England state. HY 8-1075, Bob Feriss, 630 Dumont Avenue, Brooklyn 7, New York.

Staff announcer, light experience, married, will travel. E. Hickey, RD No. 1, New Oxford, Pa.

Available. Experienced staff man. Newscasts, commercials, DJ. Pleasing voice, personality. C/o Kiernan, 6406 Franklin Ave., Hollywood 28.

Announcer DJ, news. Operate console, Midwestern graduate. Tape, resume. Will travel. Ray Lentz, 2032 N. 73rd Ct., Elmwood Park, Ill.

Seeking permanent position in south. Strong news and commercial; short on experience, long on talent for opportunity pay-off. Unattached, car. Bill Manning, 1814 West 6th Street, Brooklyn, N. Y.

Dependable disc jockey—staffman desires permanent position with progressive station. Popular and hillbilly music; 4 years radio and television—versatile, ambitious, presently employed. Lou Shabott, 84 West Union Street, Wilkes Barre, Pa.

Top notch, announcer, DJ, newsman, highly qualified chief engineer, experienced, energetic, sales experience, seeking greater opportunity Texas or southwest. Family, best references. Available two weeks. 405 Fifth Street, S.E., Childress, Texas.

Announcer. First class license, good voice, experienced. 3025 Jennings, Sioux City, Iowa or telephone 7-2035.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer—six years experience transmitter, console, recordings, remotes. Box 302F, B•T.

Experienced chief engineer combo, maintenance, remotes, installation. Box 357F, B•T.

Engineer. 12 years broadcast experience. Available January 10th. Prefer midwest, west coast, television or radio studio. Box 383F, B•T.

Television and radio engineer; 1st class phone license. Experienced in all phases of tv and radio. Studio and transmitter operator and maintenance, microwave links. Available immediately. Box 402F, B•T.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Not fair, fat and 40, not trembling and 20 either. Just young enough to want a good, challenging job. Gal with experience in copy, traffic, air work, available for right job. Prefer Kansas, Oklahoma or Colorado location. Box 282F, B•T.

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 304F, B•T.

Program director-announcer, female, saleable ideas. Good copy. First phone. College. Twelve years radio experience. Box 369F, B•T.

Available immediately. 11 years experience radio, newspapers, wire service. Regular contributor national magazines. Want public relations, publicity, news. College. Vet. Draft exempt. Box 389F, B•T.

Good writer, creative and commercial ability. College, radio school. Good typist, dictation. Resume, photo, samples. Box 399F, B•T.

TELEVISION

Help Wanted

Salesmen

Top audience station in market has opening for experienced energetic salesman to handle local tv sales for 100,000 watt NBC-ABC DuMont station. Midwest. Send complete information, Box 422F, B•T.

Announcer

Texas television station has immediate opening for announcer, director, with special emphasis on announcing abilities. Medium market with complete studio set-up. Send letter and picture with experience, salary expected and references that can be contacted. Excellent opportunity for young man with talent and willing to work. Box 415F, B•T.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted . . . Ambitious engineer with medium of two years experience in installation and maintenance of video equipment. Excellent opportunity to advance into management as assistant to our Director of Engineering. This company operates two radio and tv stations in the midwest. Must be willing to work hard to learn all phases of engineering administration, including planning of new installations, supervising of maintenance, supervision of operating engineers, and handling correspondence. Please write a complete description of experience, including data on education, salaries received and salary expected. All information held confidential. Box 375F, B•T.

Wanted: First class tv technician with actual video experience. This position is permanent and offers good salary and ample opportunity for advancement. Write giving complete employment record and education. Include photo. Box 390F, B•T.

Production-Programming, Others

Accountant—experienced in budget and cost control, prefer radio or tv background. Opportunity to advance in established South Carolina tv-radio operation. State age, experience, salary. Box 359F, B•T.

Program director. Must have successful background in similar capacity, at station level; be able to conceive and produce readily salable local programs on a modest budget; must be experienced in film buying, production, direction, have executive ability and be strong on promotion. Detail your complete story, including present earnings and salary expected. North Central location. Confidential. Box 379F, B•T.

Young woman needed to do woman's program in addition to other duties at tv station in central Pennsylvania. A home economics background preferred but not necessary. Send resume and picture to Box 393F, B•T.

Situations Wanted

Managerial

Program director, assistant manager, operations manager. Excellent qualifications. Long, successful am-tv experience. Seek contacts with new or established tv requiring key man of proven executive and creative ability. Box 277F, B•T.

Station — commercial-sales manager with outstanding uhf success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B•T.

"The test of a man is what he does (and has done!) . . ." 16 years of television and radio experience qualifies me to manage your station's production department. Box 380F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Salesman now employed in tv desires position offering better opportunity. Box 391F, B•T.

Determined college graduate, 29, desires return to first love . . . radio or tv sales. Experienced am tv. Solid selling. Relocate anywhere. Box 410F, B•T.

Announcer

Top-flight seasoned announcer—program man, major market am-tv offers 4 years finest radio-tv experience, excellent references and hard work in exchange for program and/or production staff opening with opportunity for advancement. Box 372F, B•T.

Technical

Engineer, 1st phone, married, veteran, experienced tv studio and microwave, RCA Institutes graduate, prefer northeast states, excellent references. Box 364F, B•T.

Engineer, thoroughly experienced all phases am-fm. Present employer 8 years. Ex-Navy CRT. Desires permanent position with vhf-tv station. Maintenance preferred. Excellent references. Box 366F, B•T.

Qualified cameraman, floor manager, boom operator, with wide training in directing and audio, video, operation, desires position with growing organization. Good network and small station experience as popular vocalist. Some film knowledge. Age 26, veteran, single, reliable. Box 404F, B•T.

First phone—2 years radio-5 kw am-directional plus varied electronic experience. 3 years training radio, tv, communications. Desire position tv studio engineer. Single, draft exempt, will travel. Al Lipshitz, Room 707, YMCA, Erie, Pennsylvania.

Production-Programming, Others

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 304F, B•T.

Television newsman. 16 months tv experience. Announcer. "Beat" man, news writer. 4 years radio, news, action sports. Newspaper background. Single, 24, draft exempt, university graduate. Box 360F, B•T.

Mr. New Station Owner: Have you found that top-notch production manager yet? Look over these qualifications: 1. Can hire, train and manage local people in all phases of stagework. Camera, lighting, carpentry, set-design, mike-boom. 2. Can conceive, produce and direct local shows as fast as your salesmen can sell them. 3. Four years tv experience. Family man, home-owner. 4. Interested only in progressive operation with strong emphasis on local programming. 5. Making good salary. Desire to work on incentive or bonus plan for results. Best references including present employer. Box 385F, B•T.

Puppeteer—puppet record show. One man operation. Profitable. Appealing. Details. Box 409F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Award winning newscaster and writer, mature delivery, thirty-three, ten years experience, presently employed, seeks future. Box 416F, B•T.

For Sale

Stations

Exclusive profitable tri-city 500 watts Ohio daytime independent. Retiring. Cash. Box 289F, B•T.

Radio station in one of Wisconsin's top markets priced at $60,000. Box 363F, B•T.

250 watt radio station, full time operation, located in eastern North Carolina. Reply Box 387F, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale, at a bargain, one brand new 446 ft. galvanized EMSCO type RT 27 tower, 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 296F, B•T.

$38,000 Johnnie Andrews 650 foot guyed tower for $12,500. Complete tower including guys, lighting, etc. For further details, contact Box 297F, B•T.

For sale, six bay RCA super turnstile antenna type TF-6A/B. Will work on channels 8 through 11. Good condition, reasonably priced. Box 353F, B•T.

Federal type 101C field intensity meter, brand new, in original case. At cost, $1,071.90. Write Box 425F, B•T.

Magnecorder tape recorder #PT 6-JAH in excellent condition, $350.00. Ken Kilmer, KBOE, Oskaloosa, Iowa.

RCA 70A vertical-lateral turntable. $100.00. KFRO, Longview, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Two Ampex 401-A tape machines, used but in excellent condition. Cases included. $495.00 each. KTHT, Houston, Texas.

WE transmitter—presently operated at 2500 kw, original 5000 kw. No reasonable offer refused. Write Bill Masi, WHBI, Newark, N. J., or call SO 3-1146.

250 watt station equipment, complete except for tower. Immediately. Walt Kinney, % WKAT, Miami Beach, Fla.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Two RCA 70-C turntables, complete—two Presto 6N recorders—three Ampex 400 tape recorders—one Magnecorder PT63 portable—all used. Write for complete list, Northwestern Recording, 411 S.W. 13th St., Portland, Oregon.

Tape recorder. Presto latest model, 2 case portable. 3 channel mixer, used 70 hours. Sacrifice $450.00. E. L. Osborn, 1540 S. Campbell, Springfield, Missouri, or call collect 5-1433.

Wanted to Buy

Stations

Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 211F, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

FOR SALE—5000 WATT FULLTIME
Network Station in Southwest

Absentee ownership and serious illness of manager only reason to dispose of valuable station. Solid in community, founded 1946, good frequency, completely modern, no real estate. Price: $175,000.00. Will require very little cash to handle, prefer 10 year payment for balance. For sale by owners direct to reliable and successful radio man. Will phone details immediately upon receipt of bonafide inquiry. Reason for blind ad, is to prevent raiding of good accounts by competition. Immediate possession.

Write or Wire Box 419F, B•T.

Wanted to Buy—(Cont'd)

Equipment Etc.

Wanted 50kw fm transmitter and associated equipment. Package deal preferred. Send reply to Box 351F, B•T.

Needed immediately—used 250 watt transmitter regardless of condition, for Conelrad and standby purposes. Rush details to Box 354F, B•T.

Complete equipment for new 250 watt am station transmitter, monitors, board, tables, remote control gear and 150' tower. Box 362F, B•T.

Wanted to buy 5000 watt am transmitter less than five years old. Must be in excellent condition. State price and full particulars in reply. Box 374F, B•T.

Wanted to buy: A used 500 watt or larger fm transmitter and accessories. Box 376F, B•T.

1 to 3 kw fm transmitter modulation and frequency monitor antenna and cable. Have one 250 watt am TEMCO and one Gates 250-500 watt am would like to trade on above fm equipment. Box 414F, B•T.

One G. E. frequency monitor for use on 96.9 megacycles "fm". WOPI, Inc., Bristol, Tennessee.

Wanted—used studio disc recorder in good condition. Forward description and price to Arliss Woodward Entertainment Agency, 2520 Schaeffer Street, Saginaw, Michigan.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

RADIO

Help Wanted

COMPLETE STAFF

. . . for new daytime station approximately December 1st.

Sales Manager

Salesmen

Program Director

Announcers (specializing in **popular** and **hillbilly** disc jockey **shows**, with or **without** first class ticket.)

(with air qualifications)

Girl Friday

All Personnel must be capable of air work.

Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

C. LESLIE GOLLIDAY
Radio Station WEPM
Martinsburg, W. Va.

Salesman

TV and RADIO SALESMAN

Immediate opening for aggressive, strong, successful TV and radio salesman for well accepted VHF network station in competitive two station Illinois market. Must have car. Fine, permanent income.

Box 406F, B•T

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

RADIO

Situations Wanted

Managerial

AVAILABLE

Ask any Radio Pioneer. 25 years management, sales, programming. Familiar with all networks, leading representatives, major agency executives, coast-to-coast. Write or call

ED YOCUM
838 Lewis Avenue
Billings, Montana
Phone 3-3656

Announcers

VERSATILE TV ANNOUNCER

6 years radio, over year TV. Age 27. Experienced in news, commercials, weather, MC work. Now employed in Southeastern regional VHF. Happy with station! Unhappy with city. Family man and would like to settle in any other city.

Box 394F, B•T.

Hate to lose him, help need place him. I have a hard working, dependable staff announcer, DJ, staff changes compel his release. Want to see him well placed. Versatile top drawer man—pops—concert—country. Good at dialects which sell. 2½ years commercial experience, all phases. Available about November 30th. Contact E. M. Allen, General Manager, KWNO, Winona, Minnesota.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

5KW
TELEVISION
TRANSMITTER
FOR SALE
RCA - TT5

KOTV TULSA, OKLAHOMA

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

FOR THE RECORD

(Continued from page 116)

KURV Edinburg, Tex., KURV Inc.—License to cover CP (BP-6473) which authorized change hours of operation and installation of directional antenna for night use (BL-5513).

WPLY Plymouth, Wis., Arthur J. Berber, Harold C. Steinke, Clair G. Burrill, and Willard C. Fischer, d/b as Eastern Wisconsin Bcstg. Co.—License to cover CP (BP-8969) as mod. which authorized new standard broadcast station (BL-5514).

Renewal of License

WTAN Clearwater, Fla., Clearwater Radio Bcstrs. Inc.—(BR-2148).

WHBO Sulphur Springs, Fla., Sulphur Springs Bcstrs. Inc.—(BR-1985).

WSRC Durham, N. C., Southern Radiocasting Co.—(BR-3016).

WUSC-FM Columbia, S. C., The Extension Division of the U. of South Carolina—(BRED-100).

Remote Control

KIMO Longmont, Colo., Longmont Bcstg. Co.—(BRC-572).

WAYB Waynesboro, Va., Waynesboro Bcstg. Corp.—(BRC-573).

WTRW Two Rivers, Wis., Two Rivers Bcstg. Co.—(BRC-574).

License for CP

WOL-FM Washington, D. C., Washington Bcstg. Co.—License to cover CP (BPH-1964) which authorized changes in licensed station (BLH-1013).

Modification of CP

WBAP-FM Fort Worth, Tex., Carter Publications Inc.—Mod. of CP (BPH-1929) which authorized changes in licensed station for extension of completion date (BMPH-4959).

November 17 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for extension of time to and including Nov. 26 in which to file answer to petition filed by Jackson Bcstg. & Tv Corp., Parma, Mich., to dismiss application of Mich. State Bd. of Agriculture, and petitions of Jackson and Triad to enlarge the issues in re proceeding for ch. 10 (Dockets 11169 et al.).

Fresno, Calif., KARM The George Harm Station; Calif. Inland Bcstg. Co.—Granted petitions for extension of time to and including Nov. 26 within which replies may be filed to exceptions to initial decision in re applications for ch. 12 (Dockets 9050, 10650) (Action taken 11/12).

By Hearing Examiner R. Gifford Irion

KGUL-TV Galveston, Tex., Gulf Tv Co.—Continued from Nov. 18 to Dec. 7 the hearing in re (Docket 11207), because of other commitments of Examiner.

The Examiner, on his own motion, continued without date, the hearing scheduled for Nov. 15 in re applications of Radio Station WSOC Inc., et al., for ch. 9 in Charlotte, N. C. (Dockets 8837 et al.).

By Hearing Examiner Basil P. Cooper

Orlando, Fla., Mid-Florida Tv Corp.—Denied petition to enlarge the issues with respect to the financial qualifications of WORZ Inc., in re applications for ch. 9 (Dockets 11081, 83).

By Hearing Examiner Herbert Sharfman

Miami, Fla., L. B. Wilson Inc.—Ordered that the time for filing initial proposed findings in re applications for ch. 10 (Dockets 9321 et al.), be extended to Dec. 31, with optional replies due 30 days thereafter.

By Hearing Examiner Charles J. Frederick

Ordered that the hearing in re applications of City of Jacksonville, et al., for Channel 12 in Jacksonville, Fla., be closed, but that the record be kept open until Dec. 1 for the purpose of receiving certain exhibits (whose contents are known to the parties) and for the further purpose of issuance by the Examiner of an Order embodying certain requested rulings (Dockets 10833 et al.).

Hastings, Neb., The Seaton Pub. Co.—Continued hearing sine die in re application for ch. 5 (Docket 10965) because of certain matters involving a proposed petition of applicant to amend its application (Action taken 11/10).

By Hearing Examiner James D. Cunningham

WERD Atlanta, Ga., Radio Atlanta Inc.—Granted petition to reopen the record for the purpose of receiving in evidence WERD's Exhibit No. 65 (Dockets 10638 et al.), in re am facilities, and the record was thereafter closed.

The Word Gets Around...Buy Puget Sound!



KTNT-TV-INFLUENCE AREA

(Over 2,000,000 Able-to-buy People)

Of all Puget Sound Television Stations, Only KTNT-TV Covers These Major Cities in its "A" Contour:

SEATTLE • TACOMA • EVERETT
BREMERTON • OLYMPIA

Quick Facts and Figures of the Puget Sound Market

Population Distribution in KTNT-TV's "A" Contour

(based on 1950 census)

City of Seattle	38%
Balance of King County	21%
Pierce County (including Tacoma)	22%
Balance of area north, west and south (including Everett, Bremerton and Olympia)	19%
	100%

IT'S A VIBRANT, GROWING AREA

The entire Pacific Northwest has enjoyed a steady, healthy growth . . . and it is still growing. For example, the combined population gain for the five cities shown in the above map is 28.4% from 1940 to 1950 (U.S. Census), and 14.1% from 1950 to April 1, 1954.

BEST over Puget Sound

KTNT TV

CHANNEL ELEVEN

316,000 WATTS

ANTENNA HEIGHT 1000 FT. ABOVE SEA LEVEL

CONTACT WEED TELEVISION

CBS TELEVISION for PUGET SOUND

KTNT-TV, 11th & Grant, Tacoma 5, Washington

TELESTATUS

November 22, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,494
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 39,200
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/28/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 99,814
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 105,570
►KPHO-TV (5) CBS, DuM; Katz; 99,814
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 34,866
Yuma†—
►KIVA (11) NBC, DuM; Grant; 24,421

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) 11/4/54-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 82,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair; 18,000
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,929,254
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,929,254
►KHJ-TV (9) DuM; H-R; 1,929,254
►KNXT (2) CBS; CBS Spot Sls.; 1,929,254
►KRCA (4) NBC; NBC Spot Sls.; 1,929,254
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,929,254
►KTTV (11) Blair; 1,929,254
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC. DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,016,110
►KPIX (5) CBS; Katz; 1,016,110
►KRON-TV (4) NBC; Free & Peters; 1,016,110
►KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 76,715
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
►KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
►KBTV (9) ABC; Free & Peters; 237,198
►KFEL-TV (2) DuM; Blair; 237,198
►KLZ-TV (7) CBS; Katz; 237,198
►KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
►WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032

Total stations on air in U. S. and possessions: 413; total cities with stations on air: 275. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,916,446.
* Indicates educational stations.
† Cities NOT interconnected to receive network service.
(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.
(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WSJV-TV

GOES UP IN POWER

Now in excess of 250,000 Watts!

NOW MORE THAN EVER YOU GET COMPLETE COVERAGE in the

SOUTH BEND — ELKHART MARKET

An exclusive UHF Market. Now with

204,103

UHF TV FAMILIES

WSJV-TV

NBC ABC



in

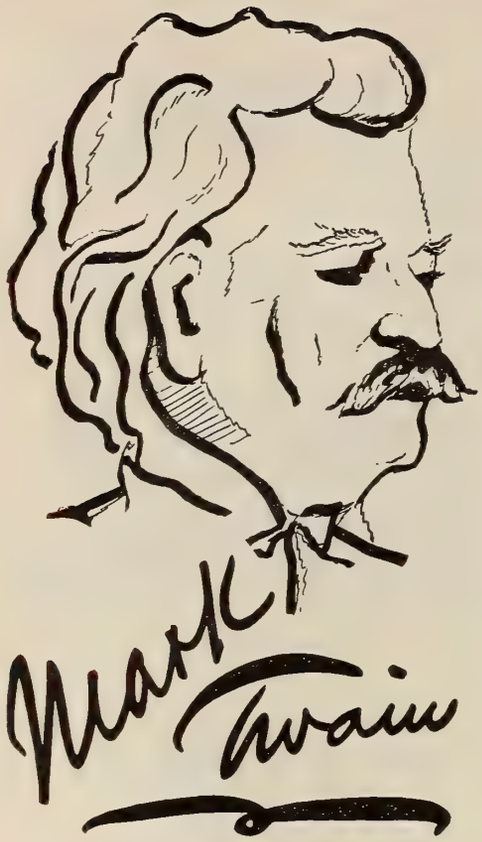
South Bend-Elkhart and the rich St. Joseph Valley

For availabilities and rates see your

H-R TELEVISION MAN

WSJV-TV
ELKHART, INDIANA

John F. Dille, Jr. President
John J. Keenan, Commercial Manager



NEVER DREAMED OF SUCH COVERAGE

124,272

Television receivers are tuned to KHQA-TV — Channel 7 in Hannibal and Quincy, the land of Tom Sawyer and Huck Finn.

Bridging the rich Mississippi River Valley, with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV offers the largest coverage in the tri-state area.

KHQA-TV
CHANNEL 7
CBS – DUMONT

represented by
WEED TELEVISION

FOR THE RECORD

New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 643,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 278,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (d)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Jan. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/55
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC; Weed; 39,324
► WJNO-TV (5) ABC, CBS, NBC, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,130
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 68,347
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macor—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,127
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 37,075
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 202,600
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 73,207
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) CBS; Katz; 662,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,130
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 202,015
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 120,123
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/28/54
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 67,521
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311
Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 62,075
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) Weed
► KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 171,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 108,992
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 65,100
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,640
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
► WCSH-TV (6) NBC; Weed; 130,988
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

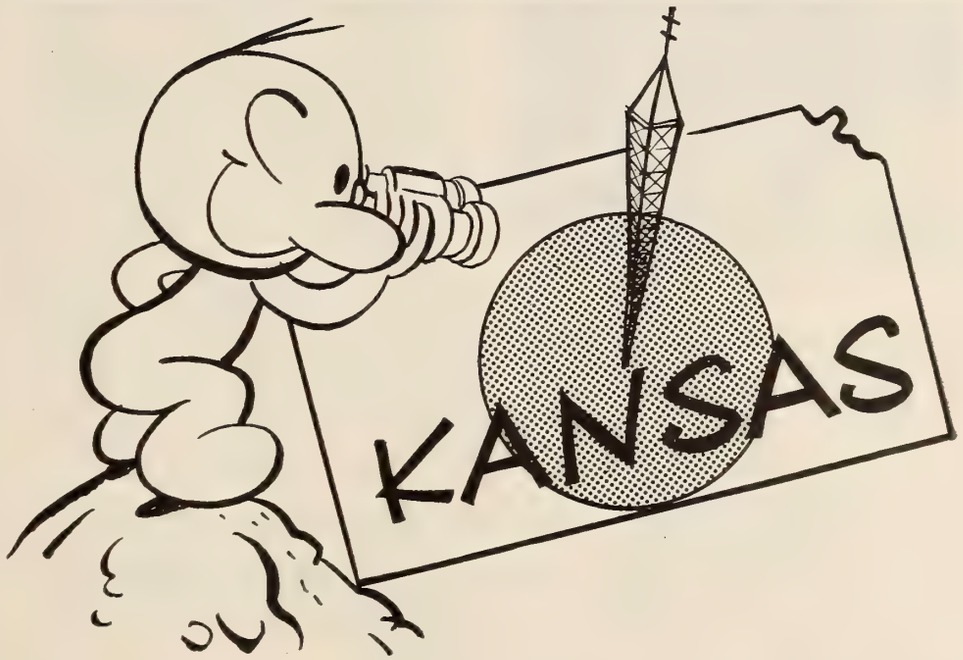
Adams (Pittsfield)—
► WMGT (74) DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,223,801
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,223,801
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 148,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 65,543

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 533,000
► WTCN-TV (11) ABC; Blair; 533,000
Rochester—
► KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 533,000



WINDY, the bright spirit of television in Central Kansas, is getting a good look at the situation — and now he knows the secret to KTVH's success!

According to WINDY's findings, "KTVH caters to the Kansas audience. KTVH interprets the Central Kansas pulsebeat with a programming policy geared to the particular area. No outside influences are allowed to interfere. KTVH IS KANSAS TV — one and the same — in more than 230,140 prospective homes!"

Learn how you can associate yourself with this ideal condition!

KTVH
WICHITA - HUTCHINSON
CHANNEL 12
VHF 240,000 WATTS
CBS BASIC — DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

WHERE CLEAR-CUT REPRODUCTION REALLY COUNTS

you'll find the

TURNER 80

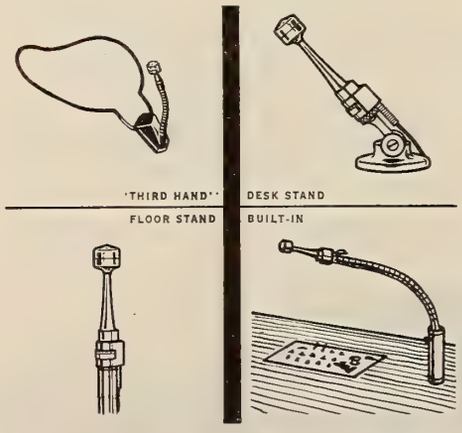


STUDIO CONTROL ROOM AT WMT-TV, CBS IN EASTERN IOWA

There's no room for garbled or misunderstood directions here. That's why WMT-TV chooses the Turner 80 in its control rooms. This small, convenient microphone has a Bimorph moisture-sealed crystal, mechanical and shock proofed to deliver true and clear reproduction every time.

A good example of versatility . . .

The Turner 80's styling, compactness, convenience and performance make it one of the most versatile microphones available. It's non-directional with a response of 80-7000 cps, sensitivity around —54 db. Count the many uses for intercom microphones in your Broadcasting or Telecasting organization. That's the number of times the Turner 80 can work for you.



Model 80. List Price $15.95

THE TURNER COMPANY

TURNER

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Cedar Rapids, Iowa

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 96,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 128,716
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
► KSWM-TV (12) CBS; Venard; 66,700
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Forjoe; 59,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 17,500
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 271,275
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 49,289
► KGGM-TV (13) CBS; Weed; 49,289
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,642

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 301,890
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) Young; 12/2/53-12/1/55
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
WTVE (24) See footnote (d)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 17,000
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 395,400
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 349,530
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 341,000
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,500
► WLOS-TV (13) ABC, DuM; Venard; 205,872
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 430,276
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 242,750
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 239,209
► WTOB-TV (26) ABC, DuM; H-R; 73,400

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,057,110
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 289,503
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) Initial Decision 11/8/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,650
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 196,856
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) 7/16/53-12/4/54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 45,055
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 184,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 189,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

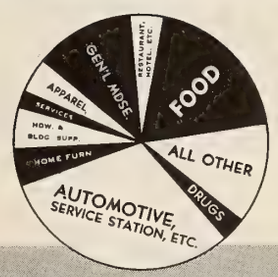
Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,-201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

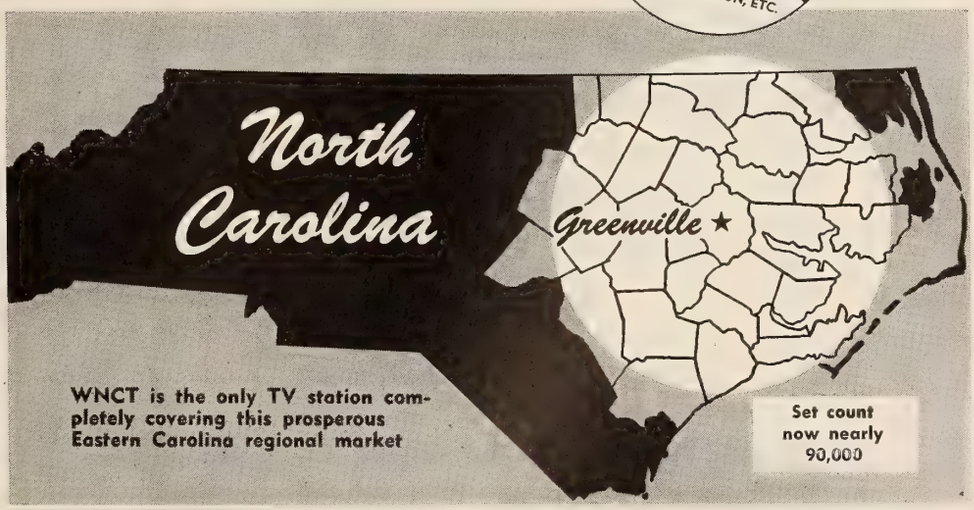
SOUTH CAROLINA

Anderson (Greenville)—
► WAIM-TV (40) CBS; Headley-Reed; 70,876
Camden†—
WACA-TV (15) 6/3/53-Unknown

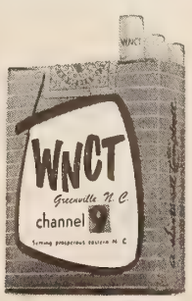
Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Getting your share of this near **BILLION DOLLAR** *market?*





Population about a million . . . Retail sales about a billion. **WHAT'S YOUR MARKET POSITION HERE?** Good, bad or indifferent, **WNCT can help improve it.** Write, 'phone or wire (collect) for complete facts and figures.



PRIMARY CBS AFFILIATE **WNCT** Greenville ★ N. C. channel 9

Operating on 100,000 watts full time

A. Hartwell Campbell, General Manager

JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 126,603
►WUSN-TV (2) NBC, DuM; H-R
Greenville—
►WFBC-TV (4) NBC; Weed; 301,892
►WGVL (23) ABC, DuM; H-R; 75,300
►WAIM-TV (40) See Anderson
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55
Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 65,070
►WIS-TV (10) ABC, NBC, DuM; Free & Peters; 127,526
►WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
►WBTW (8) ABC, CBS; CBS Spot Sls.

SOUTH DAKOTA

Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/25/54
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 91,060
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
►WHBQ-TV (13) CBS; Blair; 306,199
►WMCT (5) ABC, NBC, DuM; Branham; 306,199
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
►WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
►KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194
Amarillo—
►KFDA-TV (10) ABC, CBS; Branham; 59,598
►KGNC-TV (4) NBC, DuM; Katz; 59,598
KLYN-TV (7) 12/11/53-Unknown
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
►KVDO-TV (22) NBC; Young; 25,300
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 414,944
►WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 59,106
►KTSM-TV (9) NBC; Hollingbery; 56,766
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 408,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
►KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 44,626
Houston—
KNUZ-TV (39) See footnote (d)
►KPRC-TV (2) NBC; Petry; 370,000
KTRK-TV (13) ABC; Blair; 2/23/54-11/20/54
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
►KTVE (32) Forjoe; 24,171
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 63,843
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,000
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
►KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
►KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
►KENS-TV (5) ABC, CBS, DuM; Katz; 211,323
►WOAI-TV (4) NBC; Petry; 215,328
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 89,349
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (d)
►KLTV (7) ABC, NBC; Pearson
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
►KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 44,626
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 76,100
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
►KTVT (4) NBC; Blair; 166,800
►KUTV (2) ABC; Hollingbery

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC, DuM; Weed; 85,000

VIRGINIA

Danville†—
►WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
►WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 93,971
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (d)
►WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 470,108
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 276,345

As the Navy goes...



so goes the world

27,300 sailors and Marines

8,500 civilian workers

having a combined payroll of

$5,000,000

per month

are based in Charleston

Another reason why we have over 100 advertising success stories in our first year of operation.

WCSC-TV

Channel 5

CBS ABC



John M. Rivers, Pres.

Free & Peters, Inc.
National Representatives

CHARLESTON, S.C.

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
KPKR-TV (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 378,300
► KOMO-TV (4) NBC; Hollingbery; 378,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 91,515
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 378,300
► KTNT-TV (11) CBS, DuM; Weed; 378,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 448,382
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 37,500
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 65,000
► WMTV (33) ABC, NBC, DuM; Bolling; 60,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 351,150
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 708,115
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) CBS; Meeker

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
► CFRN-TV (3)
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 11,249
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
► XETV (6) Weed; 260,550

UPCOMING

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov. 28: Communion breakfast, Catholic Apostolate—Radio, Television & Advertising, Waldorf-Astoria, New York.

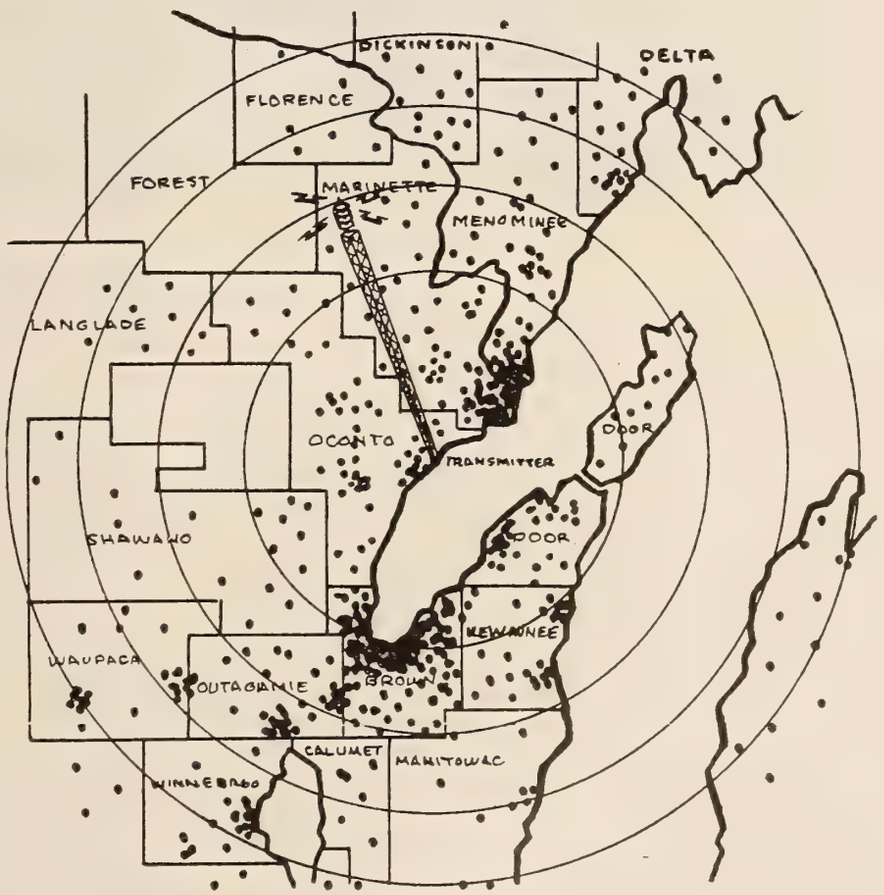
Nov 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

Dec. 3: Board of Governors, Canadian Broadcasting Corp., Toronto.

SEE How II Covers Green Bay Packerland



Here's where WMBV's mail came from during its first three weeks of telecasting. Most of this mail enclosed money for recipes and household needs offered on WMBV's afternoon Home Show and in late evening offers.

For Attractively Low Rates and Unduplicated Coverage See

VENARD, RINTOUL & McCONNELL, INC.

New York - Chicago - Los Angeles - San Francisco - Boston

WMBV-TV

Radio-Television Park, Marinette, Wis.
Green Bay Phone HEmlock 5-9389
Milwaukee Phone WOodruff 4-3587

Competition: Color Added

IN THE stiffening inter-media competition which will be the inevitable corollary of color television development, television will have to brace itself for a fight. As we commented here last week, tv is beginning to do that through the organization of Television Advertising Bureau.

But radio, too, may expect new attacks in the period ahead. As television, with its added dimension of color, begins to eat into budgets that newspapers, magazines and other visual media have monopolized, these other media are going to look in all corners for new advertising money. In one corner they will find radio.

Hence the action taken last week to beef up the Broadcast Advertising Bureau may be viewed with particular gratification. BAB, or rather the Radio Advertising Bureau as it will be called after Jan. 1, should be in good trim to join battle on behalf of radio.

In a sense, of course, TvB and BAB will be themselves competitive. But they will find their principal antagonists among the other media. Color tv will introduce far more difficulties for newspaper and magazine space salesmen than it will for radio men, for color will be particularly useful to users of the visual media.

It is in the ensuing effort of these visual media to capture new accounts as a replacement for business lost to color tv that radio is bound to feel some shocks. These shocks will be survived only if radio is buttressed by a strong promotion program.

In its relatively few years of existence, BAB has had a double job on its hands—not only to sell radio to advertisers but also to sell BAB to broadcasters. Of the two jobs, BAB has done the second better, and it was necessary that it should. It can now be said that BAB has enlisted a strong and growing membership. With the substantial dues that are now assured, it will be able to concentrate more attention on its other job—selling radio to advertisers.

For the good of both air media, a strong TvB and a strong RAB will be essential.

'NAB'—In Name Only

THERE'S a new "NAB" in the broadcasters' lexicon—the National Audience Board. The first chapter was activated in Los Angeles a fortnight ago with the purpose of "maintaining high standards in tv programming" but with an ear toward radio, too.

Because of past experience with pressure groups and do-gooder projects they always have been suspect with us. Most have been paper outfits seeking public contributions.

The prime mover of "NAB" is Peter Goelet, former owner of WGNY Newburgh, N. Y., identified with one of the country's most prominent banking families. He is well-known in broadcasting and amateur radio circles. He has been a free-enterpriser, who abhors censorship or government interference with business.

The NAB project contemplates formation of chapters in major cities. It extends the hand of cooperation to broadcasters. Mr. Goelet disclaims "big stick" aspirations. He wants to get at the "wilfull minority" through public opinion.

We're still from Missouri, even though the project appears to have points to commend it. It will bear watching. Without the cooperation of broadcasters and advertisers, NAB will go the way of all reformer flesh—as another misguided pressure outfit.

Taking the Starch Out of ANPA

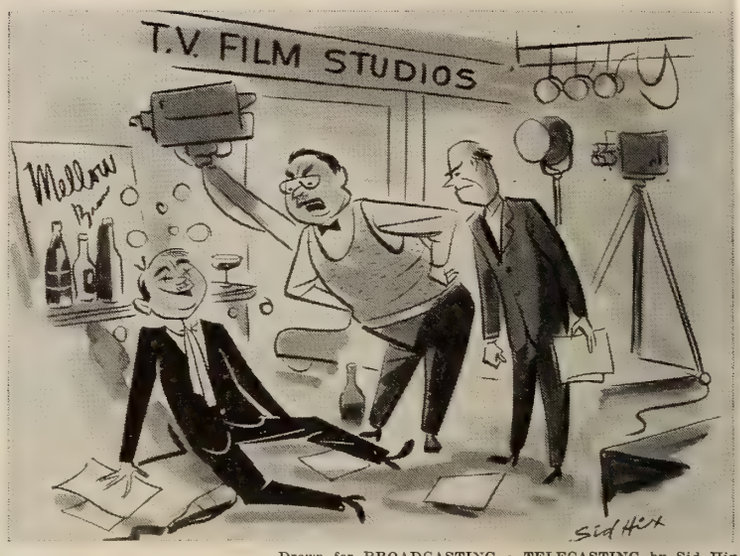
MR. ALLEN B. SIKES regards cost-per-thousand as a "meaningless" yardstick. This is scarcely news of stop-the-press type, a term of which Mr. Sikes undoubtedly will approve. Mr. Sikes is field director of the Bureau of Advertising, American Newspaper Publishers Assn., and everybody knows where the lowest cost-per-thousand can be found.

We suspect Mr. Sikes is galled by the broadcast media's continuous, and rightful, emphasis on their lower costs-per-thousand. He took to the rostrum of the Advertising Club of New Haven a few days ago to let fly at comparisons made on this basis [B•T, Nov. 15]. It was a speech which we should like to complete.

Mr. Sikes cites a television program which he says is generally popular throughout the country and reaches 40% of the tv homes in Cincinnati and 7% in Dallas-Ft. Worth. He figures this might be a good buy for a brewer but a waste of money for "the guy selling chili con carne, which is highly popular in the Southwest." We venture the chili con carne vendor would find it profitable too, if he is interested in increasing his market. There must be somebody in Cincinnati who would develop a taste for chili—and we venture the cost-per-thousand would work out favorably.

Mr. Sikes makes a point that print advertising is read because people are interested in the product advertised, but that radio-tv audiences tune in for the programs, not the commercials. In the latter we think he is correct and that this is the surest way of getting the commercial across—and of reaching people who didn't realize they were interested in a product as well as those who are. And can't print advertising readership also be classified as "incidental"? Can't whole magazines be read without an advertisement getting attention?

Mr. Sikes also cites the Daniel Starch research organization's findings that the average tv commercial is seen—we think Mr. Sikes meant "is recalled"—by 41% of the program viewers. Mr. Sikes should update his own research. More recent Starch figures hike that 41 to approximately 60.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Fosslip, let's have a little less consumption of beer and wine before and after the commercials, too!"

McConnaughey Block

BAPTISM of George C. McConnaughey before the Senate Interstate Commerce Committee on his confirmation as a member and chairman of the FCC was nothing to write home about. But it's evident that Democratic members expected him to become expert on all things involving FCC policy in the short month he had served.

Mr. McConnaughey was the innocent victim of partisan by-play. The Democrats had decided to block confirmation of all "controversial" Eisenhower appointments at this special McCarthy censure session, anticipating control of the Senate next January.

Mr. McConnaughey's record as an administrator, both in Ohio as chairman of its Public Utilities Commission, and for nearly a year as chairman of the Renegotiation Board in Washington, was good. His expressed philosophy of regulation in the broadcast field has been forthright—he's for a minimum of government interference.

Because Mr. McConnaughey didn't seem to know all the answers on uhf, intermixture of uhf and vhf in the same markets, and subscription tv, he may be in for some rather rigorous examination at the next session. His nomination must be resubmitted. But, even after three months, he could not conceivably know all the answers in so highly complex a field as telecommunications.

It was for this reason that we urged the Administration to retain the then *status quo* on the chairmanship and allow the new appointee to familiarize himself with problems and procedures, "rotating" the chairmanship perhaps after a year of indoctrination.



. . . on WWJ, of course!

Everybody benefits from WWJ's emphasis on comprehensive 15-minute newscasts, strategically scheduled throughout the day. Listeners hear more news. WWJ gets more audience. You reach more people, sell more goods.

Best-equipped in Detroit for this kind of job, WWJ features the town's top radio reporters, backed by leading wire services and The Detroit News, Michigan's largest daily newspaper.

***Complete* 15-minute newscasts**—telling *all* the worthwhile news—is further evidence that WWJ is, as always, Detroit's leader in building and broadcasting programs of solid substance and listener loyalty. A limited number of newscasts are available for complete sponsorship or participation.

WWJ AM-FM Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *OWNED AND OPERATED BY* THE DETROIT NEWS • *NATIONAL REPRESENTATIVES: THE GEORGE P. HOLLINGBERY CO.*

ON THE AIR FROM 7A.M. TO 1A.M.

basic CBS shows + top ABC shows
+ ST. LOUIS' FAVORITE PERSONALITIES



ED WILSON
4:15 — 5:00 P. M.



TOM DAILEY
12:30 — 1:00 P. M.



GIL NEWSOME
5:00 — 5:30 P. M.

= =

UNBEATABLE ENTERTAINMENT
AND

ZOOMING SALES

FOR YOU

you'll sell more...

in St. Louis on channel **4**

1,560,000 POPULATION
100,000 WATTS — OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

KWK-TV

CBS TELEVISION NETWORK

NOVEMBER 29, 1954

35c PER COPY

BROADCASTING TELECASTING

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o Smaller Stations
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1,000-Ft. Tower
Restriction Sought
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illiam Ryan to Head
uality Radio Group
Page 86

EATURE SECTION
Begins on Page 39

24TH year

THE NEWSWEEKLY OF RADIO AND TV

KOTV TULSA . . .

a Better Buy than ever before!

BECAUSE . . .

- Now at maximum power of 100,000 watts, beamed from a new tower 1135 feet above ground (1328 feet above average terrain).
- Now serves a larger market than any other station in Oklahoma (1,116,790 people and 345,014 families, excluding Oklahoma County; 0.1MV/M only).
- A Tulsa station in the heart of America's oil-rich quality market (of the 58 largest cities in America, Tulsa ranks 7th in consumer spendable income, 11th in percent increase in population since 1950, and 6th in percent increase in retail sales since 1948).
- Viewing habits firmly established in over five years in which KOTV was the only VHF station serving the market. Now in its sixth year.
- Top programming as a CBS basic affiliate.
- Over five years telecasting experience.

KOTV, Inc.
Represented by
Edward Petry & Co., Inc.
NEW YORK CHICAGO LOS ANGELES DETROIT ST. LOUIS SAN FRANCISCO DALLAS

KOTV channel 6 CBS
TULSA
CBS BASIC AFFILIATE



3,464 RADIOS



1,432 INHALATORS

WLS

CHRISTMAS NEIGHBORS CLUB



865 ORTHOPEDIC WALKERS



3,451 WHEEL CHAIRS



533 HOSPITAL BEDS

Each Christmas Season for nineteen years, generous listeners have contributed to the WLS Christmas Neighbors Club—to provide wheel chairs, inhalators, orthopedic walkers, and other equipment, to hospitals and like institutions. To date, more than $408,356 has been contributed.

Such help to their less fortunate neighbors is but one example of how WLS and its listening families work together. It's made possible by the confidence listeners have in WLS—the result of continuous, dependable devotion by WLS to the interests of the individual, the family, and the communities in the midwest.

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES • CLEAR CHANNEL

50,000 WATTS • ABC NETWORK • REPRESENTED BY JOHN BLAIR & CO.



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV Channel 8

LANCASTER, PA.

NBC • CBS • DUMONT



316,000 WATTS

COVERAGE and COLOR

CHANNEL 8 MIGHTY MARKET PLACE

YORK	HARRISBURG	READING
HANOVER	LEBANON	POTTSVILLE
GETTYSBURG	CARLISLE	HAZLETON
CHAMBERSBURG	SUNBURY	SHAMOKIN
WAYNESBORO	LEWISTOWN	BLOOMSBURG
FREDERICK	LOCK HAVEN	LEWISBURG
WESTMINSTER	HAGERSTOWN	MARTINSBURG

STEINMAN STATION • *Clair McCollough, Pres.*

Represented by

MEEKER TV, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit.

NEW CBS DEAL • There's no sign of usual fierce network competition in new CBS Television Extended Market Plan, making tv affiliations available to small markets (story page 31). Instead of engaging in rate war, CBS has not solicited NBC-TV primary stations. Entire purpose, according to CBS-TV officials, is to help small-market stations by making them more attractive to advertisers.

B•T

CBS TELEVISION will soon complete analysis of all its affiliates carrying less than five hours network business per week. These stations will benefit from EMP because regular affiliation requires station to give five hours before getting paid whereas payments start with first program under EMP. About score of present affiliates will soon be sent letter offering benefits of EMP, with another group of CPs, which had indicated interest in affiliation, to be next on list.

B•T

SURE CONVERSION • Storer Broadcasting Co., first to reach new multiple ownership quota with its proposed acquisition of WFTL-TV Fort Lauderdale and CP of WMIE-TV Miami [B•T, Nov. 22], reportedly is contemplating plan for made-to-order uhf circulation in Greater Miami market. Upon transfer of properties, purchased for aggregate of $335,510, Storer would convert all vhf receivers in Miami area for uhf reception at own expense, capitalizing item and writing it off as part of overall cost.

B•T

EXAMINATION of application filed by CBS with FCC for purchase of WSTV-TV Steubenville for $3 million and move of channel location reveals that transmitter site would be only 3½ miles north of center of Pittsburgh. Coordinates show location is about ¾ mile from tower of WDTV(TV), DuMont-owned station. Studios, however, would be maintained in Steubenville as well as Pittsburgh.

B•T

ANOTHER TRY • Effort may be made this week by Senate Majority Leader Knowland to procure confirmation of George C. McConnaughey as member and chairman of FCC. It's understood he will contend agreement with Democrats during McCarthy censure session was to abandon consideration of "controversial" confirmations and that McConnaughey appointment is not in that category.

B•T

NORMAN GITTLESON, manager of WJAR-TV Providence, which has enjoyed phenomenal success since its founding in 1949, has resigned effective at yearend. Understood Doty Sinclair, identified with licensee Outlet Co., will move into an executive spot. Mr. Gittleson shortly expected to announce new connection and Outlet Co. appointment of new manager—probably established tv broadcaster.

B•T

HOOVER STUDY • Hoover Commission for streamlining governmental agencies presumably isn't too much concerned about regulatory bodies such as FCC. So far there's been no revival of proposals of other years that communications and transportation be lumped into Cabinet rank post or that they be made bureaus of Dept. of Commerce. Commission is, however, studying proposal, which some FCC members advocate, to kill or amend Section 309c of Communications Act. That provides for practically unlimited protests on grounds of economic injury or signal interference and is considered delaying factor as now written.

B•T

IN HIS TWO month FCC tenure, Chmn. McConnaughey has formulated certain definite views. He feels all "hard core" cases should be considered by full seven-man Commission, even if it means holding them over several weeks. Moreover, he is opposed to excessive travelling and speechmaking by FCC members because of effect on full attendance. He also is working toward one decision day per week with no "eleventh hour" cases brought in for immediate consideration.

B•T

WHEELING-DEALING • Westinghouse Broadcasting Co. admittedly is looking for four stations—two v's and two u's—to complete its multiple ownership quota of seven. Pittsburgh, of course, is No. 1, and announcement is expected almost any day on deal to acquire WDTV (TV) there from DuMont. This would mean Westinghouse withdrawal from ch. 11 competition against two adversaries (WWSW, WJAS).

B•T

MEANWHILE, it was assumed that if and when Westinghouse withdraws from ch. 11 race, WWSW and WJAS, remaining applicants, would enter conversations regarding merger. WJAS last week said that to date there had been no merger talk.

B•T

'LUCY' RE-RUNS • There's interesting Madison Avenue speculation on precedent whereby *I Love Lucy* becomes second-run feature on CBS-TV under Lehn & Fink sponsorship. Repeated shows will be run Sundays at 6 p.m. under 39-week contract with renewal options. *Lucy* has been handled at Biow Co. for Philip Morris by C. Terrence Clyne, senior vice president, who Jan. 1 moves to McCann-Erickson with $7 million Bulova account. McCann-Erickson is agency for Lehn & Fink. Budget for *Lucy* repeat understood to run more than $3 million for time and talent (see story page 62).

WEEK IN BRIEF and INDEX
See page 10

B•T

GREATER ACTIVITY than usual being manifested in yearend station representation shifts, both radio and tv. Jockeying for position has always been yearend order, but this year there are more personal solicitations than at any time in last decade, with head men making presentations to stations.

B•T

QUICK TRIP • FCC Comr. Rosel Hyde, who has been in Mexico City since Nov. 4 as chairman of U. S. delegation in conversations with Mexico on broadcast allocations, returns to Washington tomorrow (Nov. 30) to attend FCC sessions. Accumulation of unsettled policy matters before FCC is believed responsible for quick return trip. He will resume Mexican assignment next week.

B•T

STANDARD BRANDS Inc. (Chase and Sanborn coffee), New York, through Compton Adv., New York, preparing annual 52-week radio-tv spot announcement campaign, to start early in January. Approximately 75 television and 20 radio stations will be used.

B•T

ELECTION PARADOX • Harry Plotkin, minority (Democratic) counsel of Senate Bricker Investigating Committee, finds himself in unique status. While he's minority counsel, he will write "majority" report on proposed inquiry into network licensing and related matters to be presented to next Congress. Since committee then will be organized by Democrats, his minority report becomes majority. What will he recommend? There's reason to believe he doubts necessity of full investigation at Congressional level; feels job belongs to FCC at this stage.

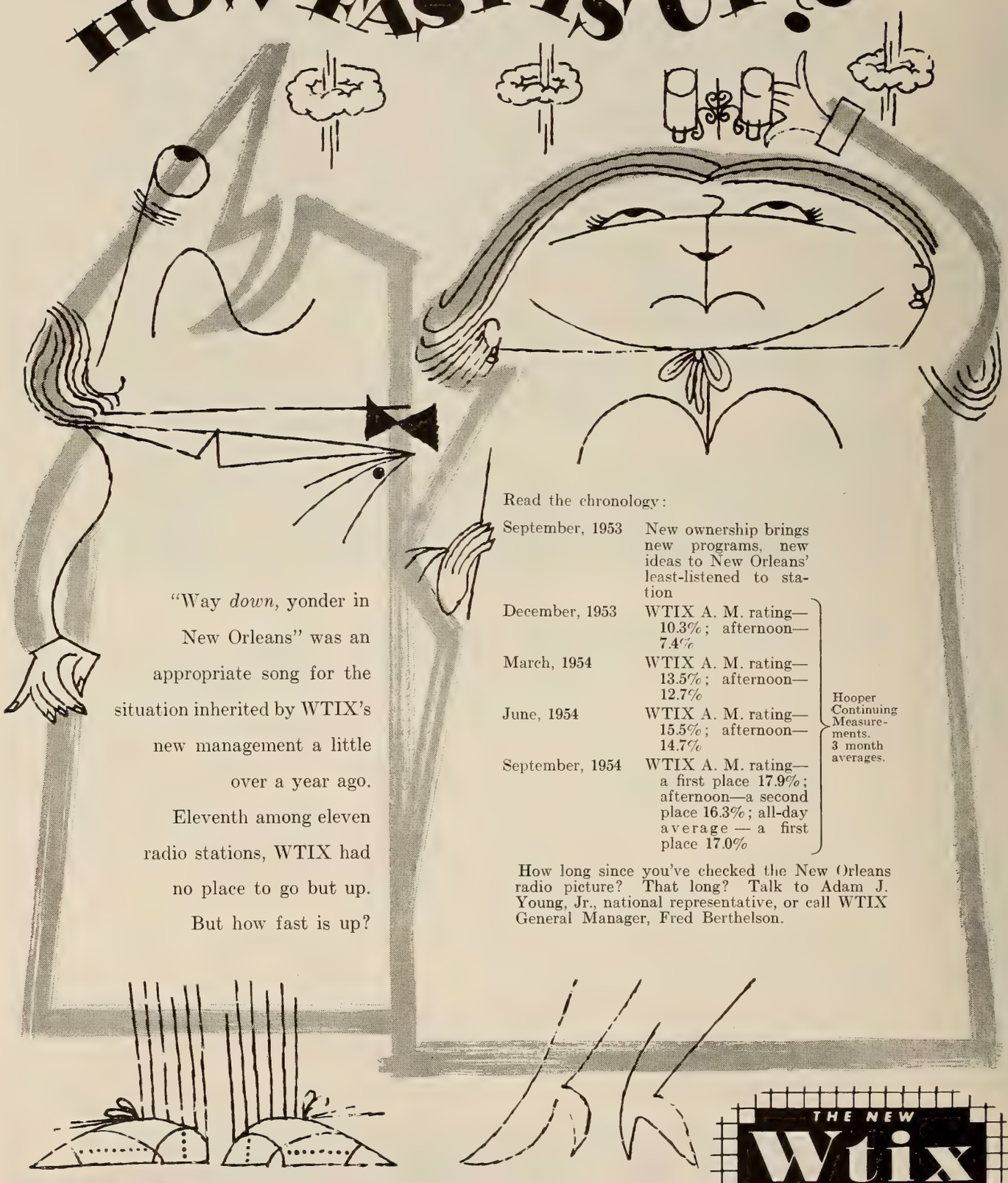
B•T

BROADCASTERS who wonder what might happen to their electronic apparatus in case of atomic attack will have their questions answered in Nevada atomic tests this winter. Under civil defense auspices, Radio-Electronics-Tv Mfrs. Assn. is sponsoring placement of equipment and components around "see-the-blast" area to find out how gear stands up under impact of shock, heat and radioactivity.

B•T

LIGHTED LINES • Sounds like the Army (but with a twist): *Ad hoc* committee looking into methods of improving lighting and marking of tall tv towers has engaged camouflage expert to study feasibility of painting guy wires with phosphorescent paint (so they glow in dark).

HOW FAST IS UP?



"Way *down*, yonder in New Orleans" was an appropriate song for the situation inherited by WTIX's new management a little over a year ago. Eleventh among eleven radio stations, WTIX had no place to go but up. But how fast is up?

Read the chronology:

September, 1953	New ownership brings new programs, new ideas to New Orleans' least-listened to station	
December, 1953	WTIX A. M. rating—10.3%; afternoon—7.4%	Hooper Continuing Measurements. 3 month averages.
March, 1954	WTIX A. M. rating—13.5%; afternoon—12.7%	
June, 1954	WTIX A. M. rating—15.5%; afternoon—14.7%	
September, 1954	WTIX A. M. rating—a first place 17.9%; afternoon—a second place 16.3%; all-day average — a first place 17.0%	

How long since you've checked the New Orleans radio picture? That long? Talk to Adam J. Young, Jr., national representative, or call WTIX General Manager, Fred Berthelson.

THE NEW **Wtix** NEW ORLEANS 16, LA.

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, *Omaha* Represented by H-R Reps., Inc.

WHB, *Kansas City* Represented by John Blair & Co.

WTIX, *New Orleans* Represented by Adam J. Young, Jr.

at deadline

Tv Dominated by Women Dialers, Pulse Study Shows

FEW "man-dominated" programs among "America's Dialing Millions" exist in tv, according to Dr. Sydney Roslow, director of Pulse Inc., who reported on new Pulse survey which gathered audience composition data from 64 markets in country. More than quarter-million persons interviewed in 117,000 homes national sample.

Thus, Dr. Roslow declared, tv is being built by "qualitative appeal." He pointed to two similar detective shows on same network with one delivering only one-tenth of single point rating more than the other—but, he said, "One delivers a bonus of almost one-third more men than the other. Obviously in this case the program delivering the far larger total audience is the better buy."

Women outnumber men in twirling receiver dial for every tv program, except for late, nighttime news and sports programs, Dr. Roslow reported his findings indicated. "A small audience program directed to women for a product women buy for the whole family repeatedly does a whale of a sales job. Prestige rivalry for the biggest does not necessarily mean the best," Dr. Roslow said.

Dr. Roslow said Friday that Pulse's special study on cumulative audience as part of its monthly U. S. tv report should pinpoint further danger to tv as medium because of search by certain advertisers for "bigger and bigger ratings in individual markets."

Special report included "too often neglected" rural segment, which regularly comprises 27% of Pulse's U. S. sample, Dr. Roslow explained, saying data accumulated indicated that, "within the frame of the same program type, there are sufficient variations in audience appeal to cause a considerable swing in attention."

AFL Moves News Series To 175 ABC Radio Outlets

AMERICAN Federation of Labor moving its quarter-hour across-the-board news commentary program to ABC Radio effective first of year, after more than four years on Mutual, and will expand station lineup from 150-plus to 175.

Two-year contract represents just under $1.2 million in annual billings. Potential commentators have been screened down to three, with Edward P. Morgan, now of CBS, understood to be top runner for assignment, which has been handled by AFL staff member Harry Flannery since departure of Frank Edwards in policy dispute last summer [B•T, Aug. 16]. (Mr. Morgan, it was learned late Friday, has resigned as director of news, effective Dec. 3.)

Time period unchanged: Mon.-Fri., 10-10:15 p.m. (EST). Negotiations included M. S. Novik, consultant to AFL, and ABC's President Robert E. Kintner and Thomas Velotta, vice president and administrative officer, news, special events, sports, and public affairs dept.

TvB on Madison Avenue

TELEVISION Bureau of Advertising has signed long-term lease for offices at 444 Madison Ave., in heart of New York's advertising district. Occupancy set for Dec. 1.

18 NEW CHURCHES

EIGHTEEN new churches in West Germany along Iron Curtain will be completed by Christmas as part of "Wooden Church Crusade," headed by Fulton Lewis jr., MBS commentator. Crusade calls for erection of 49 churches—one for each state in the U. S. and District of Columbia—as symbol of freedom in shadow of communist-controlled Germany. Nearly $600,000 has been contributed by Mr. Lewis' listeners. Estimated $1,200,000 ultimately will be spent.

Kaufman Explains Position Of Guild in Net Situation

GUILD FILMS Co., which has been negotiating with DuMont Tv Network on possible program-production arrangements [B•T, Nov. 22], said Friday that "within the concepts" of its cooperative production-distribution relationship with Vitapix Corp., it "is not interested in acquiring a network."

President Reub Kaufman described this as "obvious" in statement, saying, "Guild Films is not in the business of buying, selling or operating stations. Its functions are to produce and distribute programs and to service the users of the programs. Under its arrangements with Vitapix Corp., Guild Films is making available its programs on a national spot basis in desirable time periods over facilities of Vitapix stations."

Statement did not refer to reports that Guild-DuMont negotiations may lead to Guild's acquisition of DuMont productions and production facilities as well as more immediate objective of aligning DuMont's owned stations—WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh—with Vitapix group.

Shell Oil Appoints K&E

SHELL OIL Co., New York, appoints Kenyon & Eckhardt, N. Y., to handle advertising effective Jan. 1. J. Walter Thompson Co., N. Y., will continue to service product advertising of Shell oil while Kenyon & Eckhardt will continue to do product advertising of Quaker State Oil Refining Corp.

AFTER BROILERS

MAIL and phone calls swamped NBC-TV after single announcement, made 10 minutes past midnight (EST) on Steve Allen's *Tonight* (11:30 p.m.-1 a.m.). Show Nov. 19 offered to select five senders of postcards as winners of Broil-Quick Super Chef Rotisseries (Agency, Hicks & Greist). NBC-TV says it counted 98,154 mail pieces in three days after announcement, with mail still coming in. Winners will be picked on *Tonight* program this Friday.

• BUSINESS BRIEFLY

TOBACCO MUSIC • Riggio Tobacco Corp., N. Y., started sponsorship last Wednesday of 5½-hour-long *Music Through the Night,* symphonic program over WRCA New York (Mon.-Fri., 12:30-6 a.m.). Agency: L. H. Hartman Co., N. Y.

CARLING'S MAY BUY • Brewing Corp. of America (Carling's ale), Cleveland, considering five-, 10- and 15-minute evening segments in radio in its distribution markets for sponsorship to start Dec. 1 and run through 1955. Benton & Bowles, New York, is agency.

BREEZE PROJECT • Lever Brothers (Breeze), New York, contempating radio spot announcement campaign in number of smaller markets for 10 days effective Jan. 12. BBDO, New York, will be placing schedule.

Q-TIPS LOOKING • Q-Tips (sterilized swabs), New York, through Lawrence C. Gumbinner Adv., New York, considering sponsorship of radio network show plus spot announcement campaign to be launched after first of year.

NABISCO KID SHOW • National Biscuit Co. (Nabisco), New York, through McCann-Erickson, New York, to sponsor half-hour tv children's show, *Sky King,* on about 28 stations, effective Jan. 1.

NBC-TV SIGNS KRAFT • Kraft Foods Co., Chicago, through J. Walter Thompson Co., New York and Chicago, which has been shopping for tv network to place its newly-bought *Spaceman,* has just signed with NBC-TV for Saturday afternoon period.

BROMO-SELTZER SIGNS • Emerson Drug Co., Baltimore (Bromo-Seltzer), through Lennen & Newell, N. Y., has signed for alternate-week sponsorship of *Chance of a Lifetime* over DuMont (Fri., 10-10:30 p.m. EST) starting Dec. 10. Lentheric Inc., N. Y., through Cunningham & Walsh, N. Y., has renewed as alternate sponsor starting Dec. 17.

OLSON RUG ON 'CLUB' • Olson Rug Co., Chicago, to sponsor 9-9:15 a.m. Monday segment of ABC Radio's *Breakfast Club* effective Jan. 10 for 13 weeks. Agency: Presba, Fellers & Presba, Chicago.

BAKERY SYMPHONY • Tasty Baking Co. (regional bakery), Philadelphia, to sponsor hour-long telecast of Eugene Ormandy and Philadelphia Symphony Orchestra on five stations Dec. 16, 8-9 p.m. Program will be originated by WFIL-TV Philadelphia and also seen live on WAAM (TV) Baltimore, WATV (TV) Newark, WILK-TV Wilkes-Barre and WGAL-TV Lancaster. Agency: N. W. Ayer & Son, Philadelphia.

'JURY' GETS SPONSOR • Pharmaceutical Inc., Newark, N. J. (Geritol, Geritol Junior, Serutan), to sponsor *Juvenile Jury,* Sun., 4-4:30 p.m. (EST) on NBC-TV, effective Jan. 9. Agency: Edward Kletter Assoc., N. Y.

ROCKWOOD ON 'CLUB' • Rockwood & Co., Brooklyn (candy), signs to sponsor Wednesday and Friday 9-9:15 a.m. segments of ABC's *Breakfast Club* on 311 radio stations effective Jan. 12. Agency: Paris & Peart, N. Y.


Quick Clean up...
Get into every nook and corner
of this rich midwest industrial area
with your sales message! You'll get results on
WJBK-TV
DETROIT
We make a business of clearing away
selling problems with all the power
of our top CBS and local TV programs,
commanding Channel 2 dial position,
1,057 foot tower and 100,000 watt power.
A STORER STATION
Represented
Nationally by
THE KATZ AGENCY
National Sales Director, TOM HARKER,
118 E. 57th, New York 22,
ELDORADO 5-7690

at deadline

Opposition Filed to Change In Power-Height Limits

HEAVY influx of opposition to any change in present Zone 1 tv power-height limitations filed at FCC Friday, deadline for comments (see earlier story on page 80). Only two favoring proposal were WBEN-TV Buffalo and WSAZ-TV Huntington, W. Va. These were two stations whose petitions sparked proposal to permit 2,000-ft. towers in densely populated Northeast and North Central states. Present maximum tower height, without power penalty, is 1,000 ft. above average terrain.

Both WBEN-TV and WSAZ-TV suggested that if FCC cannot see way to abolishing limitation, it revise rule to permit relaxation on antenna height ceilings in special cases. Each claimed its situation was special.

Oppositions were most strongly entered by uhf stations which are permitted to have 2,000-ft. towers. However, many vhf stations objected on grounds of unsettling interference. Also opposing change were Civil Aeronautics Administration and Air Transport Assn.

Those filing at deadline were:

WTVR (TV) Richmond, Va.; WLBC-TV Muncie, Ind.; WKJG-TV Fort Wayne, Ind.; WKST-TV New Castle, Pa.; WMTW (TV) Poland Spring, Me. (Mt. Washington); WJIM-TV Lansing, Mich.; WVET-TV Rochester, N. Y.; WBRE-TV and WILK-TV Wilkes-Barre, Pa.; WKNB-TV New Britain, Conn.; WTMJ-TV Milwaukee; WSBT-TV South Bend, Ind.; WNHC-TV New Haven, Conn.; WSEE (TV) Erie, Pa.; WTVP (TV) Decatur, Ill.; WFIE (TV) Evansville, Ind.; WTHI-TV Terre Haute, Ind.; John H. Mullaney, consulting engineer; WOR-TV New York; WKNA-TV Charleston, W. Va.; WCAU-TV Philadelphia, Pa.; WFIL-TV Philadelphia, Pa.; WWJ-TV Detroit; WGR-TV Buffalo, N. Y.; WMGT (TV) Adams, Mass.; WNOW-TV York, Pa.; WNAM-TV Neenah, Wis.; WICS (TV) Springfield, Ill.; WCMB-TV Harrisburg, Pa.; WWOR-TV Worcester, Mass.; WICC-TV Bridgeport, Conn.; WWLP (TV) Springfield, Mass.; WENS (TV) Pittsburgh, Pa.; WFAM-TV Lafayette, Ind.; WJAC-TV Johnstown, Pa.; WSJV (TV) Elkhart, Ind.; WKNY-TV Kingston, N. Y.; WGAL-TV Lancaster and WLEV (TV) Bethlehem, Pa.; WDEL-TV Wilmington, Del.; WFBG-TV Altoona, Pa.; General Electric Co.; WAVE-TV Louisville, Ky.; WTRI (TV) Albany, N. Y.; WTRF-TV Wheeling, W. Va.

Five New Radio Stations Authorized by FCC

FIVE new radio stations and improved assignments for three existing outlets granted by FCC Friday. New permits:

Morehead, Ky.—Morehead Bcstg. Co. (% W. S. Sample) granted 1 kw daytime on 1330 kc. **Laurel, Miss.**—Rev. Carroll F. and Dr. D. N. Jackson d/b as American Southern Broadcasters granted 1 kw daytime on 1430 kc. **Reno, Nev.**—Magowan, Jones & Harford granted 205 w fulltime on 1450 kc. Part owner is Thompson Magowan, manager, KBMI Henderson, Nev. **The Dalles, Ore.**—Radio Mid-Columbia Inc. (% C. J. Stuart, 2nd & Liberty Sts.) granted 1 kw daytime on 1300 kc. **Wellsboro, Pa.**—Farm & Home Bcstg. Co. (% John Fay, WFRM Coudersport, Pa.) granted 250 w daytime on 1570 kc.

KWIE Kennewick, Wash., granted change on 610 kc from 1 kw unlimited, directional night, to 5 kw fulltime, directionals day and night. WHIL Medford, Mass., granted switch on 1430 kc daytime from 500 w to 1 kw. WMLT Dublin, Ga., granted change from 250 w fulltime on 1340 kc to 1 kw daytime on 1330 kc.

KHJ Strike Settled

NORMAL operation of KHJ-AM-FM-TV Hollywood resumed Friday morning with settlement of week-long strike of IBEW Local 45, Broadcast-Tv Recording Engineers, against station [B•T, Nov. 22], both union and Don Lee Broadcasting System, station owner-operators, jointly announced.

NBC VETERANS

WATCHES and certificates signed by Sylvester L. Weaver Jr., president of NBC, will be presented to 33 network employes when they join NBC 25-Year Club Dec. 2 at party to be held at Hotel Roosevelt, New York. New members will be welcomed into club by Mr. Weaver and Robert W. Sarnoff, executive vice president of NBC.

Broadcast Bureau Favors WGBF Evansville Tv Grant

FCC BROADCAST BUREAU said Friday hearing examiner put too much weight on diversification issue in Evansville ch. 7 hearing when he recommended grant to non-broadcasters Evansville Television Inc. and proposed denial of WEOA Evansville (owned by WFBM Indianapolis-Bitner group) and WGBF Evansville.

Other considerations, which outweighed diversification issue, Broadcast Bureau said, were (1) local residence and community activities of stockholders, (2) records of performance of existing licensees. It also held that past performance of Evansville Television's Rex Schepp, former majority owner of KPHO-AM-TV Phoenix, Ariz., should have disqualified him.

Taking these into consideration, grant should have gone to WGBF, Bureau held.

Exceptions also filed by WEOA and WGBF, as well as by Evansville Television Inc.

Legality of Televised Bingo May Go to Illinois Courts

CONSTITUTIONALITY of televised version of bingo games may go to Illinois courts as result of state attorney general's ruling handed down in Springfield. Atty. Gen. Castle, in response to inquiry from State Atty. George P. Coutrakon of Sangamon County, ruled that Tv-Banko is lottery violating Illinois law. Mr. Coutrakon said he would take action to halt game in present form.

Inquiry centered around tv game aired on WICS (TV) Springfield and in other Illinois and Wisconsin markets. Property is owned by Stanley Levy and William Laven, and sponsored in Springfield by Eisner Food Chain. Banko also is on at least five other stations, including WTVO (TV) Rockford, Ill., where it bowed under Piggly-Wiggly chain sponsorship. WICS officials scheduled weekend meeting to discuss decision. Station aired game once and postponed second showing Wednesday after ruling.

UPCOMING

Nov. 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

For other Upcomings see page 121

PEOPLE

PATRICIA YOUNG, promotion department, WCAU Philadelphia, to WMGM New York, as sales promotion manager. **JERRY McCAULEY,** account executive and producer-director, WINS New York; **BOB BURKE,** formerly with Grey Adv. and Cunningham & Walsh, and **LESTER LOEB,** previously with Worth Assoc., to WMGM as account executives.

SYLVESTER L. WEAVER JR., NBC president, will discuss new formats in tv advertising before Advertising Club of San Francisco Wednesday.

BEN S. LATIN, vice president, Cecil & Presbrey, N. Y., to Grey Adv., N. Y., as account executive in agency's drug division.

LOUIS M. PARK, formerly executive assistant to vice president for sales, Admiral Corp., appointed coordinator of sales, advertising and management for tv-radio operations of Raytheon Mfg. Co. He will serve as executive assistant to D. O. Klein, assistant vice president and marketing manager.

PAUL G. O'FRIEL promoted to director of labor relations for broadcasting division of DuMont Television Network. Promotion represents expansion of scope of activities performed by Mr. O'Friel, who joined Allen B. DuMont Labs in September 1953 to handle all wage negotiations and problems affecting labor.

JACK COSTELLO, NBC senior announcer, to Havana as U. S. guest representative at Inter-American Announcers Congress Dec. 1-5.

Agency Appoints Three

NEEDHAM, LOUIS & BRORBY, Chicago, announces appointment of three to its staff. Raymond Pierobon, formerly with N. W. Ayer & Son, Chicago, joins as assistant account executive; Edmund W. J. Faison, Air Force research psychologist, joins research department, and Bruce McLean, formerly advertising manager, Yardley of London (Canada) Ltd., joins account staff of N L & B Canadian subsidiary in Toronto, where he will assist on agency's major acounts.

FCC Asks to Quiz Prisoners

REQUEST of FCC Broadcast Bureau to take depositions of two top Communists now in jail will be heard Tuesday in oral argument before Examiner Herbert Sharfman, presiding in license renewal hearing involving Edward Lamb's WICU (TV) Erie, Pa. Bureau wants to question Gus Hall Dec. 6 at Leavenworth (Kan.) penitentiary and Jacob Statchel Dec. 8 at Danbury (Conn.) prison, according to notice filed Friday, and promptly opposed same day by counsel for Mr. Lamb (early story page 82). Lamb brief noted indictments still are outstanding against pair and there is no assurance they won't plead Fifth Amendment.

Clean Bill for World Wide

VIRTUAL clean bill of health given Walter Lemmon's World Wide Broadcasting Co. by FCC Friday in opinion and order granting permits to extend operations of international broadcast stations WRUL-1 through 5 Scituate, Mass. Grants subject to final determination in proposed rules on international broadcasting. Lemmon stations were ordered to hearing in 1949 to inquire into program, sponsorship and technical matters, but Friday's order found some alleged derelictions of "inconsequential nature."

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THE BIGGEST CUSTOMERS OF RADIO-TV
Annual survey of leading agencies and their billings ..... **Dec. 20 issue**

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ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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*Reg. U. S. Patent Office

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BIG POWER BOOST COMING!

A Booster for our Rooster!



New 316 kilowattage coming up!

Also coming up soon . . . new big brochure with latest coverage map to show what you get in the big 316 kw Channel 10 package! New England's most powerful line-up of live local shows will really dominate the market with stepped up power!

Don't miss your copy of our power boost brochure!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND

National Sales Representatives—WEED TELEVISION

NBC—Basic
ABC DuMont—Supplementary

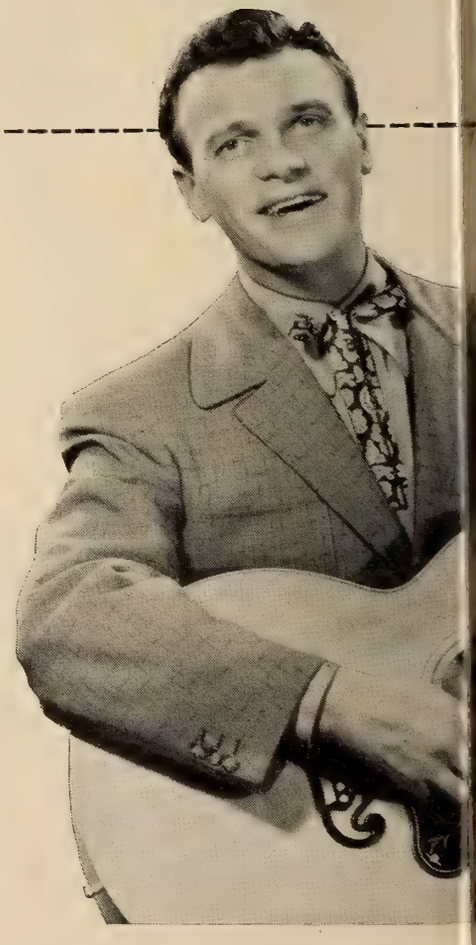
A NEW TV SHOW TH

LO

A thrilling, new, half-hour musical film series..
featuring America's great all-time singing favorite
EDDY ARNOLD... supported by a clever, talente

"EDDY ARN

Musical Notes on EDDY ARNOLD



Perhaps no one singer has done more to bridge the gap between Country and Popular music than Eddy Arnold. Since his first Victor release was issued in 1945, not one of his single records has sold less than 250,000 copies, and all together they have reached the stunning total of over 30 million! His radio programs are heard daily over more than 1,000 stations in the United States and Canada, and he has starred in his own TV series on both CBS and NBC.

Eddy Arnold's trademark is a warmth and neighborly homespun quality that ingratiates him with every type of an audience. For this reason, whether he is performing at a Smoky Mountain hoedown or in a sophisticated Las Vegas supper club, Eddy has received enthusiastic acclaim. His new TV film series will be awaited by an eager, receptive public numbering in the millions.

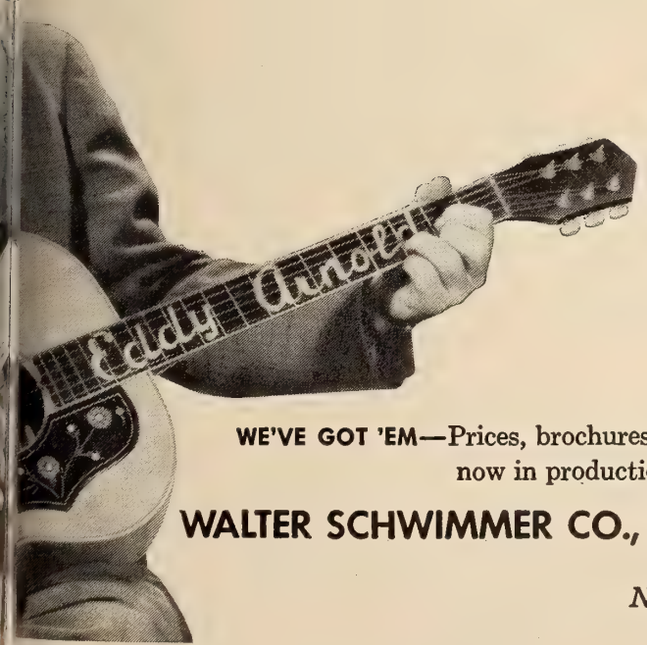
THE PEOPLE WILL

VIE

cast, and given smart, expert production. This show is *commercial!* It's as close as you can come to knowing you have a sure-fire TV success in advance.

OLD TIME"

Produced and Directed by Ben Park; Executive Producer—Joseph Csida



"Regulars" in the Eddy Arnold Gang:

BETTY JOHNSON. Terrific new singing discovery. This show should be her stepping stone to stardom.

HANK GARLAND and ROY WIGGINS, a sensational guitar team that heads up the musical department.

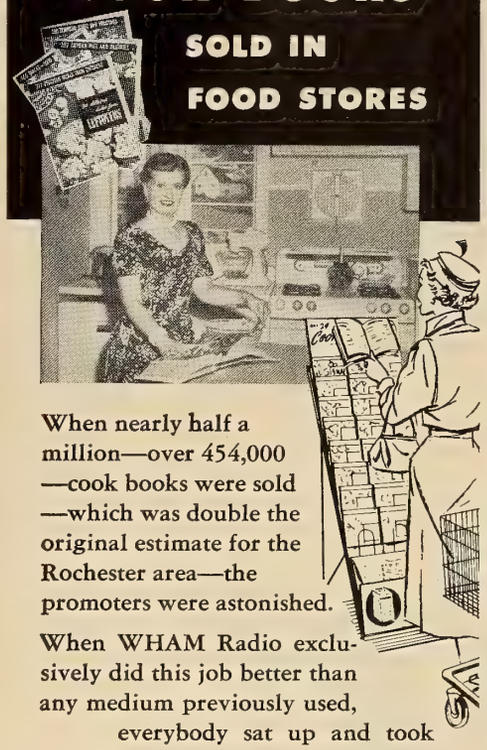
THE GORDONAIRES, an exceptional quartet who have been featured on NBC's Grand Ole Opry.

WE'VE GOT 'EM—Prices, brochures, audition prints, order blanks! 26 half hours now in production, ready for a January first release. Let's hear from you!

WALTER SCHWIMMER CO., 75 East Wacker Drive, Chicago 1, Ill. • FRanklin 2-4392

New York Office: Ted Beil, 16 E. 41st St. • LExington 2-1791

OVER
454,000
COOK BOOKS
SOLD IN
FOOD STORES



When nearly half a million—over 454,000—cook books were sold—which was double the original estimate for the Rochester area—the promoters were astonished.

When WHAM Radio exclusively did this job better than any medium previously used, everybody sat up and took notice—in the food industry . . . in the publishing business . . . and in radio.

It was WHAM's persuasive personalities who sent customers into the stores to buy the famous 24-volume "Encyclopedia of Cooking."

In cook book parlance, the best recipe for getting your share of the 22-county market that spent an estimated $415,855,000 for food in 1953* is WHAM radio.

Want more proof? Ask us or the Hollingbery man to give you the details of this stupendous radio success story.

Sales Management Survey of Buying Power, 1954

50,000 watts • clear channel • 1180 KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.
SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

IN REVIEW

RAY MILLAND SHOW

MUCH of the slapstick that characterized Ray Milland's first year on CBS-TV has been eliminated this season. The actor seems much more at home in a new format which finds him still in the teaching game, but at a co-ed institution instead of a girls' school. This, in itself, gives the dramatics professor more scope. The sophistication and polish now accorded the series is largely the work of Harry Tugend, the new producer, who demonstrates a good understanding of Mr. Milland's particular brand of comedy by making the most of it.

The only other holdover from the former series is Phyllis Avery, as pert and pretty a tv wife as has ever graced the screens. Now known as Professor and Mrs. McNulty, instead of the precocious "McNutley" tag, the pair becomes involved in fairly easy-to-believe situations that are resolved with wit, charm and, surprisingly enough, sympathy.

The programs, so far, have ranged from the opening effort which dealt with a wealthy widow who was persuaded to stop living in the past, to the professor's "at home" discussions which his students carried to the point of invading his planned wedding anniversary celebration. On the Nov. 18 telecast, Professor McNulty surprised a young student, portrayed very effectively by Virginia Gibson, soliloquizing in the empty school auditorium. In trying to find out why this obvious talent doesn't want to have anything to do with the theatre, he ran into her famous actress-mother, enacted by Frieda Inescourt, and her embittered father, Gavin Gordon. He got the family back on the right track by convincing the mother to give up her career in favor of developing her daughter as an actress.

Handling the General Electric commercials is Kathi Norris. Pleasant to look at, she delivers her spots in a flat, nasal voice with many of the words less than recognizable. This might be due, in part, to the scientific jargon Miss Norris is being forced to sling around on behalf of GE's Small Appliances and Electronics Divisions. It's not enough anymore to say "our toasters and washing machines are the best on the market because they toast bread toastier and wash clothes whiter or bluer"—ex-actresses are being forced to deliver detailed engineering explanations which either impress or confuse the average housewife.

Production costs: Approximately $30,000 per program.

Sponsor: General Electric, Electronics and Small Appliances Divisions, through Maxon and Young & Rubicam, respectively.

Produced on film by Revue Productions; telecast on CBS-TV, Thurs., 8-8:30 p.m.

Cast: Ray Milland, Phyllis Avery (permanent); Virginia Gibson, Frieda Inescourt, Gavin Gordon (Nov. 18).

Producer: Harry Tugend; director: Jules Bricken. Writer: Rick Vollaerts (Nov. 18).

THE LINE-UP

ANY RADIO or tv series which purports to deal with the activities of a police department must, of necessity, be measured against the giant of the genre, NBC-AM-TV's *Dragnet*. CBS-TV's entry, *The Line-up*, a video adaption of the network's former radio show, stacks up very well indeed.

If this reviewer were compelled to make a choice, he would be forced to express an opinion that *The Line-up* is a sounder series. From the stark economy of story-telling which gave the earlier *Dragnet* its intense impact, this program has developed a set of annoying mannerisms and a diffused tale-relating technique. In many of the current series, a story which could easily be depicted in a few minutes is stretched to a half-hour, with the introduction of tangental incidents and characters, so beloved by Mr. Webb, to pad out the material.

Perhaps because it is entering a new set of police files, those of the San Francisco police department, *The Line-up* so far has avoided this pitfall. The CBS-TV entry uses the half-hour time period (less commercial time) to tell a full half-hour story.

Its principal characters, Lt. Ben Guthrie (portrayed by Warner Anderson) and Inspector Matt Greb (Tom Tully), are well-rounded personalities, depicted as competent policemen doing a quietly professional job. However, they do not allow their interpretation of a pair of hard-working, conscientious and comparatively hard-boiled cops to sink to a monotonous level of voice and action. Good writing has created a set of believable characters and a number of interesting situations in *The Line-up*, with a high content of plausibility.

Much of San Francisco's flavor, developed through scenes taken in that city, comes through in the well-photographed and edited clips.

One sour note intrudes on *The Line-up*. Brown & Williamson Tobacco Corp. (Viceroy cigarettes) and its agency are obviously convinced of the value of the "hard sell." Perhaps the responsible executives should refer themselves back to their college economics, especially that part of the course dealing with the theory of diminishing returns.

Production Cost: approximately $25,000 a segment.

Sponsor: Brown & Williamson Tobacco Corp., through Ted Bates & Co.

Network: CBS-TV, Fri., 10-10:30 p.m., EST.

Executive Producer, Cecil Barker; producer, Jaime del Valle; directors, Thomas Carr, Earl Bellamy, Felix Feist, Hollingsworth Morse, Harold Schuster.

Announcer, Art Gilmore; music conductor, Eddie Dunstedter; film editor, Philip Cahn, A.C.E.

Writers, E. Jack Neuman (story editor), Sidney Marshall, Joseph Petracca, Leonard Lee, Blake Edwards, John Vlahos, Gil Doud, DeVallon Scott.

Stars: Warner Anderson, Tom Tully.

★ ★ ★

BOOKS

PICTURE BOOK OF TV TROUBLES (Vol. 1—Horizontal AFC-Oscillator Circuits), by John F. Rider Laboratories Staff. John F. Rider Publisher Inc., New York. 80 pp. $1.35.

OBTAINING AND INTERPRETING TEST SCOPE TRACES, by John F. Rider. John F. Rider Publisher Inc., New York. 192 pp. $2.40.

HOW TO USE TEST PROBES, by Alfred A. Ghirardi and Robert G. Middleton. John F. Rider Publisher Inc., New York. 176 pp. $2.90.

THESE three new paper-bound Rider publications are aimed primarily at the tv service man, although they would be useful to the student of electronics as well. The first volume, the picture book, is the initial number of a planned series reporting the results of troubleshooting a large number of tv sets in the Rider Labs. The second details the use of the cathode-ray oscilloscope in the maintenance and production of electronic equipment. The third describes the various types of test probes and their use in tv receiver servicing. All three volumes are extensively illustrated with diagrams, charts and photographs.

A BILLION DOLLAR MARKET!



KCKT-TV, with a market covering 52% of the retail sales in Kansas, has an affiliation with NBC, America's number one television network. This exclusive coverage exerts tremendous influence on the spending habits of this buying audience.



HOWARD MORGAN, Weathercaster and Art Director: Copyrighted characters, "Thermo" and "Doodles," help Howard captivate the entire family with his weather reporting. ¼ MILLION PEOPLE can also enjoy the "Thermo Family" on a five times a week show aimed at the small fry.



BOB CAWLEY, Sports Director: Winner of a tv sportscasting award from the Governor of Oklahoma. Versatile "on camera" personality was featured as singer-pianist with the Kate Smith Hour, NBC-TV. He is reaching 45% of the population of Kansas.



GIL CANFIELD, News Director and Film Buyer, joins the KCKT-TV staff following seven years as Ohio's senior newscaster with WEWS-TV. His factual reporting, with broad local coverage, reaches 47% of the families in Kansas.

COMPLETE DOMINATION

- the wheat and cattle center of the nation
- the oil capital of Kansas

CHANNEL 2

kckt-TV

CENTRAL KANSAS TELEVISION COMPANY, INC.

GREAT BEND, KANSAS

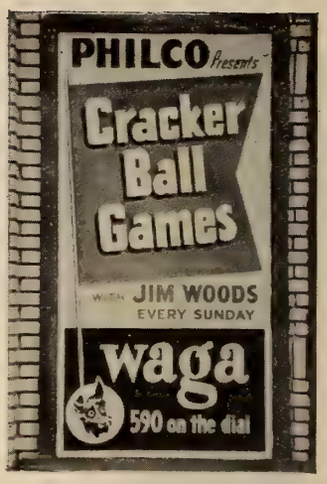
NAT'L REP.: THE BOLLING CO. INC.

LES WARE: GENERAL MANAGER

STORER LEADS IN MERCHANDISING TOO!

Based on years of successful experience, advertisers have come to expect top coverage, top ratings and top returns in all of the markets which are served by Storer radio and television stations.

Remember that Storer produces still more dollars for you through intense, aggressive merchandising support.



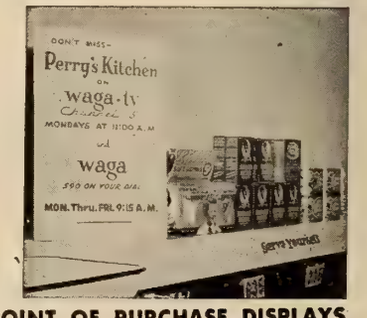
THREE SHEET POSTERS



COUNTER DISPLAYS



TRADE BULLETINS



POINT OF PURCHASE DISPLAYS



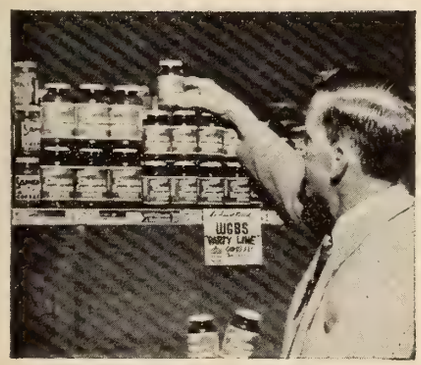
CONSUMER SURVEYS



POSTERS



WINDOW DISPLAYS



STOCK CHECKING

ADDITIONAL MERCHANDISING SERVICES INCLUDE THE FOLLOWING: *

Personal calls on retailers, wholesalers, etc.
Truck signs
Distribution checkups
Product exploitation
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Mailings to retailers, jobbers, brokers, wholesalers etc.
Newspaper advertisements
On-the-air promotions
Sales meetings for dealers, jobbers, distributor salesmen
Car cards
Client follow-up reports
Promotion consultation service
Window streamers
House organs
Sales bulletins
Illuminated billboards
Ads in drug and grocery publications
Personal appearances by station personalities
Easel displays
Use of products on give-away shows
Booths at fairs
Sampling
Airplane towing

* For further details contact your nearest Storer office

STORER BROADCASTING COMPANY

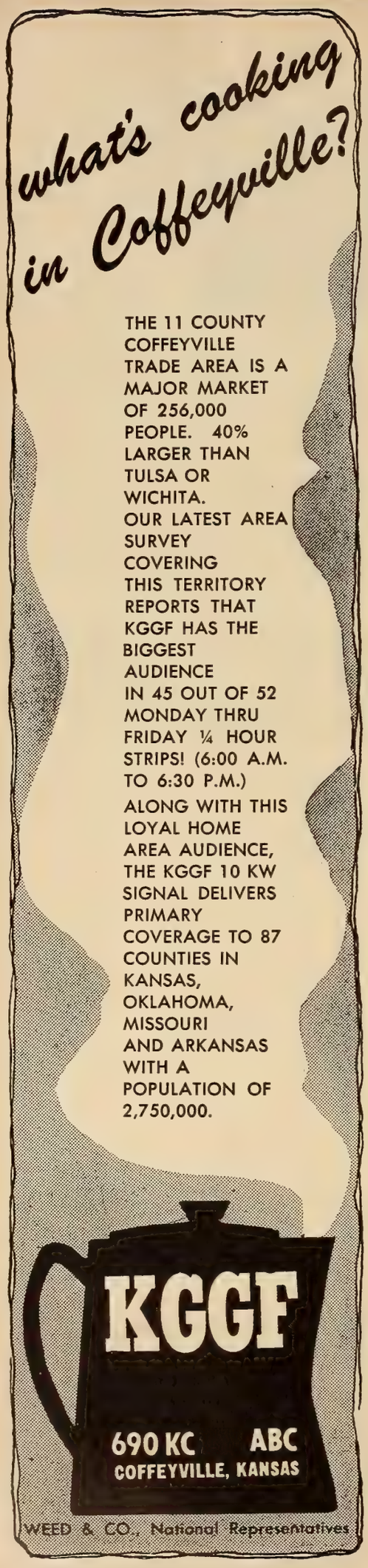
21 YEARS in BROADCASTING in the PUBLIC INTEREST 1927 • 1948

STORER BROADCASTING COMPANY

WSPD • WSPD-TV Toledo, Ohio	**KPTV** Portland, Ore.	**WJBK • WJBK-TV** Detroit, Michigan	**WAGA • WAGA-TV** Atlanta, Ga.
WXEL-TV Cleveland, Ohio	**WBRC • WBRC-TV** Birmingham, Ala.	**WWVA** Wheeling, W. Va.	**WGBS** Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director **BOB WOOD,** Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



Tape Instead of Lines

EDITOR:

With the profit shrinking on network radio revenue, wouldn't it be practical to eliminate the terrific expense of the telephone lines by distributing the regular programs on tape to affiliates, except for the newscasts or timely public service programs?

Much of tv programming is by kine, so why not tape for radio, thus permitting increased net revenue for the networks and affiliates?

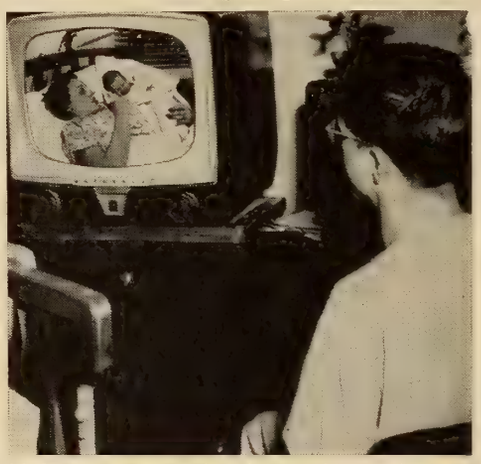
A. J. Mosby, President
KGVO Missoula, Mont.

Family Reunion, Tv Style

EDITOR:

The enclosed picture shows Cpl. Raymond Gray of St. Louis, a patient at Fitzsimmons Army Hospital, looking at his wife and baby whose picture is being broadcast over KFEL-TV's *What's New* program.

The story is this: Cpl. Gray contracted TB while a POW in Korea. When the story broke that his wife was expecting a baby and his



chief concern was that he would not be permitted to see the child because of his condition, we offered to use pictures of mother and child daily on the *What's New* show, building up to the "live" appearance of baby and mother as soon as they are released from the hospital. We sent one of our newsmen out to take film which we have used, with various stills. . . .

Gene O'Fallon Jr., Prom. Dir.
KFEL-TV Denver

WHB's Round-the-Clock Operation

EDITOR:

On page 107 of the Nov. 15 issue of B•T, you printed an article concerning the recent inauguration of 24-hour programming in Kansas City. WHB also began programming 24 hours a day *(seven days a week)* on Nov. 8; therefore your article was in error when you stated that KCMO is Kansas City's "only and first" 24-hour-a-day radio station. . . .

Jack Sampson, Acct. Executive
WHB Kansas City

NBC's Experts

EDITOR:

One of the best features of BROADCASTING • TELECASTING is the very considerable detail in which you report major events of significance in our industry. I applaud you for this and at the same time realize the hazard it puts on the reporter of getting everything just right.

I am writing therefore not in a critical way but simply to set the record straight in respect of one point in your story of Oct. 25, entitled "Tv Wants No Censor, Feels Calibre of Shows Improving." In this story, it is stated:

"Mr. Heffernan admitted . . . that NBC has no research department which contains experts in child psychology and education and which might screen children's programs,"

I recall no such admission, and since returning here have checked the record to see whether I made it. The record bears out that I did not make such an admission.

The facts are that NBC has several experts in child pyschology and education. These include Dr. Judith Waller, Dr. Frances Horwich, Dr. Thomas Coffin and Mr. Stockton Helffrich.

Joseph V. Heffernan
Financial Vice Pres.
NBC, New York

The South

EDITOR:

May I offer my congratulations on your excellent article, "The South," in the Nov. 15 issue of B•T. As you know, NPA has a committee of the South which has been studying various aspects of the economy of the region. Through working with the committee I have become interested in learning more about the economic growth of the area. . . . I think you've done a fine job of presenting it in concise, readable form.

Howard P. Hudson
Dir. of Promotion
National Planning Assn.
Washington, D. C.

EDITOR:

Enthusiastic congratulations on your story "The South" . . . You handled a lot of statistics and economic facts, which can usually make a story pretty dry, in such an interesting manner that I was sorry to see the piece so short. I don't think that interest was due to my connection with the story, as others who saw it found it equally most interesting . . .

Wailes Thomas
Economist
Southern Bell Tel. & Tel. Co.
Atlanta, Ga.

EDITOR:

I just want to congratulate you on the excellent piece on the South. It was so good I even took it home for my wife to read.

Bill Walker
NARTB
Washington, D. C.

EDITOR:

. . . Needless to say, I think you used a lot of foresight in recognizing through your publication that this great area is destined to become a section of the country to be reckoned with. . .

Glenn Marshall Jr., President
WMBR-AM-FM-TV
Jacksonville, Fla.

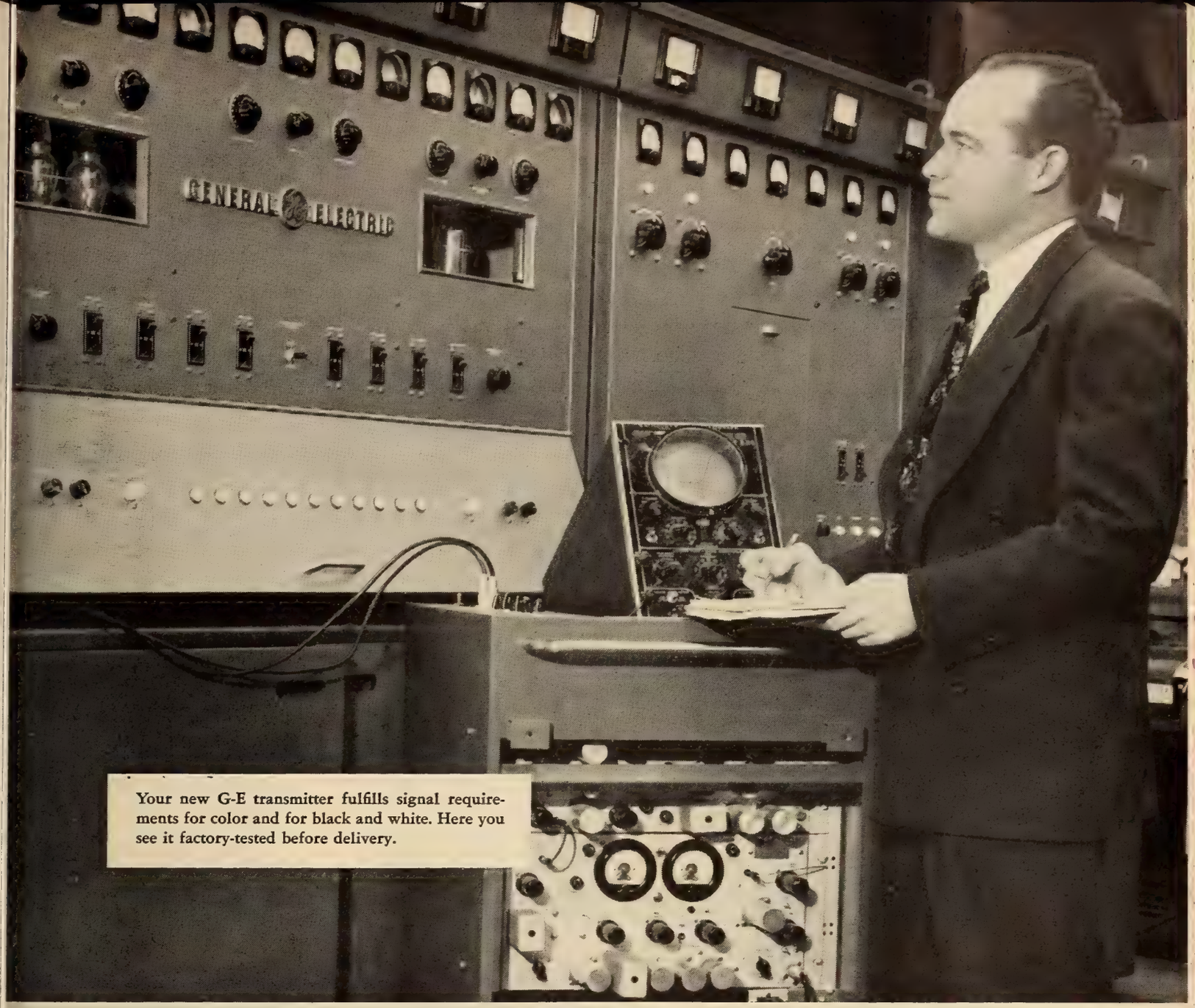
Radio Is Booming in Oskaloosa

EDITOR:

You may be interested to know that KBOE Radio is booming in little old Oskaloosa, Iowa, population 12,000.

On the air since 1950 with a commercial schedule that has always been loaded, gross sales are up 26% for the first ten months of this year over 1953. And we're heading into what we hope will be a record breaker of a Christmas season (radiowise) . . .

Ken Kilmer, Gen. Mgr.
KBOE Oskaloosa, Iowa.



Your new G-E transmitter fulfills signal requirements for color and for black and white. Here you see it factory-tested before delivery.

A G-E HIGH-POWER TRANSMITTER BUILDS PROFIT NOW...
SUPPORTS A STRONG COLOR POSITION TOMORROW

PYRAMID PLAN FOR COLOR TV

BE it today's bread and butter monochrome telecasts or tomorrow's color programming... transmitter performance is the advertisers' yardstick. Your station goes on their schedules only when it delivers strong signals... complete market coverage. *See what a G-E high-power amplifier will do to attract new sponsors today*... establish your high-power position now — in advance of the color boom.

Remember, with a G-E transmitter your entry into color is protected. Superior signal strength gives you a big edge over both black and white and color competition. So, take advantage of this opportunity now... put the G-E *Pyramid Plan* on your equipment timetable.

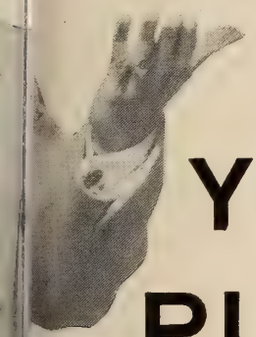
Our local field sales representative has an equipment expansion program tailored to your market. Call him and see the action-packed *Pyramid Plan.*

General Electric Co., Section X2114-29. Electronics Park, Syracuse, N. Y.
In Canada, write: C.G.E. Electronics, 830 Lansdowne Ave., Toronto

Progress Is Our Most Important Product

GENERAL ELECTRIC





YOU PUT THEM TOGETHER

...*T-H-T makes the sales!*

TODAY, HOME and TONIGHT have long since made their mark — each is a great NBC-TV network program in its own right. Now they have been combined into T-H-T, the most flexible participation plan in network television, offering three star salesmen and reaching three separate markets.

Whether you figure it by electronic calculator or on the back of an envelope, T-H-T offers an enormous number of combinations weekly. (The calculator said 32,767, but who believes calculators any more?) And *you* select the right combination for *your* product . . . *your* customers . . . *your* competitive picture . . . *your* seasonal promotions.

With T-H-T you can buy as many participations as you need, distributed as you choose among these three programs:

TODAY The selling techniques of DAVE GARROWAY have made this pioneer early-morning news and special features show an outstanding success. Reaches the whole family — housewives, children, working men and women.

HOME Charming ARLENE FRANCIS in less than a year has made HOME TV's major source of homemaking advice and information. HOME is watched by a predominantly feminine audience — women who take time out of their busy days because they are vitally interested in improving their own homes.

TONIGHT Easy, breezy STEVE ALLEN and his guests bring comedy, music and surprises to a new live, lively late-evening show. On TONIGHT you reach the biggest adult male audience available at Class "C" rates . . . and you make the last impression that *lasts.*

TV competition is tough. The big rewards go to the advertisers who buy television that most closely fits their advertising needs. T-H-T is designed to do exactly that with Dave Garroway, Arlene Francis and Steve Allen working for you on the air and at point-of-sale. And dealer acceptance is amazing!

Holiday note. T-H-T *can put your products on display for the gift season with as little as 72 hours notice!*

You will be glad to learn that combination buys of TODAY, HOME and TONIGHT entitle you to discounts up to 20%. Smart sponsors such as Dow Chemical, Northam Warren, Bissell Carpet Sweeper Co., United States Tobacco Co., and Broil-Quik, Inc. are already taking advantage of T-H-T's flexibility. Ask your NBC-TV representative about the profitable arrangements *you* can make.

NBC TELEVISION
a service of RCA



Outstanding national advertisers on Joe Dorsey's "Wire Request" program also know that he has a broad listening audience.

Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar of Milwaukee network stations.* Call Headley-Reed!

*Based on latest available Pulse ratings and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

our respects

to OLIVER ERNEST TREYZ



IN HIS new job as president of Television Bureau of Advertising (TvB), Oliver Ernest Treyz takes with him a long-held conviction that television can be the number one selling medium in the nation by topping all media in the advertising dollar volume devoted to it.

In a nutshell and paraphrased from his own words, this is the philosophy that Oliver Ernest Treyz takes with him in his new job as president of Television Bureau of Advertising.

Mr. Treyz (pronounced "trays") starts his job actively this Wednesday when TvB officially opens for business in New York as television's sales promotion organization.

His closest associates and long-time friends believe Mr. Treyz the best equipped for the job. Apparently the organizers of TvB thought so too, for they selected the 36-year-old executive after screening the names of 40 contenders.

Mr. Treyz, as a personality, apparently banks on a number of attributes which he can adapt to a given situation. First, he has an infectious grin which explains how he can get along with people. Second, he has command of the English language, which enables him to get his ideas across, in lucid fashion. Third, he has extensive sales experience in the broadcast media and has facts and figures to back up his ideas. Fourth, and most important, he is human.

Mr. Treyz envisions TvB as a "low-pressure" organization which will avoid bulky, mimeographed reports and statements which expound on the attractiveness of the tv medium. In Mr. Treyz' mind, TvB has a job to do—convincing more advertisers, particularly the non-tv users and "limited" tv users—to buy tv.

Television, he explains, is getting scarcely 5% of what he estimates to be the local advertisers' $2 billion spent annually. Of total advertising expenditures in the U. S., tv, he estimates, is getting only about ten cents, or less, of every dollar spent. TvB, he says, must (1) document for the advertiser, with statistical surveys, clear-cut answers to advertiser questions of whether tv will slow down as a dynamic advertising medium, and (2) foster "strategic selling" by doing thorough and objective research which will show the basic characteristics of a market and its relation to the tv medium.

"We will go after print on all levels. We will encourage new money to enter tv advertising." He points to advertisers of sudless detergents, life insurance and certain food products who do very little tv, confining their activities to newspapers and magazines. As for color tv—TvB will make special studies in the field. For a starter, Mr. Treyz points out that non-tv users are heavy users of newspaper color lineage who pay a premium for big units of space.

Mr. Treyz is of medium build and average height. He keeps his hair cropped short. He talks rapidly but coherently and is quick to project himself into another's thinking. He's a listener and a doer.

Associates of his in early radio days remember "Ollie" as a "bright-eyed and wide-eyed youngster who always asked questions." He's director of ABC Radio, a position he has filled exactly one year and gives up this Wednesday.

As the statistical man with the facts and figures, Mr. Treyz teamed with the salesmanship of ABC President Robert Kintner in the sale of a one-hour, prestige building show on ABC-TV by U. S. Steel and a $2 million contract to Philip Morris for ABC Radio.

Born April 23, 1918, in the western Catskill Mts., in upstate New York, in a little (80-100 people) town called Willowemoc, near Roscoe (pop. 1,100), Mr. Treyz was brought up in surroundings where long winters meant long underwear.

In 1930 the family moved to Camden, N. Y., where young "Ollie" graduated from high school in 1935 and Hamilton College in 1939.

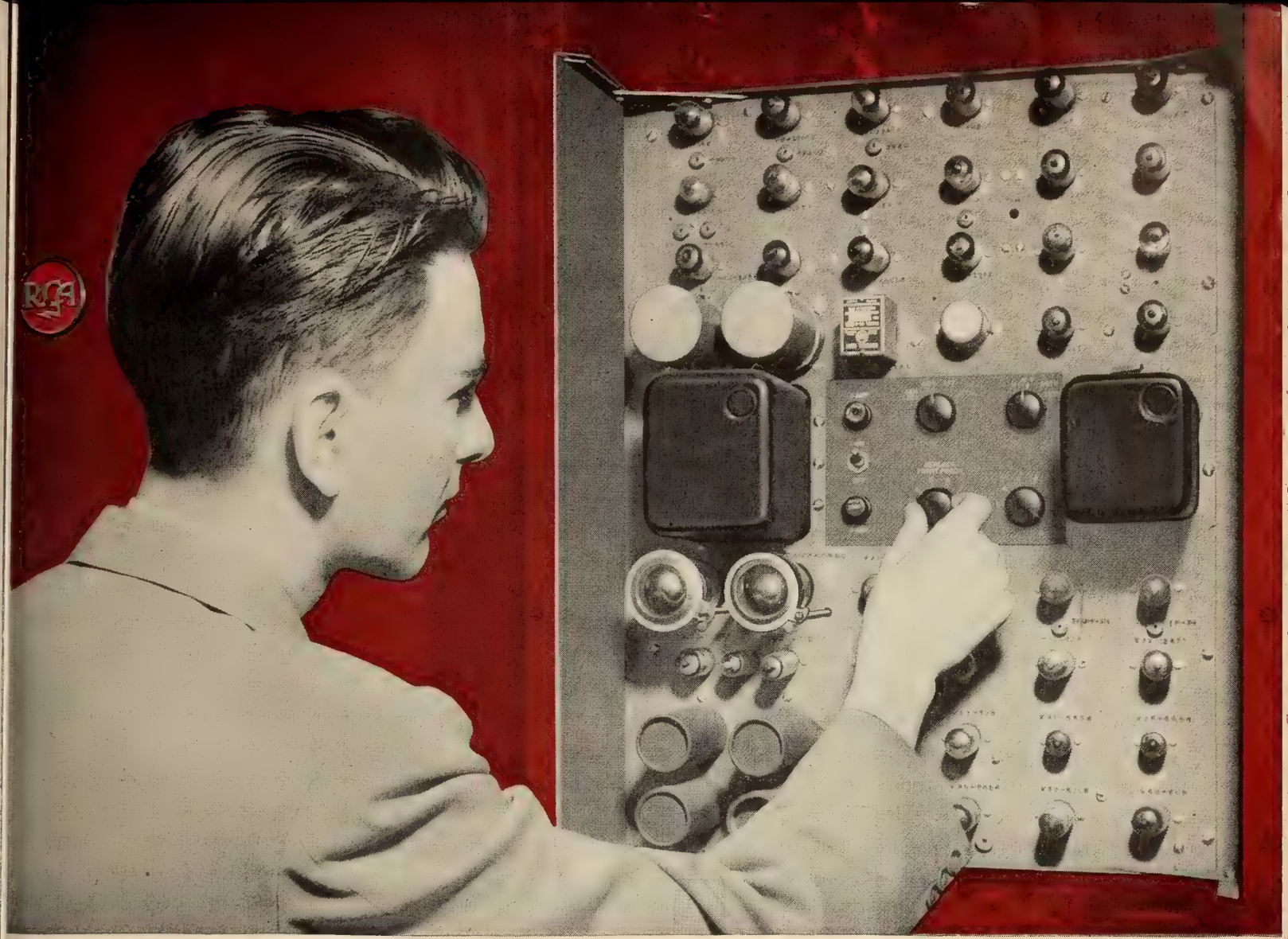
Radio entered his life right after college. He announced, covered special events and news, did some selling, emceed quiz shows at WNBF Binghamton, N. Y., then a 250-watter.

In the summer of 1941, he joined BBDO working with program development of such accounts as *Armstrong Theatre of Today, Hour of Charm* and *Cavalcade of America.* In the spring of 1942, he entered the Army Air Corps, and was discharged in the summer of 1946, a statistical control officer with the Personnel Distribution Command. In October 1946, he married Janet Campbell of Spokane, whom he met V-J Day while skiing on Mt. Spokane.

Out of the army, he joined Sullivan, Stauffer, Colwell & Bayles as a researcher. He became manager of the research department, working up sales presentations on "worth of customer," "all media strategy" and "copy testing." Accounts, he recalls, included Whitehall Pharmacal, American Tobacco Co. (Pall Mall), Lever Bros. (Lifebuoy soap) and Noxema Chemical Co. (Noxema).

In July 1948, he went to ABC as a presentations writer; two years later he was director of presentations; early in 1951 he was made director of research and development, and Nov. 1 of last year, he was named director of ABC Radio.

An avid reader of mystery stories—"I devour them," Mr. Treyz also likes to fish. He's spent hours at this recreation in the Panhandle of Idaho. Both he and his wife still ski occasionally. They make their home in fashionable Scarsdale, N. Y., with their sons Donald, 6, and James, 3.



New RCA single-unit Sync Generator takes less than one-third the rack space needed by other sync systems

Smallest, finest Studio Sync Generator ever built!

RCA *Type TG-2A*

COMPLETELY NEW THROUGHOUT—and incorporating a revolutionary new multivibrator circuit—Type TG-2A is, we believe, the *ultimate in synchronizing generators.* It combines all synchronizing functions into a single chassis (includes a Genlock, a Dot Generator, a grating generator, and a regulated power supply). It takes only 21 inches of rack space (one-third that required by other sync generators)—is so compact you can easily install two of these units (one a stand-by) and an RCA changeover Switch MI-26289 in a single rack. It uses fewer tubes than other sync generators (38 miniatures, 2 rectifiers). And, of course, the TG-2A can be operated in conjunction with a Color Frequency Standard.

RCA Type TG-2A's are now available for all TV stations—VHF and UHF. For technical details and delivery information, talk to your RCA Broadcast Sales Representative.

Only RCA's TG-2A has these features

- In a SINGLE standard chassis it includes:
  —a synchronizing generator, Genlock, dot generator, grating generator, regulated power supply
- Entire unit takes only 21 inches of rack space
- Only 4 operating controls
- Adjustable pulse output voltages
- Pulse outputs have sending end-terminations
- Adjustable "front porch" width
- Operates with Color Frequency Standard
- Can be remotely-switched to Genlock operation
- Provides Dot Convergence Pattern
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)
- Test jacks for circuit checking
- Pulse widths and delays STABILIZED against tube aging
- Choice of 5 ways to control basic frequencies
- Characteristics more than meet FCC and RETMA standards

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

The towns where dreams



IT WAS A BIG DAY in Flint, Michigan.

For, off a Flint assembly line, in all its bright beauty of modern line and contour, rolled the fifty millionth car built by General Motors in the U. S. A.

No wonder Flint closed all schools, November 23rd. And crowds lined the street to cheer a huge parade honoring the big event.

After all — this is an achievement without parallel in history.

It's something the people of Flint can understand. They saw it happen. They helped it happen. So it's something that they can celebrate with pride.

BUT this is something that also calls for celebration in all manner of other towns and cities, spread across the landscape from coast to coast.

Not just in GM plant cities—although in all of them there was open house for the families and friends and townsmen of our 475,000 employes.

This could well be called an occasion for open house to all America. For an automobile is made up of more than 17,000 separate pieces and parts, and the making of one obscure little part, such as a bushing or gasket or fastener, can become the basis for a thriving local business.

SO—throughout the length and breadth of the land—are thousands of independent manufacturers who have shared in making this celebration possible.

Some are large—like the ones which ship us vast tonnages of steel and glass every day. Some are small—like the Kentucky sawmill (only 15 employes) producing shipping pallets, or the Indiana chemical company (6 employes) which makes a sweeping compound used in a GM plant.

And in countless communities across the country there are flourishing businesses which, in the truest sense, "built" the town, in the process of building something for General Motors.

Take an Ohio village of 600 population, for instance. 20 local citizens put up $250 each to build a factory for a "home-town boy." He got his first GM contract, then another and another. In seven years, his volume of business climbed from $22,000 to over half a million and the payroll now totals $200,000 a year. Meanwhile, the village has benefited by population growth, plus a new waterworks and fire department.

In another Midwest village, a supplier of molded rubber parts for GM cars has grown from 70 to 600 employes, with a current payroll of $2,600,000.

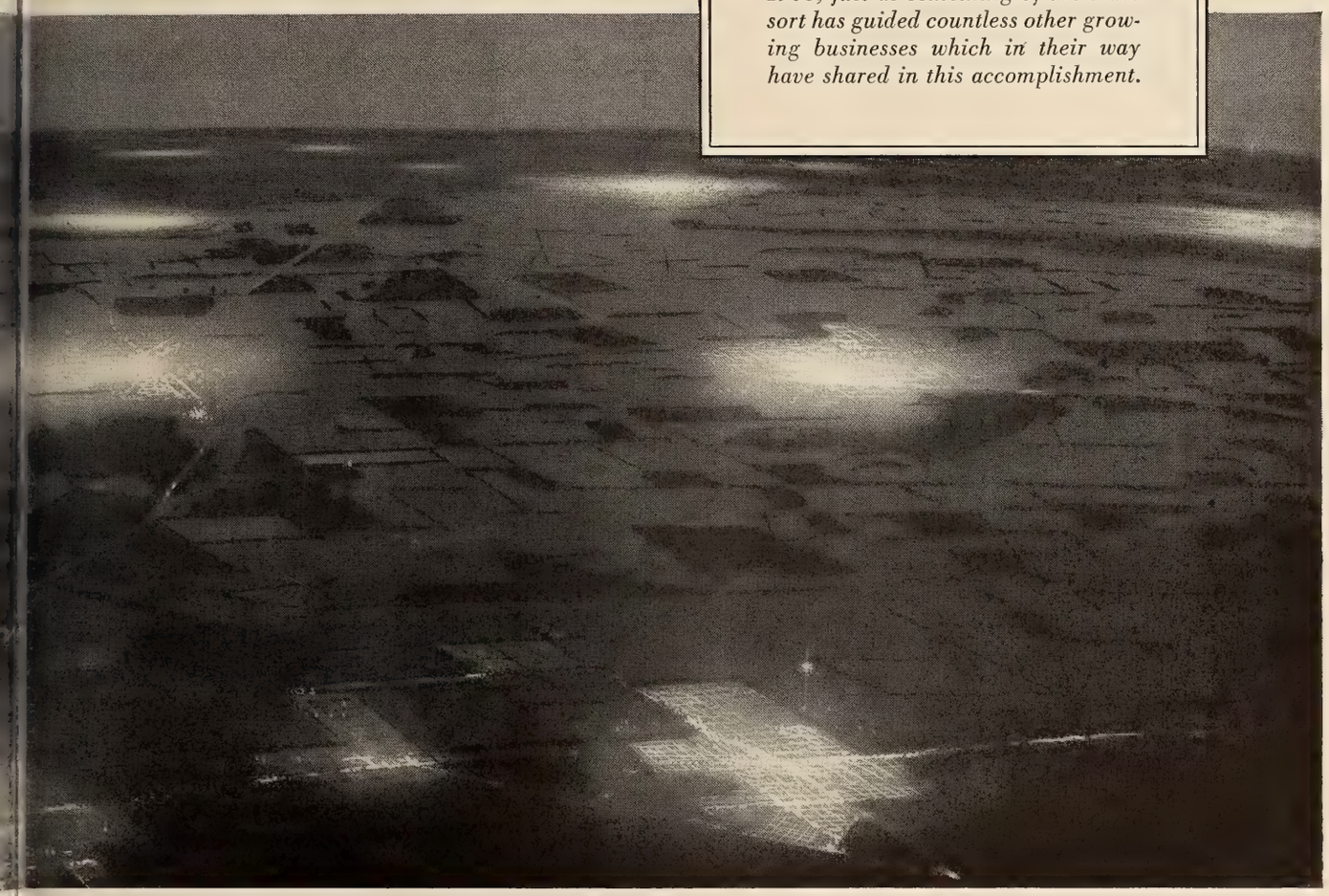
In another town, two men cleaned out a barn, installed war surplus machines bought with borrowed money, and started making "fasteners" for General Motors. At last report, their volume of business had climbed to more than $3,000,000 a year, with GM their principal customer.

And so it goes — from an electrical manufacturer in California, to a textile mill in Georgia, or a tack factory in New Hampshire.

Fact is, the roll call of those who shared in the building of our first 50 million cars and trucks includes more than 21,000 businesses, engaged in supplying materials

come true

Call it a dream, call it vision, call it the knack of seeing farther than other men can see—but something of the sort has guided the course of General Motors since its founding in 1908, just as something of the same sort has guided countless other growing businesses which in their way have shared in this accomplishment.



and parts to 121 GM plants throughout the country. And beyond these 21,000 direct suppliers are countless thousands of other businesses which are in turn suppliers to them.

But we still haven't taken account of the raw materials, such as asbestos from Arizona, bauxite from Arkansas, beeswax from Wisconsin, copper from Montana, flaxseed from Minnesota, manganese from Tennessee, sulphur from Louisiana, tin from South Dakota, tung oil from Florida, tungsten from Nevada, wheat straw from Nebraska—something, in truth, from every state in the union.

Nor have we mentioned the 18,000 local businessmen, our GM car and truck dealers, and their 200,000 employes, who sell and service the vehicles GM factories have produced.

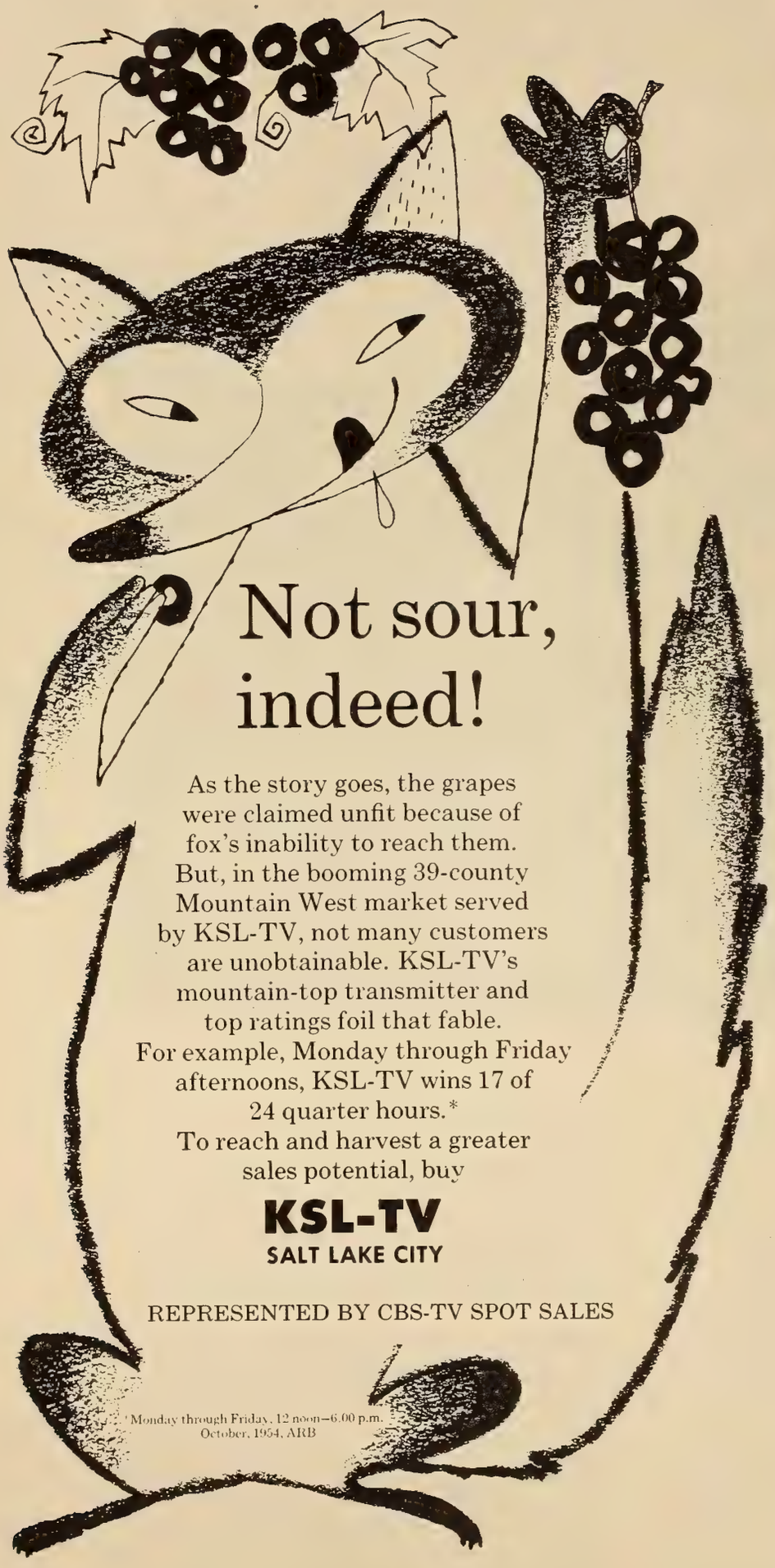
So it was a big day in Flint—and a big day in every town where men with practical dreams, and the courage it takes to make dreams come true—continue to make this a better land to live in.

Our thanks go out to them, and to the spirit they represent, for making this big day possible.

GENERAL MOTORS

GENERAL MOTORS BUILDS ITS FIRST 50 MILLION CARS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
All with Body by Fisher • GMC TRUCK & COACH



Not sour, indeed!

As the story goes, the grapes were claimed unfit because of fox's inability to reach them. But, in the booming 39-county Mountain West market served by KSL-TV, not many customers are unobtainable. KSL-TV's mountain-top transmitter and top ratings foil that fable. For example, Monday through Friday afternoons, KSL-TV wins 17 of 24 quarter hours.* To reach and harvest a greater sales potential, buy

KSL-TV
SALT LAKE CITY

REPRESENTED BY CBS-TV SPOT SALES

* Monday through Friday, 12 noon–6:00 p.m.
October, 1954, ARB



JACK BARD

on all accounts

WITH an agency that promises to hit the $10 million mark in broadcast billings this year, Jack Bard emerges as a key figure who once worked on the selling side—at the network level.

Today, he is operating at the other end of the advertising pole, in his capacity as director of media for Weiss & Geller Inc., Chicago. He also is a member of that exclusive family which services the substantial Toni Co. budget.

Mr. Bard is in an advantageous position to talk Toni and other W & G accounts, because he formerly was supervisor of radio sales planning and development for NBC and sales promotion chief for the DuMont Network.

At Weiss & Geller, Mr. Bard works on radio-video and other plans involving five products for Toni Co. (with estimated $5 million worth of media billings) and assorted other clients, conferring with account executives and supervisors, not to mention network officials.

A native of Philadelphia, where he was born on April 12, 1922, Jack Justin Bard started his career in newspaper pursuits as a space salesman for the *Philadelphia Record* in 1942. He was graduated from Penn State with a BA that year and did graduate work at Columbia U., receiving an MA in 1947. He majored in economics and statistics. He became an instructor in marketing at Pace College, Brooklyn College and City College of New York.

In 1947 Mr. Bard joined NBC where he prepared presentations designed to sell the value of radio. After his subsequent sales promotion stint with DuMont, he shifted fields and cities, joining the International Furniture Co. as assistant to the president in Chicago.

That association led him indirectly in 1952 to Weiss & Geller and positions of account executive on Prom (no longer held by the agency) and as media analyst. He was appointed director of media this past June. The present Toni accounts serviced by W & G are: Toni Home Permanent, Tonette, Deep Magic, Toni Spin Curlers and Silver Curl. Among other accounts on which he has functioned as media chief are Sealy Mattresses, Terre Haute Brewing Co., Wyler Soups, College Inn Food Products and Mogen David Wine.

Mr. Bard is a member of the Broadcast Executive Club of Chicago (now merged under the Broadcast Advertising Council) and American Marketing and Statistical Assns. His hobby is the theatre—with good reason: He married the former Anita Katz (stage name, Anita Jordan), a gifted soprano. They have one child, Deborah, age eight months, and live on Chicago's Marine Drive.



It's No Draw...in Omaha

KMTV is Omaha's *favorite* TV station, and one big reason *why* is that Omahan's like the way KMTV pitches in and helps support city activities.

Just last week, KMTV volunteered to underwrite the cost of sending Omaha University's undefeated football team to the Tangerine Bowl in Orlando, Florida, if the team received the bowl bid.

The bid came shortly after KMTV's offer. Omahans were overjoyed at the news. KMTV's executive vice president, Owen Saddler, told OU's president the station would like to underwrite the team's estimated expenses of $10,000.

In announcing that OU was accepting the bowl bid, Dr. Milo Bail said, "Particularly are all of us at OU grateful to Owen Saddler and KMTV for the generous financial support in underwriting the team's expenses to the Tangerine Bowl. This is indeed real team support." The University of Omaha is a tax-supported school.

And as KMTV enjoys boosting Omaha activities, so does Omaha enjoy boosting KMTV ratings. Audience surveys* show that Omahan's give KMTV 11 of the top 15 most popular weekly shows . . . and the area's favorite multi-weekly and locally-produced show.

When *you* are thinking of advertising in the Omaha area, think of KMTV—the station that boosts Omaha—the station Omaha boosts. Contact KMTV or your Petry representative.

**ARB-Oct. 14-20*
Pulse-Sept. 7-13

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO

ZIV's GLORIOUS NEW TV

TV's new FUN SHOW

"The EDDIE CANTOR Comedy Theatre

★ SOMETHING NEW AND EXCITING EVERY WEEK!

The Biggest and Most Elaborate TV Series Ever Produced for Local Sponsorship!




EXTRAVAGANZA!
STARS!
LAUGHS!
SONGS!
BRILLIANT
MUSICAL
REVUES
GREAT
COMEDY
STORIES!
so BIG! so LAVISH!
so ELABORATE!
With guest stars including Brian Aherne, Don DeFore, Pat Crowley and many more. You'll have the most responsive audience in Television history!
with
EDDIE
CANTOR
Your Star, Your Host, Your Producer!
ZIV
NEW YORK • CINCINNATI • HOLLYWOOD

still another way WWSW comes close and stays close to the heart of Pittsburgh!



The matchless beauty of a symphony orchestra — the priceless rendition of a complete opera performance captured on high calibre recordings are beyond the reach of many who would treasure the experience of hearing such works.
Knowing this, WWSW has broadcast its Golden Hour of the Classics nearly nightly for over a decade and a half. And, in more recent years full length Sunday evening operas. Another way WWSW comes close and stays close to the heart of Pittsburgh.

WWSW

970 kc. 5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.

BROADCASTING TELECASTING

November 29, 1954 Vol. 47, No. 22

CBS-TV OFFERS SPECIAL DEAL TO SMALL-MARKET STATIONS

Extended Market Plan would give the smaller tvs, uhf as well as vhf, a chance to get network programs—and the advertiser a chance to enter those markets at an attractive price. Plan wins immediate praise from an influential senator in communications affairs.

CBS-TV has developed a new affiliation formula designed to extend television network service to small-market stations at prices which CBS-TV believes advertisers will find attractive.

The new formula, called the Extended Market Plan, was first presented last weekend in a letter sent by Herbert V. Akerberg, CBS-TV vice president in charge of station relations, to 20 prospective small-market affiliates, of which two share time on the same facility.

Here is how the plan will work:

• The network will create a special Extended Market Group of affiliates in small markets which, in most cases, network advertisers have been reluctant to buy.

• Rates for these stations will be fixed in what the network will decide to be a realistic ratio to actual circulation. The rates fixed for the 20 prospects to whom Mr. Akerberg wrote varied from $50 to $100 per nighttime hour.

• CBS-TV will set up a special sales unit with the single mission of selling the Extended Market Group. Advertisers who use all the stations in the group will be given a 10% discount. The discount will not be passed on to the stations.

• The network will pay affiliates in the Extended Market Group 30% of their gross time charges, less the usual deductions for ASCAP and BMI fees.

• Stations in the group may take CBS-TV programs on a recorded basis, paying the network $5 per program, or live, paying transmission costs.

In the CBS-TV view, the Extended Market Plan will have both economic and political advantages.

Economically, it will enable advertisers to broaden their television coverage at reasonable cost, small-market stations to obtain high-quality network programs they are now denied, and the network to feed them without losing the substantial sums that CBS-TV has reportedly been losing on some of its smaller affiliates.

Politically, the plan has already created gains for CBS-TV.

After it was explained to him last week by CBS representatives, the plan won the approval of Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee which early last summer held extensive hearings on uhf problems.

Sen. Potter saw the plan as "an important contribution to the successful and profitable operation of uhf in the smaller television markets."

"The plight of uhf and even vhf in the smaller markets," he said, "has been the lack of opportunity to obtain the programs that are necessary to build audiences and all-channel reception. CBS Television is providing this opportunity and should be commended on the time and effort it has devoted to the problem."

The formula to broaden network service has been hatching at CBS-TV for more than a year, according to network officials.

The problem and the solution were described last week by J. L. Van Volkenburg, CBS-TV president, under whose direction the formula evolved.

"Since the lifting of the FCC freeze," Mr. Van Volkenburg said, "network television has been faced by a two-horned dilemma. In order to break even financially on affiliations in the smaller markets, a minimum gross hourly rate at night of $150 had to be established.

"But this was no guarantee of advertiser acceptance, for CBS Television found that if the market did not produce enough television homes circulation to justify even a $150 rate, the station was an affiliate in name only."

Under the Extended Market Plan, Mr. Van Volkenburg said, CBS Television will affiliate with even the smallest market stations as long as the station rate is consistent with the actual circulation delivered and the station coverage does not seriously overlap that of other CBS-TV affiliates.

At present CBS-TV has 165 affiliates. Of these, 46 are basics which network advertisers must buy, 44 are basics which are optional buys for advertisers, and the other 75 are supplementary stations.

CBS-TV is analyzing its supplementary list. Supplementaries which are not now carrying a significant amount of network business will be offered a choice of staying in that category or joining the new Extended Market Group. Network executives emphasized that stations would have freedom of choice to remain as supplementaries or join the new group.

In his letter to the 20 stations that were the first to be invited to become members of the CBS-TV Extended Market Group, Mr. Akerberg said the core of the small-market networking problem was pricing.

The CBS-TV plan is "to price stations at what they are worth in terms of costs-per-thousand circulation," Mr. Akerberg wrote. "If

WHERE CBS-TV WOULD MOVE FIRST

THESE are the first stations to be invited by CBS-TV to join its Extended Market Group. Call letters in *italics* indicate stations not yet on the air. Asterisk* indicates present CBS-TV affiliation. Nighttime hourly network rates, as proposed by CBS-TV, are shown for each. Of the 20 stations, 15 are vhfs, 5 are uhfs.

Alabama
WMSL-TV Decatur, ch. 23. $50; *WTVY (TV)* Dothan, ch. 9, $50.

California
KVEC-TV San Luis Obispo, ch. 6, $50.

Colorado
KFXJ-TV Grand Junction, ch. 5, $50.

Florida
WINK-TV Fort Myers, ch. 11, $50; WJDM-TV Panama City, ch. 7, $50.

Idaho
KLIX-TV Twin Falls, ch. 11, $50.

Indiana
WFAM-TV* Lafayette, ch. 59, $70.

Kentucky
WLEX-TV Lexington, ch. 18, $50.

Louisiana
KVOL-TV and *KLFY-TV* Lafayette, sharing ch. 10, $75.

Maryland
WBOC-TV Salisbury, ch. 16, $50.

Mississippi
WCBI-TV Columbus, ch. 4, $50.

Montana
KGVO-TV Missoula, ch. 13, $50.

North Carolina
WTHT (TV) Wilmington, ch. 3, $50.

Oregon
KFLW (TV) Klamath Falls, ch. 2, $50.

Tennessee
WDXI-TV Jackson, ch. 7, $100.

Texas
KBST-TV Big Spring, ch. 4, $50.
KVDO-TV Corpus Christi, ch. 22, $85.

Washington
KVOS-TV Bellingham, ch. 12, $70.

LETTER OF INVITATION

HERE is the text of the letter which Herbert V. Akerberg, CBS-TV vice president in charge of station relations, sent to prospective members of the new Extended Market Group:

One of the most complex problems of television today is that of developing an economically sound method by which network programs can be made available to stations in the smaller markets. An affiliation with a minimum base rate of $150 is no guarantee that the station will be ordered by the advertiser. If the business is not there, the network's loss in servicing overhead is tremendous.

The dilemma has been one of pricing. For the smaller market network affiliation is no guarantee of success. If the station is overpriced, advertisers refuse to buy it because the cost-per-thousand is out of line.

Without popular network programs, local and national spot business is difficult to sell. It is obvious, however, that a bonus arrangement is impractical because television is too valuable an advertising medium to give away—no matter how small the market is or how modest the station's operation.

The CBS Television plan is to price stations at what they are worth in terms of costs-per-thousand circulation. If the advertiser can buy small markets as economically as the large ones, it is reasonable to assume that the stations and the network have a fighting chance to get business. To accomplish this requires, in our estimation, the combination of a lower gross hourly rate on the part of the station and an over-all discount contribution by the network.

From a pricing standpoint, this could mean a gross hourly rate at the start as low as $50. Once the station has the programs, greater circulation should ultimately justify a higher rate if within the market's capacity to produce same.

The purpose of this letter is to extend to you an invitation to become affiliated with CBS Television as a member of what we are designating as the "Extended Market Group." Details of this affiliation are as follows:

1) Your station will assume full-fledged affiliation status. It will be included in our published rate card and in Standard Rate & Data Service.
2) A gross hourly network rate will be determined according to specifications and mutually agreed upon before the affiliation is made.
3) CBS Television will pay you its standard 30% of gross time charges less the ASCAP and BMI deductions.
4) Programs will be supplied to you on a television recording basis. Such prints will be returned to CBS Television, transportation prepaid by the station, or to such place as CBS Television may direct.
5) You may carry the programs "live," but in this event, the expense of all cable and local connection and transmission charges is the obligation of the station.
6) Sustaining program service will be immediately available on the basis outlined above. The programs will be supplied as television recordings unless you elect to pay cable, local connection and transmission charges.
7) Standard promotional materials will be provided by CBS Television on programs carried.
8) It is obvious that because of the high costs of maintaining a national television network, such an arrangement cannot be profitable to CBS Television. There will be a $5 service fee per television recording to help defray the costs of film prints.

In order to encourage advertisers to buy all of the stations in the "Extended Market Group," CBS Television is establishing a 10% discount if all stations are ordered. We will assume the entire cost of such a discount.

Another important phase of the over-all plan is that CBS Television is setting up a special unit to sell advertisers on the availability and advantages of stations in the "Extended Market Group."

We would appreciate, at your earliest convenience, word as to whether or not you are interested in a CBS Television affiliation on this basis. Your gross hourly nighttime rate is estimated to be (*insert*) at this stage of your television set circulation development.

If you are interested in such an affiliation, contracts will be submitted to you.

the advertiser can buy small markets as economically as the large ones, it is reasonable to assume that the stations and the network have a fighting chance to get business."

He pointed out that a station which does not have popular network programs finds it difficult to sell local and national spot business. The small-market station could acquire network shows by becoming a bonus station, but, in Mr. Akerberg's words, "a bonus arrangement is impractical because television is too valuable an advertising medium to give away —no matter how small the market is or how modest the station's operation."

In his letter, Mr. Akerberg indicated that the lowest rate the network contemplated for any Extended Market Group station was $50 per nighttime hour.

"Once the station has the programs," he added, "greater circulation should ultimately justify a higher rate if within the market capacity to produce same."

The network's new plan also has the endorsement of Glenn Marshall, WMBR-TV Jacksonville, Fla., chairman of the CBS Television Affiliates Advisory Board. He said:

"The Extended Market Plan is an alert and forward step by CBS Television in recognizing the importance of these smaller communities that are the backbone of this nation. This will insure that television stations can bring to their viewers the best of television fare out beyond the larger metropolitan markets. I feel that this plan is the right approach to assure Small Town America television's best efforts."

The problems which networks face in feeding programs to small-market stations were described in detail by Frank Stanton, president of CBS Inc., last June 18 in testimony before Sen. Potter's subcommittee [B•T, June 28].

Dr. Stanton mentioned, as two cost factors in distributing network shows, that CBS-TV used 16mm film at the rate of more than 10,000 miles a year and paid $10 million a year for AT&T interconnection facilities.

He said at that time that the crux of the affiliation problem was what the affiliate can deliver in terms of circulation since advertisers insist on lowest cost-per-thousand. He said CBS Television did not discriminate in favor of vhf stations or aganist uhf stations.

The network was losing over $4,500 a week for 22 small-market stations, Dr. Stanton testified. He said another affiliation had been refused a station with reasonably large circulation, justifying a rate of $150 or more, because it duplicated other affiliates.

He explained the small-market problem to the subcommittee this way:

"While some stations in major markets form a 'basic required group' which an advertiser who wishes to use the CBS Television network must buy, this group obviously cannot include stations in smaller markets. For the latter type of station, the advertiser has an option of picking any one or more. Therefore, in order for an affiliation with such an 'optional' station to ripen into any programming or economic return for the station, there is still the not inconsiderable problem of getting the advertiser to order that station."

CBS-TV BOOSTS BASIC FACILITIES CHARGES

NEW RATE CARD, introducing a new overall discount [B•T, Nov. 22] and increasing basic production facilities rates, is being announced today (Monday) by CBS-TV, effective Dec. 1.

Changes also include addition of a base charge of $250 gross per quarter-hour for the broadcast of network commercial programs primarily on film, and an increase in the minimum required station lineup for prime evening periods (8-10:30 p.m. EST) to 60 stations.

The new film charge was attributed to "increasing demands on network facilities" for broadcast of programs that primarily are on film. The new minimum station lineup for prime evening time replaces a requirement formerly based on minimum gross billings.

The basic ("must-buy") group of stations was increased from 41 to 46, with six being added (all had been announced previously) and with Providence transferred to the basic optional group. The six added: WBEN-TV Buffalo, KWK-TV St. Louis, WTVJ (TV) Miami, KWTV (TV) Oklahoma City, WCHS-TV Charleston, W. Va., and WSPD-TV Toledo.

Details of changes in the production section of the new card, which is No. 11, are contained in a revised production manual. Officials emphasized that these represent CBS-TV's "first increases in basic production facilities rates in two years, despite substantial increases in costs of manpower and equipment." They include:

Establishment of new base rates for live studio rehearsal facilities as follows: $450 gross per hour for studio with full facilities (up $75 from old rate); $225 gross per hour for studio with audio only (up $75), and $150 gross per hour for studio without facilities (up $50). Corresponding adjustments are made for facility use in excess of eight consecutive hours.

It also was pointed out that a charge adjustment for film facilities used in conjunction with live studio rehearsal, inaugurating a new policy of charging for each projector ordered, permits a reduction from the present $150 gross per hour to $100 gross with one projector in use.

The new overall account on the time purchases does not change the established scale of discounts but entitles advertisers who maintain a volume purchase of at least $100,000 weekly gross billing for station time during a 52-consecutive-week discount year to take a straight 25% reduction in substitution for weekly station-hour and annual discount combinations.

RADIO-TV TURN OVER ACES AT 3-DAY AAAA CONFERENCE

Agency executives see a parade of presentations by the broadcast media—including a 'working' color tv show—and devote one meeting exclusively to radio and tv during three-day conference.

AGENCY executives who handle millions of dollars worth of advertising were treated last week to a "working" color tv show and a frank discussion of problems, as well as selling attributes, of the electronic media.

Much of radio and tv's selling power appeared in the sundry sessions at the eastern annual conference of the American Assn. of Advertising Agencies held at the Roosevelt Hotel in New York, Monday through Wednesday afternoon.

But, in the main, radio-tv's role in an expanding U. S. economy was related in a media session and at a meeting devoted exclusively to the broadcast media. The radio-tv highlights provided were:

- By NBC-TV and CBS-TV—a visual presentation of color tv, climaxing the Monday afternoon session on radio-tv administration (also see pictures, pages 34-35).
- By Edgar Kobak, station owner, business consultant, and president of Advertising Research Foundation—a call for "complete separation" of radio-tv management and operation of networks and stations.
- By Rodney Erickson, vice president for radio-tv account planning, Young & Rubicam—a preview of world markets opening for tv selling.
- By Adrian Murphy, CBS Radio president—a reminder that radio has entered a new era of changing patterns in programming which are based on personalized listening.
- By Ted Bergmann, DuMont Television Network's managing director—reassertion that tv is developing new and more ways to accommodate the advertiser's needs and his size of budget.
- By William R. Baker Jr., chairman of the board of Benton & Bowles and chairman of the AAAA—an attack on advertising's critics, with emphasis on the plus side of radio-tv commercials.
- By James Gediman of *The American Weekly* and *Puck, The Comic Weekly,* and Vernon C. Myers, publisher of *Look* magazine—a belligerent stand for print media, supported by sniping at the broadcast media.

Overflow Color Attendance

Elaborate preparation was made for the color tv showings, witnessed on six 21-inch RCA Victor color receivers placed in the Pal Terrace room, which had an overflow attendance at the time of the telecasts.

First presentation was made by CBS-TV, which in a closed-circuit color telecast from its Studio 72 at Broadway and 81st Street traced the planning and staging of a color tv commercial (Maxwell House coffee commercial).

E. Carlton Winckler, production manager of CBS-TV's program department, introduced the action. His talk on the color screen was illustrated by cartoon slides. Mr. Winckler, who told the audience there is nothing mysterious or frightening about color in tv—"if you know what you're doing, it is surprisingly simple"—displayed various samples of background material before the camera and showed why the particular material finally selected was best suited for the commercial.

A color commercial is treated as a little show in itself, he said. He touched on scenery, lighting and make-up. Key to a good color show, Mr. Winckler explained, is knowing the problems and then planning each stage in advance.

Other CBS-TV personnel taking part: Dick Lewine, executive producer of the network's color programs; Charles Barkley, director of product presentation; Rai Purdy, director; Sal Bonsignore, supervisor of lighting, color programs; Vic Christian, graphic arts, and Don Foster, technical director.

A specially prepared color movie, "A Visit to CBS Color Television," was CBS-TV's second feature. It showed how color tv works, taking the audience on a guided tour of the network's studio. Scenes from several of the network's color broadcasts—notably, *Toast of the Town, Danger* and *The Best of Broadway*—were included. The film was introduced by William Lodge, CBS-TV vice president in charge of engineering. It was produced and directed by John Whittaker and Kenneth Whelan, CBS-TV's general engineering and direction staff members, respectively.

NBC-TV, under supervision of Barry Wood, executive producer in charge of color television, presented two parts to its showing: a live colorcast from Brooklyn studios and a kinescope, "Coming of Age," featuring scenes from a Fort Meade military maneuver (for which three color cameras were used), a sequence with songstress Connie Russell and a dance-and-song number with a Trinidad background. (Other details, see picture story, pages 34-35.)

In the Monday radio-tv session Mr. Kobak talked on radio, Mr. Erickson on tv.

Mr. Kobak recommended a number of procedures for both radio-tv and for the timebuyer which he thought would be beneficial.

Among them, he suggested a separation by networks and stations of their radio and tv management and operation "for the success of each media. If it is not done, it won't be long before economics will force this to happen with separate ownership as the eventual result. If economics doesn't force it, the government will, because strong networks and stations are needed in war and in peacetime."

Mr. Kobak asserted: "Our licenses are a responsibility and many in the broadcasting business are not meeting the issue when they have divided interests with radio getting the least attention. Let's not wait for the tv honeymoon to end but get busy now."

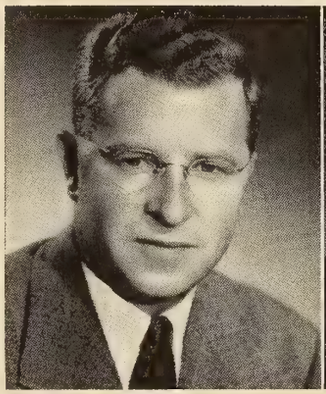
Mr. Kobak's recommendations included "a real cost study" of network and station operations; the basing of rates "on a more realistic value of media, local and network" since "better research is available today"; need for rates to be contiguous day by day as well as rates contiguous on the same day; review rates as to less than hour usage and "review rates in various day and nighttime segments."

Also suggested: A review of the current station compensation plan, which he called a "roadblock to any over-all correction"; development of new program concepts to meet tv competition—"as long as the same people in media and buying groups are also responsible for tv, little progress can be made"; radio should work toward a higher dollar volume from sign-on to sign-off with an eye to a small margin of profit for each hour; "deals" should be killed by all networks and stations.

In calling for cooperation among networks, stations and station representatives to "build a

(Continued on page 36)

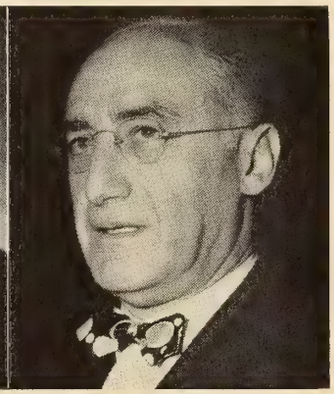
AMONG SPEAKERS ON RADIO-TV AT 4A'S



MR. LODGE



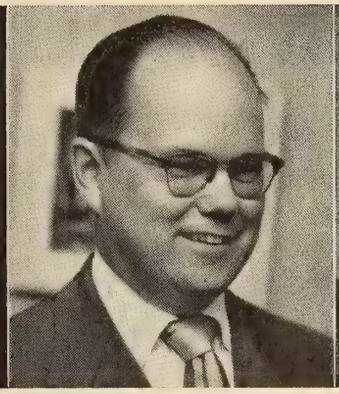
MR. BAKER



MR. KOBAK



MR. MURPHY



MR. WINCKLER



MR. BERGMANN

A B•T PICTURE STORY



AGENCYMEN SEE COLOR BACKSTAGE

NBC PREVIEWS 'MACBETH' TO SHOW HOW COLOR GETS THAT WAY

NBC-TV decided its presentation of color tv's "story" could best be put across to the American Assn. of Advertising Agencies' Eastern Annual Conference in New York last Monday (see story preceding page) via an actual live colorcast.

A vivid portrayal was the result. The telecast originated from NBC's huge Brooklyn color studio and was sent by closed circuit to the Palm Terrace Room in the Roosevelt Hotel in mid-Manhattan. It was received on six 21-inch RCA color sets.

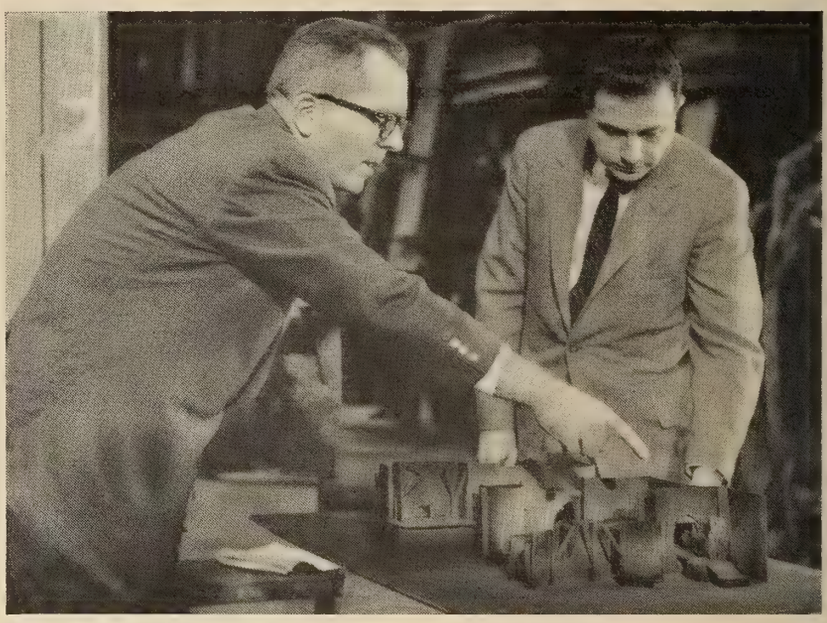
In this demonstration, NBC achieved at least two things above and beyond the illustrations of techniques used in preparing for an actual color tv show: the network followed its live show with its "first large-scale showing" of a color kinescope, while RCA demonstrated six of its newly announced 21-inch color receivers which performed, according to observers, with excellence.

Top NBC color experts talked to the audience — roaming, it seemed, at will through the Brooklyn studio and on the "Macbeth" set. Various steps in the preparation of a network show of the size and scope of "Macbeth," which was to be seen on NBC-TV in a two-hour color telecast yesterday (Sunday), were explained. Live models, actual costuming and a mass of color were welded into a technicians' spectacular.

Barry Wood, NBC-TV's executive producer in charge of color tv, told the audience what they would see—"a show in the making." The demonstration, "Color Clinic," illustrated color lighting, design, costuming and makeup, use and different types of titles, program art, and slides (of products: Spic and Span box, pack of Chesterfields, a Chevrolet, box of Dreft, can of Ajax cleanser and Speidel watch band).

NBC employed a full staff of color experts to explain the intricacies of the medium to the audience. An abundance of illustration—some "live" (models, actresses and actors), some photographs, miniature sets, charts, diagrams but all bathed in striking color hues and tones—were used.

The special colorcast opened with an unusual visual effect. Generous swaths of paint were splashed in rapid succession before the cameras, each splash a different, brilliant color.



A MINIATURE "Macbeth" set is demonstrated by Otis Riggs (l), set designer, and Norman Grant, NBC art director, to illustrate for the audience of agencymen the use of color in a typical set creation.



DICK SMITH applies make-up. On one part of the show, Mr. Smith had a model with one-half her face made up for black and white tv, the other half for color.



BARRY WOOD, NBC's executive producer in charge of color tv, at the demonstration, sends orders to Brooklyn studios.



BRIEFING before the telecast is given NBC color experts taking part by Norman Grant (l), NBC art director and m.c. of the special colorcast. In the conference are (l to r) Dick Smith, make-up expert; Ed Bennett, graphic arts expert; Burr Smidt, color consultant, and Otis Riggs, set designer.

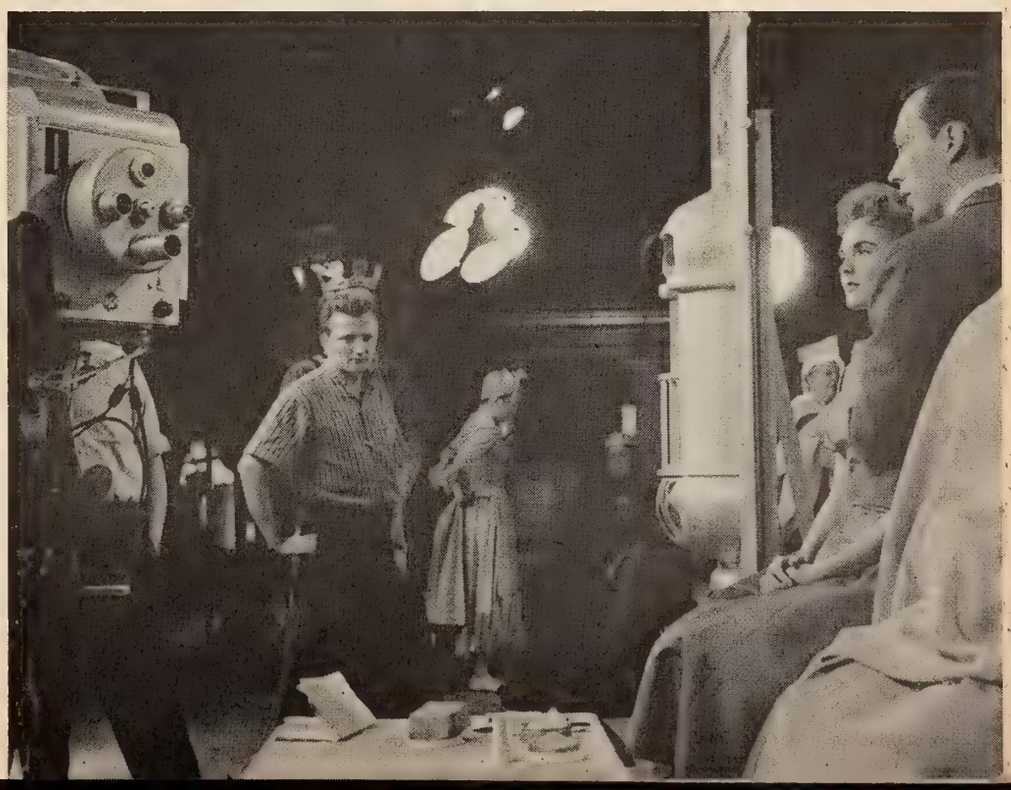


ROSE BOGDONOFF, costume designer, adjusts a costume on the "Macbeth" set. Deep color tones were used in costuming to set the dramatic mood.



STAGE MANAGER Dick Gillespie and an actress on set. His megaphone is necessitated by the vastness of the Brooklyn studio.

AGENCY executives saw this in color. Make-up expert Dick Smith applies his technique before the color camera.



(Continued from page 33)

solid foundation" in business practices and rate-making, Mr. Kobak also attacked "the trend away from continuity in radio" and warned of danger in "the trend toward control of programs by networks."

Mr. Erickson in his speech urged advertising agencies to take part in a plan "in spreading the American methods and standards of living into countries which are now less fortunate than ourselves."

Chief medium American companies will use in telling their messages overseas most likely will be television, he said. The U. S., he said, is being looked to by countries abroad for leadership in tv programming. This country will set the pattern and the trend.

Most early tv activity by American firms abroad will be in Canada, Mr. Erickson asserted. Next he listed Mexico, Cuba and Puerto Rico, followed by Venezuela and Brazil in South America and by England in Europe. He predicted Italy, Western Germany, France, The Netherlands and Sweden will follow along the commercial tv path (though not necessarily in that order). Mr. Erickson then proceeded to analyze each country's tv potential.

noon, radio, tv, magazines and newspapers had their say about themselves. (For newspaper and magazine talks, see story page 59.)

Mr. Murphy spoke on radio's methods of keeping pace with the future. Before plunging into future patterns, he outlined steps radio took to keep abreast of the present. Among them: Recognition of tv competition in the living room and meeting it by spreading radio "through many other rooms in the house"; new program patterns, such as CBS Radio's extension of strip programming to mid-evening time, Monday through Friday; adjustment of night-time rates to permit a client to buy more homes per dollar than he could before tv's advent.

For the future, Mr. Murphy stressed inclusion of auto radios and "personalization" of radio listening. To illustrate the latter point, he displayed a Regency model radio receiver the size of a cigarette package. Of the model, which uses transistors instead of vacuum tubes, he told the agency audience: "It doesn't take much imagination to project the influence of this trend on general radio listening."

Mr. Bergmann in his talk predicted that tv by 1959 will account for 20% of all advertising expenditures, twice the percentage it now enjoys. Tv, he said, now is responsible for $18 billion worth of retail sales—by 1959 he predicted $41 billion.

Television, he said, will shape itself into new forms dictated by advertisers' needs and budgets. These patterns will be influenced by the networks' ability to deliver and desire to accommodate the large and small campaign and by a soft or firm consumer market.

Because of cost differences between color and black-and-white, Mr. Bergmann forecast two rate cards eventually for the advertiser, one for color and one for monochrome—"just as in magazines." Depending on the show, he said, "production costs (for color) will run 10% to 20% higher than they do now."

Mr. Bergmann said there was no doubt that color tv is in the advertiser's future. Question of when it will be "fully effective," however, he said, depends on technology. When manufacturers create a mass market with 19-inch color sets retailing for about $500 each, color tv will then be useful to most advertisers, he asserted.

The magazine concept, co-sponsorship and alternate-week plans in tv, Mr. Bergmann said, are all variations of the same idea but premised on the idea that networks should own and control all programming. This is "academic" right now, he noted, because "no network is equipped to create and control all of its programming."

Turning to additional markets opening up in tv, Mr. Bergmann estimated, "We can reasonably expect a total of 25 markets to have four or more stations, and an additional 78 will have three stations." Today, he said, "only 14 markets have at least four stations, 27 have three stations, 55 markets have two stations, and 39 have one."

Biggest headaches in producing a live show today, he continued, "is the increasing costs of people to do the job and the constant union entanglements." He said agencies and advertisers must support the broadcasting industry in union negotiations.

Mr. Bergmann criticized those people "outside of the network operation" who would exchange for loss of control of tv programming "a guarantee of safety—in other words, guaranteed circulation." This he labeled "a kind of welfare state for advertising." Guaranteed circulation, he warned, also would mean, in tv, guaranteed measurement of program audiences. This implies, he said, that everyone agrees on what is a good rating.

"Magazines guarantee their overall circulation—as does a network as a whole—but magazines don't promise that your ad alone will reach a certain number of people or else," he said.



SPEAKING before the AAAA eastern annual conference on "Around the World With Script and Stopwatch" is Rodney Erickson, vice president, account planning, radio-tv, for Young & Rubicam. Seated: Stuart Ludlum (l), C. J. LaRoche & Co., and William Seth of Lewin, Williams & Saylor Inc.

Radio-Tv Lead All Media

At B&B, he said, tv and radio "account today for a dollar volume significantly greater than that of all other media put together." And, he said, the broadcast share of B&B's business will grow "larger and larger."

Radio-tv is under close scrutiny by management, agency clients and government, Mr. Steele said. "Nothing else we do interests people, pleases people or provokes people anywhere so much as what we do on the air." It's the phase of advertising activity in which "dramatic, skyrocketing successes" are made and also "conspicuous mistakes," he said.

At a media group meeting Tuesday after-

Takes Note of Complaints

At a general meeting Tuesday afternoon, William R. Baker Jr., Benton & Bowles board chairman, and also chairman of the AAAA, warned of complaints against the advertising business which serve to lessen confidence in it by the consumer.

Mr. Baker described four areas of attack: (1) economists who argue advertising is an economic waste, (2) others who decry the use of too many "emotional appeals" with alleged "dire effects upon our social health and mores," (3) antagonism related to content, quantity and quality of advertising in broadcast media, and (4) criticism of ad copy, charging misleading claims, "banal repetition" and bad taste.

The "same hue and cry" now heard against tv commercials, Mr. Baker said, was directed against radio commercials in the mid-thirties and just prior to World War II. Several of the "biggest users of radio," he said, "found only a very slight, but vocal, percentage of the public reacted negatively to these commercials. Business boomed in radio—and from radio."

A similar process of big advertiser users of the broadcast media surveying the public on tv commercials has been underway, Mr. Baker noted. He reviewed percentages already un-

[A&A continues on page 59]

Burn Your Charcoal

THE MADISON Ave. Beau Brummell who is partial to charcoal gray suits and who has aspirations to be seen on color television had better change his clothing habits. During CBS-TV's color demonstration at the American Assn. of Advertising Agencies meeting last week, E. Carlton Winckler, production manager of CBS-TV's program department, appearing on tv—and in a blue suit—noted that the network color studio "frowns" on charcoal gray. "Muted colors are more practical than harsh, saturated colors . . . except where you want a glaring type of effect," he said.

BIG MIKE the MILLER





Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

One of the biggest jobs in Big Mike's area is processing many of the crops that come from the rich fields of the Midwest. A big part of that job is done by the thousands of people working in the feed and flour mills of Nebraska. After leaving the mills, the feed goes to thousands of feed lots and poultry pens throughout the land. The flour, produced by Nebraska's mills, ends up on tables all over America. The folks that work in the mills, like all Nebraskans from field and factory, count Big Mike among their friends. For more details on the KFAB-Big Mike story, see your Free & Peters man, or talk to Harry Burke, General Manager.

THE MIDWEST-EMPIRE STATION

1110 K.C. **KFAB**

50,000 WATTS OMAHA BASIC CBS

NO CITY LIMITS



WNAX's countrypolitan market resembles a big city market, except that its shopping centers are 60 miles apart instead of 6. The farmers, ranchers, and town folk of Big Aggie Land (Minnesota, The Dakotas, Nebraska and Iowa) think no more of driving 60 miles than you do of driving 6.

WNAX-570 has been "touring" Big Aggie Land for 32 years, delivering information and entertainment without regard to city limits, to upwards of 200,000 families. It's the kind of information—commercials included—which starts buying trips.

To travel with this good company, see the Katz Agency.



WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.



AN ELDER STATESMAN LOOKS AT ADVERTISING

DON'T BLAME hucksterism; advertising's faults come from the same system of competitive enterprise that has produced our economy of abundance, James Webb Young, senior consultant at J. Walter Thompson Co. and former chairman of The Ad Council, tells the council at its 13th anniversary luncheon [B•T, Nov. 22].

I WOULD like to [discuss] what it means to do "good" through advertising, and what is back of its alleged "evils." Also about the inevitable relationship of these to our unique American brand of capitalism.

I want to start by calling to your attention a recently published book called "People of Plenty"—whose sub-title is "Economic Abundance and the American Character"—by David M. Potter, co-professor of American history at Yale.

The main thesis of this book is that, from our earliest days, abundance of goods has been a major force in American history, and one which made us unique among the nations of the world. But, says Prof. Potter, no force can be regarded as of major historic importance unless it has developed its own *characteristic institution.* Thus, democracy produced the varied institutions of popular government; religion produced the church; science produced the university and its research laboratories, and so on.

So, says Prof. Potter: "If we seek an institution brought into being by abundance; and one peculiarly identified with American abundance; we will find it in modern American advertising."

And it is, he goes on to say, "an institution comparable to the school and the church in the extent of its influence on society." . . .

For the first time, we have a front-rank scholar whose historical studies lead him to a view . . . that as developed in America this complex of techniques, skills and facilities called advertising had come to be the greatest single means of mass communication and persuasion the world has ever seen.

But there is another side of the coin. At this very time when a distinguished scholar rates advertising as an institution comparable in social influence to school and the church, the critics of the *practices* of advertising are legion. Whether there are more of them than of the school and church one may doubt, but that is not our business today.

The immediate cause of these criticisms appears to be not literal dishonesty in advertising, which is now so rare as to be microscopic. It is rather an infectious ailment like athlete's foot which might be called Copywriter's Strain. Among its symptoms are, first, noise, in type and on the air; second, the manufacture and magnification of meretricious differences between competing products; third, strange word distortions, such as those peculiarly prevalent in automobile advertising.

Now, are these things manifestations of "original sin" in advertising men? It seems to have been assumed that they are, and that therefore pious exhortations to reform, plus pointing the finger of shame, can correct them. I, for my part, am sure they cannot.

I suggest to you that the real cause of Copywriter's Strain is much deeper than the alleged congenital "hucksterism" of advertising people. I suggest that, in fact, it is rooted in the Economy of Abundance, which Dr. Potter has studied; and in the nature of the hardly-realized technological revolution which, with advertising, has made this economy possible.

What is the nature of this technological revolution? It is in the area of research for the improvement of products. This research has vastly accelerated the rate of such improvements, and given the public constantly better values. But strange to say it has largely *reduced* the *competitive* advantages between products of the same kind.

First, there has been such a radical increase in research facilities throughout industry that an unpatentable product improvement by one manufacturer can be very quickly duplicated by competititors. Example: there are now some 50 copies of the original compact face powder.

Second, if the improvement is patentable and important, then there is likely to be, as a matter of public policy, patent pooling or licensing which quickly spreads the improvement through an industry. Example: color television tubes.

Third, basic research in product improvements comes increasingly, not from end-product manufacturers, but from outsiders or suppliers, who license as many potential producers as possible. Example: the chlorophyll toothpastes.

Fourth, American manufacturers are great free-traders in ideas at the technological level. Scan the programs of the meetings of technical men in any industry and note the surprising number of talks in which a European would think trade secrets are being given away. Result: certain product development ideas get "in the air" in that industry, and tend to come to fruition in competitive concerns at about the same time. Example: the automobile industry.

So we should not be surprised that in advertising, all detergents, made under the same patent, turn out clothes as white as whitebait, only whiter; or that with all paints, made on the same rubber base discovery, the little woman can now roll her own decor; or that in any summer suit, thanks to the synthetic fibre manufacturer, we can loll without a wrinkle; or that now in any automobile, thanks to the rubber industry, we can travel carefree of nails on tubeless tires. Verily, the individual manufacturer has been in many ways hoist by his own petard. But, alas, for the poor copywriter, who must still conjure a consumer preference for one brand over another! He is not so much a sinner who needs be brought to the mourner's bench, as he is like Joseph's brethren in Egypt struggling to make bricks without straw. And in the struggle giving numerous evidences of that Copywriter's Strain which is the source of most advertising criticism today.

This is not the time or place to discuss how the advertising man will solve this acute problem. My sole purpose here has been to present a sort of capsule public opinion balance sheet of the current advertising operation of American business.

On the asset side we can certainly place this important new insight of a competent historian—that of advertising as the distinctive institution of the "People of Plenty" to which American business is dedicated.

But on the liability side we must place the problem of Copywriter's Strain, which seems to me to spring from the very dynamics of the economy of abundance.

NOW...all the loose ends tied-up in a single

TIME AND PROGRAM PACKAGE

NATIONAL SPOT TV COVERAGE...

TOP PROGRAMS

TEN HOURS PER WEEK OF FILM PROGRAMMING PRODUCED EXPRESSLY FOR NATIONAL SPOT SPONSORSHIP:


Liberace

GUILD's 1955 schedule provides five hours of prime night-time programming, made up of ten all-star half hour shows... and five hours of lively day-time programming, made up of twenty quarter-hour segments, designed for across-the-board showing. Here are some of the program titles... *Many available immediately*... and others to be announced soon.

- Paul Coates' CONFIDENTIAL FILE
- THE GOLDBERGS, starring Gertrude Berg
- THE NEW LIBERACE SHOW
- THE FRANKIE LAINE REVUE
- A DATE WITH FLORIAN ZABACH
- LIFE WITH ELIZABETH, starring Betty White
- BRIDE AND GROOM
- IT'S FUN TO REDUCE
- DR. NORMAN VINCENT PEALE
- CONNIE HAINES SINGS


Gertrude Berg


Betty White

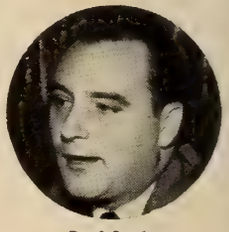

Frankie Laine


Florian ZaBach


Connie Haines


Dr. Peale


Margaret Firth


Paul Coates

To see how this combination of VITAPIX and GUILD coordinated services can serve you...contact GUILD FILMS today.

GUILD FILMS

NEW YORK • CHICAGO • CLEVELAND • DETROIT • KANSAS CITY



TOP STATIONS

what you get:

1. Desirable time periods in all markets selected.
2. Programs of proved viewer impact.
3. Stations with proved audience leadership.
4. Single billing... single proof of performance.
5. Complete program and time research facilities.
6. Program promotion and publicity services on both national and local level.
7. Integrated commercials by Guild stars, specially keyed to best suit the advertiser's needs.

what it means:

This new coordinated plan saves you time, saves your client money... and provides greater flexibility than ever before offered. You save time because GUILD and VITAPIX handle station clearance for you, providing single billing and single liaison. Your client saves money because there are no hidden "extras"... you select only the markets you require.

America's leading stations are **VITAPIX** stations

KGNC	Amarillo
WSB	Atlanta
WMAR	Baltimore
WABT	Birmingham
WBZ	Boston
WBTV	Charlotte
WBNS	Columbus
WHIO	Dayton
KLZ	Denver
WWJ	Detroit
WFBC	Greenville
KPRC	Houston
WKZO	Kalamazoo
KCMO	Kansas City
KTLA	Los Angeles
KSTP	Minneapolis
WDSU	New Orleans
WKY	Oklahoma City
WOW	Omaha
KPHO	Phoenix
WPTZ	Philadelphia
WGAN	Portland, Me.
KOIN	Portland, Ore.
WJAR	Providence
WHAM	Rochester
WHBF	Rock Island
KSL	Salt Lake City
WOAI	San Antonio
KRON	San Francisco
KING	Seattle
WHEN	Syracuse
KWFT	Wichita Falls
WGR	Buffalo

... plus other coverage throughout the country

the VITAPIX stations

420 MADISON AVENUE
NEW YORK 19, N. Y.
MURRAY HILL 8-5365

DALLAS • HOLLYWOOD • PORTLAND, ORE.

THE TV COMMERCIAL

COMMENTS FROM AN AGENCYMAN'S BOOK

A PRACTICAL manual on tv commercials, their creation and production, has recently been published by Hastings House, New York. The book, authored by Harry Wayne McMahan, vice president and member of the copy plans board in charge of television commercials at McCann-Erickson Inc., New York, is titled "The Television Commercial." It sells for $5. Mr. McMahan's ideas on tv advertising are accompanied by a collection of illustrations with a number of "do and don't" suggestions on commercial production. Here is an abridged version of Chapter 6 of Mr. McMahan's book citing five basic production techniques as the author sees them.

CHOOSE your production technique to fit your problem, your product and your pocketbook.

The five production techniques available for television film commercials are:

1. Cartoon
2. Live Action
3. Stop Motion
4. Puppets
5. Photo Animation

Each technique has distinct advantages, best for specific objectives. Costs vary so that two or more techniques may be blended in the same commercial to control the budget.

The variance of costs between the different techniques—and within each technique—is one of the problems that is not easy to understand about this business.

One cartoon may cost $800, another $8,000. Live action may cost from $500 to $5,000. It is difficult to pin-point all the reasons, even as it is often difficult to explain all the variances in the cost of advertising art. Too many creative factors are involved.

Only from experience can we develop a yardstick. The chart is obviously controversial because it attempts to oversimplify a complex creative work. Here is what the chart does not do:

It does not consider non-union or 16mm operation. It is based on the competitive standards which national and regional advertisers must meet in television today.

It does not allow, in cartoon, for the animation of more than one primary character. Additional "units" cost extra.

It does not cover the cost of talent in live action and sound tracks under the 1953 Screen Actors Guild code which requires re-payments each broadcast on network programs and each quarter on spot campaigns.

It does not cover the cost of unusual settings and props, location trips or puppet dolls.

It does not cover the great bugaboo of the business: RUSH!

Rush delivery increases cost because of overtime payments, waste and the increased hazards for error. Time is money. Generally, live action is most economically delivered in 45-60 days, cartoon in 60-90 days. If you require live action in 21 days or cartoon in 30 days, it is obvious that the cost must go up.

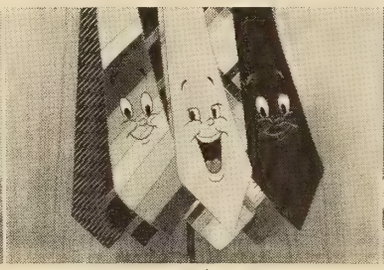
COMMERCIALS

TECHNIQUES:	ADVANTAGES	AVERAGE COST PER SECOND:
Cartoon	Gaining interest Trademark characters Personalizing product Exaggeration, fantasy Singing jingles	$80
Live Action (Narrative)	Demonstration Exposition Human interest Appetite appeal	$50
Live Action (Dialogue)	"Personality" commercials Testimonials Key copy lines	$60
Stop-Motion	Demonstration Mechanical action Personalizing product	$40
Puppets	Trademark characters Singing jingles	$25
Photo Animation	Special announcements Retouching products "Catalog" of products Signature	$20

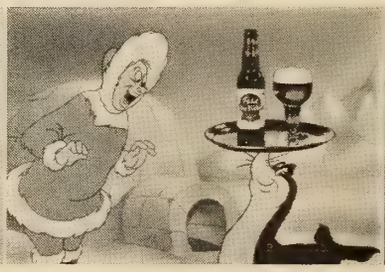
Cost Specifications for Chart: Based on 1951-54 averages of five commercial producers for national and regional advertisers. Full union labor operation in 35mm film original. Cartoons computed on "one-unit" animation; standing sets for live action. Films produced in series; if singly, allowing sufficient production time for combination with similar work to avoid waste of overtime. Note: Sound tracks and Screen Actors Guild talent payments extra.



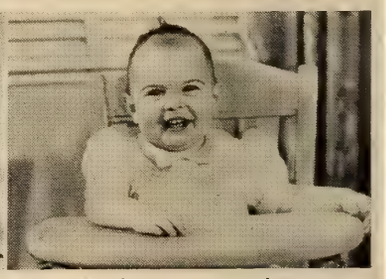
DO use cartoon for exaggerated, comedy or fantasy types of people—better still for animals and for bringing inanimate objects to the screen.



DO expect to repeat a singing jingle many times, especially in cartoon. This Wembley tie spot ran intermittently over a period of some four years.



DO expect long life where you have a variety of films in the same series. This Pabst beer jingle, one of 10, ran two years. Cost per showing: $25.



DO use live action when you want to stir emotions. Where cartoon is "make believe," live action in the commercial is within the viewers own experience.



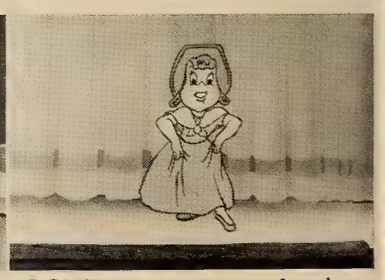
DON'T waste cartoon treatment on normal people doing normal things. If there is no exaggeration in the face or body, it is hard to cartoon.



DON'T expect to repeat a live action film too often, particularly if it has characters or settings readily remembered. Viewers begin finding fault.



DON'T expect long life from a single film used in a heavy saturation campaign. This jingle ran 50 times on *Howdy Doody* and burned itself out.



DON'T use cartoons for human interest. If you want to get beneath the surface of the viewers' emotion, live children are much more effective.

ONLY A COMBINATION OF STATIONS
CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000W • 590KC
CBS RADIO

MACON
WMAZ
10,000W • 940KC
CBS RADIO

SAVANNAH
WTOC
5000W • 1290KC
CBS RADIO



The TRIO offers advertisers at one low cost:

- **Concentrated Coverage**
- **Merchandising Assistance**
- **Listener Loyalty Built By Local Programming**
- **Dealer Loyalties**

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

THESE ARE THE STATIONS

NATIONAL SPOT



FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK	CHICAGO	DETROIT
444 Madison Ave.	*230 N. Michigan Ave.*	*Penobscot Bldg.*
Plaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blva.*	*Russ Building*
Main 5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798

N FOR YOUR

TELEVISION CAMPAIGN . . .

		VHF CHANNEL	PRIMARY
EASTERN			
WBZ-TV	Boston	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WTVJ	Miami	4	CBS
CENTRAL			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	CBS
WDAY-TV	Fargo	6	NBC
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	CBS
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6 CP	CBS
KENS-TV	San Antonio	5	CBS
WESTERN			
KBOI	Boise—Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC



THINGS OF BEAUTY ARE A JOY FOREVER

AND THEY ALSO CAN BUILD BUSINESS AND PROMOTION FOR RADIO

"THE BEST promotional vehicle for a local radio station I have ever encountered."

That's how John C. Gilmore of WGH Newport News, Va., described the Miss America elimination contests conducted by the station throughout the Tidewater area which WGH serves.

By arrangement with Miss America Pageant Inc., Mr. Gilmore told B•T, WGH secured the right to conduct local pageants to select the winners from seven Virginia communities—Norfolk, Portsmouth, South Norfolk, Virginia Beach, Newport News, Hampton and Warwick—who made up an all-Tidewater team to compete for the Miss Virginia title.

The pageants were planned and supervised by WGH's women's affairs chief, Ann Lee Ceglis, 1953's Miss Virginia and that year's first place talent winner in the national contest at Atlantic City. The pageants, Mr. Gilmore said, gave the opportunity for a wealth of direct promotion of the *Ann Lee Ceglis Show* in addition to the overall station promotion.

In each locality, Mr. Gilmore related, "we contacted a local civic organization and offered to present them with all proceeds from admissions and the promotional facilities of the station to get 'trade deals' for prizes . . . In exchange we asked only that WGH co-sponsor the project. We appointed a staff member to each civic sponsor's committee to insure that the contest would be properly conducted according to concepts of prestige and dignity worked out in advance, as well as to handle all publicity for the pageant."

To recruit entrants for the competition, WGH used a saturation spot campaign, selling these announcements to a local advertiser as part of a package which included the right to sponsor the broadcast of the pageant and the privilege of presenting the scholarship award to the winner. The contests were spaced at two-week intervals.

"Presented in this way, each contest is completely self-sustaining—indeed, downright profitable," Mr. Gilmore declared. "It provides an excellent stimulus for beating the summer slump, with the bonus being abundant newspaper publicity, civic prestige and all-around goodwill."

Of the advertisers sponsoring the WGH pageants, three were department stores, Mr. Gilmore reported. Two of the stores were making their first use of radio on the station, he said, and the third was sponsoring its first WGH program. The Miss Norfolk Pageant was sold to Colonial Stores, supermarket chain, which he described as "a prestige account."

An unexpected bonus came to WGH when, after its seven entries had returned from the state pageant at Roanoke without the Miss Virginia riband, the station received a call from the regional Philco distributor asking for help in getting some of the girls to appear at a district meeting. WGH cooperated and has played an active part in Philco plans locally and received an extra measure of their advertising budget, Mr. Gilmore said.

Following up its sponsorship of the Atlantic City Miss America finals telecast on ABC-TV, Philco has contracted with Miss America for 125 personal appearances at dealer meetings and other events throughout the coming year, Mr. Gilmore said.

"Philco is really in the 'beauty business' now," he declared. He advised other broadcasters that "here are the seeds to a good solid commercial pitch to your Philco dealer —one that will get immediate cooperation."

From the WGH viewpoint, Mr. Gilmore concluded, its association with the Miss America Pageant organization has been completely happy. In addition to providing profitable programming, he summarized, the contests were given over 2,300 inches of publicity in the Tidewater press and 161 individual pictures, mostly with station identification.

"Daily we are called on by the city, civic, fraternal, religious and business organizations to provide these girls as representatives or hostesses, to say nothing of the fact that WGH can produce seven local lovelies for our own use on any occasion. If you are after a good money-producing, attention-getting, local civic promotion,

"Better buy beauty, broadcaster!"

THE BUSINESS BEAUTY BROUGHT

PAGEANT	SPONSOR	AMOUNT
Miss Portsmouth	Bloombergs' Dept. Store	$ 500
Tri-City	Nachman's Dept. Store	300
Miss South Norfolk	Sustaining	
Miss Virginia Beach	Colonial Stores	550
Miss Norfolk	W. G. Swartz Dept. Store	800
	Norfolk Motors	
Miss Virginia (state)	Ward-Tv (Philco)	200
Miss America (national)	Ward-Tv (Philco)	130
Total		$2,480

AND THE PUBLICITY

PAGEANT	NEWSPAPER INCHES	NEWSPAPER PICTURES
Miss Portsmouth	595	22
Tri-City	535	40
Miss South Norfolk	110	12
Miss Virginia Beach	401	18
Miss Norfolk	257	22
Miss Virginia	411	23
Total	2,309	137

Talk about Proof!



78,221

CARDS and LETTERS

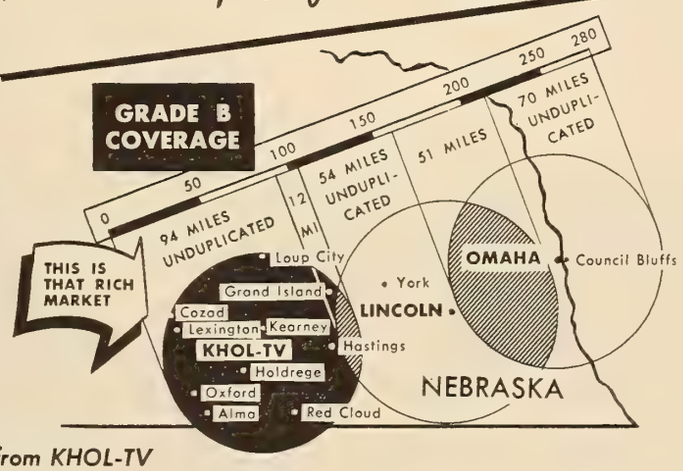
to KHOL-TV said...

"We Receive No Other TV Station Regularly!"

HERE'S

UNDUPLICATED COVERAGE

Here's unduplicated coverage that reaches 35% of Nebraska's total farm market. Your proof? 78,221 cards and letters received from Channel 13 viewers in just four days (October 26 to October 30, 1954) proving exclusive coverage by KHOL-TV. Get the story—get the facts today.



Mail Count by Towns upon Request from KHOL-TV

KHOL-TV

CHANNEL 13 — KEARNEY, NEBRASKA

Owned and Operated by
BI-STATES COMPANY

DUANE L. WATTS, Station Manager
Phone Axtell, Nebr. SH-3-4541

CBS • ABC • NBC • DUMONT • NETWORKS

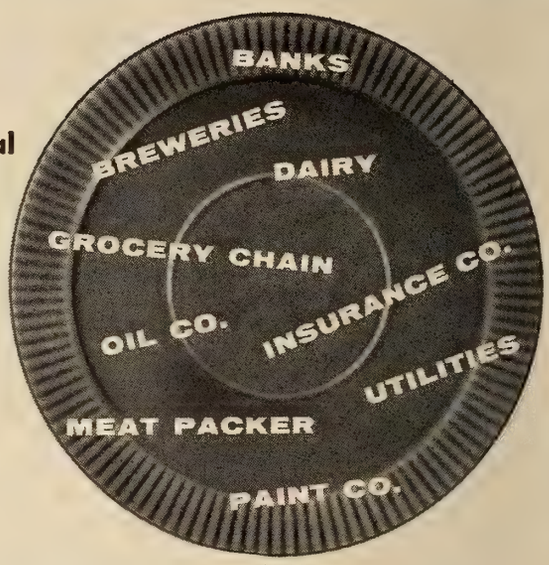
REPRESENTED NATIONALLY BY MEEKER TV, INC.

$1,000

ALREADY SPENT FOR "THE STAR AND THE STORY"

✻ PROGRAM ONLY — DOES NOT INCLUDE TIME

In 120 days, astute local and regional advertisers have snapped up this opportunity of a TV-lifetime. There's still time for YOU!



13 good reasons why this new, top prestige show is paying off immediately!


DAVID NIVEN


ANGELA LANSBURY


EDMUND GWENN


TERESA WRIGHT


EDMOND O'BRIEN


JAN STERLING


THOMAS MITCHELL


JUDITH ANDERSON

,000*

BY 51 TV-WISE, BLUE CHIP SPONSORS

FIRST AVAILABLE ARB RATINGS

LOS ANGELES — In this tough 7 station market THE STAR AND THE STORY is TOPS attracting many more viewers than the closest competition — big budget, network, Saturday Night Revue.

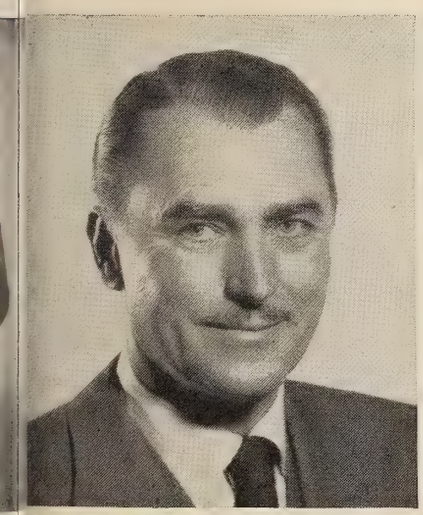
SAN FRANCISCO — THE STAR AND THE STORY is *FIRST* with a whopping 23.9 (59% share of audience.)

The Star and the Story

39 FIRST RUN ½ HOUR FILMS FOR TV

Each story, selected and introduced by its own star (39 top names), from the works of celebrated writers (including 13 by Somerset Maugham), is sculptured into magnificent entertainment by the producers of 4 STAR PLAYHOUSE.

Don W. Sharpe, Executive Producer
Warren Lewis, Producer



RIAN AHERNE



ALEXIS SMITH

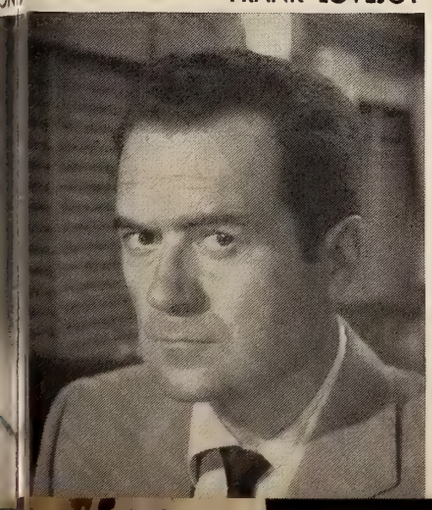


PETER LORRE



JOANNE DRU

FRANK LOVEJOY



For full details on the prestige, profit show of the year, WRITE, WIRE, CALL

OFFICIAL FILMS, INC.

25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100

Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES
TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • TUNE-O



THE VALUE OF ART IN A TV OPERATION

A PROGRAM DIRECTOR TELLS HOW IT ATTRACTS, SELLS, INFORMS

By Jerome R. Reeves

WHAT is the value of a tv station art department? What can it do for the station?

An art department is a station's "watchbird," ever on the lookout to improve the old and to find the innovation. Its challenge is to create the best visual story. One of the basic methods is the employment and control of the gray scale. Since tv is still predominately a black and white form, the WBNS-TV Columbus, Ohio, art department's concern is the proper distribution of the nine stages of white to black. Flats, furniture, pictures, lamps, draperies, clothes all come under the artists' scrutiny.

They paint in gray scale proportions to the other gray elements in the presentation. When color units enter the picture, the art department must transfer those colors into the gray scale to assure compatibility. They wrestle with production problems such as dark food on light plates, a sun-burned face against a light background, a metallic fabric burning the camera mosaic.

In creating slides, sets, displays for live and film products, the art department reflects the character of a station—effective evidence of the station's ability to inform, convince and sell ideas and products.

Versatility is a tv artist's forte. He must be as flexible as an interior decorator, as clever as a cartoonist, as practical as a draftsman, as speedy as a sign painter. Tv is the combination of all advertising media, in addition to being a window display and an over-the-counter salesman. An artist employs all techniques to reflect good taste and achieve the most effective selling strategy.

It is the artist's responsibility to create the needed illusion on the set by doing it within the scope of local facilities. Perhaps it might be crayon on cardboard, or pigment on canvas. The art department can make a 5-ft. flat into a ballroom or create a birds-eye perspective of an endless railroad track. It deals in illusion, motion and eye appeal.

At WBNS-TV, the art department services three basic divisions: live production, commercial slides and film production. In each case the work is coordinated closely with the continuity department in planning audio and video. A close relationship is also maintained between the art department and directors in the selection of set design, appointments, picture composition and special effects. An art department guides the floor manager and property people to gain the maximum value of placement of motif and harmony of periods in furniture and architectural design.

One of the department's most important responsibilities is the creation of slides for client service and station promotion. Each task is an individual challenge. Clients differ, messages vary. A newspaper-indoctrinated client wants the maximum verbiage; a display-trained sponsor demands specific visual requisites. But the underlying responsibility of the art department is to:

(a) Attract and be provocative,
(b) sell,
(c) illustrate and inform.

Therefore, the artist must be able to execute specific requests, supplement basic approaches and even start from scratch in his relations with the client.

WBNS-TV makes use of a number of techniques in creating the necessary feeling —washes, cutout paper, acetate, water color, miniatures, silk screen, type faces, hand lettering and photographs. These same techniques are used for promotion and public service slides as well as for commercials. A competent art department can and must assure a station of no visual letdown when a local chain break, commercial or live program follows a first flight network program or an outstanding film show. The challenge is to match this quality and salesmanship.

In working with film, again coordination between the art department and various other departments of the station—continuity, film, production, property — becomes of prime importance.

First step in the planning of a film is the storyboard—this is the artist's conception of what the motion picture scenes will look like. We make storyboards for all types of films, everything from a 10-second spot to a half-hour show. An artist can often see the composition long before the camera is even loaded. His deft pencil can be a challenge to the film director. The new angle, the different approach and capturing each idea, one at a time, in the storyboard's framed panels, can serve as a guide to bring many a visual task to a rapid conclusion. From "rough roughs" to finished drawings, the storyboard progresses. When the artist's work is completed, the cameraman, film editor and director begin. From there on the storyboard becomes a shooting script.

An integral part of this film work is the use of animation; here the artist makes use of his art and acetate cells to attain the effect of motion, using (a) stop animation, (b) pop-in animation and (c) regular animation.

In working out a film, the artist also plays a big part in sound studio film set-ups; he supervises backgrounds and serves as a consultant on display and gray and color scale distribution. Finally, he works on the proper use of titles and credits, which includes borders, mat backing, type set and hand lettering.

At WBNS-TV the art facilities consist of two full-time artists, Beverley Mosley and Dave Wagstaff, a promotion artist, George Wellmes, and a stable of eight free-lance specialists, plus a Filmo-type machine which sets type photographically.

Evidence of our belief in the great importance of an art department is the WBNS-TV station library, a catalogue of over 600 slides which is being sold to other local markets by Sterling Television Inc. Our artists have been in the business of slide and film syndication for over a year, and have met with great success. They know the local market because they are a local market.

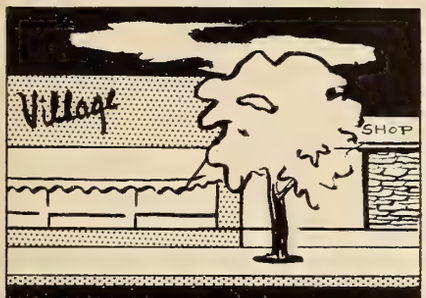
This library of WBNS-TV represents nearly six years of perfecting techniques and experimenting with new approaches. The collection is aimed at supplementing other local art departments with basic television art which forms the foundation of a quality library.

These are our visual salesmen—at one moment heralding a premiere, the next billboarding a product. A competent, well-staffed art department can bring about the epitome of service to client, station and to the viewer.

Mr. Reeves is program director for WBNS-TV Columbus, Ohio.



Channel 8 KTVX POLLS A CONSUMER PANEL OF 1,050 WOMEN!



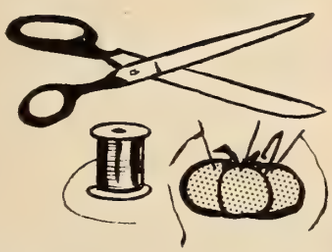
SHOPPING CENTERS ARE PREFERRED
54% of the women prefer shopping centers
39% prefer shopping downtown



PAPA PUSHES THE CART
53% of married men shop regularly
21% of married men shop occasionally



BAKING IS ROUTINE
73% bake once a week or more often
67% bake cakes



SEWING IS A HABIT
72% of the women own a sewing machine
68% sew regularly

THE KTVX MARKET

Counties Covered	31
Total Population	1,038,994
Total Families	313,491
TV Families	158,347
Spendable Income	$1,298,141,000
Total Retail Sales	$916,065,000



GROCERY STORES VS. DRUG STORES
57% of the women buy drugs at the grocery store

KTVX
OWNED AND OPERATED
by the
TULSA BROADCASTING CO.
Box 1739, Tulsa, Oklahoma

•

STUDIOS
720 Eastside Boulevard
Muskogee, Oklahoma



FROZEN FOODS ARE POPULAR
76% of the women use frozen foods & juices

FOR FURTHER INFORMATION ON BRAND PREFERENCES AND SHOPPING HABITS OF THE KTVX CONSUMER PANEL, WRITE TO: GEORGE KETCHAM, GENERAL PROMOTION DIRECTOR, KTVX, BOX 1739, TULSA, OKLAHOMA

Channel 8 — KTVX — ABC • DUMONT

L. A. Blust
Vice President, Gen. Mgr.

AVERY KNODEL, INC.
National Representative

Ben Holmes
National Sales Mgr.

AFFILIATED WITH KTUL RADIO • TULSA, OKLA. & KFPW RADIO • FT. SMITH, ARK.



In the Cinci

Look Befor

Yes—

Look at Audience

Look at Cost

Look at Power

It's Obvious!

For More Audience

at Less Cost

with Highest Power

Buy WCKY

cinnati Market

or You Buy!

6 am – 6 pm – Mon. thru Fri.

	Share of Audience*	Open ¼ hour Daytime Rate**	Power
W C K Y	21 %	$60.00	50,000 WATTS
Net Sta. A	14 %	70.00	250 WATTS
Net Sta. B	27 %	80.00	5000/1000 WATTS
Net Sta. C	13.5%	263.50	50,000 WATTS
Net Sta. D	17 %	60.00	5,000 WATTS

*Pulse, Sept.-Oct., 1954
**Standard Rate & Data, Nov., 1954

For
Audience
Cost
Power

Invest Your Ad-Dollar WCKY's-ly

Call or Wire!

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L.B. Wilson
WCKY
CINCINNATI

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

IRISH FOOTBALL NETWORK

Joe Boland puts Notre Dame on 119 stations

THE AIR is filled with request numbers. Request programs are not unusual. But, as far as our record book discloses, the Irish Football Network is the only hookup which can lay claim to being a request network.

It all started in the fall of 1946 when the Detroit Notre Dame Alumni Club requested that WSBT South Bend feed its broadcasts of the Fighting Irish football games to Detroit. The Detroit alumni arranged for a station to broadcast the games and a sponsor for them.



MR. BOLAND

Joe Boland, former Notre Dame player, coach and, since 1942, play-by-play broadcaster of the school's gridiron contests, was quick to realize that if one city wanted the broadcasts badly enough to request them, it shouldn't be hard to sell them in other markets. So he started out—and in 1947, Indianapolis and Michigan City, Ind., joined South Bend and Detroit in carrying the Notre Dame games. The next year there were 10 stations; in 1949, 12; in 1950, 19.

So far, Joe Boland was selling only the production of the football broadcasts, chiefly his own sportcasting talents. Each station bought its own lines and made its own financial arrangements with Notre Dame and its opponents for the broadcast rights.

It was at this time that Mr. Boland got the idea that "we had something if we could package it." He sold the WSBT management on underwriting and operating a new network—the Irish Football Network—devoted exclusively to broadcasting the Notre Dame football games, which it offers to stations across the land as a "package."

For its highest daytime quarter-hour rate (or a minimum of $75), the IFN affiliate gets the whole deal—rights from all colleges, cleared at the source; all line costs, paid by IFN, and a publicity-promotion kit, in addition to the package's main item—Joe Boland's play-by-play coverage of the games.

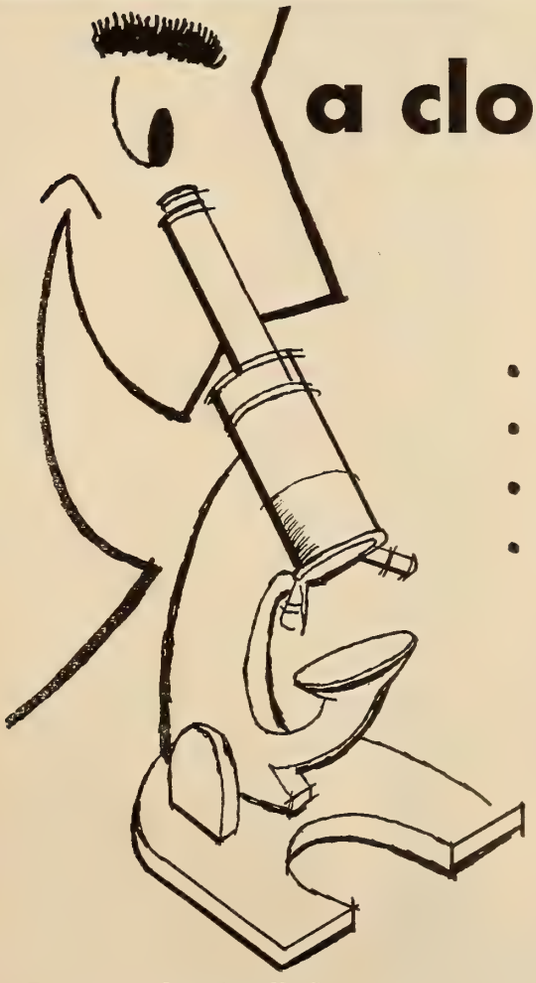
The package idea caught on immediately. In 1951, the number of stations broadcasting the games jumped to 49, in 1952 to 88. Last year 115 stations became affiliates of the Irish Football Network. By Oct. 1 this year, 119 stations had joined the lineup.

Each station is permitted to sell the broadcasts to one or more local advertisers, the only restriction being that the stations abide by the rule of the participating universities and not associate advertising of tobacco or alcoholic beverages, including beer and wine, with these collegiate football programs.

Around South Bend, full credit for the success of the IFN goes to Joe Boland, who also manages all of the network's business details. "Joe thinks, knows and sees football," one associate said recently, commenting that this is to be expected since he has been a player—one of the "Seven Mules" in Knute Rockne's famed Four Horsemen team—and a coach—at Purdue, St. Thomas, Santa Clara and Notre Dame.

Additionally, Mr. Boland broadcasts Chicago Cardinal professional football games.

"It is Joe Boland who has made the network," Clement B. Haines of Lamport, Fox, Prell & Dolk, South Bend advertising agency, told B•T. "His personality, his fine managerial ability, his fairness, his superb knowledge of football (and especially Notre Dame football) and his enthusiasm for the Irish Football Network have been largely responsible for making it the success that it is."



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

Direct quote from the advertiser:

"The most astonishing results I've ever seen in radio..."



CONFIDENTIAL REPORT

The astonishing facts and figures on an AM radio campaign

Available Only On Request!

Contract renewal time was at hand. The advertiser stroked his chin and said quite thoughtfully, "Who's listening to our show and how many? Can we find out? If it's half as good as you say it is, we ought to renew and enlarge the coverage. If not, we'll have to forget it." A comprehensive audience measurement was immediately taken by GOULD, GLEISS AND BENN, INC. . . . and when the report was completed the advertiser just couldn't believe it . . . he called the survey results "The Most Astonishing he'd ever seen in radio."

You ought to see this report and we've prepared it for easy, quick analysis. Write, telephone or mail coupon below . . . we'll be happy to send it to you.

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

KBS Keystone BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

KEYSTONE BROADCASTING SYSTEM
111 WEST WASHINGTON BLVD., CHICAGO, ILL.

GENTLEMEN:

Please send us your "Confidential Report on AM Radio."

Name_____

Title_____

Company_____

Address_____

COMPARATIVE NETWORK AM SHOWSHEET

© 1954 by Broadcasting Publications Inc.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter (497)	The American Forum
6:15	Paul Harvey Belltone			
6:30	The World Church O. L. Jaggers	Hall Bros. Radio Hall of Fame (206)	Mutual Benefit On the Line with Bob Considine (546)	Travels In Tempo
6:45			Harry Wismer Sports (355) General Tire	
7:00	Quincy Howe	Amer. Tob. Jack Benny (213)	Rod & Gun Club–Co-op	Special Tribute Programs
7:15	George Sokolsky			
7:30	Living Room Frolics	CBS Columbia Amos 'n' Andy (alt. wks.) Music Hall	Enchanted Hour	
7:45				
8:00		Toni & Whitehall Cosponsored Our Miss Brooks (206)	Heartbeat of Industry	Dr. Six-Gun
8:15				
8:30		Philip Morris My Little Margie (204) R	Oklahoma City Symphony Orchestra	Barrie Craig Confidential Investigator
8:45				
9:00	Walter Winchell Gruen & ASR alt. wks.	Kraft Foods Edgar Bergen-Charlie McCarthy Show (206)		Adventures of the Abbotts
9:15	Lorillard Taylor Grant			
9:30	Living Room Frolics (Cont'd)		Manion Forum Dean Clarence Manion	Easy Money
9:45			Co-op Hazel Markel	
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly *3-Plan
10:15	Elmer Davis	10:05-10:30 Mahalia Jackson		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	Face the Nation	Little Symphonies	10:30-35-NBC Travel (30) R
10:45				10:35-11 Meet the Press
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		U N Report		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		No Service M-F		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern			No Network Service
	Co-op George Hicks	Delco Battries Lowell Thomas (205)		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Longines Chorallers (108)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Toni Co. One Man's Family (182)
	General Motors Henry Taylor (159)	Mr. & Mrs. North	Top Secret Files *	Best of All
	American Music Hall			
	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
		Liggett & Myers Perry Como (195)	Johns Manville Bill Henry 9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
	Camaratta Music Show	Bing Crosby S	Co-op Mutual Newsree	
	Sammy Kaye	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Co-op Reporters Roundup	Cities Service Band of America (113) N
	Co-op Headline Edition	Robt.Trout, News Chevrolet (197)	A. F. of L. Harry Flannery (189)	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Mr. Keen	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
	Philco News	Dance Orchestra		
	Martha Lou Harp		Distinguished Artists Series	Two in the Balcony
	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		No Service		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern			No Network Service
	Co-op George Hicks	Delco Battries Lowell Thomas (205)		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	General Mills Silver Eagle	Longines Chorallers (108)	Beltone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	Jack Gregson	8-9:15 Stop the Music (172) Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206)	Treasury Agent *	Toni alt. with Mars People Are Funny
	News S			
			Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S			
	Co-op Town Meeting	Bing Crosby S	Johns Manville Bill Henry 9:05 Spotlight Story	Lux Radio Theater
			Co-op Newsreel	
	Chr. S. Publ. Co. Irwin D Canham (20)	9:30-9:55 Amos 'n' Andy Music Hall	Search That Never Ends	
	Co-op Headline Edition	Robt.Trout, News Chevrolet (197)	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Mr. Keen	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
	Edwin C. Hill	Dance Orchestra		
	Ozark Singing Bee S		The Army Hour	Listen to Washington
	Singing with the Stars	News	Co-op Virgil Pinkley	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WE

	ABC
	Not in Service
	Budweiser Bill Stern
	Co-op George Hicks
	Vandercook CIO
	Co-op Quincy Howe
	Gen. Mills, Lone Ranger (153)
	Les Griffith 7:55-8 S
	Jack Gregson
	News S 8:25-30
	Sammy Kaye
	News S
	Brown Derby Records
	Co-op Headline Edition
	Richard Rendell News
	Philco News
	The Dunigans and Their Friends
	Town & Country Time
	Singing with the Stars
	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		Co-op John T. Flynn	Treasury of Music
11:30	The Christian In Action S	* Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				UN Assignment
12:00 N	Pan-American Union	* The Leading Question '54	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	Man's Right to Knowledge	Wings of Healing Global Frontiers	Youth Wants to Know
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	ReaLemon Th only Tues sust. M sustaining W&F Rockwood	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Allen Prescott	
	Philco, M-W-F Quaker Tues. & Thurs.	Staley, Pet Milk Campana Godfrey (192) R	Johnny Olsen Show	M-W S 10-10:05 M. M. McBride Th & Fri. Gen. Foods (*)
	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Starkist Godfrey (199) R	Co-op Cecil Brown	
	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Minn. Mining Frigidaire-Arthur Godfrey (198) R	Carl Warren's Guest Time	The Bob Smith Show S
	When A Girl Marries (165) Carnation Co.	Kellogg Toni (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Madeleine Carroll Story Time*	Miles Labs Break the Bank
	Mdrn. Romances M-F Junket (half sponsorship)	National Biscuit Lever Godfrey (201) R	Florida Calling with Tom Moore	C-P Strike It Rich (179)
	Ever Since Eve	Pillsbury & Toni alt. Fri. Pillsbury M-Th	S. C. Johnson News	
	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day	C-P The Phrase that Pays (183)
	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	Second Chance *3-Plan
	Valentino	Armour & P&G Wendy Warren (206)	(Miles) Break the Bank	No Network Service
	Luncheon at the Sheraton	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	
	N. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent	12:20-12:30 Down at Holmesy's	
	N.S.A.	Whitehall-P&G Our Gal Sunday (183)	12:30-1 No Service	No Network Service
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (163)	Luncheon at Sardi's	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		No Service		Co-op Egbert & Ummly 8:30-9:30
		St. Louis Melodies	9:30-9:35 John Price, News	
	Co-op No School Today	Co-op Garden Gate *	No Network Service	Serenade to Romance
	(10-10:30) Table Products, Inc.	Galen Drake		
	Nestles Alternate wks. Space Patrol (284)	Hunt Club Galen Drake (68)	The Amazing Mr. Whiz	
		Calgon Galen Drake (65) *		
	Platterbrains	Nehi (165)	American Travel Guide	Roadshow Local Participation
		Milner (125)	Conference Call	
	All-League Clubhouse S	Helene Curtis (205)	11:30-35 John Price, News	
		Van Camp (203)	11:35 U. S. Military Academy Band	
	101 Ranch Boys S	* 12-12:30 Romance S	Farm Quiz	Allis-Chalmers National Farm & Home Hour Eastern Standard Stations Only
	American Farmer S	Liggett & Myers Gunsmoke (204)	Co-op N. E. Barn Dance Jamboree	Roadshow & Home Hour Eastern Standard Stations only (Central Standard Stations only) (Local Participation)
	Navy Hour S	Carter City Hospital (205)	Fifth Army Band	
		Tasti Diet Galen Drake		

DA

	ABC
1:30 PM	Pilgrim
1:45	
2:00	Healing In
2:15	Dr. Oral
2:30	Dr. W
2:45	Wings of
3:00	Sammy Sun
3:15	Seren Roc
3:30	Dr. Billy
3:45	Hour of (22
4:00	
4:15	Gospel Bo
4:30	Old-Fas Revival H
4:45	
5:00	Youth o Mar
5:15	Per Craw
5:30	Goo Greates
5:45 PM	Ever

FOR DECEMBER 1954

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
Budweiser Bill Stern	No Service		Co-op Allen-Hodges Sports Daily
Co-op George Hicks	Delco Battries Lowell Thomas (205)		No Network Service
Vandercook CIO	Tenn. Ernie	Fulton Lewis jr.	Sun Oil Co. 3-Star Extra (34)
Co-op Quincy Howe		Dinner Date	Alex Drier Man on the Go Co-op
General Mills Silver Eagle	Longines Choraliers (108)	Gabriel Heatter	No Network Service
Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. Eddie Fisher Show	Miles Labs News of World (168)
Jack Gregson	8-8:25 Suspense *	Official Detective *	Toni Co. One Man's Family (182)
News S			Dodge Bros. Roy Rogers Family Program (200)
	Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show
News S			(*)
Sammy Kaye	Rosemary Clooney	Johns Manville Bill Henry 9:05 Spotlight Story	Spend A Million
News S	Bing Crosby S	Co-op News Reel	
Ralph Flanagan Show S	Amos 'n' Andy Music Hall	Co-op State of the Nation	Where Have You Been
Co-op Headline Edition	Robt. Trout, News Chevrolet (197)	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
Richard Rendell News	Mr. Keen	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan *
Edwin C. Hill	M-F Dance Orchestra	Musical Caravan	Jane Pickens Show Co-op
Front & Center			
Singing with the Stars	News	Co-op Virgil Pinkley News	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
Budweiser Bill Stern	No Service		Co-op Allen-Hodges Sports Daily
Co-op George Hicks	Delco Battries Lowell Thomas (205)		No Network Service
Vandercook CIO	Tenn. Ernie	Fulton Lewis jr.	Sun Oil Co. 3-Star Extra (34)
Co-op Quincy Howe		Co-op Men's Corner	Alex Drier Man on the Go Co-op
Gen. Mills, Lone Ranger (153)	Longines Choraliers (108)	Amer. Home Gabriel Heatter	No Network Service
Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Miles Labs News of World (168)
Jack Gregson	8-8:25 Crime Photographer *	Counterspy *	One Man's Family
News S			Chevrolet Dinah Shore
	Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	Toni Frank Sinatra Show
News S			(2—Crosley Division Network Participations Dec. 3 & 10 only
Sammy Kaye	Liggett & Myers Perry Como (206)	Johns Manville Bill Henry 9:05 Spotlight Story	Friday with Garroway
News S	Bing Crosby S	Co-op Mutual Newsreel	
The World We Live In	9:30-9:55 Amos 'n' Andy Music Hall	Have a Heart	
Holiday Programs S	Rob't. Trout, News Chevrolet (197)	A. F. of L. Harry Flannery	Gillette Fights
Richard Rendell S	Mr. Keen	Manhattan Crossroads Co-op	
Philco News	M-F Dance Orchestra	London Studio Melodies	Sports Highlights
Indoors Unlimited			
Frank & Jackson	News	Co-op Virgil Pinkley News	No Network Service
Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Lou Cioffi	Grunfeld's Musical Almanac	George Hicks News
Co-op Bob Finnegan Sports	Sports Roundup		H. V. Kaltenborn News Co-op
Co-op Sports Afield with Bob Edge	Capitol Cloakroom	Report From Washington	The Kingdom Come
Show Time Review	Gen. Mtrs., News	J. Brickhouse —Repeat J. Price—Repeat	NBC Travel Bur.
At Ease	Make Way for Youth	Vox Pop Quiz	Heart of the News
Dinner At The Green Room S	Gangbusters	Keep Healthy	College Quiz Bowl
8:00-8:05 ABC News		The Globe-Trotter	
	Liggett & Myers Gunsmoke (213)	True or False	Conversation
Dancing Party S	Juke Box Jury	Quaker City Capers	(Dec. 11 only) Los Angeles Philharmonic Orchestra
	P. Lorillard Two For The Money (209)	Hawaii Calls	Boston Symphony Orchestra
	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
	9:55-10 Chevrolet A. Jackson (192)		
Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Dude Ranch Jamboree
Music	Louisville Orchestra		Pee Wee King Show Co-op
Statler Orchestra	News	Basil Heatter Commentary	News from NBC
	Dance Orchestra	Airmen of Note	No Network Service

6:00 PM
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11:15 PM

SUNDAY

MBS	NBC
Lutheran Hour (479)	U. of Chicago Roundtable
(Herald Healing) Herald of Healing	The Catholic Hour
Bandstand U.S.A.	Anthology
Wonderful City	Weekend (Curtis & RCA Network Participations thru Dec. 12) 4-4:15 & 4:45-5
CBC Symphony Orchestra	
Riding in the Country	
The Shadow	Inheritance
True Detective Mysteries	Dennis Day Nutrilite Show
5:50-6:00 State Farm Mut. C. Brown	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting
	P&G Duz Guiding Light (128)		
No Network Service	Armour Mrs. Burton (146)	Luncheon with Lopez	
T&Th Charles Antell Show	P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	No Network Service
Betty Crocker M-W-F	Toni & Bristol Myers Nora Drake (197)	Wonderful City	
Seeman Bros. Sheilah Graham T&Th	P&G Ivory Fl. Brighter Day (164)		
The Martin Block Show 2:35-4	Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R	Ruby Mercer Co-op	News
	Lever, Kellogg Houseparty * (182) R		Woman In Love
	Pillsbury MTh House Party Hawaiian F (196) R*		P&G Pepper Young (166)
Latin Quarter Matinee	Mike & Buff	No Network Service	P&G Right to Happiness (163)
Betty Crocker M-W-F T&Th Dorese Belc	No Service	Sing a Song of Sixpence	P&G Backstage Wife (175)
Treasury Bandstand 4:30-5	4:55-5 News	Bruce and Dan	Sterling MWF Toni Tu-Th Stella Dallas (162)
Tu&Th Antell Musical Express MWF		MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
The Fred Beck Show S			P&G Woman in My House (188)
Gloria Parker	No Service	MWF Kellogg Co. Wild Bill Hickok TuTh B. Benson Johnson News	Miles Labs Just Plain Bill
Vincent Lopez			C-P Lorenzo Jones (191)
			Mr. Jolly's Hotel for Pets
			Coast Fisheries
			It Pays To Be Married *3-Plan

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer	
	Peter Lind Hayes		
Co-op Football		Ruby Mercer (Cont'd)	
		Richard Hayes Show	
		Bandstand USA	Crosley Football Games
	TBA		
		Salute to the Nation	
Chautauqua Symphony		Sports Parade	
Pop Concerts		5:00 Teen-agers Unlimited	
This Week in Washington	*	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.	
As We See It	Saturday at the Chase	John Price, News	
	*		Approx. 5:30-6 Roadshow (Local Participation)

Explanation: Listings in order: Sponsor, name of program, number of stations, # repetitions. If no broadcast West Coast; TBA to be announced; RP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Betty Crocker, Gen. Mills (319); 7:55-8 p.m., Les Griffith & The News. (332). 10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
Galen Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time M-F 10-11:30 a.m.
10-10:15 a.m., Staley Mfg., M.-Th. alt. days; Pet Milk, M.-F. alt. days; Glamorene, alt. Fri.
10:15-30 a.m., Campana Sales Co., M.-F. alt. days; Star Kist, M.-F. alt. days.
10:30-45 a.m., Bristol Myers, M. W. alt. F.; Gen. Motors, Frigidaire, Tu.-Th.; A. H. Staley Mfg. Co., alt. Fri.
10:45-11:00 a.m., Minn. Mining & Mfg., M. W. alt. Fri.; Kellogg, Tu.-Th.; Adolph's, alt. Fri.
11-11:15 a.m., Lever, M.-W. alt. Fri.; Toni, Tu.-Th.; Kellogg, alt. Fri.
11:15-30 a.m., Pillsbury, M.-Th.; Toni, alt. Fri.; Gen. Motors, Frigidaire, alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55-10 p.m.
Allan Jackson News, Sat. 1:30-35 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Longines-Wittnauer Watch Co., Newscasts
Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:55 a.m.; Sat. 12 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates
Murine Co. (BBD&O), 11/4, 8, 16, 19, 25, 29/54.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
Lemon Products-Mon., Wed., Fri.
R. J. Reynolds Tob. Co.—M-F.
SOS Co. Mon. & Thurs.
Multi-Message
Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:35-11 a.m.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—Three Plan
Fibber McGee & Molly: Prudential, RCA, Armour, Viceroy.
Second Chance: RCA.
It Pays to Be Married: Reson Sales, Armour.
Great Gildersleeve: Crosley Division.

November 29, 1954

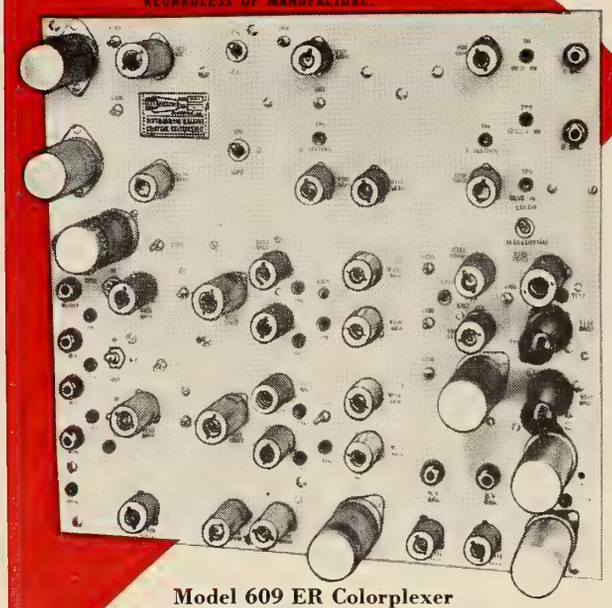
SOLVED! COLOR TV DRIFT PROBLEMS IN COLORPLEXING EQUIPMENT

TELECHROME SHOWS THE WAY

TELECHROME INCORPORATED AUTOMATIC BALANCE CONTROL



Model 617 BR
Automatic Balance Control
for ALL COLORPLEXERS
REGARDLESS OF MANUFACTURE



Model 609 ER Colorplexer with Built-in Balance Control

ALL COLORPLEXERS DRIFT

One of the most difficult problems with which the color TV broadcaster is faced is that of drift in the modulator sections of the colorplexer. ALL COLORPLEXERS DRIFT, some more than others, but—

On the average, colorplexers require at least two hours of warm-up time and must be re-balanced a few times during a normal day's operation. Unbalance causes color receivers to "see" the wrong colors. TELECHROME'S new Model 617-BR Automatic Balance Control completely eliminates drift problems and works with ALL TYPES OF COLORPLEXERS REGARDLESS OF MANUFACTURE.

ELIMINATES DRIFT PROBLEMS

An ingenious circuit locks the entire color encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held, even after weeks of operation.

The Automatic Balance Control holds balance even under conditions where ordinary colorplexers would go completely out of control—tubes may be replaced, room temperature conditions may be varied, line voltages may be changed, manual controls may be turned, tube types may be substituted—NONE of these conditions affects the colorplexer kept under control by the TELECHROME Model 617-BR Automatic Balance Control! WARM-UP TIME IS UNNECESSARY; this alone saves many engineering hours per week. And need for stand-by personnel to reset balance is eliminated.

A memory system is incorporated so that interruptions in signals or switching transients will not interfere with the operation of the correction circuits.

NEW AUTOMATIC BALANCE CONTROL COLORPLEXER

The Model 609-ER Colorplexer is the ONLY unit engineered to incorporate Automatic Balance Control in order to eliminate chroma unbalance components in a color signal and to keep the colorplexer in balance at all times. This new Colorplexer design completely eliminates the necessity for manual adjustment of balance controls.

DELIVERY 30 DAYS



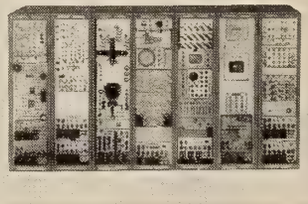
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Chromascope
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Signal
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Phase Slope
(Envelope Delay)
Curve Tracer



Full facilities
Transmits,
receives,
monitors,
analyzes
composite
color pictures

Literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

(A&A continues from page 36)

covered in surveys taken of tv commercial popularity and noted that already signs were evident that low percentages of people who dislike tv commercials are continually running lower. "Let's remember that the public will really be on our side if we make ourselves just 10% less unpopular," Mr. Baker said.

On referring to misleading advertising, he noted improvements which have been made to get truth in advertising and predicted still further advancements.

Other features of the conference included a talk by John F. Devine, J. Walter Thompson Co., on talent union problems of the broadcast industry, urging more agency people to act as observers during negotiations; sessions on marketing, research, copy and art, public relations-publicity, and trade and industrial facets of the agency business.

PRINT MEDIAMEN PITCH TO AAAA

Newspaper, magazine spokesmen decry all the talk about radio, tv effectiveness.

PRINT media spokesmen made a bid during the media session at the American Assn. of Advertising Agencies Eastern Annual Conference in New York last week (see story, page 33) for less advertiser emphasis on radio and television and more on magazines and newspapers.

Publication speakers at the session were Vernon C. Myers, publisher of *Look* magazine, and J. James Gediman, executive vice president of *The American Weekly* and *Puck, The Comic Weekly*.

Mr. Gediman, while conceding that "radio comes very close to reaching all the homes (96%)," tv claims to reach "72% of the homes" and magazines "around 85% of the homes," declared:

"The dollar volume of advertising in newspapers is greater than that of all weekly, general, women's and farm magazines combined—greater than all radio stations combined—greater than all tv stations combined—greater than all three of these media combined—radio, magazines, tv put together.

"We hear a great deal about sensational results achieved by the tv medium. It would be strange indeed, and an indictment of all advertising, if multi-million dollar investments in one medium alone, for time only, such as Colgate's $11 million in tv, Procter & Gamble's $15 million, Philip Morris' $4 million, Pabst's $2.5 million, did not produce results, although the evidence in some of these cases is by no means conclusive when sales records are calculatingly examined.

"What is frequently forgotten is that both tv and radio tend to be used with thoroughgoing frequency and adequacy. Newspapers and magazines are paid the doubtful compliment that a little goes a long way."

Of advertisers spending $25,000 or more for space or time last year, he said, "you'll find a strange thing." Some 56% of advertisers who used network tv time used it "to the tune of a million dollars or more for time only," he said, and "57% of radio network advertisers used it in million dollar doses—time only," while "only 19% of national newspaper advertisers used a million dollars or more of space and only 11% of magazine advertisers used a million dollars or more."

Noting the Northwestern U. survey (made a few years ago), Mr. Gediman said the findings showed "65% of the women queried would prefer radio without advertising, 61% would prefer tv plain, but 92.4% want their newspaper with advertising.

"Some media speak of 'captive' audiences. Well what in heaven is good about that? I'd rather have a captivated audience."

Mr. Myers claimed magazines in the first six months of 1954 "again led all national media in dollars invested by national advertisers." He said Publishers Information Bureau figures showed $311 million in magazines, $150 million in network tv and $74 million in network radio. The number of homes reached by magazines exceeds by millions the number of homes reached by television . . . . In terms of radio: On the last Nielsen rating figures . . . there was not a single regularly scheduled radio program which was reaching as many as 3 million homes per broadcast," although more than 16 paid circulation magazines go to more than 3 million homes with a combined paid circulation of more than $60 million.

In acknowledging tv's rapid growth as a medium—he pegged the households reached at 60%—Mr. Myers asserted that magazine's rate of growth has been "a little faster" in tv areas as opposed to non-tv areas.

Tv's effect on radio, however, he charged was another matter. He asserted that one cancels out the other in circulation because the average person comes to the point of where there is either a radio or tv set available "and when the person turns on one, the other is automatically excluded." He charged that when a successful "above average" program is built either on radio or tv, every other radio and tv program simultaneously aired "must suffer."

Asserting that tv and radio are financed completely by the advertiser, Mr. Myers said the cost will prove impossible for the national advertisers to continue to support "these media completely in the form, size and number which presently exist." He predicted "aural media" may have to find a way to charge audiences for entertainment and information received by audiences "just as the print media do."

He also criticized "aural media" for not having "documentation of circulation based on paid units." Early excuses of no practical methods to measure radio-tv circulation, he said, are no longer valid.

Geyer Adv. Elects Ballard Executive Vice President

SAM M. BALLARD, who joined Geyer Adv. in 1943 as a vice president and chairman of the agency's account policy committee, has been elected executive vice president and general manager of Geyer Adv., New York, Detroit and Dayton, B. B. Geyer, president, announced last week.



MR. BALLARD

Before joining Geyer, Mr. Ballard was executive vice president, director, and chairman of the management committee of Gardner Adv.



STARTING second year as alternate sponsor of weekly *Annie Oakley* tv film series, Mrs. Laura Scudder (r), president and founder, Scudder Food Products Inc. and Blue Bird Potato Chips Inc., Monterey Park, Calif., signs renewal with the approval of Gail Davis, star of the series, and Jimmy Hawkins (standing), who portrays Tagg. Agency is Mottl & Siteman, Los Angeles.

Simmonds Firm Realigns; Opens New Chicago Offices

REORGANIZATION of Simmonds & Simmonds Inc., with realignment of radio-tv and other accounts, and the opening of new offices at 520 N. Michigan Ave. in Chicago, have been completed by the agency, it was reported the past fortnight.

Agency has been reorganized into Illinois Simmonds & Simmonds Inc., with Phil Tobias Jr. as president, succeeding Phil Tobias Sr., retired. Among the broadcast media accounts now in tow are Gard Industries (Aerosol weatherproof spray), both radio-tv; and Hoffman Sauce Co.; Consolidated Royal Chemical Co. and Nappanee Milling Co., all radio. Stephanie Seeder continues as media (radio-tv) director.

Feature of the reorganization is that two of the agency's former branch offices have emerged as separate agencies—Simmonds & Simmonds of Missouri and Simmonds & Simmonds of Texas, with offices in St. Louis and Dallas-Ft. Worth, respectively. Other branches in Louisville, Nashville and Memphis already have discontinued operation, it was reported. Radio-tv accounts have been allocated to the new corporations.

Amana, Maytag Buy Big Ten Basketball on CBS-TV

AMANA Refrigeration Co. and Maytag Co. have signed as the first two sponsors for telecasts of college basketball, featuring the Big Ten games in the Western Conference, which will be presented on CBS-TV, beginning Dec. 11 (Sat. 3-4 p.m. EST).

CBS said that the programs are open to three sponsors on a shared basis. The series will be carried for 13 weeks. A total of 11 games will be carried, since Christmas and New Year's Day both fall on Saturdays. A network of 57 stations will carry the series.

Maury, Lee & Marshall is the agency for Amana. The Maytag agency is McCann-Erickson.

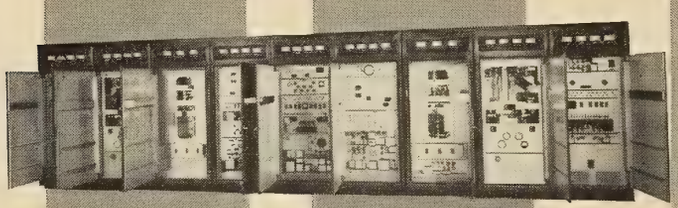
for maximum power
and maximum performance
watv made the right choice . . .

DU MONT® 50 KW

TELEVISION TRANSMITTER

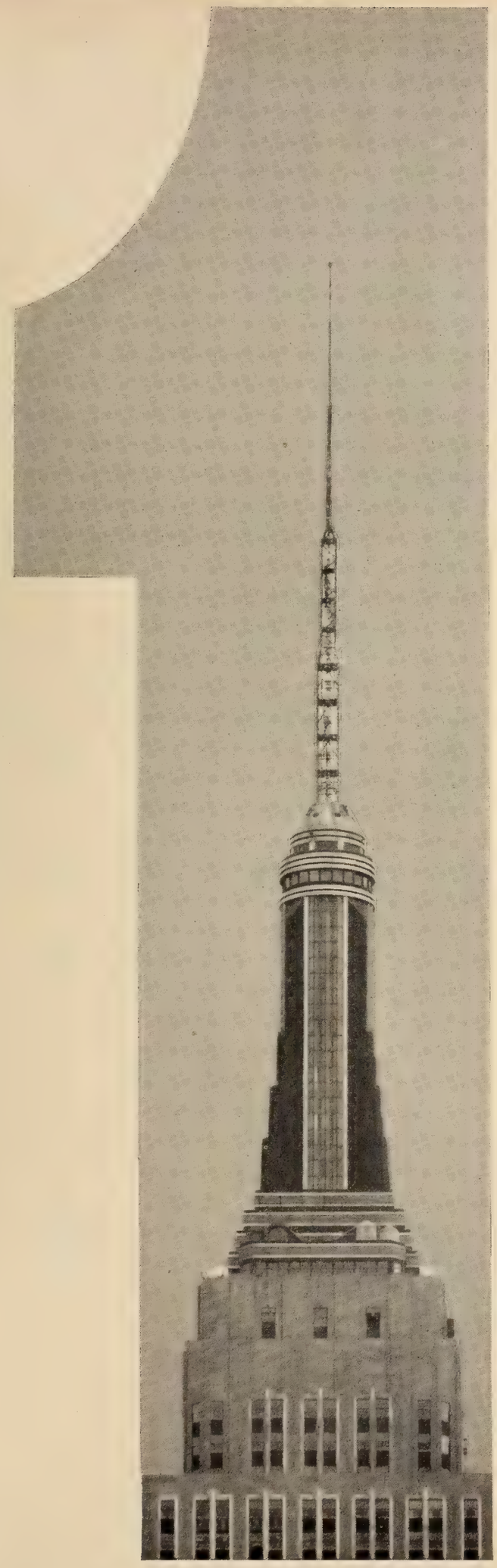
now serving

watv channel 13



DU MONT

TELEVISION TRANSMITTER DEPARTMENT, ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.



st

with

SUPER POWER

316,000 WATTS

EFFECTIVE RADIATED POWER
EQUIVALENT AT 1,000 FEET

from the

EMPIRE STATE BUILDING

it pays to be seen on channel **13**

in Metropolitan
New York • New Jersey

watv

TELEVISION CENTER
NEWARK 1, NEW JERSEY

N. Y. SALES OFFICE
575 MADISON AVENUE
NEW YORK 22, N. Y.

NATIONAL REPRESENTATIVES
Edward Petry & Co.

Radio's Proof: $8,175

RADIO has provided Florida Loan Co., Central Florida loan institution, with its best advertising medium, bringing results far ahead of other types of promotion, the financial institution has informed WLBE Leesburg, Fla.

The institution's own story was told in the following letter to WLBE, summarizing results obtained from media in terms of customers and their business:

"After looking over our report for the month of August, pertaining to our sources of business, it occurred to Florida Loan Co. that you would be interested in what radio is doing for our business as compared to other media.

"The following figures indicate the number of new customers and the source from which they were derived. Most important, we find that approximately one-third of our gross business came directly from radio advertising. Here is the breakdown:

Radio, 53 customers, $8,175
Letters, 19 customers, $3,055
Paper, 3 customers, $380
Signs, 2 customers, $175
Customer recommendations, 54 customers, $9,035
Merchants recommendations, 3 customers, $520

"We appreciate the job Art Raynor is doing for us on *Raynor-Shine* and the extra effort he has put forth to make our program successful."

Florida Loan Co. on June 8 signed a 26-week contract calling for the 7:30-7:45 a.m. portion of *Raynor-Shine*. The segment is occasionally supplemented by spots.

Old Gold's Campus Series

P. LORILLARD Co. (Old Gold cigarettes) has followed the lead of Camels and Lucky Strikes by starting sponsorship of show entitled *Dream Date* on a number of College Radio Corp. stations. CRC, composed of 68 college radio stations, was founded in June 1952 by Ed Hopple and Bob Vance. First advertiser was American Tobacco Co. (Lucky Strike) on 44 stations in September 1952. Firm increased its number of stations to 68 in May this year.

LATEST RATINGS

PULSE

September-October Report

Top 20 Regularly Scheduled Once a Week Shows

		Rating Oct.	Sept.
1.	Dragnet (NBC)	38.0	31.6
2.	I Love Lucy (CBS)	37.8	
3.	Toast of the Town (CBS)	35.6	31.7
4.	Groucho Marx (NBC)	34.4	26.8
5.	Jackie Gleason (CBS)	34.0	
6.	Bob Hope (NBC)	33.0	
7.	Godfrey's Talent Scouts (CBS)	30.6	28.1
8.	Godfrey and His Friends (CBS)	27.9	
9.	Ford Theatre (NBC)	27.6	26.4
10.	Burns and Allen (CBS)	26.9	24.5
11.	What's My Line (CBS)	26.4	25.9
12.	December Bride (CBS)	26.0	
13.	Fireside Theatre (NBC)	25.8	21.7
14.	Mama (CBS)	24.8	24.2
15.	Justice (NBC)	24.7	22.6
16.	Studio One (CBS)	24.7	23.2
17.	This Is Your Life (NBC)	24.6	23.4
18.	Texaco Star Theatre (NBC)	24.3	
19.	Imogene Coca (NBC)	23.5	
20.	I've Got a Secret (CBS)	23.4	21.4

Top 10 Regularly Scheduled Multi-Weekly Shows

		Rating Oct.	Sept.
1.	Perry Como (CBS)	14.5	12.6
2.	Howdy Doody (NBC)	13.9	12.3
3.	Eddie Fisher (NBC)	13.8	10.2
4.	Camel News (NBC)	13.0	10.6
5.	Dinah Shore (NBC)	12.7	
6.	CBS News (CBS)	12.2	
7.	Arthur Godfrey (CBS)	11.5	12.0
8.	Search for Tomorrow (CBS)	11.3	11.0
9.	Guiding Light (CBS)	11.1	10.8
10.	Love of Life (CBS)	10.6	10.7

NIELSEN

Two Weeks Ending Oct. 23, 1954

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	14,721
2.	Bob Hope Show (NBC)	14,133
3.	Toast of the Town (CBS)	14,009
4.	Pabst Blue Ribbon Bouts (CBS)	13,456
5.	Buick-Berle Show (NBC)	12,832
6.	Jackie Gleason Show (CBS)	12,029
7.	You Bet Your Life (NBC)	11,575
8.	Dragnet (NBC)	11,516
9.	Producers Showcase (NBC)	10,795
10.	Max Liebman Presents—Sun. (NBC)	10,736

Per cent of Tv Homes Reached Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (CBS)	52.0
2.	Bob Hope Show (NBC)	50.6
3.	Toast of the Town (CBS)	50.3
4.	Pabst Blue Ribbon Bouts (CBS)	49.8
5.	Buick-Berle Show (NBC)	45.6
6.	Jackie Gleason Show (CBS)	43.9
7.	Dragnet (NBC)	41.1
8.	You Bet Your Life (NBC)	40.5
9.	Producers Showcase (NBC)	38.9
10.	Max Liebman Presents—Sun. (NBC)	38.8

Copyright 1954 by A. C. Nielsen Co.



DINNER celebration of General Motors United Motors Service Div.'s sponsorship of Lowell Thomas' CBS Radio newscasts is attended by (l to r) H. D. Dawson, general manager, Delco-Remy Div., General Motors; Adrian Murphy, CBS Radio president; W. N. Porter, general manager, GM United Motors Service Div.; Mr. Thomas; S. E. Skinner, GM Corp. vice president, and H. G. Little, president, Campbell-Ewald Co.

Major League Baseball Named in Damage Suit

BREACH of contract suit asking $250,000 damages from the baseball commissioner and all American and National League clubs was filed Monday in U. S. District Court, New York, by Portsmouth (Va.) Baseball Corp., minor league team. The team charged the defendants violated a contract by broadcasting and telecasting major league games in territory covered by the Portsmouth franchise.

The minor league team charged this practice has substantially cut paid attendance at its games, bringing financial damage and threatening to make it impossible for the team to continue operating profitably. Papers were filed by Sidney B. Wercheimer, counsel for the Portsmouth team. He was quoted as saying similar suits would be filed by other minor league teams.

AAAA Slates Advertising Exams in N. Y. Area Dec. 4-11

NINTH annual examination for advertising sponsored by American Assn. of Advertising Agencies will be held for the New York area on Dec. 4 and 11 in the Bowman Room of the Biltmore Hotel. The examination schedule was announced at an all-college news conference at the Advertising Club of New York.

Purpose of the examination, according to Sidney Giellerup, vice president of Marschalk & Pratt and chairman of the national AAAA committee on agency personnel, is to assure a constant flow of talent into agencies as well as into the national advertisers' marketing and advertising departments.

The meeting was also addressed by Gwynne Prosser, director of personnel at Young & Rubicam, and E. A. Gray, vice president of Fletcher D. Richards and chairman of the examination committee.

Lehn & Fink Expected to Take Sun. Afternoon 'Lucy' Re-Runs

LEHN & FINK, New York (Lysol and Dorothy Gray products), is expected to sponsor reruns of *I Love Lucy*, under another name, sometime Sunday afternoons on CBS-TV, effective early in the spring [CLOSED CIRCUIT, Nov. 15]. The program will be composed of three years of programs which have run on the Monday night series sponsored by Philip Morris. The Monday night first run originals will continue with Philip Morris and Procter & Gamble as sponsors.

Lehn & Fink, currently sponsoring Ray Bolger, on ABC-TV, will continue with the program until the end of the contract this season. Whether the company will renew the program has not yet been determined. Lennen & Newell, New York, is the agency for Lehn & Fink.

Rheingold Beer Ads Suit Postponed on West Coast

TRIAL DATE in the suit of Beverly Hills attorney Max Gilford against Rheingold Brewing Co., Los Angeles (Liebmann Breweries), charging misleading advertising practices in the use of certain copy phrases [B•T, Oct. 25], was postponed last week until Jan. 6 by Los Angeles presiding Superior Court Judge Philip Richards.

Meanwhile, last fortnight Superior Judge

Arnold Praeger again ruled Mr. Gilford need not answer questions from defense attorney Harry Swerdlow on whether Mr. Gilford was connected with or representing any other brewery in this case.

Mr. Gilford told B•T he had eliminated from his brief his charge that the phrase the Miss Rheingold contest "is America's second largest election" constitutes misleading advertising. This is normal advertising "puffery," he commented.

Asked if he intended to take the case to the Federal Trade Commission after it leaves local courts, Mr. Gilford said he thought the FTC would act "as a matter of course" after the upcoming trial. The FTC does not intervene while civil actions are in progress, he observed.

NBC's Beville Explains Tv Ratings Differences

IN AN EFFORT designed to "clear up confusion" that has arisen this fall because of "wide discrepancies" in fall television ratings, Hugh M. Beville Jr., NBC director of research and planning, conducted a conference for members of the trade press in New York last Tuesday.

Mr. Beville contended that much of the confusion stems from a lack of knowledge on the operations of a particular rating system and what it is set up to prove. He explained the workings of Trendex, Nielsen Television Index, and American Research Bureau, pointing out that Trendex covers only 10 large cities in the U. S. while Nielsen and ARB function as national services.

Because of these differences, Mr. Beville continued, Trendex ratings cannot be compared against Nielsen or ARB ratings. He added that each of the three tv rating services has "virtues" but decried efforts to pit one against the other as a means of showing superiority of a particular program over another.

Market Man Chides Tactics Of 'Fringe' Radio 'Leeches'

BLUDGEONING tactics of a few "fringe" radio people, who demand a share of cooperative food advertising without offering comparable advantages, is keeping many market advertisers out of radio, Perry Burnside, advertising and merchandising manager of Shopping Bag Markets, Los Angeles supermarket chain, told members of the Southern California Broadcasters Assn. a fortnight ago.

Radio "is robbing itself of a tremendous volume of business" by permitting such tactics, Mr. Burnside continued, hinting that "the leeches" should be cleaned out by the industry itself.

As speaker on a food industry panel, Mr. Burnside told SCBA members that Shopping Bag Markets use saturation radio spots to build up a schedule of four events annually. However, radio's biggest advantage is that it "spreads out" supermarket sales, he said.

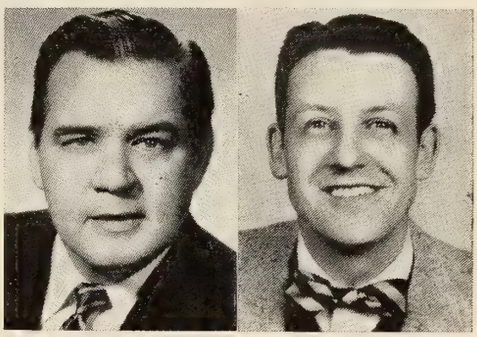
William Winterable, merchandising manager, CBS Radio Housewives' Protective League, stated as the three principal jobs radio performs: (1) getting the public into the market, (2) getting the advertising message to all types of people at all times of the day, and (3) getting the out-of-home listeners.

Westinghouse Radio-Tv Div. Names Sullivan Radio Sls. Mgr.

PROMOTION of Frank A. Sullivan to radio sales manager and Rod Kershenstein to sales promotion manager of Westinghouse television-radio division, Metuchen, N. J., has been announced by the company.

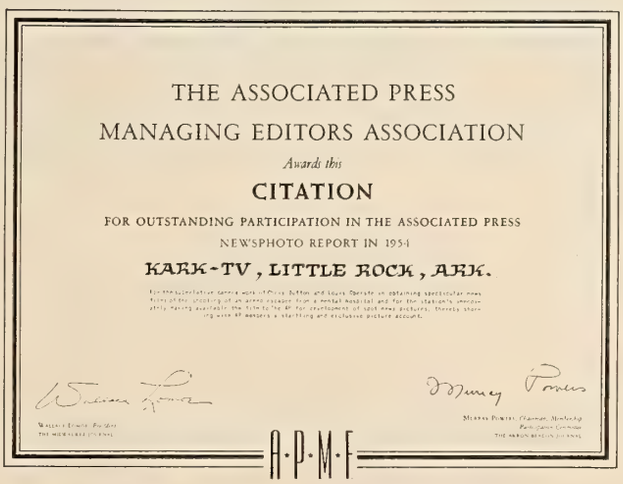
Mr. Sullivan succeeds R. J. McCusker, now eastern regional manager of the Westinghouse tv-radio division with headquarters in New York. Before joining Westinghouse in Jan. 1954, Mr. Sullivan was associated with Magnavox and the Walter Baker Division of General Foods.

Mr. Kershenstein was formerly district manager in Chicago for Westinghouse tv-radio division. He has been with the organization since 1953. Prior to his Westinghouse association, Mr. Kershenstein was radio-tv sales manager for McCaffrey Co., South Bend, Ind., Westinghouse distributor.



MR. SULLIVAN MR. KERSHENSTEIN

"For Superlative Camera Work in obtaining Spectacular News Film.."



EDWARD PETRY AND CO. INC.
NATIONAL REPRESENTATIVE

NBC AFFILIATE

KARK-TV
CHANNEL 4
LITTLE ROCK ARKANSAS



ELIZABETH POWELL, Geyer Advertising Inc., New York, is handed a $100 check by Tom Longsworth, sales manager of WOWO Fort Wayne, Ind., for making the closest estimate of WOWO mail for the first eight months of 1954. Don Gill of the same agency won a Westinghouse portable radio in the contest. At the presentation are (l to r): Russel Woodward and Dan Moseley, Free & Peters, station representative; Mr. Longsworth; Mrs. Powell; Mr. Gill, and Carl Vandagrift, WOWO station manager.

N. Y. Firm Founded to Advise On Color Tv Package Designs

ESTABLISHMENT of a design organization named Video Colors Inc., New York, to serve advertisers who use or plan to use color television was announced last week by Lester Lewis, one of the organizers of the firm.

Video Colors Inc., which has opened offices at 11 E. 48th St., will be staffed by a team of color specialists, electronic experts and package designers, according to Mr. Lewis. He said it is the first organization created "solely to stage-manage the presentation of products on color tv and where necessary to alter or create new package designs for this demanding medium."

In explaining the reason for setting up the new organization, Mr. Lewis, who has been actively engaged in tv production for eight years and in personal management for more than 20 years, stated:

"The color tv camera does not necessarily see the same color effects as the human eye. Some problems can be handled by the experienced color mixer, the electronics engineer in the studio, but much can be accomplished for the color-wise advertiser by preparing his product in advance."

Nielsen Signs 60 Firms For Local Audience Figures

OVER 60 subscribers from the network, station, advertiser and agency fields currently are taking the new standard local broadcast audience measurement service offered by A. C. Nielsen Co., the market research organization reports.

Beginning with November measurements, subscribers will have access to a localized radio and tv service in Nielsen Station Index reports, which the firm describes as "The Big Payoff" for the advertiser. First reports are due next February.

Nielsen notes that NSI will report all dimensions of station performance "necessary to evaluate each local purchase" and that the advertiser no longer will be "limited to a popularity index, to a city-only measurement or to some portion of the audience most convenient to measure. Audited numbers of delivered homes and people will make cost per thousand a certainty—not a matter of projection or conjecture."

$37,000 in Cars Sold

EXPENDITURE of $664.50 by Norton Buick, Oklahoma City, in 85 one-minute spots and eight 15-minute programs over KTOK Oklahoma City, produced, in 8½ days, $37,000 in sales of used cars which newspaper classified advertising had failed to move off the lot, according to KTOK.

Expense to the dealer for the sales was $11.44 per car or 1.8% of the gross. The goal set by Norton Buick was $35,000 in sales during 17 days at a cost of $2,000. Thus the gross sales goal was topped in half the stipulated time at one-third the proposed cost.

National Gypsum Buys in 19

PURCHASE by the National Gypsum Co., Buffalo, of *The Greatest Drama* tv film series in 19 markets for a 26-week period, starting in February, was announced last week by Peter Robeck, general manager of the film division of General Teleradio Inc. The cities are Cleveland, Dallas, Houston, Kansas City, Louisville, Memphis, Milwaukee, Minneapolis, Oklahoma City, Atlanta, Rochester, Birmingham, Charlotte, New York, St. Louis, Philadelphia, Indianapolis, Pittsburgh and Buffalo. Agency for National Gypsum is BBDO.

BBDO Elects Schmelzer

ROBERT H. SCHMELZER, account executive in charge of the Trans World Airlines account, has been appointed a vice president of BBDO, Ben Duffy, president of the agency, announced last week.

AGENCY APPOINTMENTS

Whirlpool Corp. (home laundry appliances), St. Joseph, Mich., appoints Kenyon & Eckhardt, Chicago, as national consumer advertising agency.

Record Rack Service (phonograph record merchandisers through supermarkets, drug stores, chain and variety stores), L. A., names Clifford Gill Agency, Beverly Hills, Calif. Radio-tv will be used. **Dorothy Gill** is account executive.

DorCana Cosmetics Co.; Acme Poultry Co.; Kan-O-Liner Co. (disposable plastic garbage can liners); **Pacific Waxed Paper Co.; Pay 'N Save Drugs; Tradewell Stores Inc.** (retail food); **Seattle Kitchen Center** (kitchen modernization); **Smyth Van & Storage Co.; Golden Grain Macaroni Co.; Layrite Concrete Products Co.** (concrete blocks); **Calif. Sandstone; Seidelhuber Iron & Bronze Works Inc.** ("CarBana" prefabricated metal car port), all Seattle, have appointed Pacific National Adv. Agency, same city.

Eli Lilly & Co. (pharmaceuticals), Indianapolis, Ind., appoints Gardner Adv. Co., St. Louis, for agricultural products.

Elliott Bay Lumber Co., Seattle, has appointed Ruthrauff & Ryan, same city, for Woodtape Plywood Edging, new product to be distributed nationally.

AGENCY SHORTS

Pacific National Adv. Agency, Seattle, has opened San Francisco office at 48 2d St., with Roger Wurtz as manager.

Sheriff-LeVally Inc., Chicago, announces change of name to Walker B. Sheriff Inc. following resignation of Norman W. LeVally, who moved to Leo Burnett Co., same city.

Darwin H. Clark Co., L. A., has moved to 1145 W. 6th St.; telephone: Madison 5-2441.

Pacific Western Adv. Agency, Pomona, Calif., has moved to 281 S. Thomas St.; telephone: Lycoming 9-4112.

The Kemble Co., Santa Barbara, Calif., moves to 109 E. De La Guerra; telephone: Santa Barbara 2-3819.

A&A PEOPLE

Raymond G. Simmons, executive vice president, Meldrum & Fewsmith, Cleveland, elected chairman of board; **E. Theodore Morris,** executive vice president, elected president, succeeding **G. Harry Guest,** who retires Dec. 31; **James C. Clawson,** vice president, elected director and secretary; **Herbert W. Cooper,** vice president, elected director; **Joseph Fewsmith Jr.** elected treasurer; **Andrew B. Meldrum,** vice president and manager export dept., elected general manager.

Carl S. Hallauer, executive vice president, Bausch & Lomb Optical Co., Rochester, N. Y., elected president, succeeding **Joseph F. Taylor,** who has been named chairman of board, succeeding **M. Herbert Eisenhart,** who has been made honorary chairman.

Tom Mullins, Irwin-Los Angeles, Beverly Hills, Calif., elected vice president.

Reginald G. Carey, account executive, Campbell-Ewald Inc., Detroit, appointed vice president.

Carl Gauk, formerly director of marketing and



Immortalizing the instrument...



For the "Instrument of the Immortals" . . . all great instruments and voices, there are now magnetic recording tapes of matching quality. They are Soundcraft Tapes, created by engineers with the maximum of recording experience.

We believe them to be the world's finest tapes, because Soundcraft Tapes *alone* combine:

- Constant depth oxide for uniform middle- and low-frequency response.
- Micro-Polished® coating, a patented Soundcraft process that eliminates unnecessary head wear and gives uniform high-frequency response right from the start.
- Pre-Coated adhesive applied directly to base—anchors oxide, no flaking, cracking.
- Surface-lubrication on *both* sides! No friction, no chatter, no squeal.
- Chemical balance throughout to prevent cupping, curling, peeling, chipping.
- Uniform output of ±¼ db. within a reel, ±½ db. reel-to-reel.

SOUNDCRAFT TAPES FOR EVERY PURPOSE

Soundcraft Red Diamond Tape for all high-fidelity recording.

Soundcraft Professional Tape for radio, TV and recording studios. Splice-free up to 2400 feet. Standard or professional hubs.

Soundcraft LIFETIME® *Tape* for priceless recordings. For rigorous use. For perfect program timing. DuPont "Mylar" Polyester Plastic base. A third as strong as steel. Store it anywhere. Guaranteed for a lifetime!

Get the Soundcraft Recording Tape *you* need today. Your dealer has it.

REEVES

SOUNDCRAFT

CORP. Dept. "Q 10"

10 East 52nd St., N. Y. 22, N. Y.



FOR EVERY SOUND REASON

THE WORLD'S FINEST TAPES . . . YET THEY COST NO MORE





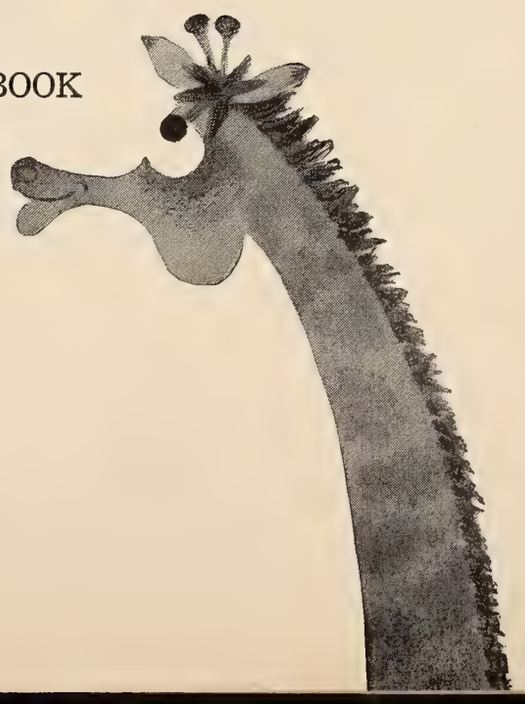
To make a long story short...

Look, we've been hollering all over the place about BROADCASTING YEARBOOK & MARKETBOOK. Now the bell tolls and *close!* Dec. 15th's the *absolute, final* deadline for copy; *your* copy and that of any other wide-awake man or woman in Radio. Remember we said, and said, and said—"you're not in radio if you're not in BROADCASTING YEARBOOK"?

The hundreds of radio advertisers who are in BROADCASTING YEARBOOK, are going to be up to their hips for the year 1955 in the greatest, most fruitful and dominant medium in the broadcast industry; a book as close to and as necessary as the telephone to everyone who's anyone day after day in the radio industry. Remember—it's the *last* call for the single most profit-making advertising investment you can make for 1955.

call, write, or wire now—

BROADCASTING YEARBOOK & MARKETBOOK
1735 DeSales St., NW
Washington 6, D. C. ME 8-1022



research, Geare-Marston Inc., Phila., appointed vice president and director of service.

Vick Knight, owner, former Vick Knight Agency, L. A., to Century Records Inc., same city, as director and vice president in charge of advertising and distribution.

Bob Neely to W. Wallace Orr., Phila., in executive capacity.

Frank Yahner, formerly with Biow Co., N. Y., and Young & Rubicam, N. Y., to Needham, Louis & Brorby, Chicago, as vice president and supervisor on Campbell Soup Co. account. Mr. Yahner's new affiliation was incompletely reported B•T Nov. 22.

Albert M. Behrens, formerly advertising director, Coty Inc. (cosmetics), N. Y., to Dancer-Fitzgerald-Sample, Chicago, as account executive.

Arthur A. Kattan, assistant advertising manager, Louis Milani Foods Inc., L. A., appointed advertising manager, succeeding **Joseph J. Hoffman.**

Richard J. Turner, advertising and sales promotion manager, Ford tractors for Pacific Northwest and Alaska, to Don Dawson Co., Portland, Ore., as sales promotion and advertising director on industrial and automotive accounts.

Raymond E. Miller, merchandising executive, Needham, Louis & Brorby, Chicago, appointed sales promotion manager, dealer development department, Norge Div. of Borge-Warner Corp., same city.

Robert F. Kaufmann appointed director of public relations and sales promotion, Thor Corp. (washing machines, dryers), Chicago.

Frank Sullivan, public relations consultant, Southern Calif. Gas Co., L. A., named director of public relations.

Robert E. Tyriver appointed director of merchandising, Town Adv., Phila.

Eugene B. Colin, formerly with Schwimmer & Scott, Chicago, to Phil Gordon Agency, same city, as director of merchandising.

A. P. Fontaine, designer-engineer, Bendix Aviation Corp., Detroit, Mich., appointed director of engineering; **Dr. A. C. Hall,** technical director, research labs, Bendix Aviation, appointed research labs general manager; **Ward R. Schafer,** formerly partner, Schafer-Wright Inc. (wholesale tv receiver distributors), Portland, Ore., appointed West Coast regional manager, tv and broadcast receiver div., succeeding **Bartley C. Furey,** who has been named assistant sales manager of division, headquartering in Baltimore.

Ralph M. Bryant, account management staff, James Thomas Chirurg Co., Boston, transfers to facts div., N. Y., as assistant marketing manager.

Mary Creely appointed Chicago representative, Richard Manville Research, N. Y.

Raymond S. Reinhart, formerly director of art & producer, Lavenson Bureau of Adv., Phila., has formed Raymond S. Reinhart & Co. (design, art, production services) in PSFS Bldg., same city.

Walter Bowe, NBC, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as radio-tv timebuyer.

Norman H. McMillin to plans-merchandising staff, N. W. Ayer & Son, Phila.; **Robert A. Mortensen** to service staff; **Marianne Baer,** radio-tv writer and producer, to copy staff, radio-tv dept., agency's N. Y. office.

John F. Tucker Jr. to creative staff, Harry P. Bridge Co., Phila.

John Campbell Smith, freelance fiction writer, to copywriting staff, Lewis & Gilman Inc., Phila.

T. Pierce Hunter, formerly with Lewis & Gilman, Phila., to public relations staff, Gray & Rogers, same city.

Hugh Beatty, formerly with Swift & Co., Sioux City, Iowa, to Century Food Markets Co., Youngstown, Ohio, as assistant meat merchandiser for Century Foods 17-store supermarket chain.

Curtis R. Winters, formerly vice president, Simmonds & Simmonds, Chicago, to McCarty Co., same city.

Everett R. Castle Jr., creative dept., BBDO, Cleveland, to McCann-Erickson, same city.

Christopher Cross, director of public relations, Grey Adv., N. Y., has edited new pocket book entitled "A Minute of Prayer," containing prayers of all faiths for every occasion.

Robert G. Swan, radio-tv vice president, Joseph Katz Co., Baltimore, has written book and music and lyrics of musical comedy, "On Our Way."

Alvin Q. Ehrlich, vice president and partner, Kal, Ehrlich & Merrick Adv. Agency, Washington, elected chief barker, Variety Club of Washington, tent no. 11, and to club's board of governors and will serve as 1955 international canvasman.

A Christmas Buy

COOPERATION from 36 retail department stores in 35 cities across the country has been gained toward the promotion of the "First Annual Christmas Shopping Festival," a holiday feature of *Home,* NBC-TV's morning program. The promotion is to get underway today (Monday).

Until Christmas eve, *Home* will point out daily gift suggestions for various individuals on the viewer's Yuletide shopping list and each day will include specific merchandise available at department stores cooperating in the plan. Store names will be mentioned on the program currently carried by 75 stations.

The stores will distribute to their customers more than 1 million handbills calling attention to the daily shopping feature on the show. Newspaper features, window and interior displays will also be used to back promotion at the retail level.

100% Spot Saturation

TO PROMOTE a Thanksgiving weekend sale, Pomeroys, Wilkes-Barre, Pa., department store, used a 48-hour saturation campaign of 492 announcements, placed on all stations in the market. An unusual feature of the campaign was that 63 individual items of merchandise were advertised with 63 different scripts, each broadcast from five to ten times and all carrying the general sale theme.

SCREEN GEMS SETS EXPANSION PROGRAM

Divides country's tv markets among sales personnel for expanded operations. Seven sales areas created.

EXPANDED operation of its sales staff and division of the country's tv markets among sales personnel have been announced by John H. Mitchell, vice president in charge of sales, Screen Gems Inc., tv subsidiary of Columbia Pictures Corp.

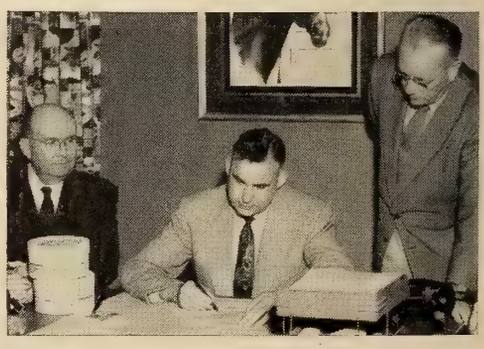
Seven sales areas have been created: eastern sales division with Robert Brahm, sales manager, headquartering in New York and assisted by George Burgess. The area includes upstate New York, Connecticut, Massachusetts, Vermont, New Hampshire, Rhode Island, Maine, Pennsylvania, Maryland and Washington, D. C.

Central sales division, with Ernest Montgomery, sales manager, headquartering in Detroit, embraces Ohio, Michigan, Indiana, and West Virginia. Mid-western sales division, with John Nilson, sales manager, takes in Chicago (headquarters), Minneapolis, Milwaukee, St. Louis, Omaha and Des Moines. Robert Donnelly, also with the Midwest office, will cover other markets in Wisconsin, Minnesota, North Dakota, South Dakota and Iowa, and Charles William Ferguson will take additional markets in Illinois, Nebraska, Missouri and Kansas.

Western sales division's headquarters are in San Francisco with Richard Dinsmore in charge. The area includes California, Nevada, Oregon, Washington, and western Canada. Assisting him, Thomas Seehof will take the Rocky Mt. sales area with headquarters in Salt Lake City. The territory includes Utah, Wyoming, Montana, Idaho, Colorado, New Mexico and Arizona.

Southwestern sales division, with headquarters in Dallas and with John Wilson, sales manager, assisted by Frank Browne, embraces Arkansas, Texas, Louisiana, Oklahoma and Memphis. Southeastern division, with Atlanta the headquarters, will be managed by Henry Gillespie, covering markets in Florida, Alabama, Georgia, Mississippi and parts of Tennessee. C. Wylie Calder, with that office, handles Virginia, North Carolina and South Carolina.

Seventh division is metropolitan New York with Andrew P. Jaeger, the sales director.



BUYING MCA-TV's syndicated film *The Guy Lombardo Show* for Seale-Lily Ice Cream Co. presentation over WLBT (TV) Jackson, Miss., is A. E. Chunn (c), vice president of the company. Looking on are S. F. Gentry (l), WLBT commercial manager, and (r) Maurice Thompson, program director and vice president, Lamar Broadcasting Co., station licensee.



Homeowners and plant managers bought more than 1,103,000,000 gallons of our fuel oil last year—more than ever before.

CITIES SERVICE

A Growth Company

UTP Starts Fifth Year With Special Sales Drive

A SPECIAL sales drive to launch United Television Programs' fifth year was inaugurated a fortnight ago, according to Wynn Nathan, vice president in charge of sales, who revealed that the production cost of UTP products has risen from $884,000 in 1950 to approximately $10 million for 1955. More than a million dollars was invested in UTP shows for the first time in 1952, he added.

During UTP's four years the branch exchanges have been increased from three to 14 and the personnel quadrupled, Mr. Nathan declared.

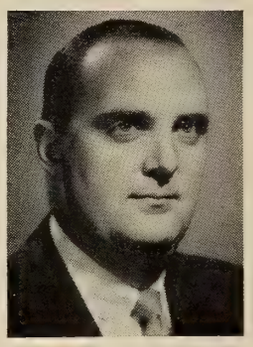
Cash prizes will be awarded in the sales drive, he revealed, with quotas assigned in accordance with maximum possibilities in each market.

Also in progress by the distribution firm is a full-scale exploitation tour for Thomas Mitchell to promote *Mayor of the Town*. Being utilized are guest personal appearances, civic ceremonies, autograph sessions, etc., which have hitherto been reserved for motion picture premieres. This has been designed despite the prerelease sales totalling more than $600,000, Mr. Nathan said. Covering 56 markets, sponsors set for the series include Richfield Oil Co. in 11 western states, Kennicott Copper in the intermountain area, Schmidt Brewing Co. in Pennsylvania, Sealtest Dairy in Tennessee, Gill Coffee in Viginia, 711 Stores and United Gas in Texas, Standard Humpty Dumpty Stores in Oklahoma, Meister Brau Beer in the Midwest and Occidental Flour in Minnesota, North Dakota and Montana.



Woodburn Heads Detroit Unit Of Van Praag; N.Y. Changes

ROBERT WOODBURN has been appointed vice president in charge of the newly-opened Detroit office of Van Praag Productions, tv film production firm. Detroit offices, located at 2301 Dime Bldg., have been established "to keep abreast with the widening production requirements in television, industrial and program films," according to William Van Praag, president of the company.



MR. WOODBURN

Realignment of the Van Praag staff in New York also was announced by Mr. Van Praag. Marc S. Asch, production head, has been elected executive vice president. Gilbert Williams, New York production manager, is now director of production and Sidney Kupfershmid has been promoted to head of the creative department.

Mr. Woodburn has acted as writer, director and producer for over 200 industrial motion pictures and film strips. He has also produced and directed feature films. In television, he produced and directed at WBKB (TV) Chicago.

Allan Inc. Studio Sues For Fraudulent Conspiracy

A SUIT has been filed in Los Angeles Superior Court against A. C. Burger, St. Louis automobile dealer, and Paul F. Glass, mortician, by Ted Allan, motion picture cameraman, and his wife, Jeanne, charging fraudulent conspiracy to gain control of Ted Allan Inc., Hollywood motion pictures and tv film studio. The plaintiffs, who ask $364,894, claim they leased, remodeled and equipped the studio under a partnership formed with Mr. Burger last February. At that time, the complaint adds, it was agreed to convert the business into a corporation with 1,250 capital shares. The Allans were to receive 675 shares, Mr. Burger 75 and 500 were to be sold at $100 per share, at least 200 of which Mr. Burger reportedly promised to buy.

Mr. Burger with the aid of Mr. Glass, who was made assistant secretary, took 450 shares, refused to put any of the 500 on sale and assigned only 300 to them, according to the plaintiffs. Mr. Burger was able to take full control, according to the Allans, by threatening to throw the corporation into bankruptcy and destruction of original minutes.

The plaintiffs further charge they have been

Pappy Promotion

SALES promotion kit by Ziv Television Programs Inc. for sponsors of the coming *Eddie Cantor Comedy Theatre* is encouraging firms which purchase the series to stage a "five daughters contest" in cities where the show will be seen. The kit outlines the proposed contest suggesting the offer of an Eddie Cantor Achievement Award to five-daughter families such as Mr. Cantor's. Along with details on backing the contest with radio-tv spots and newspaper ads, the kit also contains plans for an Eddie Cantor Club for fathers of five girls with the motto "we're outnumbered but we love it."



The American Society of Composers, Authors and Publishers takes pride in announcing "ASCAP Music on Records—Your Program Guide."

Designed to assist broadcasters in building better and more interesting programs for their listening audience, this listing of the finest music in the ASCAP repertory will be distributed to all the Society's licensees on a regular monthly basis.

Each issue will bring to your program director a new category of music chosen for timeliness, interest and variety, including such features as Holiday Hits—Seasonal Music—Music About Cities and Places, etc.

The release will contain the title of each composition, its composers and publisher, the record company and catalog number, and other pertinent information.

Watch for your copy of "ASCAP Music on Records."

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

denied employment in the firm and that Mr. Allan's business reputation has been damaged. They ask recovery of their $64,894 investment and $300,000 for loss of earnings and profits and as exemplary damages.

Suit was filed Nov. 19 through the Los Angeles law firm of Sheppard, Mullin, Richter & Balthis.

Ten More Take 'Norths'; ATPS Sets Sales Drive

TEN more tv stations have been added to the number carrying *Mr. and Mrs. North,* film series distributed by Advertisers' Television Program Service Inc., New York. Stations are: KFEL-TV Denver; KONA-TV Honolulu; KFSA-TV Ft. Smith, Ark.; KVOS-TV Bellingham, Wash.; KFIA (TV) Anchorage, Alaska; WIRI (TV) Plattsburg, N. Y.; WHIZ-TV Zanesville, Ohio; KFIF (TV) Fairbanks, Alaska; KPHO-TV Phoenix, Ariz., and KFDA-TV Amarillo, Tex.

A concentrated sales campaign at ATPS is planned in the east between Thanksgiving and Christmas. Maurie Gresham, vice president and general manager of ATPS, and William O. Mullen, western sales manager have moved to the firm's New York headquarters to participate in the campaign.

Heart Film Offered Stations

FILMED progress report on strides made by medical science in the fight against heart disease has been completed by Institute of Life Insurance, New York, for the Life Insurance Medical Research Fund. The 15-minute 16mm documentary is available for television showing.

Five Join Guild Films

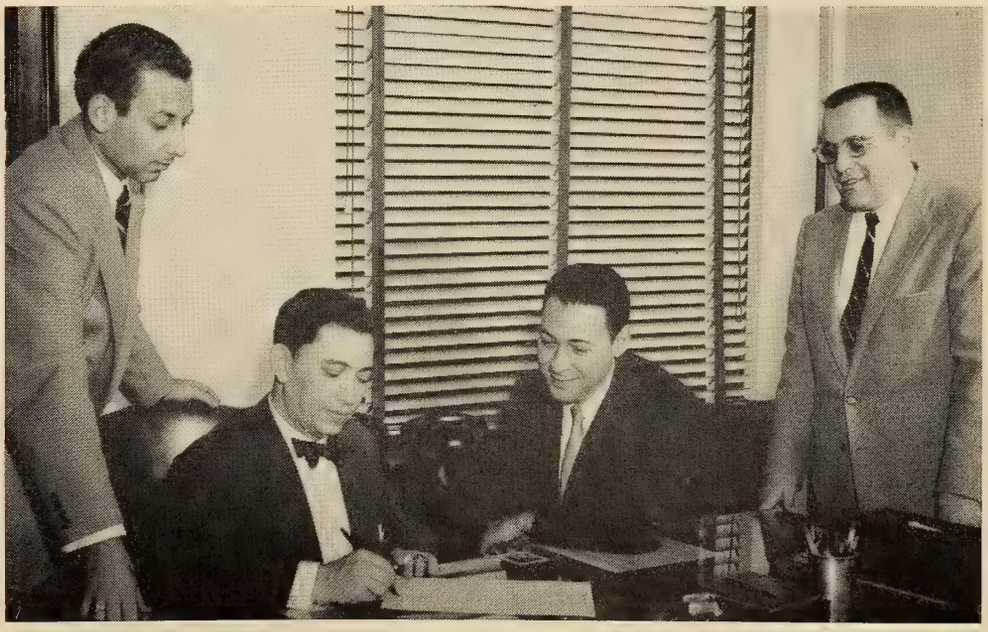
FIVE additions to the staff of Guild Films Co., New York, television production and distribution firm, were announced last week by Reub Kaufman, president.

Barry Lee Cohen, of the legal firm of Socolow, Stein & Seton, has been appointed house attorney for Guild, a position he formerly held with Ted Ashley Assoc. Mr. Cohen will retain his law firm membership but will headquarter at Guild's offices.

Andy Coscia, formerly of ABC, and Robert A. Goldstein have joined the sales promotion department. Irving Levin has been added to the client service department and John Desponzio has joined Guild in the traffic department.



MARKING start of the third group of 13 tv films in the *Stories of the Century* series and the return of Herbert J. Yates, president of Republic Pictures, after a recent convalescence, are (l to r) Earl R. Collins, president of Hollywood Television Service Inc.; Mr. Yates, and Morton W. Scott, president of Studio City Television Productions Inc., both subsidiaries of Republic.



EXCLUSIVE RIGHTS in Milwaukee to National Telefilm Associates' *Tv Tic Tac Toe* have been obtained by Lou Poller, president-general manager of WCAN-TV, who also has contracted to buy NTA's bulk-programming package. Present at the pact's confirmation are (l to r): Kal Ross, WCAN-TV film buyer; Mr. Poller; Harold Goldman, vice president in charge of sales for NTA, and Don Swartz, NTA franchise-holder for the upper-midwestern area.

FILM SALES

Louis Weiss & Co., L. A., announces following sales: WPTZ (TV) Philadelphia has acquired two-run rights to 15 cartoon shorts over three-month period; WATV (TV) Newark, N. J., leased three-run rights to 15 cartoons over one-year period; KTTV (TV) Hollywood has acquired six-run rights to 13 new *Jim and Judy in Teleland* episodes for 18-month term with re-runs of first 39 segments.

Guild Films Co., N. Y., has sold *Florian Zabach Show* to XETV (TV) Tiajuana, Mex., raising number of stations presenting program to 60.

ABC Film Syndication, N. Y., has sold *Racket Squad* to Sinclair Oil Corp., same city, for showing in St. Petersburg, Fla., 100th market carrying series.

FILM PRODUCTION

Frank Ferrin Productions, Hollywood, is currently shooting *Andy's Gang* to replace ABC-TV *Smilin' Ed's Gang* early next year; firm also preparing *Skin Diver,* half-hour ocean adventure tv film series.

Studio City Television Productions, Hollywood, has started shooting its third group of 13 films in *Stories of the Century* tv series, featuring Jim Davis and Kristine Miller. In production are "Apache Kid" and "Burt Alvord" with Kenneth Alton and Chris Drake in respective title roles. William Witney is director.

Palisades Productions, Culver City, Calif., has started shooting *So This is Hollywood,* which Toni Co., Chicago, will sponsor on NBC-TV starting Jan. 1. Comedy series features Cass Daley, Virginia Gibson, Jimmy Lydon and Gordon Jones. Richard Bare is associate producer-director and Edmund Beloin, producer.

Artists Productions, Hollywood, and **Fred M. Packard Productions** are jointly producing *The Great Design,* Biblical 156 half-hour color tv series. First three films, "The Royal Foundling," "Edict of Death" and "Flight from Egypt," have

VITAL THEN...AND NOW



for the ASSOCIATION OF AMERICAN RAILROADS

been completed in collaboration with J. Arthur Rank on location in Egypt and Israel with interiors shot in England. Sixty-one scripts have been completed with 92 in treatment. Screen writers Frank and Doris Hursley are associated as partners on series.

RANDOM SHOTS

Authors Playhouse, Hollywood, has obtained exclusive tv rights to late Lloyd C. Douglas' remaining works. Firms, currently producing *Authors Playhouse,* plans Jan. production of 52 half-hour films based on Douglas novel, "Dr. Hudson's Secret Journal," sequel to "The Magificent Obession." John Howard signed for title role. United Television Programs Inc., Hollywood, will handle series for national sale.

Van Coevering Productions, new firm set up to syndicate *Adventure Out of Doors,* has opened offices at 20 N. Wacker Dr., Chicago, and 424 Book Bldg., Detroit.

FILM PEOPLE

George W. Faust, account executive, Columbia Television Pacific Network and KNXT (TV) Hollywood, to Roland Reed Productions, Culver City, Calif., as vice president in charge of sales; **Hampton Howard** to firm as commercial and industrial film and tv spot sales representative, headquartering in newly-opened offices, 1 E. 54th St., N. Y.

Roger Grauman, president and owner, C. R. Grauman Art Studios, Chicago, to Kling Studios Inc., same city, as vice president and account executive.



MR. GRAUMAN

Sophie Ruskin and **Mary Albano** appointed to head station service relations of Atlantic Television Corp. (film distributors), N. Y.

Charles Larrance, George Watson and **David Ahlers,** all formerly with Photo-Sound (film production), S. F., to Moulin Studios, same city, as producer-director, film production manager and motion picture sales manager, respectively.

Harry Gerstad, film editor, *Superman* film series of Superman Inc., Hollywood, promoted to director.

Buster Vogel, formerly in casting office, M-G-M, Culver City, Calif., to Screen Gems Inc., Hollywood, as assistant to casting director.

Ted Dale signed by Guild Films, Hollywood, as musical director, *Florian ZaBach Show,* succeeding **Phil Boutelje,** who is working on upcoming series for firm.

Kenneth Crane, film editor, *Lone Wolf,* adds duties as editorial supervisor, all Gross-Krasne Inc., Hollywood, productions; **Elliot Schick** to G-K as commercial film production coordinator.

Joanne Woodward, New York tv actress, signed to exclusive contract by 20th Century-Fox.

George Waggner, writer-director, NBC-TV *Big Town* for Gross-Krasne Inc., Hollywood, has written lyrics to "One to Grow On," song recorded by Denise Lor for Maja.

Adolph Schimel, vice president and general counsel, Universal Pictures Co., N. Y., appointed chairman, amusements div., 1954-55 Federation of Jewish Philanthropies fund raising drive, same city.

SEEK STATE LIBEL RELIEF, TAB TOLD

FCC Comr. Bartley urges Tennessee broadcasters to ask state for protection against political libel suits.

BROADCASTERS should appeal to their state legislatures to pass laws protecting them against liability for libel in connection with political speeches on the air, FCC Comr. Robert T. Bartley told the Tennessee Assn. of Broadcasters last week.

Speaking at a TAB luncheon Monday at Chattanooga's Hotel Patten, last day of a two-day session, Comr. Bartley said elimination of the "no censorship" provision of Sec. 315 of the Communications Act would lead only to other headaches. Comr. Bartley was introduced by Carter Parham, WDEF Chattanooga.

The Monday session, following a sightseeing tour and a cocktail party and buffet supper the day before with Chattanooga stations as hosts, also featured a panel discussion and three other talks during the morning, three afternoon addresses, a business session and elections and a second cocktail party.

At the panel, on nighttime radio, John P. Hart, WBIR Knoxville, was moderator. Gene Plumstead, WMPS Memphis, advised broadcasters to build station personalities, use counter-programming against competititors, look for specialized audiences and use daily air promotion of upcoming programs. Kenneth Marsh, WJHL Johnson City, said his station concentrates on sports and drops network programming after 8 p.m. in favor of music, weather and time signals. Paul Oliphant, WLAC Nashville, said his station stays with the network, but emphasizes those things radio can do best, such as local news and remote coverage of civic activities. Neal Branch, WBIR Knoxville, said WBIR concentrates on use of its beeper telephone for election coverage and meetings of governing bodies. WBIR also uses question-and-answer programs with local pastors, re-creation of sports events and "vertical" music programming, he said.

Other speakers were Jane Dalton, WSPA Spartanburg, S. C., president, American Women in Radio & Television; Arch L. Madsen, BAB; Whitey Ford, WSM Nashville; F. C. Sowell, WLAC Nashville, and John F. Meagher, NARTB radio vice president. Attendance was 93.

Officers elected were: president, Hank Slavick, WMC Memphis, succeeding Earl W. Winger, WDOD Chattanooga; vice president, Frank Corbett, WGAP Maryville; secretary-treasurer, Hoyt Wooten, WREC Memphis. Directors: Messrs. Winger, Hart and Sowell.

TAB passed a resolution urging opposition against laws denying radio and tv opportunity for public service, self government in programming, right to advertise legal goods and services and the right to "freely enter and report in unfettered manner any and all public events."

Resolutions committee members included Parry Sheftall, WJZM Clarksville, chairman; Mr. Sowell, and Norman Thomas, WDOD Chattanooga.

TAB's spring meeting will be held in Nashville.



GRAND AWARD of American Trade Assn. Executives is presented to Radio-Electronics-Tv Mfrs. Assn. for color tv service of the National Television System Committee. Joseph J. Peterson (r), manager of RETMA's West Coast office, receives it from Dr. George W. Robbins, U. of California and member of the ATAE awards jury, during a Los Angeles ceremony.

TV CODE BOARD, 4A UNIT TO MEET

COMMON objectives in self-regulation will be discussed by a joint meeting Wednesday-Thursday in Washington of representatives of NARTB's Tv Code Review Board and the American Assn. of Advertising Agencies.

Chairman John E. Fetzer of the Tv Code Review Board said he had invited AAAA representatives to join the NARTB group at its regular quarterly meeting at the Mayflower Hotel.

Films shown before the Senate Juvenile Delinquency subcommittee at hearings in October [B•T, Oct. 25] will be reviewed by the Code Review Board at the meeting.

AAAA representatives to attend from New York are: Ken Dyke, chairman of AAAA's Advertising Content Improvement Committee, director-at-large of that association and vice president of Young & Rubicam; Harold L. McClinton, a member of the advertising content committee and president of Calkins & Holden, and August Nelson, AAAA senior staff executive.

Also attending will be NARTB President Harold E. Fellows, who testified at the Senate subcommittee's hearings, and the other members of the Code Review Board: J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; William B. Quarton, WMT-TV Cedar Rapids, and G. Richard Shafto, WIS-TV Columbia, S. C.

Other NARTB staff members to be present include: Edward H. Bronson, director of Tv Code affairs; Thad H. Brown Jr., tv vice president and Tv Board counsel; Charles S. Cady, assistant to Mr. Brown. Robert K. Richards, public relations consultant to NARTB, will complete the NARTB group.

Tv Information Committee To Meet in N. Y. Friday

NARTB's Television Information Committee, under the chairmanship of Jack Harris, KPRC-TV Houston, Tex., is scheduled to meet next Friday at the Waldorf-Astoria, New York, Harold E. Fellows, NARTB president, announced last week.

The committee's purpose is to educate the public regarding the work that the media is doing for its audience.



YOU MIGHT SWIM 100 YARDS IN 49.2 SECONDS—*

BUT . . . YOU NEED WJEF RADIO TO SET SALES RECORDS IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

Grand Rapids is Michigan's *second largest market*—and WJEF is Grand Rapids' *biggest radio value.* Study the Conlan figures, left. On a quarter-hour, 52-time basis, WJEF gets:

12.6% more morning listeners than the next station (for 11.1% less money)
25.2% more afternoon listeners (for 31.1% less)
9.6% more evening listeners (for 3.1% less)

116,870 radio homes are within WJEF's Metropolitan Grand Rapids Area. A daytime quarter-hour on WJEF costs less than 25¢ per-thousand-radio-homes!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** Richard Cleveland set this world's record in Columbus, Ohio, on February 23, 1952.*

WARD, ABRAMS GIVE AD CAMPAIGN TIPS

Selection of the market is highlighted at the fifth RTES seminar in New York.

TIPS on selecting markets for advertising campaigns were offered by George Abrams, advertising director of Block Drug Co., Jersey City, and J. A. Ward, president of J. A. Ward Inc., New York research firm, last Tuesday at the fifth session of the Radio and Television Executives Society timebuying and selling seminar in New York.

Among the elements cited by Mr. Abrams as contributing to knowledge of a particular market were its buying power, distribution of a product to be advertised there, its national, racial and religious composition, the age span of the population, and regional, geographical and seasonal factors.

In selecting a test market for an advertising campaign, Mr. Abrams recommended that care be taken to select a market that is neither too large nor too small, and is situated away from a large city. He suggested also that the test market be one that contains diversified industries. Mr. Abrams said research should be conducted before, during and after the test period as a means of ascertaining advertising cost per dollar of sales.

Mr. Ward presented some highlights of the recent survey his company prepared for Mutual [B•T, Oct. 4] and stressed that timebuyers and sellers should pay more attention to the composition of the audience at a given time period, rather than its sheer size. Another important consideration for buyers and sellers of time, Mr. Ward said, is to ascertain the number of individuals who actually hear or see a program, rather than to rely on sets-in-use figures only.

He pointed out that in television, the set may be in use but various members of a family may not be viewing, or may be out of the viewing room a substantial part of the time.

Mr. Ward also cited the value of scheduling specific commercials at a particular time to coincide with certain everyday activities, such as a food commercial when the housewife is eating or preparing food, or a gasoline announcement at a time when many automobiles (with car radios) are in use.

He noted that the age factor is important because there is a pattern of listening and viewing of radio and television shows according to age groupings.

Claude Barrere, Broadcast Music Inc., who is chairman of the RTES seminars, announced that the proceedings of the entire 13-part seminar, ending next February, will be published in book form.

Gorman Asks Cooperation With High Schools on Sports

A LETTER urging cooperation between broadcaster and high school in the field of sports has been sent by Leon P. Gorman, chairman of the sports committee of the Maine Assn. of Radio & Tv Broadcasters, to Robert Bowie, head of the Principal's Assn. of Maine.

Mr. Gorman's comments followed a statement by Mr. Bowie, who also is headmaster of Thornton Academy at Saco, that "Television has hurt us." Mr. Bowie was referring to basketball in this instance. Mr. Gorman expressed the hope that the problem could be worked out for mutual benefit and solved "in a manner that will enable the high schools of this state and its students to prosper, live with, and progressively use television as the instrument of plenty that it is."

He reminded Mr. Bowie that radio was once presumed the threat of all public entertainment but has since become a "friend to all."

Mr. Gorman, who also is general manager of WABI-AM-TV Bangor, proposed a simple test. He said, "Take the average attendance and income for the last five years, allow us to telecast for the next five. Take this average and compare it to the pre-television one. If there [is] a resultant deficit, speaking only for WABI-TV, we would guarantee to make it up."

"I further propose," Mr. Gorman asserted, "that we . . . set a yardstick for the rest of the nation to look up to and be guided by."

He told Mr. Bowie that when Thornton Academy has a first class team, be it basketball, football or whatever, the stands aren't big enough to hold everyone. But when Thornton has a fourth class team, then the players bench is enough.

FARM DIRECTORS HEAR COMR. LEE

FCC COMR. Robert Lee was scheduled to address the National Assn. of Television & Radio Farm Directors at its annual convention in Chicago's Conrad Hilton Hotel this past weekend.

Comr. Lee was slated to talk at a Saturday luncheon meeting sponsored by Sears, Roebuck & Co., Chicago. He was to point out highlights of the farm economy, its relation to the total U. S. economy and explain the contribution of radio and tv, economically and socially.

The convention kicked off Friday with a business session, including reports from various NATRFD committees. John McDonald, WSM Nashville, presided that evening at a buffet dinner.

Nomination of officers for the new year was slated for Saturday morning, along with a meeting of associate members. NATRFD currently is headed by Jack Jackson, KCMO Kansas City, president; Frank Atwood, WTIC Hartford, vice president (and program chairman for the convention), and Merrill Langfitt, KMA Shenandoah, Iowa, secretary-treasurer. New Officers were to be announced Sunday.

International farm broadcasting was a Saturday afternoon topic, featuring Wes Seyler, WIBW Topeka, and foreign farm broadcasting representatives. Farm broadcasters needs were to be discussed by a panel under Bill Zipf, WBNS Columbus, with farm television also on the agenda.

Chicago Broadcast Council Names Slate of Officers

SLATE of officers for the new Broadcast Advertising Council in Chicago is scheduled to hold its first meeting Jan. 19 under presidency of Peter A. Cavallo Jr., J. Walter Thompson Co. Officers include: vice presidents John Simpson, Foote, Cone & Belding; James Stirton, MCA, and William McGuineas, WGN Chicago; Gladys Blair, Young & Rubicam, secretary; Lois Thompson, Robert Meeker Assoc., station representative, treasurer; Al Farber, J. Walter Thompson Co., publicity. Directors include John A. Cory, Free & Peters, former head of defunct Broadcast Executives Club of Chicago; Sterling C. Quinlan, former president of old Chicago Television; Arthur F. Harre, WLS; Louis J. Nelson, Geoffrey Wade Adv.; Leonard Matthews, Leo Burnett Co.; Arnold Johnson, Needham, Louis & Brorby; Charles Zeller, Guenther-Bradford Co.; Cyril C. Wagner, WNBQ (TV), and John Moser, Moser & Campere, law firm.

'55 RADIO UP 6% MADSEN FORECASTS

GAIN of at least 6% in radio billings next year is forecast by Arch L. Madsen, director of member service for Broadcast Advertising Bureau, who emphasizes that this estimate "could go much higher with more radio sales and promotion effort."

Speaking at a meeting of the North Carolina Broadcasters Assn., Nov. 19, at Southern Pines, Mr. Madsen urged station management to take a bigger hand in activities of retailers and manufacturers at all three merchandising, marketing and selling levels—nationally, regionally, and locally.

"Nowhere near as many radio station owners and managers take the interest in these activities, concerning their advertisers and prospective advertisers, as they do in participating in many of the so-called public service functions of their stations," he said. "Working with manufacturers and retailers in district meetings, trade shows and company conventions will give radio executives an insight into general economic problems and those particular ones of the businessmen they serve and want to serve.

"Radio broadcasting is a major marketing tool of American business, and far too many stations are giving only superficial attention to the role radio plays in this marketing picture," Mr. Madsen concluded.

RTES Seminar Discusses Monochrome, Color Film Ads

INFORMATION on black-and-white vs. color tv film commercials was provided at a workshop luncheon meeting of the Radio and Television Executives Society at the Hotel Roosevelt in New York last Wednesday.

After several commercials had been shown in black-and-white and in color, Peter Keane, technical director of Screen Gems, New York, offered some comparative cost data. He estimated that an animated color film cost 10% more than its counterpart in black-and-white, and a "live-action" film in color about 30% to 50% more than one in black-and-white. Mr. Keane noted that the experimental commercial films shown at the meeting took about 600-700% more time than the black-and-white ones to complete, but, he said, the cost does not reflect the extended time period.

E. M. Stifle, Eastman Kodak Co., discussed the higher cost of color film stock, as compared with black-and-white, pointing out color costs about three times as much as conventional film. He said color film requires "utmost care and control" in the manufacturing process, adding that the process is a complicated one requiring more time and exactitude.

Questions from the audience were answered by Messrs. Keane and Stifle and David Pincus, president of the Film Producers Assn. of New York. Don McClure, chairman of the RTES Workshop committee and general sales manager of Bonded Tv Film, New York, presided.

AMPA Elects Bader

DAVID A. BADER, vice president of Atlantic Television Corp., last week was elected president of the Associated Motion Picture Advertisers succeeding Lige Brien, who becomes chairman of the board. Other officers elected at the same session are: Martin Davis, advertising and publicity manager of Sam Goldwyn Productions; Harold Danziger of Columbia Pictures, and Hans Barnstyn, Trans Lux 52d St. Theatre.



What can you do with $138?

Yessir, for $138 you could buy your wife *several* cute hats. Or get some new golf clubs for yourself. Or buy some mighty fine records for your Hi Fi library.

But if it's advertising values you're looking for —

ON WOAY, $138 will buy 26 1-min. spots!

WOAY, Oak Hill, is West Virginia's second most powerful station.

WOAY covers 21 West Virginia counties.

WOAY delivers a total Nielsen audience of 102,200 radio homes — an average daily Nielsen audience of 51,320 radio homes!

Write direct for full details.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

Broadcasting, Advertising At American Industry Meet

BROADCAST and advertising fields will be represented at the 59th annual Congress of American Industry, sponsored by the National Assn. of Mfrs., which will be held at the Waldorf-Astoria Hotel in New York Wednesday through Friday. About 3,000 industrialists from all parts of the U. S. are expected to attend.

Don Belding, chairman, executive committee, Foote, Cone & Belding and former chairman of the Advertising Council, will participate in a panel discussion on the congress theme of "Building a Better America," and will talk on "Three Ways to Build Confidence in America's Future." Ralph J. Cordiner, president, General Electric Co., and Dr. G. L. Parsons, Bell Telephone Labs, will be the other featured speakers. Serving as panel moderators will be Frank Blair, NBC-TV, and Dorothy Gordon, *New York Times Youth Forum.*

RTES Sets Christmas Party

AMONG entertainers who will perform at a pre-Christmas luncheon on Dec. 15 at a meeting of the Radio and Television Executives Society Inc., New York, will be Victor Borge and Hermione Gingold. The luncheon will be held in the grand ball room of the Roosevelt Hotel, New York. It will climax the RTES seasonal activity to benefit its welfare fund.

Effective December 1, 1954

BLAIR TV INC.

becomes the exclusive national representative of

wfil-tv

The Philadelphia Inquirer Station

CHANNEL 6 ABC·DUMONT NETWORKS

IN PHILADELPHIA, PA.

(3rd IN POPULATION)

Page Elected President of North Carolina Broadcasters

WILLIAM S. PAGE, WFTC Kinston, was elected president of the North Carolina Assn. of Broadcasters at a Nov. 18-19 meeting at Southern Pines. He succeeds James MacNeil, WTSB Lumberton.

Other officers elected were: vice president, Allen Wannamaker, WBIG Greensboro, and secretary, Cecil B. Hoskins, WWNC Asheville; directors: Earl Gluck, WSOC Charlotte; E. Z. Jones, WBBB Burlington; T. H. Patterson, WRRF Washington.

Speakers at the meeting included FCC Comr. Robert T. Bartley; Jim Henderson, Henderson Adv. Agency, Greenville, S. C.; Arch L. Madsen, BAB, and Richard Doherty, Washington radio and tv consultant.

Fulton, Lackey Named To NARTB Committees

NEW MEMBERS of NARTB committees are John Fulton, WQXI Atlanta, Ga., who will serve on the Am Radio Committee, and F. Ernest Lackey, WHOP Hopkinsville, Ky., who will be on the Membership Committee, according to Harold E. Fellows, associate president.

The Am Radio Committee has been scheduled to meet today (Monday) in Washington, D. C., at the Mayflower Hotel, and the Membership Committee has announced a meeting there on Dec. 8.

RETMA Board Urges Return Of 35% Tariff on Equipment

RESTORATION of a 35% U. S. tariff on imported radio-tv equipment and component parts was urged by the board of directors of Radio-Electronics-Tv Mfrs. Assn. at a Nov. 19 meeting in Chicago. The present tariff, established in 1951, is 12½%.

The board, with Chairman Max F. Balcom presiding, commended RETMA President Glen McDaniel and the RETMA tax committee for their efforts in a drive to remove the 10% excise tax on color tv receivers and to lower the levy from 10% to 5% on radio and black-and-white tv sets.

RETMA Opposes Licensing Of Tv Set Servicemen

OPPOSITION to licensing by New York City of television set servicemen was made by Radio-Electronics-Tv Mfrs. Assn. last week.

In a letter to Mayor Robert F. Wagner, RETMA President Glen McDaniel expressed the association's opposition to licensing tv set servicemen and offered assistance in correcting any tv service abuses.

Referring to news articles reporting that the Brooklyn district attorney has been investigating fraudulent practices of tv servicemen, Mr. McDaniel said the spotlight was turned on the dishonest practices of a few and inferences were made that this may be the operational pattern of many service technicians.

McCaffrey Lectures

JOSEPH F. McCAFFREY, Washington correspondent and secretary of Radio-Television Correspondent's Assn., is now on a lecture tour of the South, appearing at colleges and universities in four states.

Christmas Seal Drive Underway in Radio-Tv

NATIONAL Tuberculosis Assn. has hitched its wagon to the "stars" of the radio, television and motion picture industries to help boost the 1954 Christmas Seal sale, which was launched throughout the country last week.

Although NTA relies heavily on cooperation by the entertainment media during its campaign it is proud of a specific promotional effort which has welded together the Art Linkletter CBS radio and television shows, Warner Bros. "The Silver Chalice" production and 69 tv and 203 radio stations throughout the country. This united front promotion contains the "glamor" element of a world premiere, participation by outstanding Hollywood motion picture and television personalities, and the challenge of community competition.

Since Nov. 8, Mr. Linkletter has promoted Christmas Seals each day by scheduling the appearance of a star from "The Silver Chalice" motion picture and by giving details of a plan for its premiere. Arrangements have been made whereby the community that contributes the largest amount of money by mail to the Christmas Seal sale the first three days (computed on a per capita basis) will be chosen as the site for the world premiere of "The Silver Chalice."

The 69 tv stations and 203 radio outlets carrying the Linkletter show are pushing the project on other station programs and during station breaks, and Warner Bros. has taken full-page ads in several motion picture publications, giving details of the promotion and listing the entire station lineups of outlets presenting the Linkletter programs.

Gannett Pres. Tells VOA's Role Behind Iron Curtain

VOICE OF AMERICA in the iron curtain countries "is life's blood to people who have known freedom," Mrs. Jean Gannett Williams, president of Guy Gannett Pub. Co., owner of the Guy Gannett Stations in Maine, told a meeting of The Advertising Women of New York last Tuesday.

Reporting on her visit to Russia and other European countries as a member of a delegation of 30 editors, Mrs. Williams noted that "there has been so much criticism" of the Voice, and added:

"Is it worth the money we spend on it? Here is one answer. A young Czechoslovakian woman risked her life to speak to one of the members of our group, and she said that if it wasn't for the Voice of America there would be no point in living. True, there are hundreds of jamming stations. So the majority are unable to understand the programs. But for those who know a little English, it is life's blood."

TRADE ASSN. SHORTS

Simon & Schuster, N. Y., has published "What Is America?", based on seven American round-table forums conducted by Adv. Council in 1952-53, extracting observations about U. S. life from transcripts of forums and illustrated with more than 150 photographs.

Radio-Newsreel-Television Working Press Assn., N. Y., will publish second edition of *Mike & Screen Press Directory* in spring, including data on radio, tv and newsreel media for Washington, Los Angeles, Chicago, Boston, Philadelphia, Houston, Fort Worth, Dallas, Miami, San Francisco and New York. Revision will include additional data of national scope.

Obviously OUTSTANDING . . .



MEASURED BY THE YARD . . . OR BY THE DOLLAR!

Peoria department stores measure cloth by the yard and advertising by sales dollars. Nobody knows Peoria buying habits better. That's why these leading Peoria department stores recognize WMBD as the Peoriarea MASS SELLING MEDIUM:

BLOCK & KUHL CO.
Ten programs plus 25 announcements weekly
A WMBD advertiser since 1952

BERGNER'S
Six programs plus five announcements weekly
A WMBD advertiser since 1934

SZOLD'S DEPARTMENT STORE
Seven programs weekly
A WMBD advertiser since 1930

From draperies to desks . . . from gloves to glassware . . . WMBD reaches more people for less money than any other advertising medium in Peoria.

Now serving more advertisers than all other Peoria radio stations COMBINED!

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

1,000-FT. TOWER LIMIT PLAN COULD ALTER TV ALLOCATIONS

Washington Airspace Subcommittee recommendation to put ceiling on all towers at 1,000 ft., if adopted, would allow more vhf and uhf station assignments and give impetus to boosters. It is not believed present 1,000-ft.-plus towers would need lowering.

A MAJOR revision of the FCC's tv allocation plan loomed as a possibility last week following disclosure that the Washington Airspace Subcommittee of the Air Coordinating Committee had recommended that a 1,000-ft. ceiling be placed on all tv towers.

The only exception would be for towers shielded by existing obstructions.

The recommendation also calls on the FCC to "initiate action necessary to minimize the number of radio or television towers which will extend over 1,000 ft. above ground."

It also points the way to one method of overcoming the 1,000-ft. limitation on tv towers: Common antennas or antenna farms.

A flat 1,000-ft. limitation on tv antenna heights would force the FCC to reassess its entire tv allocation plan. Power-antenna height ratios are based on 2,000-ft. antennas above average terrain, except for vhf stations in the densely populated northeast and north central states. These are limited to 1,000-ft. towers.

Changes that are immediately apparent would be: (1) increase in the number of vhf and uhf channels which could be allocated throughout the country, (2) a prod to the FCC's consideration of satellite and booster stations to enable tv stations to cover the same areas as provided by the higher antennas.

It is not believed that a reduction in present over-1,000-ft. towers would be required. There are more than 20 such towers in use or building at present.

Pending the revision of national air policy, the unanimously-approved Airspace Subcommittee memorandum recommends that the subcommittee refuse to act on any application for tv towers more than 1,000 ft. above ground, unless the towers are shielded by existing obstructions. The FCC member of the subcommittee abstained.

The document, ACC 3/21.8, was approved by the subcommittee Nov. 12. It is now being studied by the ACC's Technical Division, which, it is understood, plans to meet on the subject early next month.

If approved by the ACC, the next step would be up to the FCC. The Commission is an independent agency. It is not bound by any action taken by other government bodies. However, there is no doubt that the Commission would give serious consideration to the request. If it were persuaded that the matter was required by national air policy it could adopt the 1,000-ft. ceiling.

This would mean a direct reversal of the FCC's 1952 Sixth Report and Order which called for stations with 2,000-ft. antennas and maximum power (with the exception of vhf stations in Zone 1) in order to bring television to the entire U. S. It would also set at naught the Commission's present proposal to lift the 1,000-ft. tower height limitation now in existence for vhf stations in the crowded northeast and north central states (see story this page).

The Airspace Subcommittee's action follows by two years a joint FCC-CAA study which culminated in an agreement to solve tower height problems on a case by case method.

In discussing the tall tower situation, the subcommittee referred to plans for 2,000-ft. towers, and said in the recommendation:

From past experience, it is anticipated that this will introduce competition in these areas for towers of similar magnitude. It is, therefore, undesirable to accept the additional hazard created by such structures under circumstances where the total number may be increased by each individual station in the area requesting a similar consideration. This situation as presented by each applicant now exists under the philosophy of the Commission [FCC] which is to encourage maximum use of each allocated channel.

The discussion also implies that the ACC still expects Congressional legislation to authorize Federal control over tall structures within navigable airspace. This is believed to refer to various moves made over the post-war years to give the Federal government control over airspace. Sen. Edwin C. Johnson (D-Colo.) introduced one such bill in the 82nd Congress. This would have empowered the Secretary of Commerce to rule on all structures over 500 ft. above ground. During the 1952 McFarland Bill hearings, the House Commerce Committee was asked by the Air Transport Assn. and other aviation groups to amend the Communications Act to force the FCC to accept rulings regarding air hazards made by the Secretary of Commerce, the CAA, CAB or military services. Nothing ever came of these efforts.

At the present time, it is optional with the FCC whether to accept the ruling of the Airspace Subcommittee or not. Generally, when the subcommittee decides that there is a hazard to air navigation, the Commission bends every effort to arrange a compromise. In many cases applicants turned down by the subcommittee accept lower heights or find other locations for their towers.

The Airspace Subcommittee report claims that adjustment of air flight rules for towers up to 1,000 ft. above ground have been handled with little difficulty so far, but adjustment "will become untenable in areas of heavy air traffic" in dealing with towers over 1,000 ft. above terrain.

The report also repeats what has been suggested before by aviation interests: That the over-all plan for tv service should call for maximum use of single structures "to ensure minimum effect on low level aircraft operations."

The FCC's Sixth Report and Order recommended the use of common antennas where possible, but declared such use would not be required "without further exploration of the problems which might arise from such a rule."

There are a number of common antennas in use by the television industry. New York's seven stations are all located atop the Empire State Bldg. In Miami, there is a growing "antenna farm" on which a number of stations are operating or building.

The report also refers to the work being done by the ad hoc committee of the ACC's subcommittee on Airdromes, Air Routes and Ground Aids (AGA). This group is studying methods of making more visible antennas and guy wires through improved marking and lighting [B•T, Oct. 18, Aug. 23].

Genesis of the Airspace Subcommittee's policy recommendation was the application of WSLA (TV) Selma, Ala., for approval of a 1,993-ft. tower near Sellers, Ala. Although "reluctantly" approved by the regional airspace subcommittee as meeting criteria, the Washington subcommittee voted against it on the ground a tower that high was a hazard to aircraft. No specific violations of criteria were cited by the military members of the subcommittee who led the opposition to approval [B•T, Oct. 25].

An earlier proposal for a 1,200-ft. tower by KGUL-TV Galveston also ran into heavy opposition on the part of the Washington subcommittee, although again the station had received full approval of the regional subcommittee as meeting all existing criteria. In this case a compromise was worked out which satisfied the station and aviation interests [B•T, Aug. 9].

The Air Coordinating Committee was established by Presidential Executive Order in 1946 to advise the President on national air policy. Its members comprise the Undersecretaries of State, Treasury, Post Office, Commerce, Army, Navy, Air Force and the chairman of the Civil Aeronautics Board.

The ACC's technical division is composed of delegates representing the official ACC top members. Where broadcasting is involved, the FCC sits in as a voting member.

The ACC's Airspace Subcommittee has as its membership representatives of Commerce (CAA), CAB, the military services and the FCC.

This is the committee which passes on all requests for antenna towers higher than 500 ft. above ground. Regional subcommittees are authorized to approve towers no higher than 500 ft. without submission to the Washington subcommittee.

If there is a division of opinion among ACC's members regarding the 1,000-ft. tower proposal, the final decision is left up to the President. It is not believed that the matter will be permitted to go that far.

NARBA Huddle Continues

CLOAK of silence hung over the U. S.-Mexican conference in Mexico City last week as officials of the two governments went into executive session in an effort to settle "critical questions" involved in a proposed bi-lateral agreement on standard radio (am) allocations. Earlier, it was disclosed basic differences to date hinge on counter-proposals for secondary station assignments in one country on the clear channels of the other nation [B•T, Nov. 22]. Delegates met Thanksgiving Day, with sources close to the conference citing this as further indication both Mexico and the U. S. are working earnestly to settle differences. The outlook, once again, was described as "encouraging."

OBJECTIONS MEET HIGH TOWERS PLAN

EARLY COMMENTS on the FCC's proposal to revise its tv rules to permit 2,000-ft. towers in the crowded northeast and north central states [B•T, Sept. 27] were mostly unfavorable as of Wednesday night. Only four comments had been received by then, with deadline Thursday. Counter-comments are due by Dec. 5.

Favoring the proposal was Sarkes Tarzian Inc., electronic parts manufacturer and owner of WTTV (TV) Bloomington, Ind. Opposing the change were WGLV (TV) Easton, Pa.; Aircraft Owners & Pilots Assn., and the Defense Department.

The FCC proposal was based on petitions submitted by WBEN-TV Buffalo, N. Y., and WSAZ-TV Huntington, W. Va. Both objected to the alleged discrimination to vhf stations

under the FCC's regulation regarding power-antenna height ratios in the crowded northeast and north central states (Zone 1). Under present rules, maximum power is permitted tv stations in Zone 1 with towers not over 1,000 ft. above average terrain. Where stations build towers above that height, they must correspondingly reduce their power. The purpose of this rule was to permit the allocation of more channels in this area.

FCC Comr. Frieda B. Hennock dissented to the proposal to change this rule. She said that permitting Zone 1 vhf stations to build 2,000-ft. towers would mean that these stations would cover large market areas, thus blanketing smaller vhf and all uhf stations. This is what the Zone 1 1,000-ft. height limitation was meant to avoid, she said. In all other parts of the country, stations may build 2,000-ft. towers without penalty.

This is the position taken by ch. 57 WGLV. It points out that under present regulations, the three Philadelphia vhf stations (WFIL-TV, WCAU-TV and WPTZ [TV]) throw a Grade B signal into more than 70% of the Easton uhf's Grade A coverage area. If the rule is changed to permit higher towers, eleven outside stations would lay a Grade B signal into more than 70% of WGLV's Grade A area. These would be Philadelphia's three, New York's seven and Wilmington's one, WGLV said.

WGLV mentioned the uphill fight to persuade viewers to convert to uhf and said that if outside signals are permitted to come into its area, people would cease buying uhf tuners and sets.

Assistant Secretary of Defense T. P. Pike objected to the change on the ground that the removal of the limitations in Zone 1 would encourage the use of higher antennas. He mentioned that the establishment of Zone 1 was predicated on population densities and called attention to the fact that the same area also includes the highest military and civil air traffic density in the U. S.

AOPA asked that no change be made in the rule until "appropriate safety marking and warnings have been developed for the protection of aircraft flying in the vicinity of those antennas." AOPA represents the owners as well as pilots of private aircraft.

Sarkes Tarzian favored the proposal. He called attention to the programs offered on ch. 4 WTTV for the benefit of the rural viewers of his area, and said that many who lived at a distance from his transmitter complained of inferior reception. This, he said, was probably due to the "cheap" sets being sold. Increase in his tower height would permit him to serve these viewers more satisfactorily, he claimed.

Two Networks File Partial Answers to Bricker Query

TWO NETWORKS have filed partial answers to a questionnaire sent to the four television networks in Sen. John W. Bricker's investigation of the networks and uhf-vhf problems through the Senate Commerce Committee, of which he is chairman. Identities of the answering networks were not disclosed.

The committee investigation staff expects that all the tv networks will make their replies by this week, a spokesman said. The identical questionnaires to ABC-TV, CBS-TV, DuMont Tv Network and NBC-TV, were largely on affiliation details and policies, and represented the second query made by the probe staff [B•T, Oct. 25]. The first was mailed to the FCC and the investigation staff earlier indicated other questionnaires will be sent to stations.



like shooting fish in a barrel

"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap" everyday.

Buy Only WTAR-TV (CBS) to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

KEFAUVER MAY QUIZ McCONNAUGHEY BID

The Tennessee Democrat denies that any of his questions will be connected with the Ed Lamb renewal before FCC.

SEN. ESTES KEFAUVER (D-Tenn.) told B•T last week he may want to question FCC Chairman George C. McConnaughey in the next Congress on the latter's "former connections and general attitude" if the McConnaughey nomination is resubmitted to the Senate.

The Tennessee Democrat said he has received "some letters" critical of Mr. McConnaughey's past connections while in private law practice in Ohio. Referring to the letters, he said, "If I find out there's anything to them, I will want to question him."

The McConnaughey nomination, submitted to the special Senate session Nov. 8, cleared the Senate Commerce Committee, but so far has been blocked on the floor.

Sen Kefauver denied that any questions he might want to ask Mr. McConnaughey are connected in any way with what the FCC chairman's attitude might be on the current FCC hearing on the application of broadcaster-publisher Edward Lamb for license renewal of WICU (TV) Erie, Pa., (see story, this page).

"That doesn't enter into it," he said. During the Senate Commerce Committee hearing last June on the nomination of FCC Comr. John C. Doerfer, Sen. Kefauver filed a statement supporting Mr. Lamb. Mr. Lamb had charged Comr. Doerfer with being behind "a planned scheme of economic strangulation," in the FCC's allegations that Mr. Lamb falsely stated in his application and elsewhere that he had never been a communist or associated with the Communist Party.

Kefauver Backs Doerfer

The Tennessean, however, went along later with the unanimous confirmation of Comr. Doerfer by the Senate.

In his statement last week, Sen. Kefauver declined to reveal the source or nature of the letters he has received. He said they were not from Harry R. Booth, acting chairman of the Utility Users League, Chicago. Mr. Booth, in letters to the Senate Commerce Committee and other senators, has questioned Mr. McConnaughey's qualifications on the ground that the FCC chairman formerly represented AT&T subsidiaries in rate cases before the Ohio Public Utilities Commission.

Sen. Kefauver said he is "not ready to make any charges" until he checks into the allegations contained in the letters criticizing Mr. McConnaughey. If he finds the charges are justified, he said, he will want to appear at a hearing during the 84th Congress to question the FCC chairman on his "general attitude" and on his "connections and his ability."

During the Nov. 9 Senate Commerce Committee hearing on the McConnaughey nomination, Sen. A. S. Mike Monroney (D-Okla.) said Sen. Kefauver and other senators, including Sen. Warren G. Magnuson (D-Wash.), slated to be committee chairman under Democratic organization of the Senate next year, had indicated they wish to question Mr. McConnaughey.

The nomination later cleared the committee by affirmative vote of its seven Republicans, with seven Democrats abstaining. But when Sen. John W. Bricker (R-Ohio), committee chairman, attempted to report the nomination on the Senate floor, it was blocked by the objections of Sen. Lyndon B. Johnson (D-Tex.), Democratic floor leader.

Ike Chides 'Blockers'

PRESIDENT Dwight Eisenhower last week expressed disappointment that Democrats have held up some of the nominations he has sent to the Senate during its special session. Mentioning none of the nominees by name, he said at a news conference that he doesn't think it serves the country's needs to defer confirmation of key appointees when there is no real or deep controversy over them. Democrats have blocked confirmation of the nomination of George C. McConnaughey as FCC chairman on grounds it is controversial and thus should be held over until the next Congress.

FCC Again Extends Deadline On Daytime Skywave Proposal

FURTHER extension of the deadline for comments on FCC's daytime skywave proposal, from Dec. 6 to Jan. 17, 1955, was announced by the Commission last week. Date for replies was extended to Feb. 1 of next year.

Extension is the third since the Commission announced its proposal last March, which subsequently drew general opposition from various segments of the industry [B•T, Oct. 11; July 19, 12; March 15]. In substance, the plan affords Class I clear channel stations greater protection from the interference caused at sunset and sunrise by certain secondary stations on those channels.

Meanwhile, WOR New York has advised the Commission that in "no case" would it receive additional protection under the plan. WOR, a Class I-B outlet on 710 kc, explained the frequency also is assigned to Class I-B KIRO Seattle and 11 Class II stations in the U. S.

Under the present standards, WOR said it is entitled to protection to the 100 microvolt per meter contour where no daytime co-channel signal stronger than 5 microvolts is allowed. Under the FCC plan, WOR held, the proposed standards would permit interfering signals as high as 305 microvolts, or 61 times stronger. WOR asked further study to determine service gains and losses on a station-by-station basis.

Odessa Tv Co. Favored In Ch. 7 Initial Decision

INITIAL decision proposing to grant ch. 7 at Odessa, Tex., to Odessa Tv Co., a joint venture half-owned by KOSA there, was issued by FCC Examiner John B. Poindexter last week. The decision proposed to deny the competing application of Clarence E. Wilson and Philip D. Jackson, doing business as The Odessa Tv Co.

The decision concluded that the grant of the ch. 7 facility should go to the joint venture of Odessa Tv Co. because of superiority of its proposal as to local ownership, past participation in civic affairs, programming, and diversification of control of the media of mass communications.

El Centro Tv Deletion

DELETION of ch. 16 KPIC-TV El Centro, Calif., was reported by FCC Nov. 19 after station's failure to renew its expired permit. Deletions to date total 92 uhf, 21 vhf.

LAMB CASE RECESSES, AWAITS DEPOSITIONS

FCC Examiner waits for Broadcast Bureau to specify dates when depositions will be taken from convicted communists Gus Hall and Jacob Statchel.

CONTROVERSIAL license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was in recess without date last week as FCC Examiner Herbert Sharfman waited for the Commission's Broadcast Bureau to specify dates for depositions from two prospective witnesses, both now in jail.

At the last session of the hearing Nov. 19, the Broadcast Bureau filed notice of intention to interrogate Gus Hall and Jacob Statchel, both among the top 11 Communists convicted of Smith Act violations, but no date was given. They probably will be the Broadcast Bureau's last of 21 witnesses in an effort to learn whether or not Mr. Lamb falsely stated he never had Communist ties.

The hearing has been under way since mid-September [B•T, Sept. 20 *et seq.*]. It is expected to run well into next year since counsel for Mr. Lamb has to complete cross examination of certain Broadcast Bureau witnesses and present Mr. Lamb's defense case and witnesses. These include some top national figures, it is understood.

In addition, counsel for Mr. Lamb will present the affirmative case on charges by the WICU owner that at least one bribe was caused to be offered by FCC representatives in an alleged attempt to secure testimony against Mr. Lamb. FCC's defense on this issue would follow.

May Oppose Depositions

The Broadcast Bureau may settle this week the dates on which it wishes to take depositions of Mr. Hall, now in the U. S. Penitentiary at Leavenworth, Kan., and Mr. Statchel, at Federal Correctional Institute, Danbury, Conn. When supplemental notices giving the dates are filed with Examiner Sharfman, counsel for Mr. Lamb has indicated he will file opposition unless it can be shown that the witnesses will not plead the Fifth Amendment and refuse to testify and, if they do testify, will relate facts pertinent to issues in the hearing.

The Broadcast Bureau revealed its status Nov. 19 at the conclusion of testimony by Edward T. Cheyfitz, one-time Communist and now an active anti-Communist and Washington law partner of Edward Bennett Williams, counsel for Sen. Joseph R. McCarthy (R-Wis.). During the 1930s, Mr. Cheyfitz related, he was active in Toledo labor and Communist Party affairs. Part of this time his office adjoined that of Mr. Lamb's, he said.

Asked if Mr. Lamb ever was a member of the Communist Party, Mr. Cheyfitz replied, "To my knowledge, he was not." He later admitted that Mr. Lamb knew he (Cheyfitz) was a party member.

The witness related people always were visiting Mr. Lamb's office and Mr. Lamb frequently handled labor cases. He described him as sympathetic to the "common man."

Mr. Cheyfitz recalled Earl Browder, then national head of the Comumnist Party, and two Ohio party officials visited Mr. Lamb's office in 1938-39, but could not remember specific conversations.

Questioned by the examiner if he had discussed Communism with Mr. Lamb, Mr. Chey-

fitz replied, "It would be difficult to fix one conversation. I had a lot of discussions with Lamb on everything from Saxon to sex in a period of years. . . . I am sure we discussed Marxism and Leninism because a lot of people were discussing it in those days."

Mr. Cheyfitz said he broke with the Communist Party in 1939 at the time of the Hitler-Stalin pact. The following year, he said, Mr. Lamb supported him in his fight to stop Communist interference in the dye casters union which Mr. Cheyfitz then headed.

The witness remembered attending a party at Mr. Lamb's home in 1937 but was not sure whether it was tendered for Dave Gordon, described as a local party member, or whether Mr. Gordon was there. Mr. Gordon was said to be leaving as a volunteer in the Spanish civil war.

Sigalert Defense System Demonstrated in Los Angeles

SIGALERT, a new air raid warning communications system by which civil defense officials can cut into commercial programming at any time from CD headquarters to issue instructions to the public, was demonstrated to military and CD officials in Los Angeles Nov. 16 by Loyd Sigmon, vice president and chief engineer, KMPC Hollywood.

Developed by Mr. Sigmon at the request of the Los Angeles office of civil defense, the system permits interruption of programming on all frequencies and channels, bypassing station studios. At the Nov. 16 demonstration on KMPC, a test unit was linked to the station by telephone wire, but permanent installations will use microwave links, according to CD spokesmen.

The Federal Civil Defense Administration has been asked for a $60,000 appropriation to set up a pilot Sigalert warning system in three Los Angeles stations by Col. P. B. McCarthy, senior deputy director of communications, Los Angeles OCD.

WPEN Opposes Sale Of WDAS Facilities

OPPOSITION to the request of WDAS Philadelphia for FCC permission to sell its 1400 kc facilities when it moves to its newly-authorized 1480 kc wavelength [B•T, Sept. 27] was filed last week by WPEN Philadelphia.

WPEN also asked that the Commission revoke the license of WDAS because it did not tell the Commission it intended to sell the old facilities when it asked for and received license renewal last July.

Earlier protest against the WDAS application to sell its existing facilities had been filed by WHAT Philadelphia.

Application for FCC approval to sale of WDAS 1400 kc facilities for $72,000 to Friendly Broadcasting Co. (Richard Eaton) was filed last September. WDAS said it had a CP to move to 1480 kc, and that in addition to the $72,000 purchase price, Friendly Broadcasting Co. would pay $4,350 a year for seven years' rental of the old WDAS studios. WDAS owner Max M. Leon pointed out that he had bought WDAS for $500,000 in 1950 and had spent $53,000 in 1953 for new studios and planned to spend $163,000 for complete new studios and equipment for the 1480 kc operation. He cited cases in which the Commission had approved such sales of old facilities.

WPEN argued that there was no precedent for a licensee to sell the frequency he was vacating.

Mr. Eaton, through United Broadcasting Co., owns WOOK-AM-TV and WFAN (FM) Washington, WSID and WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Maryland, WJMO Cleveland and WANT Richmond, Va.

New Uhf Stations Requested For Yakima and Anderson

APPLICATIONS for two new uhf tv stations at Yakima, Wash., and Anderson, Ind., were filed with the FCC last week.

Applicant for new tv station on ch. 23 at Yakima is Robert S. McCaw, doing business as Chinook Tv Co. Mr. McCaw is president and one-third owner of KYAK Yakima, KALE-AM-FM Richland, and president and half-owner of KLAN Renton, all in Washington. Mr. McCaw also is 10% owner of Harbor Tv Corp., community tv system at Aberdeen.

At Anderson, applicant for new tv station on ch. 61 there is Great Commission Schools Inc., owner of Civic Broadcasting Co., licensee of WCBC Anderson. Great Commission, a non-profit organization, plans to buy all the equipment, antenna and tower of the now defunct ch. 64 WBKZ-TV Battle Creek, Mich., for $44,000.



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that station demand for NORTHWEST-trained personnel has taxed our Portland school to the limit. Radio and TV station executives will be happy to know that TWO new Northwest Radio and TV School centers are now in operation to build an even greater pool of trained, responsible men and women.

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NORTHWEST RADIO and TV SCHOOL of PORTLAND

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1440 No. Highland Ave. Hollywood, California

1221 N. W. 21st St. Portland, Oregon

HEARING SET DEC. 8 ON RCA-JUSTICE SUIT

RCA holds that Justice Dept.'s antitrust suit on patent-licensing should be moved to U. S. Court in Delaware which issued 1932 consent decree.

HEARING on a motion to transfer the Justice Dept.'s civil antitrust suit against RCA [B•T, Nov. 22] to the Delaware District Court was set last week for Dec. 8.

The motion to transfer was filed by RCA on grounds primarily that the Justice Dept.'s suit deals solely with patent-licensing matters that were the subject of a 1932 consent decree filed in the Delaware Court and accordingly that court should have jurisdiction.

The antitrust suit was filed in the U. S. District Court for the Southern District of New York and Senior District Judge John C. Knox heard preliminary argument between RCA and government counsel last Wednesday, finally granting the government's request for two weeks in which to prepare a brief setting forth its position.

Basis for the RCA request, asking that the government be required to show cause why the case should not be transferred to the Delaware District Court, was outlined in an affidavit filed by John T. Cahill of the law firm of Cahill, Gordon, Reindel & Ohl, counsel to RCA.

Mr. Cahill noted that supplemental consent decrees in 1934 and 1935 had been entered, and said the decree of 1932 and agreements approved by it have been before the Delaware court twice, once in 1942 and again in 1954.

He stated that the 1942 proceeding involved a motion by the assistant attorney general to vacate the decree on the ground it was no longer in the public interest. He pointed out that this motion was denied in the court in Delaware and on April 5, 1943, the Supreme Court dismissed the government's appeal from that decision on motion of the Solicitor General.

The 1954 decision upholding the consent decree, Mr. Cahill said, resulted from a motion brought by the General Electric Co., a party to the decree, which sought an interpretation. Mr. Cahill observed that the plaintiff "also appeared in this latter proceeding once again to urge that the decree and the agreements approved thereby were not in the public interest."

In urging the action be transferred to the Delaware Court, Mr. Cahill made the point that the activities of RCA under the consent decree of 1932 embrace all its patenting activities and its relationship with hundreds of corporations. If tried in New York, he asserted, it will require "substantially all the time of a single judge over a considerable period of time." He added:

"The principles of comity and of the orderly administration of justice lead to the single conclusion that this action should have been brought in the United States District Court for the District of Delaware, the court which entered the consent decree of 1932, which lies at the heart of all the matters alleged in the instant complaint. The Delaware Court has reserved continuing jurisdiction with respect to the consent decree of 1932 and the activities of RCA and others thereunder."

The affidavit took notice that the complaint named RCA only as a defendant, but listed as co-conspirators the General Electric Co., Westinghouse Electric Corp., American Telephone & Telegraph Co., Western Electric Co., and Bell Labs. They were described in the affidavit as "parties to the proceeding which resulted in the consent decree of 1932 in the United States District Court for the District of Delaware."

McCarthy Told No

MOST non-talked about episode in the continuing series of McCarthy-network relations, which have not been "healthy," was still quite a mystery last week.

NBC disclosed Monday night in a brief statement that it had turned down a request by Sen. Joseph R. McCarthy (R-Wis.) for free tv time on Thanksgiving Day, presumably to answer criticism directed against him because of his hospitalization for an elbow injury. The request was made on Nov. 21 by the senator's wife in a telephone call to Eugene E. Juster, manager of films for NBC. A network spokesman said Mrs. McCarthy did not give any reasons for the request except to say it was in connection with the Senate's censure charges against her husband. Other tv networks reported no similar requests.

What did the senator and Mrs. McCarthy have in mind? Network spokesmen said they had no idea.

Three Radio Station Sales Get Approval

SALE of KJR Seattle, Wash., WWOK Charlotte, N. C., and KOFO Ottawa, Kan., received FCC approval last week.

KJR was sold by Ted Gamble and C. Howard Lane for $150,000 to John F. Malloy and Lester M. Smith [B•T, Nov. 8].

Mr. Gamble sells his 90% interest in KJR in order to exercise his option to acquire a one-third interest in KOMO-AM-TV Seattle.

Mr. Malloy is owner of KVSM San Mateo, Calif., and 10% owner of KROY Sacramento. Mr. Smith is manager of KVSM. Messrs. Gamble and Lane are part owners of KOIN-AM-FM-TV Portland, Ore.

At Charlotte, 60% interest of new am station WWOK, now under construction, was sold to Robert W. Rounsaville [B•T, Nov. 1]. Mr. Rounsaville pays $3,000 for 10% share and receives an additional 50% interest for managing the station.

Mr. Rounsaville is licensee or has majority interest in WQXI-AM-TV Atlanta, Ga.; WLOU-WQXL-TV Louisville, Ky.; WCIN-WQXN-TV Cincinnati; WBAC Cleveland, Tenn.; WMBM Miami Beach, Fla., and WBEJ Elizabethton, Tenn.

At Ottawa, KOFO was sold by the Ottawa Broadcasting Co. to Roderick B. Cupp and his wife, Edwina W. Cupp, for $40,000. Mr. Cupp is a sales employe of KMBC-AM-TV Kansas City.

WHTN-TV Huntington Wins Power, Tower Boost

BOOST in effective radiated power to full 316 kw and increase in antenna height to 1,270 ft. above average terrain were granted ch. 13 WHTN-TV Huntington, W. Va., by FCC last week. Authorization is subject to condition that the tower will be removed in the event a second runway is added to the local Tri-State Airport and to such changes as may be required if a reallocation proposal by ch. 27 WLAP-TV Lexington, Ky., is approved.

WHTN-TV, now under construction, originally was granted ERP of 238 kw with antenna height above average terrain of 740 ft. The tower height boost was arranged through an agreement with the New York Regional Airspace Subcommittee, FCC explained. WLAP-TV's proposal, on which FCC has invited comments, involves addition of ch. 4 at Richmond, Ky., and a change of the boundary of allocation Zone I [B•T, Sept. 20].

Stations in 4 Cities File for Transfers

APPLICATIONS for the transfers of KANG-TV Waco, Tex.; WNEM-TV Bay City, Mich.; WUSN-AM-TV Charleston, S. C., and WVVW and WJPB-FM-TV Fairmont, W. Va., were filed with the FCC last week.

At Waco, ch. 34 KANG-TV was sold by Central Texas Tv Co., permittee, to KTBC-AM-TV Austin, Tex., for $115,000 and assumption of $19,000 indebtedness.

KANG-TV, on the air since November 1953, reported it has sustained heavy losses because of the failure to obtain network and national business in sufficient volume to meet operating expenses. The application disclosed a surplus deficit of $145,555.

Ch. 7 KTBC-TV, the only tv station at Austin, reported a surplus of $502,469 and a profit of $55,166 as of Sept. 30.

• At Bay City, one-third interest of ch. 5 WNEM-TV was sold by Saginaw Broadcasting Co. for $155,000 to Gerity Broadcasting Co. Gerity Broadcasting, licensee of WABJ Adrian and permittee of WPON Pontiac, both in Michigan, will now be sole owner of the station. Saginaw Broadcasting is operator of WSAM-AM-FM Saginaw, Mich.

• At Charleston, 40% interest in WUSN-AM-TV was purchased for $48,418 by the Evening Post Publishing Co., former owners of WTMA-AM-FM there. Evening Post had dismissed its competitive bid for the ch. 2 facility at Charleston in exchange for an option to purchase the 40% interest in the new tv venture.

• At Fairmont, 75% interest in the three facilities was sold by J. Patrick Beacom for $72,500 to Donn D. Baer, owner-manager of Donn D. Baer Auditing Service Co., Cincinnati. Mr. Beacom retains a 25% interest [B•T, Nov. 22]. Ch. 35 WJPB-TV has been on the air since April and carries ABC, NBC and DuMont programming.

WRNL Protests Radio Ban, Wins Va. Commission Approval

PROTEST by WRNL Richmond, Va., to the Virginia Commission on Public Education—which had banned radio coverage at the public hearing on school segregation—succeeded in swaying the commission to switch its position and allow recordings of the proceedings, according to the station, which claims to have been the only station to protest the prohibition.

Roger Mudd, WRNL news editor, opposed the ruling in a memorandum to State Senator Garland Gray, commission chairman, in which he pointed out that since a court reporter would take down every word during the hearing, which would become public information, a recorder would merely "substitute the voice

Rep. Priest Praised

REP. J. PERCY PRIEST (D-Tenn.), who as ranking Democrat on the House Commerce Committee is in line for chairmanship of that committee, was commended by a fellow Tennessean and Democrat last week. Sen. Estes Kefauver (D-Tenn.) said he wished to go on record as being "high in my praises of Congressman Priest."

of the speaker for the voice of the newsman."

Although the commission, after hearing the memorandum read, voted against radio 20 to 7, Mr. Mudd proceeded to set up his recording equipment and again asked that the decision be reversed. Four minutes before the start of the hearing, Sen. Gray and the other members of the commission decided in favor of radio coverage. WRNL recorded the sessions and broadcast portions of the hearings at various times throughout the day and evening.

Kingston Shift Asked

WKNY-TV Kingston, N. Y., has petitioned FCC for rule-making to alter several area uhf channels to permit it to switch from ch. 66 to ch. 21. Station explained that inefficiency of its transmission facilities as well as the instability of set owners' uhf converters on ch. 66 requires the change. WKNY-TV seeks substitution of ch. 27 for 21 at Hanover, N. H., and ch. 75 for 27 at Concord, N. H. Alternate plan is to substitute ch. 43 for 21 at Hanover and ch. 21 for 43 at Laconia, N. H.

KCOR-TV Asks for Ch. 14

KCOR-TV San Antonio, all-Spanish language station in construction status, petitioned FCC last week to substitute ch. 14 for its assigned ch. 41, requiring substitution of ch. 30 for 14 at Seguin, Tex. KCOR-TV explained that the large Spanish-language market there includes 4,700 public housing apartments which must employ indoor antennas. In view of the present stage of the art and calculations based on the Fresnel diffraction theory, ch. 14 will work better with indoor antennas than the higher channel, KCOR-TV said.

Dulles to Open VOA Studios

SECRETARY of State John Foster Dulles will formally open the U. S. Information Agency's Voice of America studios in Washington Wednesday at 4 p.m., Theodore C. Streibert, USIA director, announced last week.

VOA's long-planned move from New York to Washington has been in progress for some time and is virtually complete. The Voice's new Washington headquarters, where the Wednesday dedication will be held, are on the second floor of the Health, Education & Welfare Bldg., 330 Independence Ave., S.W. VOA director is J. R. Poppele.

Cost of the move, VOA said, is estimated at $2,600,000, or $400,000 less than the original calculation. The figure includes construction at the Washington installation and moving of personnel and equipment. The 4 p.m. opening ceremonies will be followed by a tour of the 14 new studios.

Election Backfire

A GAG backfired during this month's election to give Robert E. (Coffeehead) Larsen, WEMP Milwaukee, Wis., disc jockey a 406 to 60 plurality in the local contest for county surveyor—a non-salary job. Mr. Larsen jokingly announced his candidacy when it was pointed out to him that no one was entered on the ballot for the position. The gag has its drawbacks though: If he becomes surveyor and is unable to perform the surveyor's duties or is unable to deputize someone to do it for him he is subject to a $25 to $50 fine; he is also liable to a $100 fine if he does not post a $1,000 surety bond.

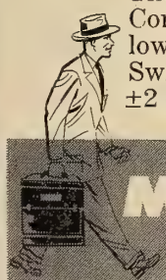
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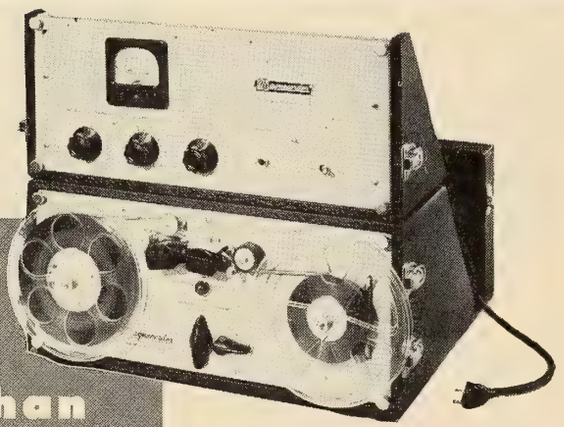
Leland Stanford Briggs, former vice president and general manager of eastern regional offices, executive committee member and advertising copy production creative director, McCann-Erickson, N. Y., to U. S. Information Agency, Washington, as chief of press service.

Kenneth A. Norton, chief, Systems Research Laboratory, National Bureau of Standards Central Radio Propagation Laboratory, Washington, D. C., named chief, Radio Propagation Engineering Div., Boulder, Colo., Laboratories, NBS; **Dr. Harold A. Thomas,** head, Fuze Branch, Naval Ordnance Laboratory, Corona, Calif., appointed chief, Radio Standards Div., NBS, Boulder.

THE VOYAGER

The first one-case professional tape recorder for remotes. Complete with line level amplifier with bridging input and low impedance microphone jack, 600-ohm balanced output. Switch for 2-speed equalization and monitor jack on front. ±2 db. from 50 to 15,000 cps at 15 ips.





MORE MAGNECORDERS are used in professional and broadcast installations than all other recorders combined!



THE M-81

Slot-loading, push-button instant control. Case, rack, or console mounting. Amplifier and mechanical unit invert for easy servicing in console. Full track operation (half track available on special order) and instant dual speed selection — 7½ and 15 ips standard, 3¾ and 7½ ips available on special order. Microphone and bridging inputs. ±2 db. from 40 to 15,000 cps at 15 ips. Timing accuracy 3 sec. in 30 min. Signal-to-noise ratio exceeds 55 db. Flutter less than 0.15% RMS at 15 ips. Conforms to NARTB response curve.

Call, write or wire for full information and specifications—or see your Magnecord dealer, listed under "Recorders" in your classified telephone directory.

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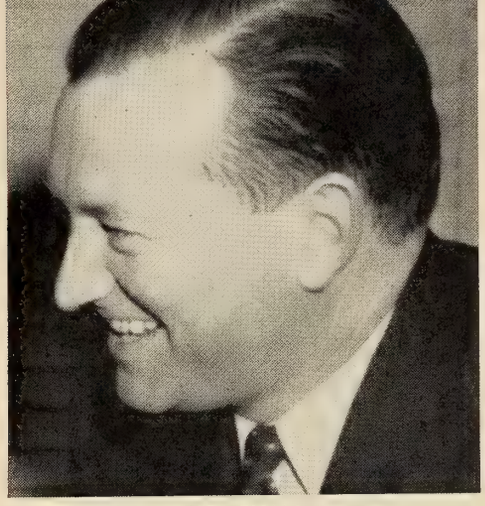
RYAN NAMED EXECUTIVE V. P. OF QUALITY RADIO GROUP

Former president of Broadcast Advertising Bureau will set up sales offices in New York. The 25-station tape group, as of Wednesday, boasted one sponsor—Avco Mfg. Corp.

QUALITY Radio Group will move this week to break ground under the operating leadership of William B. Ryan by opening a New York office and proceeding with ambitious program sales plans for presentation to national advertisers.

The selection of Mr. Ryan, veteran broadcaster and former president of Broadcast Advertising Bureau, climaxes the organizational alignment of the new cooperative nighttime tape recording group boasting 25 of the nation's leading high power stations.

Mr. Ryan's appointment as executive vice president and chief executive officer was announced Tuesday by Ward Quaal, QRG president and vice president of Crosley Broadcasting Corp., following an all-day board meeting in Chicago. Mr. Ryan currently is seeking out real estate availabilities in New York for the new office, which will serve as the focal point for QRG sales pitches.



MR. RYAN

It was understood that a number of top agencies already have been sounded out on behalf of advertisers who might be interested in buying Quality properties on the 25-station slate. As of Wednesday, QRG Inc. had one definite commitment at least—from Avco Mfg. Co. for the purchase of the 30-minute *Midwest Hayride,* to be originated by WLW Cincinnati. Starting date for the series on Quality was not revealed, but it was understood to be in the near future.

Once the office is set up, Mr. Ryan is expected to proceed with sales presentations designed to sell advertisers on nighttime network radio on a cooperative tape program basis. A Chicago office will be started in the near future to service Midwest clients, and other stations are expected to be added in time.

Mr. Quaal hailed Mr. Ryan's appointment, from a list of nearly 30 names, as a harbinger of Quality's "immediate success." He stated:

"In selecting Bill Ryan as the Quality Group's operating head, the board has chosen one of the industry's most prominent leaders, a man with an outstanding background of 20 years in network sales, station management and radio sales promotion. He is thoroughly a "radio man"—knows the medium, believes in it and knows how to sell it. The board anticipates immediate success of the Quality Group under his leadership."

Mr. Ryan, who flew from his New York home to Chicago to confer with board members on his appointment, said he was pleased to be associated with Quality Radio Group Inc. because of the opportunity to promote "the nation's greatest low cost sales medium" and expressed the conviction it would contribute to radio's continued prosperity in all markets, including the major ones. Mr. Ryan's salary was not revealed.

Announcing he would immediately open the New York operation, Mr. Ryan stated:

"The idea which has now found expression in the formal launching of the Quality Radio Group has been one shared enthusiastically by the nation's outstanding radio broadcasters for many years. National advertisers will now be able to purchase prime coverage in the nation's major markets on a single program, single rate basis. I'm delighted to be a part of this exciting new venture because it represents another opportunity to promote the nation's greatest low cost sales medium. Although the Quality Group will confine its efforts to major markets, I am convinced that its effectiveness will contribute as well to the continued prosperity of radio in all markets."

Selection of Mr. Ryan was viewed by QRG executives as a "natural" because of his past stewardship of BAB on the national radio sales promotion line. He previously was general manager of the old NAB (now NARTB), joining it in 1950 after general managership of KFI Los Angeles for eight years. He also has been active in network sales.

QRG Inc. was incorporated last September after an organizational steering committee met in Chicago to lay the groundwork for the project [B•T, Sept. 6]. At that time hope was expressed that Quality might move fast enough to take advantage of the fall business season, perhaps by Oct. 1. It now hopes to interest a sizable number of national clients like Avco in its program fare by the year's end. Advertisers are required to buy the entire slate of outlets, most of which are expected to supply programs for the tape venture. Stations are permitted to air the shows at times most convenient in the respective markets and most advantageous to the sponsor.

Time rates are pegged on the basis of current rate cards of each station, with provision for a maximum 25% discount on sales of programs exceeding the customary 52-week cycle. It was not immediately known on what basis Avco bought *Midwest Hayride,* but was presumed to be for a year. Stations pay dues under the formula of 20 times the "average" daytime hourly rates.

Members of the QRG Inc. board include Mr. Quaal; W. Howard Summerville, WWL New Orleans, who is vice president; Donald Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines; John H. DeWitt Jr., WSM Nashville; Chris J. Witting, Westinghouse stations; Frank P. Schreiber, WGN Chicago; J. Leonard Reinsch, WSB Atlanta; C. T. Lucy, WRVA Richmond, Va.; Charles Crutchfield, WBT Charlotte; James Gaines, WOAI San Antonio and Frank Fogarty, WOW Omaha. William D. Wagner, WHO Des Moines, is secretary-treasurer.

All were present at Monday's meeting at the Palmer House in Chicago save Messrs. Gaines, Witting and Crutchfield.

QRG's N. Y. Hqtrs.

TEMPORARY headquarters of QRG have been established by Executive Vice President William B. Ryan, at 509 Madison Ave., N. Y.; phone, Plaza 8-3013.



INCREASE in power from 24 kw to 214 kw takes place at WTVH (TV) Peoria, Ill. [B•T, Nov. 22], as Henry P. Slane (l), president, Hilltop Broadcasting Co., operator, WTVH-AM-TV, throws a switch putting into operation a new RCA 12.5 kw transmitter. Edward G. Smith, station general manager, looks on.

WPTZ (TV) Oct. Sales High

WPTZ (TV) Philadelphia reports that October sales reached an all-time high for the 22-year-old station, exceeding the next highest sales month, November 1953, by 5.3%.

Alexander W. Dannenbaum Jr., station commercial manager, also said that October sales were up 11.6% over the same month last year and that sales for the first 10 months of this year exceed those of the first 10 months of 1953 by 20%.



A PAIR of South Dakota pheasants was presented to Frank Fitzpatrick (c) of The Katz Agency, when a special tour of the Midwest and East sponsored by WNAX Yankton, S. D. [B•T, Nov. 15], landed in New York. George B. German (l), WNAX farm reporter, makes the presentation, and Barney O'Lavin, head of the travel agency that planned the tour, helps Mr. Fitzpatrick with his catch.

BUNKER TO HEAD WOKY-TV FOR CBS

EDMUND C. BUNKER, general sales manager of KNXT (TV) Hollywood and the Columbia Television Pacific Network, will become general manager of WOKY-TV Milwaukee when CBS-TV's purchase of the outlet is approved by FCC, Merle S. Jones, vice president in charge of CBS-owned tv stations and general services, announced last week.



MR. BUNKER

Mr. Bunker has been associated with CBS-TV since June 1949, starting as a network sales account executive and rising to his present California post in November 1952. He was an account executive with ABC in New York in 1948-49, was an executive with Avery-Knodel Inc. station representation firm, from 1945 to 1948, and, prior to wartime service with the Navy air force, was regional sales manager for WIS Columbia, S. C., from 1939 to 1942, and program director, chief announcer and salesman for WCSC Charleston, S. C., from 1937 to 1939. He also spent a year as announcer and copywriter at WTOC Savannah, Ga., in 1936 after starting his broadcasting career with WCSC while an undergraduate at Charleston College.

CBS bought WOKY-TV (ch. 19) from Gerald A. Lee and David Bartell for approximately $335,000, subject to the customary FCC approval [B•T, Oct. 25]. The purchase was announced on the effective date, Oct. 22, of the FCC rule permitting a single company to own seven tv stations provided not more than five are in the vhf band.

WSFA-TV Begins Operations; Sale to WKY Waits FCC OK

WSFA-TV Montgomery, Ala., was scheduled to begin regular programming yesterday (Sunday) as that city's second tv and first vhf. Sale of the ch. 12 outlet by Montgomery Broadcasting Co. to WKY Radiophone Co. (WKY-AM-TV Oklahoma City), which is owned by the Oklahoma City *Daily Oklahoman* and *City Times*, is pending before the FCC. WSFA-TV is affiliated with NBC and represented by Headley-Reed Tv.

The station's purchase by WKY has been protested by WCOV-AM-TV Montgomery and KWTV (TV) Oklahoma City on the grounds that the parent company, Oklahoma Publishing Co., has practiced advertising and editorial discrimination against other radio-tv stations [B•T, Nov. 8, Oct. 25]. WKY has denied the allegations terming them "false and scandalous."

Reports from other stations:

KCKT (TV) Great Bend, Kan., the first local tv there, is expected to begin commercial operations today (Monday). A special opening program was scheduled for yesterday. The ch. 2 station is represented by The Bolling Co. with Les Ware as general manager.

WIRI (TV) Plattsburg, N. Y., owned by the Great Northern Television Corp., expects to begin programming Wednesday with a special inaugural ceremony to take place next Sunday. Joel H. Scheier is president and general manager of the ch. 5 station. DuMont equipment will be used throughout. WIRI is represented by Adam Young Tv Corp.

KLOR (TV) Portland, Ore., the city's third tv, is scheduled to begin programming March 1 affiliated with ABC and represented by George P. Hollingbery Co. The ch. 12 station is owned by Oregon Television Inc. with S. John Schile, vice president of Rocky Mountain Broadcasting System, as general manager. Class A base hourly rate is $500.

KMBC-TV Now With 316 Kw From New 1,079-Ft. Tower

OPERATION with full 316 kw power was begun Nov. 21 by KMBC-TV Kansas City, Don Davis, first vice president of KMBC Broadcasting Co., has announced. The ch. 9 station, which has been telecasting since Aug. 1, 1953, from a temporary transmitter, is now operating from its new tower-transmitter site at 23rd and Topping. The tower is 1,079 ft. and the color-equipped transmitter is RCA. Consulting engineers have predicted that the new KMBC-TV ch. 9 signal will be easily picked up as far as 85 miles from Kansas City with fringe area coverage extending to more than 150 miles, according to the station.



WHIO-AM-TV Dayton, Ohio, was host to William B. Lodge (2nd r), CBS engineering vice president, during his recent visit to that city. Looking over some of the equipment involved in tripling the stations' present facilities are (l to r) Robert H. Moody, general manager; J. Leonard Reinsch, executive director of radio and tv for the Cox stations; Mr. Lodge; Ernest Adams, WHIO-AM-TV chief engineer.

WILY Gross Up Under Kluge

INCREASE of 300% in gross business of WILY Pittsburgh in the three months since operation was taken over by John W. Kluge, head of the Kluge station group, was announced last week by Ernie Tannen, WILY general manager. The new business includes 193 accounts. Herbert A. Waters, formerly of WKJF (FM) and WKJF-TV Pittsburgh, has joined WILY as sales manager.

WATE (TV) Plans Changes

WATE (TV) Knoxville, Tenn., operating since October 1953 on 8 kw visual and 4 kw aural, plans to increase its power to the maximum 100 kw visual and 50 kw aural in the next few weeks, the station announced. The ch. 6 station says also that it will be equipped to transmit network color soon.

If you want
DEPARTMENT STORE business . . .
. . . You need
DEPARTMENT STORE STUDIES

D.S.S. gives you . . .

- A manual on department store promotional patterns and procedures - - -
- A folder a month with (1) the latest department store sales trends and statistics, telling you what stores are advertising—when and why.
- (2) a series of hard and soft line campaign suggestions, tailor made for your salesmen's use—exactly the kind of information that department stores want on item selling data.
- (3) suggested scripts taken from the files of the D.S.S. test markets.
- D.S.S. is the only EXCLUSIVELY department store promotional service in existence.
- Several hundred radio stations have used D.S.S. over the past three years.
- Your department stores are your largest local advertisers.
- D.S.S. shows YOU how to show THEM how to make radio sell their goods.
- D.S.S. costs $36.00 a year, payable quarterly if you want.

DEPARTMENT STORE STUDIES,
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119 West Market Street,
Pottsville, Pennsylvania

Send me D.S.S. to start with the current issue ☐
Check for first quarter enclosed ☐
Bill me for the first quarter ☐
Bill me for the entire year ☐
Name .....
Address .....
.....
.....



GEORGE B. STORER (3d from r), president of Storer Broadcasting Co., is shown arriving in Cleveland for the closing of the $8.5 million Storer purchase of Empire Coil Co. and its two tv stations, WXEL (TV) Cleveland and KPTV (TV) Portland, Ore. Greeting Mr. Storer and party is Franklin Snyder (l), WXEL vice president. Others (l to r): William E. Rine, Storer vice president, northern district; Comdr. Peter Reid, Miami Beach, Fla., personal friend of Mr. Storer; Mr. Storer, Ewald Cockritz, Storer program director, and Lee B. Wailes, Storer executive vice president.



CLOSING of the $8.5 million purchase of Empire Coil Co. [B•T, Nov. 22] actually was made by George B. Storer Jr. (seated, r), finance vice president of Storer Broadcasting Co. Seated on Mr. Storer's right is Martin W. Kramer, counsel for Empire Coil Co. Standing are Mervin B. France (l), president, Society for Savings, in whose office the closings took place, and John E. McCoy, general counsel and secretary of Storer Broadcasting Co.

New Storer S.F. Office Headed by Gayle Grubb

ESTABLISHMENT of a San Francisco office for the development of national business placed on the West Coast has been announced by Lee B. Wailes, executive vice president of Storer Broadcasting Co. The new office is being set up principally as a result of Storer's recent acquisition of KPTV (TV) Portland, Ore. [B•T, Nov. 1], the announcement said.



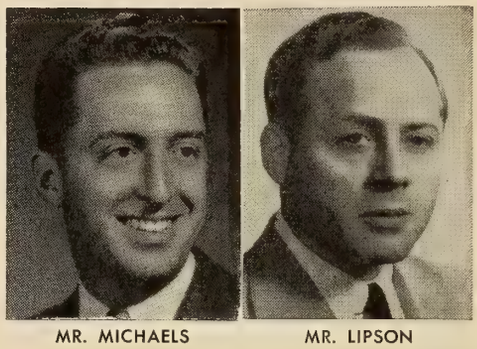
MR. GRUBB

Gayle V. Grubb, Storer vice president and managing director of WJBK-AM-TV Detroit, is being transferred to San Francisco to direct the new office. Mr. Grubb, before joining Storer, was vice president of American Broadcasting Co. and general manager of KGO San Francisco.

Management at WJBK-AM-TV, Mr. Wailes said, will follow the Storer pattern of separate operations under individual managers. Harry Lipson, currently assistant managing director and sales manager for both properties, has been appointed general manager of WJBK. Bill Michaels, formerly managing director of KGBS-AM-TV San Antonio (recently sold by Storer and now known as KENS-AM-TV), has been named general manager of WJBK-TV.

Other appointments announced by Mr. Wailes included that of Franklin Snyder as vice presiden of WXEL (TV) Cleveland, purchased with KPTV (TV) Portland from Empire Coil Co. Mr. Snyder has been vice president of the station since 1949 under Empire Coil. John D. (Jack) Kelly, former vice president and sales manager of WJW Cleveland, has been named general manager. Storer has acquired WJW from William O'Neil.

In Portland, Russell K. Olsen, general manager of KPTV since 1953, will continue in that capacity under Storer. Operation of the station will come under the general supervision of Stanton P. Kettler, Storer vice president, who also supervises WBRC-AM-TV Birmingham, Ala.; WAGA-AM-TV Atlanta, and WGBS Miami, other Storer properties.



MR. MICHAELS MR. LIPSON



MR. KELLY MR. OLSEN

Messrs. Michaels and Lipson in Detroit and Snyder and Kelly in Cleveland will report to William E. Rine, Storer northern district vice president.

WRUL Latin American Chain Covers IAEC Conference

WORLD WIDE BROADCASTING SYSTEM, operator of international station WRUL and founder of the new Inter-American Radio Network of 54 Central and South American radio stations which carry WRUL programs nightly, undertook last week to block communist propaganda before it could start.

With the opening of the Inter-American Economic Conference in Rio de Janeiro on Monday, WRUL, privately owned international shortwave station, went into action with on-the-spot reports designed to get factual accounts of developments to its listeners throughout Latin America before distorted versions could reach them by other media.

An indication of the success of the maneuver, worked out by World Wide President-Founder Walter S. Lemmon in cooperation with U. S. government authorities, followed immediately after WRUL's broadcasts on the first night—four stations in Brazil asked for and received permission to rebroadcast the WRUL accounts.

Three WRUL staff members, headed by Zachery DeGaster, chief of the station's Latin American network operations, are handling the on-the-spot coverage of the conference, giving detailed summaries of each day's sessions in Spanish and Portuguese. These summaries are telephoned direct to WRUL's New York studios over radiophone circuits, routed from there by private wire lines to the WRUL transmitters at Scituate, Mass., near Boston, and then beamed to all of Latin America. WRUL has five transmitters at Scituate with powers of 50 kw, and is beaming the program on three frequencies in the 31, 25, and 19 meter bands.

"For the first time," President Lemmon said, "detailed reports on the actual happenings at an important Inter-American conference are reaching the people all over Central and South America the same night." He noted that many rural areas of Latin America are slow in getting the news and that when it does come, newspaper reporting often has been distorted by communists and other elements hostile to the United States.

"Our aim at the Rio conference," Mr. Lemmon continued, "is to get out factual information on what actually occurs through close cooperation with our government delegates at Rio, and to get it out by the fastest methods possible. By broadcasting an accurate account of the conference proceedings on the same night, we will eliminate the possibility of any distortion and misrepresentation in advance."

WFBM Inc. Changes Corporate Structure

Will offer 160,000 shares of common stock to the public.

TRANSFORMATION of the Bitner-owned WFBM Inc. into a new corporation with some public stockholders was announced last week by Harry F. Bitner Jr., president of new Consolidated Television & Radio Broadcasters Inc.

To be underwritten by Reynolds & Co. Inc., New York, 160,000 shares of common stock will be sold to the public at $12.62 per share. Stock will be listed on the American and Midwest Stock Exchange.

In bringing in public stockholders, the Bitner-controlled broadcasting company will be following the lead of Storer Broadcasting Co., which put 200,000 shares of common stock on the market in 1953. The present 181,583 shares outstanding is selling at 38¼ bid, 39¼ asked. Storer also sold more than 90% of its preferred stock to Jefferson Standard Life Insurance Co. (WBT and WBT (TV) Charlotte, N. C., and other radio and tv interests).

The new Consolidated Tv & Radio Broadcasters Inc. was officially organized Nov. 8. It is capitalized at $1,112,500 and comprises 10,000 shares of 5% cumulative $100 par value preferred, of which 5,060 is outstanding; 1¼ million shares of 5 cents par common, of which 151,800 is outstanding, and 1 million shares of 5 cents par Class B common, of which 455,400 is outstanding.

Also included in the capitalization is a long term obligation of $712,500 which is the remainder of a 12-year note for $925,000 to Leonard A. Versluis for the $1,382,086 purchase of what is now WOOD-TV in 1951. This is payable twice a year in $37,500 installments.

The outstanding stock is the result of the conversion of each WFBM Inc. $1 par value common stock to 3 shares of Consolidated's common and nine shares of Class B common.

In a preliminary prospectus filed with the Securities & Exchange Commission in Washington Nov. 9, the company showed a net profit for every year of each operation. This began in 1939, when WFBM Inc. was formed to buy WFBM Indianapolis. Since then, the Bitner group has acquired WFBM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WEOA Evansville, and WFDF Flint. The prospectus indicated that the company is still fighting to acquire tv stations in Evansville and in Flint. There are 320 full- and part-time employees.

Balance sheet of WFBM Inc. and subsidiaries as of Aug. 31 showed total assets of more than $6.5 million, of which almost $2 million were total current assets. Total current liabilities were listed as more than $1.85 million and retained earnings were shown as somewhat less than $4 million.

Earning statement for the last eight years showed that the company had a net income of $204,481 after taxes in 1947, and has an estimated net income of $962,589 after taxes for nine months in 1954. Operating revenue was $902,655 and expenses $345,449 in 1947. For nine months this year, operating revenue is estimated at $5,124,486 and expenses at $1,996,116. The WFBM fiscal year was Nov. 30.

Gross radio revenues continued to rise from 1950 to 1952, but slipped in 1953. At the same time, tv gross revenues zoomed up from 1950 to 1953. The figures:

Fiscal Year	Gross Revenues Radio	Television
1950	$1,371,839	$ 544,341
1951	1,412,786	1,808,304
1952	1,763,604	3,526,675
1953	1,657,947	4,811,405
1954 (9 mos. to Aug. 31)	1,062,552	4,053,847

The company also declared that the bulk of its radio gross time sale in 1953 came from local advertising, while in tv it came from national spot advertising. In radio, 14.5% of gross time sale came from network, 37% from national spot, and 48.5% from local advertising. In tv, 20% came from network, 49% from national spot and 31% from local advertising.

In discussing the question of radio rates in relation to television, the company said that it believed daytime radio rates had stabilized but that nighttime radio rates in tv areas may have to be reduced further than they already have.

The prospectus also indicated that the company has a $750,000 bank credit running to July 31, 1955, with the Mellon National Bank and Trust Co., Pittsburgh. This is in reserve for use if the company secures tv grants in Evansville or Flint, or both.

In the Evansville ch. 7 case, the FCC hearing examiner eliminated WFBM Inc. on the ground that it already had two tv properties and therefore ran afoul of the FCC's diversification policy. However, he said he considered WFBM Inc. best qualified on other grounds. Exceptions to the initial decision have been filed.

In the Flint ch. 12 case, WFDF was favored by the hearing examiner in his initial decision, but the FCC reversed the examiner, among other reasons, on the ground that WFDF was owned by a multiple broadcast owner. A petition for reconsideration has been filed.

In addition to the Harry M. Bitners, other major stockholders, all related to the Bitners, are Evelyn H. Bitner (wife of Harry M. Sr.), Evelyn H. Pearson (daughter of Harry M. Sr.), and Jeanne E. Bitner (former wife of Harry M. Jr.). Mr. Bitner Sr. owns 32.02% of both classes of common stock. Mr. Bitner Jr. owns 13.34 of both classes of common stock, as do the others mentioned above.

The 160,000 shares of common stock to be put on the market will come from the following in these amounts: Mr. Bitner Sr., 40,150; Evelyn H. Bitner, Evelyn H. Pearson, and Mr. Bitner Jr., 20,250 each; Jeanne E. Bitner, 51,000, and Dorothy Y. Kapner (wife of Leonard Kapner, president of WCAE Pittsburgh), 8,100.

Mr. Bitner Sr., chairman of the board, was shown to have received $38,387 plus $3,586 profit sharing in fiscal 1953. Other remuneration for that year was: Mr. Bitner Jr., president, $44,570 plus $3,489 profit sharing; William F. Kiley, vice president (and general manager of WFBM-AM-TV), $35,840 plus $2,915 profit sharing. Mr. Bitner Jr. also has an agreement with the company which pays him $20,000 per year for 10 years after retirement at age 60.

Mr. Bitner Sr. is the former publisher of the Hearst-owned Pittsburgh *Sun-Telegraph*.

The prospectus showed that the company

Am-Tv Only

FINANCIAL epitaph as contained in the preliminary prospectus filed with the Securities & Exchange Commission Nov. 9 by Consolidated Television & Radio Broadcasters Inc. (Bitner):

"It [the company] operates no frequency modulation radio stations."



was engaged in building a $450,000 studio and office building in Grand Rapids, of which $156,000 had been paid out for construction, and $118,000 committed for furnishings. It also disclosed that company has leases for studio and other space costing it $36,800 annually.

The book value of the stock was set at $648,198 ($1.07 per share) for the 151,800 common and the 455,400 Class B common outstanding.



SWING AND SWAY with Tom McCray might best describe the antics of the KRCA (TV) Hollywood general manager as he inspects the first piece of upright steel that will form the 450-foot base of the station's new transmitter tower atop Mt. Wilson, which is scheduled to be in operation next month.

Nathan Cook, WIBX, Dies

FUNERAL SERVICES were held in Utica, N.Y., last Monday for Nathan W. Cook, 70, national sales and promotion manager for WIBX Utica-Rome. Mr. Cook died suddenly at his home in Utica on Nov. 19.

Mr. Cook, who entered the radio field in 1929, had been associated with WIBX since 1934.

He is survived by his wife, Mrs. Clarynda Rowland Cook, and two daughters, five grandchildren and a brother.

WMAQ 'Blanket' Coverage To Be DJ Show Feature

SALES PLAN offering advertisers "blanket" weekend coverage of an estimated three-and-a-half million listeners for each group of 20 announcements on its disc shows was announced by WMAQ Chicago last week.

Called the "20 plan," the package contains 20 one-minute spots in four selected blocks of time on Saturday and Sunday at a total cost of $500, or roughly 15 cents per thousand listeners, according to Charles Dresser, WMAQ and WNBQ (TV) sales director.

Advertisers must buy a minimum of 10 spots for any given weekend, with announcements limited to one each half-hour period. The station has set aside five hours Saturday and three hours and 15 minutes Sunday during record programs featuring five different WMAQ disc m.c.'s.

KOTV (TV) to Commemorate Fifth Year, Power Boost

KOTV (TV) Tulsa, Okla., has completed conversion to 100 kw from 16.5 kw and has increased its coverage from 9,000 to 24,000 square miles, C. Wrede Petersmeyer, KOTV Inc. president, reports. Its tower reaching 1,328 feet above average terrain, and the $500,000 transmitter are both to be made available to educational KOED (TV) Tulsa when it goes on the air.

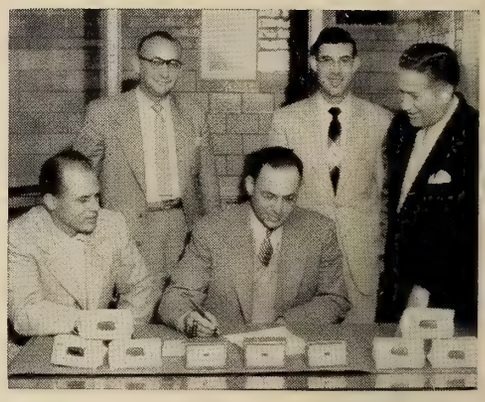
Tomorrow (Tuesday) the station has scheduled ceremonies, with Oklahoma's governor participating, to commemorate both the power increase and the station's fifth anniversary.

KTRK-TV Linked by Bell

KTRK-TV Houston has been connected to the Bell telephone system's nationwide intercity television facilities, bringing to 349 the number of stations and 226 the number of cities now capable of receiving live network programs, the Long Lines Dept. of AT&T announced last week.

WKNB-TV Readies for 210 Kw

WKNB-TV New Britain, Conn., is completing installation of equipment to increase its power from 20 kw to 210 kw, according to Peter B. Kenney, general manager of the ch. 30 station. The station estimates its set count is presently 220,000.



THE NEESE Sausage Co. of Greensboro, N. C., enters tv for the first time in its 29-year history and agrees to sponsor *Waterfront* on WFMY-TV Greensboro on alternate weeks with the Streitmann Biscuit Co. of Cincinnati. At the signing are (l to r): seated, Bob Neese, vice president; Homer Neese, president and sales manager; standing, Fred Fischer, WFMY-TV sales representative; Don Pierce, announcer, and Bill Baskerville, commercial manager.

Hoffman Heads KOVR (TV)

LES HOFFMAN, president of Tv Diablo Inc., permittee of KOVR (TV) Stockton, Calif., has been elected chairman of the board, it was announced last week. A. E. Joscelyn, executive vice president and general manager of the ch. 13 outlet, has been elected president succeeding Mr. Hoffman. Mr. Joscelyn will be located in Los Angeles.

Terrie H. Lee, former assistant manager of WFAA-TV Dallas, has been named general manager and executive vice president of KOVR, succeeding Mr. Joscelyn.



CONTRACTING for exclusive use of Dr. Irving Krick's weather service at KLZ-TV Denver, Colo., are (l to r): Paul J. Caubin, general manager, Krick meteorological service; Jack Tipton, KLZ-TV sales manager; Clayton Brace, KLZ-TV program manager, and Phil Hoffman, KLZ-AM-TV manager. Krick service includes seven-day forecasts and picture illustrations of forthcoming weather.

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

WRTB to Go on Air Wed.

WRTB Ripley, Tenn., is scheduled to go on the air Wednesday, Earle M. Daly, owner and general manager, announced Friday. The 250 w daytime station will have Hobson Daws as its commercial manager and Charles Sykes as chief engineer. Equipment is RCA, Andrew tower; services include UP News and Sesac Library. Address is 113 E. Washington St., Trans Highway 51, south. Phone 1060.

Blair-Tv Elects Denninger

JACK DENNINGER, eastern sales manager for Blair-Tv Inc., New York, has been elected a vice president of the station representative firm. Before his managerial assignment, Mr. Denninger had been an account executive with the company. He was formerly with *Sales Management* magazine.

Mr. Joe Must Go On

TEMPORARY loss of the power of speech due to injuries received in an automobile accident didn't "silence" Don Joe, sports announcer and advertising salesman at KMA Shenandoah, Iowa. Following the crash, Mr. Joe learned he had a broken jaw and to properly set it, his teeth had to be wired together. Back at work, literally speechless, Mr. Joe capitalized on his calamity.

Dean Naven, KMA news editor, cut a record for Mr. Joe explaining the latter's predicament. Mr. Joe picked up his sales activity where he had left off before his accident with new sales equipment—the record and a portable phonograph—which replaced his own sales pitch when he called on potential advertisers.

STATION SHORTS

KXLF-TV Butte, Mont., has expanded its programming to start daily schedule at 2:30 p.m., now carrying 9½ hours daily, according to station.

WOW-AM-TV Omaha, Neb., have been granted exclusive rights in their area to broadcast and telecast football game at Tangerine Bowl, Orlando, Fla., Jan. 1.

WCCO Minneapolis-St. Paul saluted by Adv. Club of Minneapolis Nov. 24 in connection with station's 30th anniversary.

WGBI-TV Scranton, Pa., reports 57½% of farms in Wayne, Susquehanna, Lackawanna and Wyoming counties were equipped during 1953 with tv receivers, compared to 24% in 1952, based on statistical report of Pennsylvania Dept. of Agriculture.

KRON-TV San Francisco aired its first local full color program in conjunction with its fifth-birthday celebration Nov. 15.

REPRESENTATIVE APPOINTMENTS

KBES-TV Medford, Ore., has appointed Hoag-Blair Co., N. Y.

Alaska Broadcasting System and **Northern Television Corp.,** which recently became affiliated, has appointed Alaska Radio & Tv Sales.

STATION PEOPLE

Byron W. Ogle appointed executive director, KRGV-AM-TV Weslaco, Tex.; **Millman Rochester** appointed general manager; **Jim Cook** named program director.

Sam H. Bennett, formerly sales manager, KMBC Hollywood, to KTHT Houston, Tex., as manager.



MR. BENNETT

Bill Wegman, WGEM Quincy, Ill., appointed to newly-created position, director of operations; **Mike Olds,** WGEM, appointed to newly-created position, director of public relations.

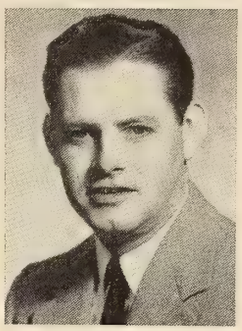
Thurston S. Holmes, formerly account executive, KSON San Diego, Calif., to WNNJ Newton, N. J., as manager.

Otis Cowan, formerly general manager, Herald-Press Inc., Great Bend, Kan., appointed commercial manager, KCKT (TV) there; **Bob Cawley,** program director and production manager, WUSN-TV Charleston, S. C., to KCKT as sports director, also handling promotion.

Joe Windsor, formerly sales representative, WDAK-TV Columbus, Ga., appointed commercial manager, succeeding **Ed J. Hennessy,** who moves to WEAT-TV West Palm Beach, Fla., as national and local sales manager; **Frank Ragsdale** to WDAK-TV as sales representative.

W. S. Jackson, formerly commercial manager, WJLS-AM-FM Beckley, W. Va., appointed director of sales, WKNA-TV Charleston and WOAY-TV Oak Hill, W. Va.; **Robert R. Brown,** production manager, WJLS-AM-FM, appointed director of program and sales dept., WJLS-AM-FM.

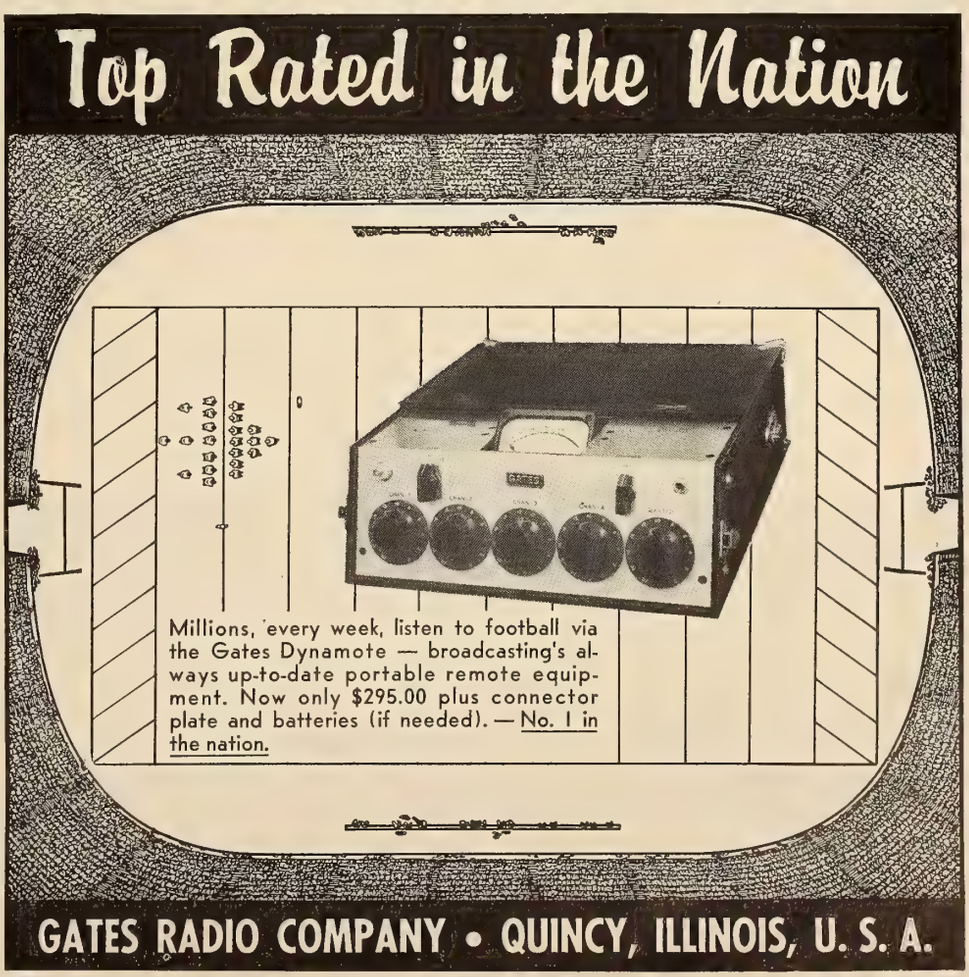
Robert C. Walker, program director, WNOE New Orleans, to KOCS-KEDO (FM) Ontario, Calif., as manager, succeeding **Harry Allen,** who moved to KPMO Pomona, Calif., as account executive.



MR. WALKER

James McDonough, general manager, WAKE Greenville, S. C., to WONE Dayton, Ohio, as special assistant to president, program and production depts., succeeding **Ranny Daly,** who moves to special assistant to president, sales dept.; **Jessie Nicodemus,** *Dayton Journal Herald,* to local news dept., WONE, as reporter; **Michael Holland,** formerly head of continuity dept., WONE, returns to station after U. S. Army service; **Vicky Varnum,** formerly with WING Dayton, and **Nancy Thompson** to continuity dept.; **Electa Miller** to bookkeeping dept.; **Jeannine LeMaster** to station as receptionist.

Charles R. Brown appointed technical director, WCHS-AM-TV Portland, Me.; **Arthur Owens,** program director, WCHS, promoted to director



of radio operations; **Bernard Poole** named program and production director, WCHS-TV.

Bailey Hobgood, assistant program director, WBT Charlotte, N. C., appointed program director, succeeding **William H. Melson Jr.,** who transfers to radio sales dept.; **Wade St. Clair** succeeds Mr. Hobgood; **Jack Knell,** director of news, WBT, appointed director of news, WBT-WBTV (TV).

John W. Galloway, traffic manager, WARL Arlington, Va., promoted to acting program director.

Jay Watson, formerly program manager, WFAA - TV Dallas, Tex., to KPOA Honolulu as sales manager.



MR. WATSON

L. Walton Smith, account executive, Jack Knabb Adv. Co., Rochester, N. Y., to WHAM - AM - TV there as director of promotion and publicity.

William Clark, WLWC (TV) Columbus, Ohio, appointed film director.

Duane Bock, news editor, KOL Seattle, to KMO Tacoma, Wash., in same capacity.

Ken Miller, news director, KVOO Tulsa, Okla., appointed news director, KVOO-AM-TV.

Jerry Landay, formerly with NBC, to KDKA Pittsburgh, as news editor and special events reporter.

Mike Ferguson, formerly with Bureau of Business and Economic Research, Miami, Fla., appointed assistant radio promotion manager, WBBM Chicago.

D. Merle Gore to WSPD-AM-TV Toledo, Ohio, as assistant merchandising director.

Lloyd Sherman II, sales representative for theatre advertising and tv film,, Reid H. Ray Film Industries, St. Paul, Minn., to KSTP there as account executive.

Art Primm, newscaster, to KIRO Seattle as news editor; **Alex West,** sales staff, KCBS San Francisco, to KIRO as sales account executive.

Jay W. Lord, former newspaper space salesman, to KTVT (TV) Salt Lake City as account executive.

George Hemmerle, KJBS San Francisco, to KOVR (TV) Stockton, Calif., as account executive; **Mike Cassidy,** KUTV (TV) Salt Lake City, to sales staff, KOVR, operating from S. F. offices; **Bob O'Brien,** promotion-publicity manager, KOVR, assigned to San Joaquin Valley sales office.

Ivan Rubenstein, engineering scheduling dept., KNXT (TV) Hollywood, transferred to spot sales dept. as assistant spot sales traffic manager.

Ben Buisman, editor, *Oregon Grange Bulletin,* to KEX Portland, Ore., as director, *Oregon Farm Hour.*

Dick Van Dyke, comedian and entertainer, formerly with WSB-TV Atlanta, Ga., to WDSU-TV New Orleans on *Dick Van Dyke Show*; **Tex Mason,** radio, tv and motion picture cowboy personality, to WDSU-TV.

Leo Guild, former host, *Hollywood's Best,* KRCA (TV) Hollywood, and radio-tv columnist, *Hollywood Reporter,* to KFWB there as host, *Amateur Record Hour.*

Janice Okun, assistant to **Luella Fisher,** conductor of *Plain 'n' Fancy Cookin'* program, WBEN-TV Buffalo, N. Y., takes over show with Mrs. Fisher retained in advisory capacity.

Jack Thomsen, newscaster, WOC-AM-FM-TV Davenport, Iowa, to WTMJ-AM-TV Milwaukee, as announcer.

Terry Abrams to announcing staff, WHLM Bloomsburg, Pa.

Robert North, sales promotion staff, *Look* Magazine, Hollywood, to promotion-publicity dept., KABC-TV there.

Marjorie Dillingham to WTVJ (TV) Miami, Fla., as music librarian; **Barbara Stein** to copy department of station.

Jeanne Tabscott, formerly with KGA Spokane, Wash., to program staff, KCBS San Francisco, as script typist.

Gene Graves, New York and Philadelphia radio-tv freelancer, to WTTM Trenton, N. J.; **John Schneider,** WTTM, appointed account executive; **John J. Kling** and **Art Seidel,** account executives, resign.

Jackie Krueger to KTBC-TV Austin, Tex.

Frank Baird-Smith Jr. and **John Casagrande,** video engineer and lighting engineer respectively, WNBQ (TV) Chicago, transfer to NBC Hollywood office.

Larry Alexander, announcer, KHJ Los Angeles, returns to WLS Chicago.



BASEBALL broadcasts of 1955 San Diego Padres games will be heard for the eighth consecutive year on KSDO there. Wilson Edwards (l), station general manager, and Bill Starr, president of Pacific Coast Conference winners, sign the contract.

Jerry Lawson, news and sports director, WJOC Jamestown, N. Y., appointed general manager, Jamestown Falcons, Class D Pony League baseball team.

Deane S. Long, program manager, KWIZ Santa Ana, Calif., resigns to resume freelance tv announcing and production.

Edgar Kobak, station owner, business consultant and president of Adv. Research Foundation Inc., N. Y., elected president, National Society for Crippled Children and Adults at society's annual convention in Boston.

Hulbert Taft Jr., president, Radio Cincinnati (WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus), elected to board of directors, Ohio Chamber of Commerce.

Bob Bean, personality, WBT-WBTV (TV) Charlotte, N. C., accompanied journalist and radio-tv commentator group on week transatlantic flights to England and Belgium, inaugurating Belgian Sabena Airlines DC-6C flight service to Europe, week of Nov. 4.

Westford Shannon, commercial and sales manager, WSPD-AM-TV Toledo, Ohio, appointed member for one year, board of directors, American Chamber of Commerce in Germany.

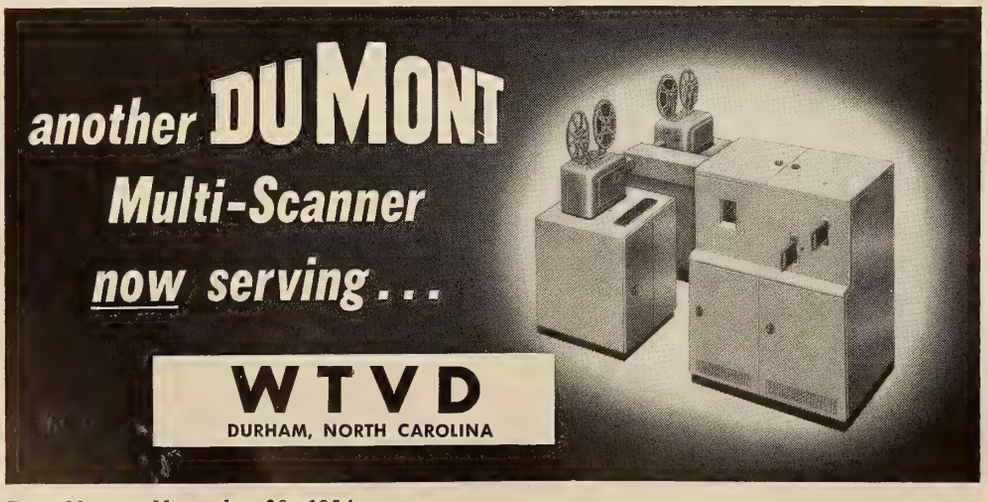
T. B. Lanford, managing partner, KRMD-AM-FM Shreveport, La.; secretary-treasurer, KSLA (TV) Shreveport; managing director, KPLC-AM-TV Lake Charles, La.; vice president, WSLI-AM-TV Jackson, Miss.; vice president, KRRV Sherman, Tex., and secretary-treasurer, KALB-AM-FM-TV Alexandria, La., elected director, Shreveport First National Bank.

Simon Goldman, general manager, WJTN-AM-FM Jamestown, N. Y., appointed general chairman, 1954 annual membership drive, YMCA.

Johnny Andrews, disc m.c., WTAM Cleveland, chosen one of nation's top 10 disc m.c.'s by Sidney Skolsky in *This Was Hollywood* publication.

Harry Burke, general manager, KFAB Omaha, Neb., elected president, Omaha Kiwanis.

Robert Goodman, director and continuity acceptance department head, WTTG (TV) Washington, has composed music and written lyrics for Christmas ballad, "Give Me Your Heart



for Christmas," recorded by McGuire Sisters on Coral label.

Ray Perkins, disc m.c.-pianist, KIMN Denver, recovering in hospital from hand injuries sustained in Nov. 16 accident.

Doris Macdonell, secretary to comptroller, KCBS San Francisco, and Guernsey Preston Frazer were married Saturday.

Hap Weyman, director, KABC-TV Hollywood, and Betty Plumlee were married Nov. 20.

Robert Quinlan, executive producer, KNXT (TV) Hollywood, father of girl, Kathleen Denise, Nov. 19.

Zane Radney, production supervisor, WTVJ (TV) Miami, Fla., and Joan Pamp were married Nov. 6; **Richard Renick,** director, WTVJ, father of girl, Debra Kathleen, Nov. 10.

Charles McKee, account executive, WGLV (TV) Easton, Pa., father of boy, Mark Scott, Nov. 9.

Chuck McLaren, cameraman, WJNO-TV West Palm Beach, Fla., father of girl, Laurie Stewart, Nov. 8.

Bill Ostberg, announcer and weatherman, WTAG-AM-FM Worcester, Mass., father of girl, Judith Ann, Nov. 5.

George Goldman and **George Lord,** tv promotion director and newscaster, respectively, WCAU Philadelphia, fathers of girls.

Carl Zimmerman, announcer, WSYR-AM-TV Syracuse, N. Y., father of boy, Carl G. III.

Ted Knight, puppeteer-ventriloquist, *Children's Theatre,* WJAR-TV Providence, R. I., father of boy.

Robert T. Beel, salesman, KOAT-TV Albuquerque, N. M., father of boy.

Mike Zabner, salesman, announcer, WGTC Greenville, N. C., father of boy, Gary Marcus.

Edith Friedman, 56, pianist who gave weekly recital over WEVD New York for past 20 years, died Nov. 17.



GEORGE ABBOTT (r), vice mayor of Norfolk, Va., congratulates Thomas P. Chisman (c), president and general manager of WVEC-TV Hampton, and Howard H. Keller, station production manager, at the opening of WVEC-TV's studios in Norfolk.

FARM SAFETY AWARDS GIVEN TO RADIO-TV

NBC, Rural Radio Network, three television and 23 radio stations won recognition yesterday by the National Safety Council for their work in promoting farm safety.

NBC, Rural Radio Network, three television stations—KVTV (TV) Sioux City and WOI-TV Ames, both Iowa, and WKY-TV Oklahoma City—and 23 radio outlets have emerged as recipients of the National Safety Council's public interest farm safety awards. KFEQ-AM-TV St. Joseph, Mo., received a joint radio-tv award putting them alone in a separate category.

The winners were announced at a council luncheon for the National Assn. of Television and Radio Farm Directors in Chicago's Conrad Hilton Hotel yesterday (Sunday). NATRFD held its annual convention there this past weekend at the same time that the international livestock exposition took place.

NBC was cited for its activity in connection with the observance of National Farm Safety Week July 24 on the *National Farm & Home Hour* over 200 stations, plus references to farm safety in spot announcements and a closed-circuit feeding of transcriptions for individual station use. Rural Radio was honored for farm interviews on 15 stations and publicizing of Safety Week.

The non-competitive awards are conferred for "outstanding activities" in this field during Safety Week and/or "exceptional service" during the immediately preceding 12-month period.

Individual radio stations recognized by the Safety Council were: KDKA Pittsburgh; KFAB Lincoln-Omaha, Neb.; KIOA Des Moines, Iowa; KMMO Marshall, Mo.; KSLM Salem, Ore.; KTHS Little Rock, Ark.; KUBC Montrose, Colo.; KYAK Yakima, Wash.; WCCO Minneapolis; WGY Schenectady, N. Y.; WHAM Rochester, N. Y.; WHDH Boston; WHFB Benton Harbor, Mich.; WIBC Indianapolis, Ind.; WIOU Kokomo, Ind.; WKAR East Lansing, Mich.; WKJG-AM-FM Fort Wayne, Ind.; WKY Oklahoma City; WLS Chicago; WLW Cincinnati, Ohio; WNAX Yankton, S. D.; WNOX Knoxville, Tenn., and WTJS-FM Jackson, Tenn.

AWARD SHORTS

WIBW Topeka, Kan., farm department presented special recognition award for outstanding work in soil conservation activities from Kansas Assn. of Soil Conservation Districts at annual meeting in Hutchinson.

Ralph Kanna, creator, *Adventures of Petey,* WKNB-TV New Britain, Conn., cited by Hartford (Conn.) Women's Club for contribution to tv programming for children.

WHLI Hempstead, L. I., N. Y., presented citation for "notable assistance in the crusade to conquer cancer" from Nassau Div., American Cancer Society.

Diana Baldi, commentator, WOV New York, presented award for distinguished achievements and service for radio from International Women's Exposition, N. Y.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

waiting to HEAR from YOU...

118,560 families weekly!

92,070 families daily!

59,090 car radio families!

- WDBJ's share of the tuned-in Roanoke audience averages 51 to 59%!
- 25% of Virginia's total retail sales are made in the WDBJ area!

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*



CHANGE from the usual cake-cutting ceremony is this Nov. 15 pie-lighting celebration of KYW Philadelphia's 33d year of broadcasting conducted by Franklin A. Tooke (l), who on the same day celebrated his second year as KYW general manager, and Joseph E. Baudino, executive vice president of the Westinghouse Broadcasting Co. KYW's local and regional sales figures through Oct. 31 were greater than the entire year's total for 1953, the previous all-time high, station said.



THIRTY YEARS in radio are marked by Charles F. Phillips (l), recently appointed general manager of WFBL Syracuse, N. Y., at a surprise party in his honor. Ron Curtis (r), WFBL announcer, interviews Mr. Phillips following the cake-cutting ceremony. The interview was used on an afternoon disc show.



ATTENDING the first anniversary celebration of *Your Esso Reporter* on WSLS-TV Roanoke, Va., with dinner and "Confederate" get-together are (l to r): front row, Fred A. Methot, International News Photos, and A. T. Sanders, Esso representative; second row, Tom White, Avery-Knodel, station representative; Eugene Cogan, Marschalk-Pratt agency; Horace Fitzpatrick, WSLS-TV assistant manager, and, standing, Lew Avery, president of Avery-Knodel, and Jim Moore, executive vice president of WSLS-AM-TV.

► HOMER J. BUCKLEY, board chairman, Robertson, Buckley & Gotsch, Chicago advertising agency, is celebrating his 59th year in advertising.

► WOMEN'S ADVERTISING Club of Chicago recently marked its 37th anniversary.

► LOWELL THOMAS, CBS Radio news commentator, is observing his 25th year as a broadcaster and as a member of the Advertising Club of New York.

► CARL BAILEY, disc m.c., KBIG Avalon, Calif., is celebrating his 25th year in Southern California radio.

► ANN HOLDEN, program personality, observed her 20th anniversary on KGO San Francisco.



THIRTY-SIX years of livestock marketing experience were recently marked by Bruce Behymer, livestock marketing editor, KFH Wichita, Kan., and *The Wichita Eagle* and marketing expert of the Wichita Union Stockyards. At the honoring ceremony are (l to r): Frank V. Webb, KFH vice president and general manager; Conlee Smith, Wichita Stockyards general manager; Dan Smith, stockyards president, and Mr. Behymer.

► PARTY for the 1954 20-year club at CBS New York held last fortnight. Twenty-three new members were presented gold pins and $100 savings bonds from Frank Stanton, president of CBS Inc.; Adrian Murphy, president of CBS Radio, and J. L. Van Volkenburg, president of CBS-TV. Membership in the club throughout CBS now numbers 280.

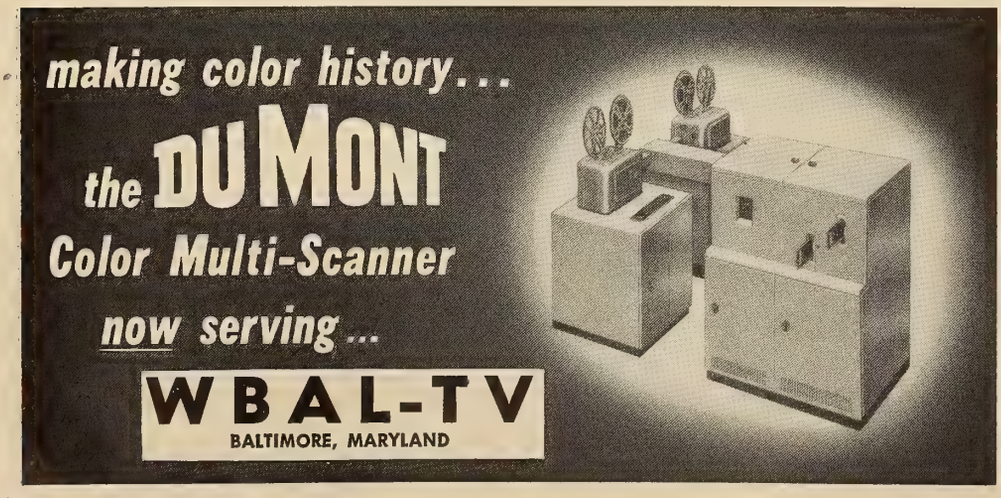
► JOE ALLABOUGH, CBS Radio assistant supervisor of network operations, Hollywood, is celebrating his 30th year in radio. He joined WBBM Chicago in November 1924, as singer-announcer.

► HARRY WISMER has celebrated his 20th anniversary as sportcaster on *General Sports Time*, weekly sports series on WOR New York.

► DAVID VAILE, newscaster, Columbia Pacific Radio Network, Hollywood, and director CPRN *Harry Babbitt Show*, celebrated his 20th year in radio.

► MARY DOHERTY, accounting department head, has observed her 20th year with WCCO Minneapolis, Minn.

►WIDE Biddeford, Me., is observing its sixth year on the air.



WTAP (TV) Tv Auction

WTAP (TV) Parkersburg, W. Va., recently conducted a tv auction in which $1,000 was paid for the West Virginia Grand Champion Baby Hereford steer which was donated by the Henry Morlane Packing Co., Parkersburg. The money was raised for the Community Chest drive.

WRCA-AM-TV Aid in Emergency

NEW YORK's Mayor Robert F. Wagner recently broadcast a one-minute message over WRCA-AM-TV New York giving instructions on the prevention of accidental carbon monoxide poisoning. The mayor's talk, which stemmed from a series of deaths allegedly caused by carbon monoxide gas escaping from defective water heaters, was said to be the first time he used radio and television to report on an emergency problem. His message was repeated during that day on various news shows on both stations.

'Thursday's Child'

WOI-TV Ames, Iowa, in an effort to get the Iowa Society for Crippled Children fund drive off to a good start, recently presented "Thursday's Child," a special filmed program taking place at Bellevue Medical Center, New York. The film, produced by WOI-TV's Ray Stewart who previously did a series on child rehabilitation activities, features the newest rehabilitation techniques for crippled youngsters.

'You and Your Sheriff'

WJTN Jamestown, N. Y., is running a weekly public service series entitled *You and Your Sheriff*. The programs, tape-recorded in the office of Charles C. McCloskey Jr., Chautauqua County (N. Y.) sheriff, deal with the everyday problems faced by the sheriff in carrying out his duties. WJTN feeds the shows to WFCB Dunkirk, N. Y.

December Fund Drive

WAAM (TV) Baltimore, is scheduling its second annual telethon on behalf of the United Cerebral Palsy drive for the Dec. 4-5 weekend. Last year's telethon collected $140,000 for the fund.

Aged to Get Gifts

BILL WEAVER, KCBS San Francisco, Calif., recently launched his sixth consecutive "Old Folks Collection" to get occupational therapy and recreational materials for persons in area institutions for the aged. During the six-week drive, cards, games, sewing and knitting materials and similar items will be collected both at the station and at Lucky Store supermarkets which have cooperated in the previous drives.

Kids Pick Records

MUSICAL SELECTIONS chosen by children, interspersed with interviews and Community Chest appeals, were presented recently during a three-hour program broadcast directly from Los Angeles Children's Hospital by KFWB Hollywood, Calif., on behalf of the fund drive. KFWB's entire staff participated, including its seven disc m.c.'s. Advertisers scheduled for the hours of the special presentation cooperated in the effort.

Anchors Aweigh

FILM CLIPS, visual aid displays and a cast of 110 Navy performers were the features of a 90-minute program WREX-TV Rockford, Ill., staged to launch a district recruiting campaign for the U. S. Navy Reserve.



PUBLIC SERVICE sponsorship over WITH Baltimore of *Highway Headlines*, a 15-minute weekly news program on highway development and transportation, by the Watson Automotive Equipment Co. (Baltimore & Washington) is signed for by (l to r) Russ Hall, WITH announcer; J. A. Watson III, Watson Co. branch manager; Sam Kravetz, WITH account executive, and George R. Abels, Truck-Trailer Mfrs. Assn. of Washington, D. C., which furnishes the programs as a free service to more than 200 stations.



Whenever you know you need coverage don't forget that

WWKO

"Covers the Tri-State like the Sun"

"Will you please call your nearest W. S. Grant man at once for availabilities for First Class Coverage for your product"

'PRACTICAL' EVOLUTION IS SEEN AS NBC RADIO NETWORK FUTURE

No matter what comes, NBC will be the last, not the first, to 'abandon' the field of network radio, a special study committee of radio affiliates is assured by Brig. Gen. David Sarnoff. The group is exploring basic fundamentals of network radio operation.

NBC INTENTIONS "to proceed with practical evolutionary adaptations to meet radio's new requirements within the framework of the radio network business" have been made clear to a special committee of radio affiliates, Brig. Gen. David Sarnoff, board chairman of RCA and NBC, disclosed last week.

Gen. Sarnoff did not elaborate on this phase of his statement, built on the theme that no matter what comes, "NBC would be the last, and not the first," to "abandon the field" of network radio operation. Nor would NBC spokesmen comment or give details of the meeting to which he referred.

It was learned, however, that the meeting was an unannounced first session of the special study committee to survey the future of the NBC Radio network, headed by Robert D. Swezey of WDSU New Orleans, with officials of the network, held in New York on Nov. 18.

An affiliate present at that meeting said it was "wholly exploratory," but that it was decided that while studies should and would be made, there was no necessity for "immediate" changes in the basic features of NBC Radio's operation as it is conducted today.

It is only the "basic, fundamental" nature of the network's operation, not day-to-day operating details, that the committee is charged with exploring, the affiliate noted. He reported progress by NBC in recent months—a factor also noted by Gen. Sarnoff in his statement—and said NBC officials took the position further progress would continue but did not mention specific new departures in contemplation.

Meanwhile the special study committee is to continue its explorations, with other meetings to be held but no specific meeting date set yet.

(Coincidentally, it was disclosed that members of the committee had been "reconstituted" to remove three original appointees who are also identified with the new Quality Radio Group [CLOSED CIRCUIT, Nov. 22]. These three are Wayne Coy, KOB Albuquerque; J. Leonard Reinsch, James M. Cox stations, and Ralph Evans, WHO Des Moines and WOC Davenport. Present members of the committee are Chairman Swezey; Walter Damm, WTMJ Milwaukee; Edwin K. Wheeler, WWJ Detroit; William A. Fay, WHAM Rochester; Nathan Lord, WAVE Louisville, and Jack Harris, KPRC Houston.)

Gen. Sarnoff's statement was a letter, made public on Friday, to *New York Daily News* columnist Ben Gross in response to a column in which Mr. Gross wondered publicly which network "will be courageous enough to face realities first and abandon network radio." Mr. Gross ventured it might be NBC.

No Jitters at NBC

In his letter Gen. Sarnoff referred to his speech on the subject to NBC affiliates at the Chicago meeting almost three months ago [B•T, Sept. 6]. He said that, "having weathered the storm which others now must face, we have no jitters about the radio network situation." Referring to the preceding week's meeting with the group of affiliates, he said "this is the course on which we are set and we believe it holds out the best promise for an effective continuation of our radio network. We are confident that radio as a medium will continue to live and we expect NBC to maintain leadership in its future."

Gen. Sarnoff told Mr. Gross that "I believe that you may have selected NBC for this role [of abandoning network radio first] because we have been sufficiently far-sighted to have recognized, well in advance, the symptoms of growing economic dangers for network radio; and because NBC as the nation's first radio network, with an established position of leadership in the field, bore the first and heaviest brunt of the decline that started in the medium several years ago."

Gen. Sarnoff continued:

"But our early recognition of the problem which network radio is now facing certainly does not mean abandonment of effort and resolve to cope affirmatively with it. Indeed, having understood the seriousness of the dangers lying ahead for the medium, NBC has been leading the way in developing the patterns of audience and advertiser service which may build a new base for a successful and continuing network radio operation. And although no man can precisely foresee the shape of things to come, I assure you that even if it should prove impossible to build such a new base for network radio, NBC would be the last, and not the first, to abandon the field.

"I have always tried to be frank and factual in discussing the problems facing network radio. In following this course, I have certainly not been moved by feelings of pessimism or defeatism. On the contrary, I felt that it was a responsibility of leadership to call attention to the realities so that those concerned with the future of radio would recognize the need for adjustment and adaptation to the medium.

"It was in this vein, and for this purpose, that in my remarks at the NBC affiliates meeting in Chicago last August, I called attention to the downward economic trend in network radio and stressed the importance of the network principle in the American system of broadcasting. And at the same time, I stated that every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues.

"Apparently such a ventilation of the facts of life regarding network radio was disturbing to those who prefer to face a problem by pretending it does not exist. Following my remarks, there were many who privately agreed with my appraisal, although some of them seemingly thought it expedient to reject it publicly.

"Of course, the facts persist regardless of what anybody thinks privately or says publicly. The facts have not changed since my Chicago remarks and if anything, they are clearer now than they were at that time. It is with the facts that we must deal, and at NBC we have been seeking to do so. Our adjustment to the changing circumstances of network radio is well on the way and as a result of systematic considered action, NBC is now again leading in nighttime radio and is actively seeking to bring about similar improvement in its position in daytime radio.

"In the meantime, the shocks of radio's changing circumstances have been affecting other networks which have not fully faced up to the demands of the times and have not yet made the necessary adjustments in their operations. It seems to me that they now stand to lose far more than the NBC Radio network. . . ."

RADIO & TV
SURVEYS
tell us that
WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!
Les Johnson, V.P. and Gen. Mgr.
QUAD-CITIES
IOWA
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

CBS-TV's Lown to Head Western Station Relations

ESTABLISHMENT of a CBS-TV West Coast station relations office, effective Jan. 1, with Bert Lown in charge as western manager, is being announced today (Monday) by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.



MR. LOWN

Mr. Lown has been a field member of the station relations staff in New York since September 1951. Previously, he was vice president and sales manager, radio and television division of the Muzak Corp., from 1946 to 1951.

In his capacity as western manager, Mr. Lown will report to Edward P. Shurick, national director of station relations. He will be responsible for field work in California, Oregon, Washington state, Idaho, Montana, Nevada, Utah, Arizona, New Mexico, Colorado, Wyoming, Alaska and Hawaii.

Mr. Akerberg said that "continuing network expansion in the West has made the opening of such an office essential."

NBC Presents BBC Plaque For World War II Aid

BRITISH BROADCASTING Corp. will receive a plaque tomorrow (Tues.) from NBC, through Romney Wheeler, director of NBC's London offices, honoring BBC's cooperation during World War II. Sir Ian Jacobs, director-general of the BBC, will accept the award.

During the war, BBC turned over its facilities at no charge to Allied radio correspondents. Broadcasts originated from studios set up four floors beneath the ground.

The plaque which BBC will receive was designed by Merrill Mueller, NBC's wartime foreign correspondent headquartered in London. The inscription reads, "Dedicated to the British Broadcasting Corp. for supreme services in the cause of truth and freedom 1939-1945, in grateful recognition, the National Broadcasting Co., U.S.A."

UCP Names Goldenson Head

LEONARD GOLDENSON, president of American Broadcasting - Paramount Theatres, was elected chairman of the board of directors of United Cerebral Palsy at the fifth annual convention of the organization, held in Washington. Mr. Goldenson had served as president of UCP since its founding in 1949, but previously had announced that he was not a candidate for re-election this year.

Mr. Goldenson and his wife Isabelle were presented with a distinguished service award as "co-founders, pioneers and devoted leaders" of the cerebral palsy movement.

Earl J. Hudson, vice president, West Coast division of ABC, was elected vice president of UCP.

Negro Regional Group Formed

NEW regional station group, combining WMRY New Orleans, La., KCOH Houston and KWBC Dallas, both Tex., has been formed under the name of Negro Radio South. The facilities of the three outlets are offered on a single billing and single contract basis. Representation is handled by Gill-Perna Inc. in all areas except the West Coast, which is covered by Lee F. O'Connell.

No Murrow Appearance

PLANS to have Edward R. Murrow, CBS radio and television commentator, serve as host on an NBC-TV spectacular—Dec. 13 show highlighting the activities of the Overseas Press Club—were reportedly called off last week because of a "contractual conflict." A spokesman for NBC said although Mr. Murrow's appearance had not been definitely set, "he [Mr. Murrow] had indicated he would participate in the telecast," which will honor more than 80 correspondents who died while serving overseas. Mr. Murrow is an active figure in the Overseas Press Club.

Sullivan Signs for 20 Years

SPECULATION that Ed Sullivan might be lured from CBS-TV to NBC was squelched last Wednesday with an announcement that he had signed a 20-year contract with CBS-TV. Terms were not disclosed. Mr. Sullivan has been host and co-producer of *Toast of the Town* (Sun., 8-9 p.m. EST) since it started on CBS-TV on June 20, 1948.

NETWORK PEOPLE



MISS SELB

Lillian Selb, business manager, radio-tv dept., Foote, Cone & Belding, N. Y., to network sales dept., CBS Radio, in newly-created position, manager of costs, estimates and contracts.

Robert R. Brown, publicity supervisor, W. R. Grace & Co., N. Y., to department of information, NBC, as manager of institutional publicity.

John Callow, Henry I. Christal Co. (station representative), N. Y., to network sales staff, CBS Radio, as account executive.

Marion Lorne, "Mrs. Gurney" on NBC-TV *Mr. Peepers,* signed for role in upcoming Paramount Pictures feature film, "The Girl Rush."

Marlin Perkins, conductor, NBC-TV *Zoo Parade,* author of new book, "Zooparade," published by Rand McNally & Co.

Hugh M. Beville Jr., director of research and planning, NBC, addressed advertising and selling course of Adv. Club of New York Nov. 18 on "Television as an Advertising Medium."

Gloria McMillan, "Harriet Conklin" on CBS Radio and CBS-TV *Our Miss Brooks,* and Gil Allen were to be married Nov. 24.

Dick Nash, musician, CBS Radio *Tennessee Ernie Show,* father of girl, Nicki Doreen, Nov. 12.

Frank Smith, sales development staff, CBS-TV, father of boy, Frank MacGregor III, Nov. 4.

Cornelius J. Peeples Jr., Chicago freelance radio-tv actor, died Nov. 15.

Thrown for a Loss

ABC-TV, which admittedly is taking a financial licking on its National Collegiate Athletic Assn. football series, reported last week it will not present a 26-week television program of winter and spring collegiate sports, as envisaged last summer when it signed to carry the NCAA television football program. An ABC-TV spokesman pointed out the agreement with NCAA contained a clause giving the network the right of cancellation with respect to these subsidiary telecasts. Asa Bushnell, chairman of the NCAA Television Committee, confirmed that the agreement contained this privilege, but said he had no direct knowledge of ABC-TV's intentions. He said the NCAA Television Committee will hold a meeting in Chicago Nov. 30-Dec. 1, but added that this was a "routine" session and had no specific connection with ABC-TV's attitude on subsidiary telecasts.

Nothing sells like *something* . . .



and SESAC gives you *something* to sell—

The SESAC Transcribed Library . . .

lowest in cost for a complete Program Service

SESAC INC.

475 Fifth Avenue New York 17, N. Y.

"The Best Music in America"

Bud Barry to Take Post With Wm. Morris Agency

APPOINTMENT of Charles C. (Bud) Barry, who resigned last month as vice president in charge of network program sales for NBC-TV, to the New York radio-tv executive staff of the William Morris Agency, effective Jan. 1, was announced last week by Wallace S. Jordan, head of the radio-tv department of William Morris.

Mr. Barry has been in the broadcasting field for almost 20 years and had been vice president in charge of programs for NBC before he assumed the post as head of tv program sales.

He joined NBC in 1936, serving as night manager for WRC and WMAL Washington and as eastern program manager of the old Blue Network. Subsequently he was named vice president of the radio program department and vice president in charge of the television network department of ABC, corporate successor to the Blue Network. He returned to NBC in June 1950 as vice president in charge of radio programs.

ACLU Asked to Probe Facts Forum Attackers

AMERICAN Civil Liberties Union has been asked by Hardy Burt, independent radio-tv producer who produces two discussion programs for Facts Forum, to investigate what he describes as "an incredible campaign" by certain organizations aimed at "destroying Facts Forum." The request was made in a letter to Patrick Murphy Malin, executive director of ACLU.

Mr. Malin said last Friday Mr. Burt's request will be "carefully considered," as are all requests that raise civil liberties issues.

Among "pressure groups" cited by Mr. Burt as having attempted to "intimidate and frighten radio and television networks into dropping Facts Forum programs" were National Issues Committee, American Committee for Cultural Freedom and Americans for Democratic Action.

WBS Plans Radio Promotion

NEW DRIVE to stimulate the use of radio by advertisers has been launched by World Broadcasting System, New York.

The slogan, "You Get Buying Action in a Big Way at Low Cost Through Radio," will be printed on all sales presentations used by stations in selling new shows and on all sales promotion material made available to sponsors, World reports.

The firm also has announced the introduction of a series of seven new musical programs which offer subscribing stations some 12 hours of programming each week [B•T, Nov. 22].

PROGRAM SERVICES SHORTS

Alexander Film Co., Colorado Springs, Colo., will pay $76,000 year-end bonus to more than 500 employes at home studios and will pay one dollar cash dividend per share to common stockholders of record on Nov. 26.

Play Marko, L. A., reports KZTV (TV) Reno and KLAS-TV Las Vegas have signed 13-week contracts for *Play Marko,* bingo type program, for local sponsorship; firm also reports WAFB-TV Baton Rouge, La., has signed for program to start on air in December.

Leon Loeb, president, Sound Studios Inc., Washington, Nov. 15 presented 42 tape recordings of American Legion convention proceedings to Seaborn Collins, national commander, American Legion.

Goldswan Productions, N. Y., has signed contract with Kenyon & Eckhardt, same city, for 1955 rights to origination of 1955 Mercury musical commercial, marking second successive year Goldswan will have produced commercial for agency.

Song Ads Co., Hollywood, is producing radio-tv singing jingles for Frankenmuth Brewing Co. (Mel-O-Dry Beer), Frankenmuth, Mich., through Ralph Sharp Adv. Inc., Detroit.

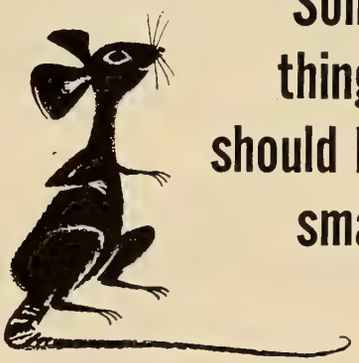
United Press, N. Y., has inaugurated full 24-hour radio-teletype news service to Australia.

International News Service, N. Y., has added WRC-TV Washington and WJBK-TV Detroit to its facsimile network.

Tv Spots, Hollywood, has started first of series of 30-second and one-minute animated and live action tv film commercials for Wisconsin Independent Oil Co. (Wisco gasoline), Milwaukee, through W. B. Doner & Co., Chicago.

PROGRAM SERVICES PEOPLE

Leslie Raddatz, manager, press dept., NBC Hollywood, to Ralph Edwards staff, same city, as producer, upcoming NBC-TV *Funnyboners* program, with additional duties as co-writer.



Some things should be small

Take the price of talking to a prospect to move goods *now.* Smart advertisers using broadcast media today spend the least-per-message-delivered by buying *spot radio, on key stations.* Compared with any other advertising, the cost is small indeed. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR Detroit
50,000 Watts CBS Radio Network



WJR's primary coverage area: 15,000,000 customers

WRITERS PREPARE NETWORK DEMANDS

WITH Writers Guild of America, East and West, victorious by a 241-to-29 vote in a recent New York National Labor Relations Board election to represent writers in live tv, WGA is preparing live tv contract demands to present networks in negotiations to be reopened "immediately," Hollywood union executives stated last week.

Proposals include (1) residual scale for either kinescope or script re-use, with 100% for first re-run, 100% for second, 75% for third and 50% thereafter, (2) leasing of tv rights only, (3) separation of all other rights and (4) continuing interest of writers in extricable material.

However, in upcoming negotiations, first on agenda will be increased minimum fees, union officials said.

WGAW also announced final results in the election of board members for three union branches on Nov. 17 [B•T, Nov. 22], with Tom Adair, Gil Doud, Peter Dixon, John Dunkel, Les Farber, Morton Fine, Hy Freedman, Kathleen Hite, Mort Lachman, John Neston, E. Jack Neuman, Richard Pedecini, Sam Perrin, David Vaile, Frances Van Hartesveldt and Paul West elected to the radio writers board, and Gwen Bagni, Lee Berg, Treu Boardman, Richard Collins, Paul Gangelin, Lawrence Kimble, Leonard Levinson, William Lively, James Edward Moser, Donn Mullally, Martin Ragaway, Devallon Scott, Maurice Tombragel, Catherin Turney, Eugene Vale and Malvin Wald elected to the tv writers board.

The law firm of Pacht, Tannenbaum & Ross, Beverly Hills, represented by Gordon Stulberg, was unanimously selected as WGAW counsel.

Negotiations at Standstill Between KEAR, Two Unions

STRIKE of the American Federation of Television & Radio Artists and the National Assn. of Broadcast Employes & Technicians against KEAR, good music station in San Francisco-San Mateo, approaches its seventh week with possible settlement seeming no nearer than it was at the start of the walkout.

S. A. Cisler, president of the station charged last week that union pressure on advertisers had all but destroyed the station's accounts and that he had let the four advertising salesmen go, urging them to seek jobs elsewhere.

Mr. Cisler has personally gone on the air urging donations from listeners to keep the station on the air. Already a total of $10,900 has been subscribed by some 1,190 persons, Mr. Cisler claimed.

CBS, NBC Strike Vote Sought by IATSE Local

PERMISSION to take a strike vote against CBS and NBC Hollywood was sought last week from President Richard Walsh, International Alliance of Theatrical and Stage Employes, by Makeup Artists and Hair Stylists Local 706, Hollywood, after nearly one year's negotiations.

Local President Howard Smith and business agent Fred Phillips issued a statement saying that the makeup artists had reduced their demands from an original 20% increase to 9%, but that the networks counter-offered a flat 7½% increase based on a three-year contract.

The present two-year contract provides that negotiations could be reopened for wages only after one year. CBS' contract expires Dec. 31 and NBC's March 31, 1955.

Commercial Tv Survives House of Commons Vote

BRITAIN's House of Commons last week defeated a Labor Party censure motion against the still-to-be-born commercial tv industry 300 to 268. Labor's contention was that two large newspaper chains which have substantial interests in the forthcoming television business were strong Conservative Party supporters.

Parliament passed the commercial television bill four months ago against heavy opposition from those favoring the British Broadcasting Corp. government-authorized monopoly.

Abrams Labs in Israel

ESTABLISHMENT of the Benjamin Abrams Electronics Labs in the Weizmann Institute of Science in Israel was announced last week by Abraham Feinberg, president of the American Committee for the Weizmann Institute. Benjamin Abrams, president of Emerson Radio & Phonograph Corp., New York, provided funds for the setting up of the laboratories.

Mr. Feinberg said the laboratories will be dedicated officially on Thursday in a joint ceremony, via a two-way electronics hook-up between Rehovoth, Israel, the site of the Institute, and New York where the annual dinner of the Weizmann Institute of Science will be held at the Waldorf-Astoria Hotel. Among the speakers at the New York function will be Adlai Stevenson and Prof. Niels E. D. Bohr, Nobel prize winner in physics.

CJBR-TV, CJIC-TV Start

CJBR-TV Rimouski, Que., ch. 3, began operating on Nov. 21, and CJIC-TV Sault Ste. Marie, Ont., ch. 2, was scheduled to start operations yesterday (Sunday). Both stations will be part of the CBC-TV network, the commercial department of CBC has announced at Toronto. CJBR-TV starts Class A network rates at $160 per hour, CJIC-TV at $150 per hour. CJBR-TV has 34 kw visual and 19.4 kw aural, and CJIC-TV has 5.16 kw visual and 2.58 kw aural.

Milk Campaign Planned

TO INCREASE sale of butter and fluid milk, the Dairy Farmers of Canada, Toronto, has decided to have local associations buy time on Canadian tv stations in their respective localities early in 1955. The national association is setting up a film library for this purpose. Association is also planning to use radio throughout Canada next year, having dropped radio a few years ago because of lack of funds.

CBLT (TV) Takes Stand

A CANADIAN tv film was used for the first time as evidence in Canadian court this month. A judge of the Ontario Supreme Court, sitting as a royal commissioner to hear charges of police brutality at Toronto, ordered the viewing of a kinescope of a football game carried on CBLT (TV) Toronto. Court then moved to a viewing room at CBLT studios, where the film showed a near-riot at the end of the game, during which a special constable died of a heart attack.



GODFREY HUDSON (l), CFQC Saskatoon, Sask., admires the Bendix tv set he won as grand prize at the ninth annual Radio & Television News Directors Assn. convention in Chicago [B•T, Nov. 22]. Russ Van Dyke, news director of KRNT Des Moines and new RTNDA president, congratulates Mr. Hudson, who additionally won the RTNDA trophy for the best overall news operation.

CHAB's William Davis Dies

WILLIAM LEWERS DAVIS, 56, president of CHAB Moose Jaw, Saskatchewan, Canada, and publisher of the *Flin Flon* (Man.) *Miner*, died Nov. 21.

INTERNATIONAL SHORTS

Canadian Broadcasting Corp. has contracted with Bell Telephone of Canada for extension of Toronto-Ottawa tv microwave network to CKWS-TV Kingston and CHEX-TV Peterborough, who will soon join CBC, bringing total interconnected stations on tv network to 10.

Sterling Drug Co. (Castoria, other products), Windsor, Ont., appoints Walsh Adv. Agency, same city.

Pittsburgh Paints Ltd., Toronto, appoints Foster Adv. Agency, same city, effective Jan. 1.

Ross Roy of Canada Ltd. (adv.), Windsor, Ontario, has been enfranchised for 1954-55 year by Canadian Assn. of Radio & Television Broadcasters, bringing total number of advertising agencies in Canada enfranchised by CARTB for current year ending May 31, 1955, to 62.

J. J. Gibbons Ltd. (adv.), Toronto, has moved to own building at 46 St. Clair Ave. E.; telephone: Walnut 4-8391.

Communications of Canada Ltd., Toronto, appointed by Shamus Culhane Productions, N. Y., as Canadian representative for tv animated commercials. Firm also will produce live commercials and programs for Shamus Culhane.

SOME VERY REVEALING FIGURES

El Paso Sales Performance Tops National Average by 32%*



The quality of a market is measured by sales performance in proportion to population, and that's where El Paso shows its true colors—topping the national average by a whopping-big 32%*. El Paso County ranks 5th in Texas in retail sales... With its mountain-top installation (5,285 feet above sea level and 1,585 feet above average terrain,) KROD-TV reaches this *buying* audience with better local programming and the top CBS, ABC and DuMont Network shows... Your Branham man can give you more revealing figures on America's largest trade area. Call him today.

KROD-TV
CHANNEL 4
EL PASO, TEXAS

*Sales Management

Affiliated with KROD - 600 Kc — 5,000 watts
Owned and Operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager

Represented Nationally by
The BRANHAM Co.

MOVIES TO USE DUMONT TV CAMERA TO CUT COSTS

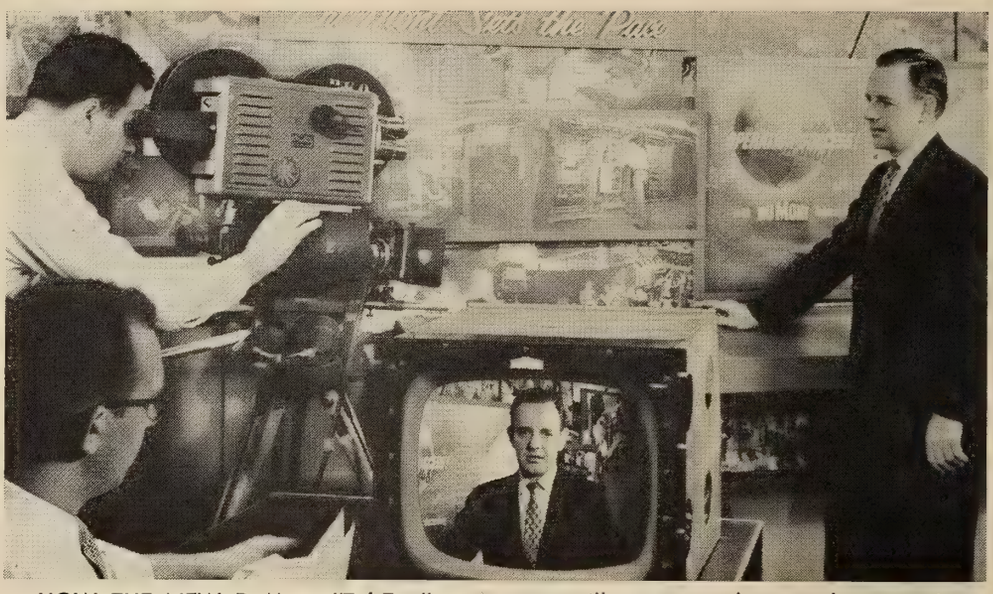
New 'Tel-Eye' camera has been designed to show scene being shot on viewing screens while it is being filmed.

NEW motion picture film technique which gives film directors and their crews an instantaneous camera-eye view of the scene being shot—a view which up to now has been available to the cameraman only after the film has been developed and screened—has been developed by Allen B. DuMont Labs and RKO-Pathe.

The technique, announced last week and to be demonstrated at the seventh national conference of the Public Relations Society of America starting today (Monday) in New York, employs a miniature DuMont "Tel-Eye" television camera. This is mounted on the movie camera, and the televersion of the scene being shot is shown, simultaneously with the shooting, on large screens. By using tv units mounted on several film cameras, plus multiple viewing screens, directors can see at a glance what several cameras "see" and shift from camera to camera, as in tv studios. The end result, officials noted, will be more economical and efficient movie production.

Robert E. Kessler, DuMont Communication Products Div. manager, saw the new technique as "another step in the joining of hands between the motion picture industry and the television industry." He said:

"The two industries are not necessarily competitors, but each has its own role to play in providing entertainment, culture and information for America. Today television stations are the foremost users of motion picture film output, while the motion picture industry is finding the use of television equipment helpful in the actual taking of pictures. I can even foresee the eventual use by the motion picture industry of extremely high definition television recordings on film as a replacement for the conventional method of filming motion pictures."



HOW THE NEW DuMont "Tel-Eye" tv camera will operate when used on movie locations is demonstrated by (l to r) J. Patrick Gallagher and John Punk, DuMont engineers, and Robert Kessler, DuMont's Communication Products Div. manager. The new method, designed to show a director what will actually be usable on his film without bothering to have time-and-money-consuming "rushes" made and to allow greater flexibility in camera use, is being shown today (Monday) by RKO-Pathe at the Public Relations Society of America national conference.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

Odorizzi Cites Electronics' Growth at Analysts Session

SERVICING of electronic equipment is expected to reach an annual total of $2.7 billion by 1957, Charles M. Odorizzi, executive vice president, corporate staff, RCA, told the Cleveland (Ohio) Society of Security Analysts last Tuesday.

He noted that the industry's return for servicing home television and radio sets (not counting the costs of parts) had grown from less than $145 million in 1946, when tv was just beginning to emerge, to $710 million in 1950 and $1.4 billion in 1953. Total annual sales of the electronics industry grew in the same period from $1.6 billion to $8.4 billion, he said. He estimated that almost 100,000 service men are employed in the industry now and that the total would reach 125,000 in 1957.

Looking into future prospects of the electronics industry as a whole, Mr. Odorizzi predicted that black-and-white tv set sales would drop to an annual total of less than $400 million by 1957 but that color tv set sales would rise to a total "near the billion mark" in the same period. He expected government purchases of electronic equipment to go from about $2.5 billion this year to about $2.9 billion in 1957.

Sept. Radio Shipments Double August Figures

RADIO set shipments to dealers in September picked up nearly double those of August, Radio-Electronics-Tv Mfrs. Assn. reported last week. The figures, excluding automobile sets: September, 722,161; August, 392, 652.

For the first nine months of 1954 dealers received 3,777,159 sets, compared to 4,807,332 for the same 1953 period, RETMA said. The January-September 1954 totals by states:

State	Total	State	Total
Alabama	42,242	Nebraska	23,874
Arizona	18,103	Nevada	3,953
Arkansas	24,658	New Hampshire	10,443
California	289,580	New Jersey	190,136
Colorado	24,199	New Mexico	10,651
Connecticut	69,446	New York	641,612
Delaware	8,058	North Carolina	65,565
District of Columbia	37,998	North Dakota	10,864
Florida	83,166	Ohio	229,843
Georgia	65,360	Oklahoma	33,000
Idaho	7,893	Oregon	23,148
Illinois	259,082	Pennsylvania	265,569
Indiana	72,514	Rhode Island	21,146
Iowa	45,171	South Carolina	29,455
Kansas	29,183	South Dakota	11,742
Kentucky	43,162	Tennessee	52,254
Louisiana	50,716	Texas	165,905
Maine	17,536	Utah	12,195
Maryland	65,121	Vermont	6,332
Massachusetts	150,423	Virginia	57,234
Michigan	169,495	Washington	54,470
Minnesota	55,422	West Virginia	23,253
Mississippi	24,891	Wisconsin	78,786
Missouri	86,683	Wyoming	4,598
Montana	11,029		

GRAND TOTAL 3,777,159

French Premier Feted By RCA-NBC Officials

BRIG. Gen. David Sarnoff, chairman of the boards of RCA and NBC, welcomed Pierre Mendes-France, premier of France, when the French statesman arrived Nov. 21 at the RCA Bldg. in New York for his appearance that night on *Meet the Press* on NBC Radio (10:30-11 p.m. EST) and NBC-TV (6-6:30 p.m. EST).

Gen. Sarnoff, Sylvester L. Weaver Jr., NBC president, and Robert W. Sarnoff, executive vice president of NBC, escorted Premier Mendes-France and party to the NBC executive offices. The statesman was accompanied by

Henri Bonnett, French Ambassador to the U. S., and Lawrence Spivak, owner-producer and permanent panel member of *Meet the Press.*

After the program, Gen. Sarnoff held an informal reception for Mr. Mendes-France and his party in the NBC executive offices. Gen. Sarnoff presented to the Premier a kinescope recording of "The Man From Louviers," a portrayal of the life of Mr. Mendes-France which was carried on NBC-TV's *Background* series Aug. 16. Joseph C. Harsch, NBC commentator and analyst who was featured on *Background,* joined with Gen. Sarnoff in the presentation.

Jolliffe on Electronics

BEGINNING of a new age in electronic communications was hailed by Dr. C. B. Jolliffe, vice president-technical director, RCA, Nov. 19 in a talk at an Oklahoma City Chamber of Commerce luncheon. Today's research, he said, holds promise of many future electronic developments: world-wide tv, tv tape recorders, "mural" tv and transistorized radio receivers.

MANUFACTURING SHORTS

Argos Products Co., Genoa, Ill., announces new small-size console speaker cabinet incorporating Jensen Duette principle, available in two models for $21.50 or $24.50 and permitting insertion of two Jensen speakers.

Harvey Radio Co., N. Y., has out 1955 High Fidelity Catalog, consisting of 34 illustrated pages, available free by writing company at 103 W. 43d St., N. Y. 36.

Philco Corp., government and industrial div., Beverly Hills, Calif., has moved to larger offices at 10589 Santa Monica Blvd., L. A.

Hammarlund Mfg. Co., N. Y., has introduced fixed-frequency single-channel receiver, specifically designed for unattended services where tuning remains fixed for considerable periods of time.

Magnetic Sound Inc. (tape recording equipment), Des Moines, Iowa, has appointed Universal Broadcasting System, Boston, as national sales representative.

Newark Electric Co., Chicago, has issued catalog 58, containing 192 pages, covering radio, tv, high fidelity and industrial electronics.

MANUFACTURING PEOPLE

Richards W. Cotton, assistant to president, Philco Corp., Phila., to National Co., Malden, Mass., in same capacity.

David A. Kemper to Stancil-Hoffman Corp. (magnetic recording and reproducing equipment), L. A., as director of engineering.

Sidney Schwartz, cabinet manager, tv receiver mfg. div., Allen B. DuMont Labs, Clifton, N. J., appointed product coordinator for all phases of DuMont tv set product design and styling.

G. L. Call, Akron branch manager, Graybar Electric Co., N. Y., appointed district sales manager, Cincinnati; **E. I. Funk** succeeds Mr. Call.

John H. Skehan, Sylvania Electric Products Inc., N. Y., appointed southwestern sales representative, headquartering in Dallas, Tex.

Leslie E. Woods, director of industrial relations and personnel, Raytheon Mfg. Co., Waltham, Mass., appointed member, Massachusetts Council for Employment of Aging.



REFRESHMENT TIME at the Nov. 1 dedication ceremonies of KUON-TV Lincoln, Neb., ch. 12 educational outlet operated by the U. of Nebraska, is enjoyed by (l to r): Louise Nyland, secretary to Jim Ebel, manager of KOLN-TV Lincoln, commercial station that contributed equipment to KUON-TV; John K. Selleck, former U. of Nebraska chancellor and now business manager; Gov. Robert B. Crosby; Chancellor Clifford M. Hardin; Byron Dunn, trustee of ch. 12; Mr. Ebel, and Betty Sohl, KUON-TV traffic manager.

NAFBRAT Issues Booklet On Children and Television

COLLECTION of comments by various educators, psychologists and psychiatrists, attorneys, civic leaders and journalists, attacking present commercial radio-tv programming for children, generally on grounds it incites juveniles to criminal acts, has been gathered into a booklet entitled "Children and Television—Some Opinions" by the National Assn. for Better Radio and Tv, Los Angeles. Booklet is offered for sale by the group to raise funds for NAFBRAT activities.

Mrs. Clara Logan, NAFBRAT president, recently testified before the Senate subcommittee on juvenile delinquency [B•T, Oct. 25], where she cited the group's 1954 survey of children's programs to show "domination of crime and violence is increasing, rather than diminishing."

U. of C. Telecourse on WNBQ

WNBQ (TV) Chicago and the U. of Chicago have completed arrangements for a telecourse to be offered viewers for credit starting Jan. 2. The course will be conducted on the station's *Live and Learn,* Sundays, 10-10:30 a.m. CST. Herman Finer, professor of political science at U. of Chicago, will be the instructor for the 12-week series with a course on "Governments and Human Nature." Viewers who desire to use the telecasts for credit are asked to register with the university's home study dept., paying a fee of $22.50 for a study guide, reading lists, and the grading and returning of lesson papers. Telecourse is good for half-unit of credit at Chicago and was described as the first of its kind in the Chicago area after similar ventures in California, Utah, Miami and elsewhere.

EDUCATION SHORTS

Northwest Radio & Television School, Portland, Ore., announces opening of Hollywood branch at 1440 Highland Ave.

EDUCATION PEOPLE

Robert K. Richards, formerly administrative vice president, NARTB, Washington, retained as public relations consultant by Northwest Radio & Television School, Portland, Ore., headquartering in Washington.

Herbert Seltz, program director, radio-tv dept., Indiana U., Bloomington, Ind., and Nancy Closson were married Nov. 3.



NBC-TV 'TODAY' ALMANAC

NBC-TV's *Today* program is being tied-in with the 1955 *Pocket Almanac,* edited by Dr. George Gallup and his associates at the American Institute of Public Opinion and published by Pocket Books Inc. The almanac, which goes on sale Dec. 6, bears the familiar logo type of the *Today* program and is titled: "Today: the 1955 Pocket Almanac." The pocket book advertises on its cover, "Today—and every day—the world renowned commentators and editors of NBC News use this reference book. For you, as for them, it will provide quick answers to the questions you are most likely to ask." According to NBC, of special interest to its *Today* show, "The Americana section shows that the average American gets up shortly before 7 a.m., just in time to see *Today* . . . .".

KCSJ-TV COVERS SALIDA

INAUGURATION of a community television service at Salida, Colo., receiving KCSJ-TV Pueblo, Colo., was greeted by an overflow crowd of about 5,000 people at the Salida high school where dozens of tv sets had been put in operation to give the public its first glimpse of local talent on tv. Salida youngsters were presented on the inaugural show to give it a hometown aspect.

'HALF NELSON PLAN'

FOLLOWUP to the personal tv appearances on ABC o&o WBKB (TV) Chicago by Sterling C. Quinlan, vice president in charge of the station, has been delivered by WBKB to agencies and clients. Detailing the aspects of its "Half Nelson Plan," the station has sent a presentation to over 1,100 agencies, clients, merchants and manufacturers. Mr. Quinlan's talks Nov. 6 and 8 were aimed at viewers and advertisers alike. The WBKB followup is titled "To Each His Own" and explains its merchandising, promotion and other services as well as its program concept. The report also contains market data, including statistics on national spot food business.

WKZO PLANS SOAP BOX DERBY

PLANS for the second annual WKZO Kalamazoo-Chevrolet Soap Box Derby in 1955 have been reported by the Michigan station. The formal contract for the event, to be staged next July, was signed by a number of principals, including Carl E. Lee, managing director of Fetzer Broadcasting Co., as a climax to the celebration of Optimist Week in that city. The Kalamazoo Optimist Club is a co-sponsor of the event along with the station. Derby officials expect that the participation of some 140 racers the past year may be doubled in 1955.

CJON PIPES MUSIC

CJON St. John's, Newfoundland, has arranged with two leading local supper clubs to pipe in high fidelity recorded music from the station's music library. The salon and dance music is played during orchestra intermissions at the cocktail hour, and each recording is introduced with a taped recording by a CJON announcer saying: "You are listening to music from the CJON library," and ends with the announcer saying: "You can always be sure of hearing the best music when you are tuned to CJON."

CKWX MAGAZINE

CKWX Vancouver, B. C., has started a new monthly promotion magazine, *Plus,* in which news and pictures about CKWX programs, sponsors, listeners and station personalities are featured. The pocket-size 16-page magazine is predominantly filled with story-telling pictures about the station's activities.

CHILDREN RECORD FOR SAFETY

CHILDREN have recorded safety messages for motorists for use on station breaks on CKOV Kelowna, B. C. Children within 30 miles of Kelowna were used to record the 30-second station breaks, asking motorists to be especially careful of youngsters. Some of the messages also were addressed to the young listeners on rules of safety when on the road on bicycles and when crossing streets. Children of staff personalities also were used by CKOV to record station breaks promoting the programs of their parents. The youngsters, from three to ten years old, reminded listeners to listen to "my daddy" or "my mummy." The youngest of the children made the recordings with the help of their parents and station engineers edited the parents out of the tapes.

Freedom's Sounds

DRAMATIZATIONS of the "sounds of freedom" are being presented by two Boston U. professors in their program *Documentary Illustrations* over the school's WBUR (FM).

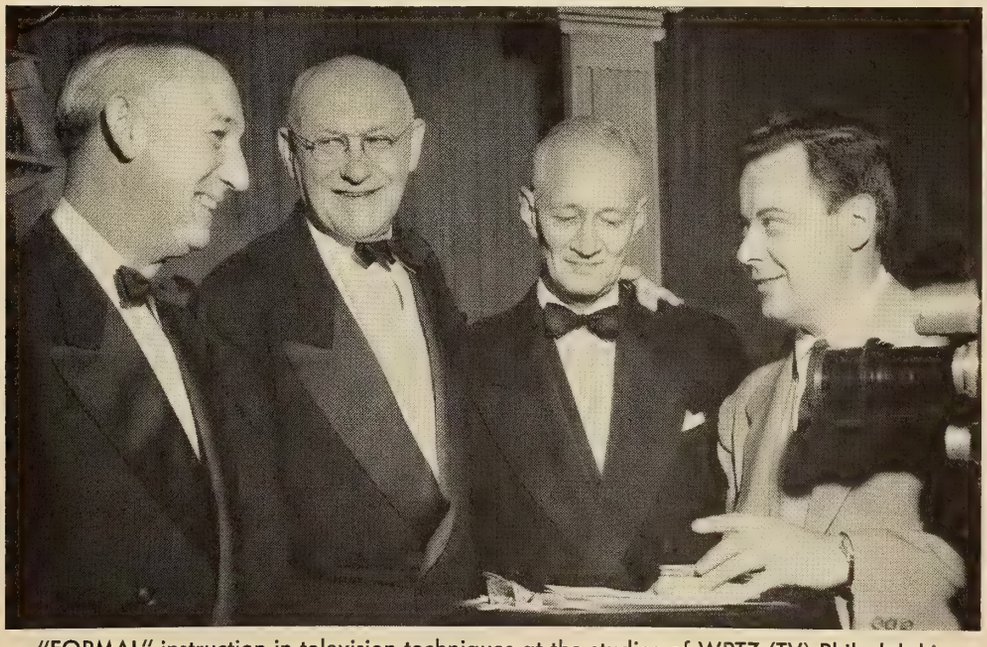
"Sounds" that have been pre-recorded on tape are used to illustrate and supplement the professors' talks. For example: A recording of the sound of the bell that was cast by Paul Revere was used on one program. This sound was described as a living tie to one's heritage, the heritage of freedom.

Sidney A. Dimond, associate professor and chairman of radio instruction of Boston U., and George W. Sloan, faculty supervisor of WBUR, recorded the bell's ring at the Historical Society, Dedham, Mass. The professors take turns in presenting the talks.

Other programs have featured such sounds as the roll of a drum used by George Washington's forces at Valley Forge, interviews with displaced persons and escapees from behind the iron curtain and the playing of the March of Opposition, an inspirational theme used by Radio Free Europe.

The programs are being evaluated by a poll of listeners and those selected as the best will be used by the Crusade for Freedom in a national campaign.

The professors' purpose is to portray the true meaning of freedom and the way Communist propaganda is being combated by Radio Free Europe, the Crusade for Freedom and the Voice of America.



"FORMAL" instruction in television techniques at the studios of WPTZ (TV) Philadelphia is given by Calvin Jones (r), station's executive producer, to (l to r) Dr. James R. Whitehill, president, Pennsylvania State Medical Society; Dr. Elmer R. Hess, president-elect, American Medical Assn., and Dr. Dudley R. Walker, president-elect, Pennsylvania Medical Society. Physicians from 60 county medical societies met Oct. 18 at WPTZ for a clinic designed to help the group in its plans to use educational tv. Representatives were welcomed by Roland V. Tooke, WPTZ general manager.

'GIVE A RADIO'

PROMOTION campaign centered around a "Give a Radio" slogan has been launched among member-stations of the Southern California Broadcasters Assn., with the cooperation of Song Ads Co., Hollywood singing jingle firm. The SCBA is distributing kits of from 5-second to one-minute singing commercials for suggested five-times-daily use until the end of the holiday season. The jingles, which can be sold as commercial spot announcements in cooperation with appliance dealers, suggests that listeners buy radios as Christmas gifts.

CKX PROMOTES CIVIC INTEREST

CKX Brandon, Man., is using station breaks to tell its listeners civic news and promote interest in civic affairs. Typical is the station break which announces coming programs and ends with the admonition, "remember civic government is your business; take an interest in your municipal and civic elections this fall."

WFDF COOKIE CONTEST

RESPONSE to a recent cookie contest, conducted on *Guest Time With Bill Green* over WFDF Flint, Mich., deluged the station with cookies. After the contest was over, Mr. Green presented over 1,500 cookies to the children of the Child Welfare Home in Flint.

WAPI-WABT (TV) PROMOTION

WAPI-WABT (TV) Birmingham, Ala., *The Birmingham News* stations, are using the local Birmingham Symphony orchestra's performance of the National Anthem for sign-on and sign-off. WABT cameramen filmed the orchestra in full dress, and an announcement identifies the performing group and mentions the next symphony broadcast. Also, the station, provided with copy from the Jefferson County Historical Assn., mentions each day's anniversary significance in Alabama history. The 20-second stories precede several local newscasts on each station.

KSTL APPLE CONTEST

KSTL St. Louis, given a shipment of apples as a promotional stunt by a Michigan apple trade association, put the fruit to good promotional use. The station held four "draw an apple" contests with the 48 prizes of four pounds of apples given to the winners of each contest. Five spots a day for three weeks, with only the apples as prizes, produced 6,512 entries.

WMOA AIRS COUNCIL MEETS

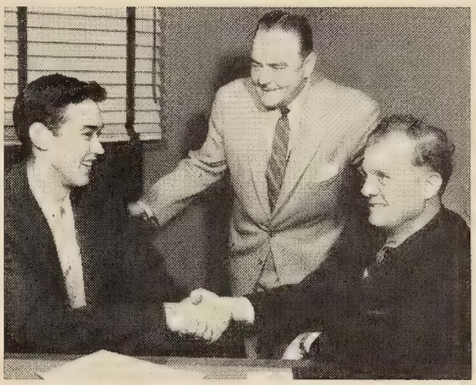
WMOA Marietta, Ohio, reports that after weeks of conferences between the president of the Marietta City Council and Sandy Guyer, general manager of the station, it was decided to tape one of the council's meetings as a test. Public response was so favorable that the council decided to broadcast all future meetings on a live basis. It's the first time in the history of the area that the city council meetings have been broadcast, according to the station.

INVESTMENT IN WFLN

EASTMAN, DILLON & Co.; Hecker & Co.; Penington, Colket & Co. and Woodcock, Hess & Co., all Philadelphia investment houses, through Doremus-Eshelman Co., and Butcher & Sherrard (also Philadelphia investment firm), through Albert Frank-Guenther Law, are cooperating in a series on WFLN (FM) Philadelphia, including two half-hour weekly pop concerts and additional morning and evening minute spots throughout the week. Commercials on the program emphasize mutual funds and the monthly investment plan of the New York Stock Exchange, of which all the firms are members. WFLN reports that other investment houses are to join the group as the campaign progresses.

Lesson From WLAN

PRAISE from a senator has been received by WLAN Lancaster, Pa., for the station's efforts in combating juvenile delinquency. Sen. Estes Kefauver (D-Tenn.), member of the Senate Juvenile Delinquency Subcommittee, in a letter to WLAN, has cited its *Platter Parade* program as an example to radio-tv executives of the part broadcasting can play in the delinquency problem. The program's m.c., Guy Barry, holds Friday afternoon open house for teenagers with WLAN providing a studio for dancing. In addition, Mr. Barry holds regularly scheduled meetings of the "Guy Barry Fan Club," a group of over 300 high school students. Inspired by Sen. Kefauver's letter, WLAN's efforts are continuing with plans well underway for increased facilities to accommodate the expanding teen-age groups, the station reports.



GENE CONLEY (l), star pitcher for the Milwaukee Braves who joins WFOX there with his own one hour Sunday noon show, is congratulated by Joseph A. Clark (r), station president, and George Inghram, WFOX commercial manager. Mr. Conley's show will be aimed at children and will include records, interviews with youngsters, guest stars and discussions of safety, cleanliness and obedience.

KIRO DISCUSSION PROGRAM

THE EIGHT public high schools of Seattle are taking part in a new series of discussion programs on international problems titled *Opinion, Please,* over KIRO there. Each week, two students from one of the schools exchange views with Norbert Einstein, authority on international affairs, and Philip Evans, director of the World Affairs Council of Seattle. Subjects affecting America's future are discussed, such as "How should the UN charter be revised?" and "What should be the U. S. tariff policy?"

PERSONALITIES OF WJJD

WJJD Chicago has sent a promotion flyer to advertisers and agencies billing their personality-disc m.c.'s, saying they ". . . put color in WJJD shows. Always the best music with a minimum of chatter." The brochure includes a snapshot and short biography of each personality.

CALLING CARDS AND SPONGES

SMALL calling card promotion piece has been designed by WNHC-TV New Haven, Conn., to test viewer reaction to the station's increase in power to 316 kw, which went into effect in September. The card reads "Things look great on ch. 8—Conneticut's WNHC-TV." When the card is dipped in water it expands into a sponge ¾-inch thick. The station relates that since the promotion piece was put into circulation, some 10,000 new sponges are in use in the station's old and new coverage area.

KABC MARBLES

SACK of marbles accompanies a new "Color Radio" promotion of KABC Hollywood, with an attached card declaring the station management has *not* lost its marbles. Instead, a brilliant and vari-colored promotion brochure features "Rainbow of Personalities on KABC," with short outline biographies and descriptions of each of the station's 19 program personalities.

WBZ-TV SWANBOATS

WBZ-TV Boston, to promote its 9-10 a.m., Mon.-Fri. *Swanboat* show, is distributing a replica of the famous Boston Common swan boats, landmarks in Boston to grownups as well as the kiddies who ride in them, to prospective clients and agencies. The swanboat reposes in a plastic greenhouse which contains six cactus plants. The key line explains that this is the "conservatory-winter quarters of the swanboat." Accompaning the gift is a brochure explaining its tie-in with WBZ-TV and the program.

CROSLEY GREETING CARDS

CROSLEY Broadcasting has used a series of greeting cards to entice advertisers, agencies and clients to pay attention to "The Crosley Group" (WLW-WLWT [TV] Cincinnati, WLWD [TV] Dayton, WLWC [TV] Columbus, all Ohio, WLWA [TV] Atlanta, Ga.) as potential advertising media. Five different sets of flower-decorated cards, 30,000 in all, were sent out at weekly intervals for six weeks. The mailers contained "handwritten" messages by the firm's sales secretaries and gave a phone number where they could be reached for more information concerning the advantages of selling through Crosley.

WCPO-TV ID'S WITH BABIES

THE STATION identification breaks of WCPO-TV Cincinnati these days are featuring baby shots taken by the well known infant photographer, Constance Bannister. Through

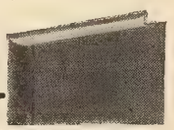
A top CBS engineer gives you practical facts for better TELEVISION BROADCASTING

- **Keep up with new developments**
- **Overcome operational difficulties**
- **Handle TV equipment skillfully**

Here's detailed technical help for just about any situation you're likely to come across in TV broadcasting . . . from structure and use of the image orthicon camera to color television techniques. Brings you practical know-how in easy-to-understand-and-use form.

Television Broadcasting
By HOWARD A. CHINN
Chief Engineer, Columbia Broadcasting System
688 pages, 6x9, 346 illus., $10.00

Fully covers TV broadcasting fundamentals, and presents a storehouse of technical help on cameras, lighting, projectors, transmitters, antennas, etc. Shows the facilities and techniques of field pick-ups, intercity transmission, and equipment installation, and much useful data.



BROADCASTING • TELECASTING says: "Provides authoritative information on the good engineering practices and techniques."

10 DAY FREE TRIAL!

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330 W. 42nd St., NYC 36

Send Chinn's TELEVISION BROADCASTING for 10-DAY FREE EXAMINATION. If not satisfied, I will return it—pay nothing. Otherwise, I'll remit $10.00, plus postage. (We pay postage if you remit with coupon—same return privilege.)

(PRINT)
NAME .....
ADDRESS .....
CITY .....ZONE.....STATE.....
COMPANY .....
POSITION .....

For price and terms outside U.S. write McGraw-Hill Int'l, NYC 36 BT-11-29

Recording Short-Cut

YOU can "cut" time as well as transcriptions, if you follow the formula used by Burt Champlin, engineer at WMT Cedar Rapids, Iowa, to put three 30-second cuts of a political jingle on each of 50 discs. Rather than do the job 150 times, Mr. Champlin taped the jingle, then spliced the ends of the tape to produce a continuous run with 20 seconds dead space—just enough time to reset the disc recording head.

a deal concluded by Miss Bannister and Ed Weston, assistant general manager of the station, Bannister babies will be used on WCPO-TV station break slides with copy showing they prefer the station's shows. As an example, a pugnacious looking infant will be flashed on the screen, saying "Can't tear myself away from Hollywood Wrestling. *I* use the same toeholds I see at 6:30 Wednesdays on Channel 9." Mr. Weston, who along with his staff worked up the idea, believes everybody loves a baby and ". . . the Bannister babies will be the station's good-will ambassadors promoting our various programs."

KAVR OPERATING IN BLACK

KAVR Apple Valley, Calif., distributed 4,000 promotion brochures two weeks ago to Los Angeles, San Francisco, Chicago and New York advertising agency executives. The brochure states that during KAVR's short operational period (26 weeks), 62 national and local advertisers have used the 5 kw station to their satisfaction. Charles H. Cowling, general manager, reports the station in that short time is already operating in the black.

DISC M.C.'S INTRODUCE OLDS

COOPERATION of seven KFWB Hollywood disc m.c.'s during a promotion to mark the introduction of the new Oldsmobiles recently left advertiser Bruck's Oldsmobile little more to desire. Disc m.c.'s Al Jarvis, Larry Finley, Bill Leyden, Bob McLaughlin, Zeke Manners, "Red" Rowe and Frank Bull not only conducted a four-hour record program from the Bruck showroom, but while one rotated duties at the microphone, the other six chauffeured prospective car buyers for test drives.

KGO-TV 'FIRECAST'

KGO-TV San Francisco recently interrupted two local programs in order to bring viewers on-the-spot coverage of a hotel fire which occurred a block from the station's studios. Equipment was hauled to the fifth-floor roof for the "firecast."

'SIDEWALK SUPERINTENDENTS'

MICKEY MARTIN, a suffering salesman at WLAC Nashville, Tenn., who long endured the blasting noises of a building being constructed across the street from the station for Life & Casualty Insurance Co., WLAC's parent company, contacted the building contractors, McDowell & McDowell, and sold them a show titled *Sidewalk Superintendent*. For 10 minutes a day, five days a week, Bill Allen, personality of the station, interviews onlookers at the site of the construction. Each person interviewed receives a card certifying him as an official "Sidewalk Superintendent" in good standing of the "American Society of Sidewalk Superintendents." The card further reads: "This card entitles you to absolutely nothing but the privilege of kibitzing while McDowell & McDowell, Contractors, move the earth."

STAY HAPPY . . . LISTEN TO KITE

PERSONS in the San Antonio area who have bought new cars are receiving from KITE-AM-FM there, congratulatory letters, saying "For your listening pleasure while driving to and from work or just on a ride around town, turn the radio dial to 930—'Half Past 9,' KITE. News every thirty minutes . . . All day long, you'll hear the best music in town. No hillbilly, no long hair, no pill announcements . . . just good music and lots of news." The station adds, "Drive carefully . . . live longer. Stay happy . . . listen to KITE!" In addition to the letter, an "Official United States Government Tax Payer" card is being sent to the car buyers.

GE 'PYRAMID PLAN' NECKTIES

NECKTIE promoting General Electric's "Pyramid Plan" is being sent by the company's broadcast equipment advertising and sales promotion people to broadcasters throughout the country. The "Pyramid Plan" is a project whereby broadcast equipment is purchased for the transition from black-and-white television to color television. The tie is in a solid color decorated with three small pyramids. However, it is not "commercialized" in any way, containing no mention of General Electric.



MEMPHIS sponsorship of DuMont's professional football schedule on WMCT (TV) Memphis, Tenn., is arranged by (l to r): Earl Moreland, WMCT manager; Nat Buring, president of the Nat Buring Packing Co., sponsor, and Norton Rosengarten, president, Rosengarten & Steinke, advertising agency.



FIRST pre-telecasting national spot order received by KLIX-TV Twin Falls, Idaho, is a 52-week purchase of *Stories of the Century* on the station by Anheuser-Busch Inc., St. Louis. Examining the order, placed by D'Arcy Agency, St. Louis, are (l to r) Frank McIntyre, KLIX-TV general manager, and Herb Downs, local distributor of Budweiser beer.

'EDDIE CANTOR' PROMOTION

MAMMOTH BOOKLET, measuring 34x16 inches, is being sent to stations by Ziv Television Programs billing its new show, *The Eddie Cantor Comedy Hour*. The front cover of the brilliant colored promotion piece is a stage with red curtains, and a black background with "Ziv-Tv proudly presents the world's most fabulous entertainer now ready to make sales for you" written across it. Ziv plugs the various selling points of the program in the following 12 pages, such as claiming Eddie Cantor's average Nielsen rating of 40 from February 1951 through April 1954. Along with the booklet, the film company also is sending a promotion kit containing ad mats and proofs and publicity stories and photos.

WSRS NEWS BEAT

WHEN an American Airlines plane was forced to make a crash landing at Washington National Airport in Washington recently, Bob Forster, announcer at WSRS Cleveland, claims to have gotten a "first" in news reporting in the latter city. Reading a wire service report that a plane was in trouble over the Washington airport, Mr. Forster called long distance to the control tower operator, asking for a description of the landing. The operator was too busy and referred the call to the airport's supervisor of aviation information. He consented to give the information over the phone, and five minutes after the plane had made a safe landing, WSRS aired a description of it by the information supervisor.

'WILLY THE WOLF'

PUPPET show aimed at adults is the half-hour weekly KTTV (TV) Hollywood *Willy the Wolf* program. Produced by Bob Clampett, who also originates and produces children's puppet-and-people programs *Time for Beany* and *Thunderbolt, the Wonder Colt* on the same station, the new program features more mature humor, pretty girls, satire, guest stars and records. *Willy* is outgrowth of a *Time for Beany* character, William Shakespeare Wolf.

KNXT (TV) USES OUTDOOR ADS

FOR the first time in three years, KNXT (TV) Hollywood is using outdoor advertising to promote various station programs. The CBS o&o station has leased three large outdoor boards in Hollywood and others in downtown Los Angeles to advertise KNXT personalities and programs.

NEWS IN RESUME

TO FURTHER promote its *Esso News Reporter* program, WCHS Charleston, W. Va., is distributing "news flashes," brief news resumes, to hotels and business organizations. The news sheets contain local and world news, weather forecasts and a reminder to dial 580, WCHS, for further details.

PRINCE GEORGE'S PRINCESS

WPGC Morningside, Md., suburb of Washington, is conducting a contest for young ladies between the ages of 16 and 20 in an effort to find a "Princess of Prince George's County." The winner and her chaperone will receive a round trip airline fare to Miami and the two runners-up will get clock radios and nylons. Scholastic standing and service to the community as well as beauty will determine who will receive the awards.

DOWN RIO WAY

RANGER JIM, personality of KGBT-TV Harlingen, Tex., who conducts programs for children of the Rio Grande Valley, recently was made an honorary deputy sheriff of Cameron County for his achievements in combating juvenile delinquency. Children are invited to participate on his show and usually have to wait about five weeks to get on. Ranger Jim plays the guitar, tells stories and gives membership cards and buttons to Junior Rangers who "clean their plates, brush their teeth twice a day, pick up their clothes and mind their parents."

Local News Accented

ACCENT on local news that doesn't make the wire services is featured in a new program, *Community Headlines,* on WSLS-TV Roanoke, Va. Some 40 newspapers, representing communities within WSLS-TV's coverage area, cooperate in the production of the show.

The news items are selected and presented by Andy Petersen, station reporter. A newspaper front page is used as a background and the masthead of the paper, from which the item is taken, is superimposed on the screen. Sometimes a picture of a community personality involved in the story also is used.

Community Headlines presents news of local drives for community improvement, church affairs, local meetings, weddings, town management affairs, school functions, etc.

A special feature of the half-hour program is a five-minute film salute to one of the communities. The film presents the outstanding points of interest of the particular locale. In Danville, WSLS-TV cameraman John Gilbert filmed the city's tobacco warehouses, Dan River Mills and the site of the "Wreck of the Old 97." In Lexington, it was Washington & Lee U., Virginia Military Institute, the tomb of Stonewall Jackson and the home of Robert E. Lee. The various Chambers of Commerce fill-in on the vital statistics.

As many local people as possible are included in the film to create interest for the program. It is expected that in a year, cameraman Gilbert and Fred L. Corstaphney, WSLS-TV promotion and merchandising director, will have traveled 6,000 miles to produce the show.



PRESTON FOSTER, star of *Waterfront,* and his wife Sheila prepare to cast off after attending a press party staged in Cleveland when Mr. Foster came there for the *Waterfront* premiere on WEWS (TV). To see them off on their tugboat voyage across Cleveland harbor to publicize the program are (l to r): Mort Engel, territorial manager of sponsoring Stroh Brewery Co.; Henry Blazy, Stroh Cleveland distributor; A. W. Bentler, Stroh sales promotion manager; Donald L. Perris, promotion manager of WEWS, and David A. Hallack, public relations director of Zimmer, Keller & Calvert Inc., Detroit agency.

KFBB'S 32-YEAR-OLD FARM SHOW

FARMER'S Noon Hour Program over KFBB Great Falls, Mont., aired its 10,000th broadcast last Wednesday (Nov. 24), making it the oldest farm show of its type in the broadcasting industry, according to the station. The program was first broadcast 32 years ago in 1922, the year KFBB took the airwaves. The show includes general farm news, livestock and crop market reports, road and weather information, local and world wide news and music. In adverse weather conditions, the show is realized as a medium of communication for outlying areas cut off by snows and floods. It is aired Monday through Friday, 12 noon to 1:30 p.m. The special observance of the program's 10,000th anniversary included personal interviews with listeners who have depended upon its existence since its inception and special messages from prominent agriculture officials, among which were the Secretary of Agriculture, Ezra Taft Benson.



SHERWOOD R. GORDON (c), president-general manager of WSAI Cincinnati, counsels his sportscasters Jack Moran (l), WSAI night news editor, and Waite Hoyt. Mr. Moran has been named to assist Mr. Hoyt in the broadcasts of the 1955 Cincinnati Redleg baseball games. The announcement was made by the Redlegs and Burger Brewing Co., sponsor.

BMI
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THIS YEAR'S
SANTA BABY
RECORDED BY
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Station Authorizations, Applications

(As Compiled by B • T)

November 18 through November 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 23

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,637	2,634	126	170	76
Fm	561	538	34	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	263	316	579[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	290	115	405
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	937	337	726	529	1,256[2]
Educational	55		28	27	55[3]
Total	992	337	754	556	1,309[4]

[1] One hundred-twelve CPs (21 vhf, 91 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 612 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Lufkin Tex.—Forest Capital Bcstg. Co. granted vhf ch. 9 (186-192 mc); ERP 10.7 kw visual, 5.37 kw aural; antenna height above average terrain 670 ft., above ground 500 ft. Estimated construction cost $223,160.13, first year operating cost $125,000, revenue $100,000. Studio location and transmitter location 1.4 mi. northwest of Clawson, east of Highway #69, Angelina County. Geographic coordinates 31° 25′ 09″ N. Lat., 94° 48′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer, KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport Times*, and eight other minority stockholders. Address P. O. Box 701, Lufkin, Tex. Granted Nov. 17.

APPLICATIONS

Roseburg, Ore.—Southern Oregon Bcstg. Co. (KBES-TV Medford, Ore.), vhf ch. 4 (66-72 mc); ERP 13.6 kw visual, 7.34 kw aural; antenna height above average terrain 2,794 ft., above ground 140 ft. Estimated construction cost $109,700, first year operating cost $58,000, revenue $60,000. Post office address Box 1189, Medford, Ore. Transmitter location Scott Mountain, 13 miles E. of Sutherline, Ore. Geographic coordinates 43° 22′ 22″ N. Lat., 123° 03′ 51″ W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Pres. **Amos E. Voorhies** (50%), and **Redwood Bcstg. Co.** (50%). Redwood operates KIEM-AM-TV Eureka, Calif. Filed Nov. 17.

Yakima, Wash.—Robert S. McCaw d/b as Chinook Tv Co., uhf ch. 23 (524-530 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 959 ft., above ground 150 ft. Estimated construction cost $114,156, first year operating cost $120,000, revenue unknown. Post office address % Radio Station KYAK, P. O. Box 172, Yakima. Studio location corner Fair & Mead Ave., Yakima. Ahtanum Ridge Rd., south of Yakima. Geographic coordinates 46° 31′ 56″ N. Lat., 120° 30′ 30″ W. Long. Transmitter and antenna RCA. Consulting engineer John Walker, Aberdeen, Wash. Mr. McCaw is pres.-⅓ owner KYAK Yakima; pres.-⅓ owner KALE-AM-FM Richland. Wash.; pres.-⅓ owner KLAN Renton, Wash., and 10% owner Harbor Tv Corp., community tv system at Aberdeen, Wash. Filed Nov. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

WEDM (TV) Munford, Ala.—Ala. Educ. Tv Commission granted STA to operate on noncommercial educational ch. 7 for the purpose of providing service in accordance with CP pending filing of license application. Granted Nov. 17; announced Nov. 23.

WKNB-TV New Britain, Conn.—New Britain Bcstg. Co. granted mod. of CP for ch. 30 to change ERP to 191 kw visual, 102 kw aural; antenna height above average terrain 970 ft. Granted Nov. 16; announced Nov. 23.

WIRI (TV) North Pole, N. Y.—Great Northern Tv Inc. granted STA to operate commercially on ch. 5 for the period ending Feb. 26. Granted Nov. 18; announced Nov. 23.

STATIONS DELETED

KTKA (TV) Topeka, Kan.—Alf M. Landon granted request to cancel CP and delete call letters for tv station on ch. 42. Deleted Nov. 15.

KNAL (TV) Victoria, Tex.—Albert B. Alkek d/b as KNAL Tv Co. FCC deleted tv station on ch. 19 at request of permittee. Deleted Nov. 18.

New Am Stations . . .

ACTION BY FCC

Ephrata, Pa.—Garden Spot Bcstrs, Inc. granted 1310 kc, 500 w, daytime, directional. Post office address 111 E. Frederick St., Lancaster, Pa. Estimated construction cost $19,150, first year operating cost $36,450, revenue $58,000. Principals include President **George J. Kienzle Jr.** (25%), announcer, Millville, N. J.; Vice President **Lester J. Grenewalt** (30%), used car dealer; Secretary **Samuel R. Youse** (25%), engineer WLBR Lebanon, Pa., and Treasurer **John N. Norris** (20%), station manager WGCB Red Lion, Pa. Granted Nov. 18.

APPLICATIONS

Paris, Ky.—D. C. Stephens tr/as Paris Bcstg. Co., 1470 kc, 1 kw daytime. Post office address D. C. Stephens, Prestonburg, Ky. Estimated construction cost $20,806, first year operating cost $26,260, revenue $32,500. Mr. Stephens is owner of WPRT Prestonburg, Ky. Filed Nov. 15.

Clarksdale, Miss.—Cotton Belt Bcstg. Corp. of Miss. (WGVM Greenville, Miss.), 900 kc, 250 w daytime. Post office address 118 South Broadway, Greenville, Miss. Estimated construction cost $16,000, first year operating cost $36,000, revenue $48,000. Principals include **David M. Segal** (51%); **Edward Codel** (46.5%), and **Freida F. Segal** (2.5%). Filed Nov. 15.

Columbia, Tenn.—Columbia-Mt. Pleasant & Spring Hill Radio Corp., 1570 kc, 1 kw daytime. Post office address % Salisbury & Wall, 1624 Eye St., N. W., Washington. Estimated construction cost $20,831, first year operating cost $30,000, revenue $36,000. Principals include Pres. **Claude H. Turner** (⅓), manufacturer of church furniture; Vice Pres. **H. F. McKee** (⅓), retail merchant, and Sec.-Treas. **Jack G. Dunn** (⅓), minister. Filed Nov. 12.

Carrizo Springs, Tex.—Ben L. Parker, 1450 kc, 250 kw unlimited. Post office address P. O. Box 247, Pleasanton, Tex. Estimated construction cost $15,358, first year operating cost $30,250, revenue $40,500. Mr. Parker is licensee of KBOP Pleasanton and KBLP Falfurrias, both in Tex. Filed Nov. 15.

Moab, Utah—Charles A. Steen, George G. Platis & Robert E. Hawley d/b as Grand Valley Bcstg. Co., 1490 kc, 250 w unlimited. Post office address % George G. Platis, North Third East, Price, Utah. Estimated construction cost $14,440, first year operating cost $19,750, revenue $31,500. Principals in limited partnership include **Charles A. Steen** (75%), mining and real estate; **George G. Platis** (12½%), ½ owner Carbon Emery Bcstg. Co., applicant for new am station on 1340 kc, 250 w daytime at Price, Utah, and **Robert E. Hawley** (12½%), ½ owner Carbon Emery. Filed Nov. 15.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

APPLICATIONS AMENDED

Homestead, Fla.—Ralph W. Hoffman amends bid for new am station on 1570 kc 250 w daytime to specify 1430 kc 500 w. Filed Nov. 19.

Dallas, Ore.—E. C. McElroy Jr. & L. M. Tucker d/b as Polk County Bcstrs. amends bid for new am station on 1550 kc 250 w daytime to specify 1460 kc 500 w. Filed Nov. 19.

West Warwick, R. I.—Neighborly Bcstg. Co. amends bid for new am station on 980 kc 1 kw daytime to specify 500 w. Filed Nov. 19.

Milan, Tenn.—West Tenn. Bcstg. Co. amends bid for new am station on 1150 kc 500 w daytime to specify transmitter location at 1.2 miles SW along Hwy. 70A from the intersection of city limits and highway. Filed Nov. 19.

Existing Am Stations . . .

ACTIONS BY FCC

WEED Rocky Mount, N. C.—William Avera Wynne granted CP to change from 1 kw to 5 kw daytime, operating on 1390 kc 1 kw night, directional. Granted Nov. 17.

WCAW Charleston, W. Va.—Capital Bcstg. Corp. granted CP to change transmitter location to Bownmont Hill, and studio location to Kanawha Hotel, Charleston. Granted Nov. 18; announced Nov. 23.

APPLICATIONS

WDVH Gainesville, Fla.—T. H. Hanssen, C. W. Dowdy, J. A. Dowdy & W. S. Vaughn d/b as the Decatur Bcstg. Co. seek CP to change from directional antenna to non-directional on 980 kc. Filed Nov. 19.

KLER Lewiston, Idaho—Cole W. Wylie amends bid to change from 740 kc 250 w daytime to 550 kc 1 kw unlimited, directional night to specify 1300 kc 1 kw night, 5 kw day. Filed Nov. 19.

Existing Fm Stations . . .

ACTIONS BY FCC

WNBH-FM New Bedford, Mass.—E. Anthony & Sons Inc. granted CP to change transmitter site to Rockland & Prospect Sts., New Bedford; antenna height above average terrain to 380 ft. Granted Nov. 18; announced Nov. 23.

WAZL-FM Hazleton, Pa.—Hazleton Bcstg. Co. granted CP to change ERP to 2.6 kw. Granted Nov. 16; announced Nov. 23.

KREM-FM Spokane, Wash.—Louis Wasmer granted CP to change ERP to 4.8 kw. Granted Nov. 18; announced Nov. 23.

Ownership Changes . . .

ACTIONS BY FCC

WMGA Moultrie, Ga.—John F. Pidcock granted voluntary assignment of license to John F. Pidcock and Roy F. Zess d/b as Radio Station WMGA through sale of 35% interest to Mr. Zess, WMGA station manager, for $28,000. Granted Nov. 17. [FCC erroneously reported sale of 65% interest, B•T, Nov. 22.]

KFLW Klamath Falls, Ore.—Herald Pub. Co. of Klamath Falls granted voluntary assignment of license to parent corporation Southern Ore. Pub. Co., 75% owner KRNR Roseburg, and 19% owner KYJC Medford, both in Oregon. Granted Nov. 18.

APPLICATIONS

WPIT Pittsburgh, Pa.—WPIT Inc. seeks voluntary transfer of control to Allen Berkman, Jack Berkman & Louise Berkman through purchase by corporation of 14.3% from Helen Teitlebaum for $31,325 and 2% interest from George W. Fellows for $4,375. The Berkmans will now own 50.4% interest. Filed Nov. 18.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. seeks assignment of CP for ch. 19 to CBS Inc. for $335,000. CBS also purchases physical assets of ch. 25 WCAN-TV Milwaukee for $786,000. WCAN-TV purchases WOKY-TV facilities from CBS for $286,000. Filed Nov. 19.

Hearing Cases . . .

INITIAL DECISIONS

Canton, Ohio—New tv, ch. 29. FCC hearing examiner Fanney N. Litvin issued initial decision looking toward grant of the application of Tri-Cities Telecasting Inc. for a CP for new tv station on ch. 29 in Canton, Ohio, and denial of the competing applications of The Brush-Moore Newspapers Inc. and Stark Telecasting Corp. Action Nov. 19.

Odessa, Tex.—New tv, ch. 7. FCC hearing examiner John B. Poindexter issued initial decision looking toward grant of the application of C. L. Trigg, President, Odessa Television Co. (a joint venture) for a CP for new tv station on ch. 7 in Odessa, Texas, and denial of the competing application of Clarence E. Wilson and Philip D. Jackson d/b as The Odessa Television Co. Action Nov. 22.

OTHER ACTIONS

New Haven, Conn.—FCC, by order, denied petition filed by The Elm City Bcstg. Corp. of New Haven, Conn., to intervene in proceeding involving applications of Key Bcstg. System Inc., Bay Shore, N. Y., and WAVZ New Haven, Conn. WAVZ seeks to change operation from 1260 kc, 1 kw, D, to 1300 kc, 1 kw, U, DA-N; Key seeks new station to operate on 1300 kc, 1 kw, D. Comr. Hennock dissented. Action Nov. 18.

Daytime Skywave—FCC extended to Jan. 17, 1955, the date for filing comments in re Docket 8333 (Daytime skywave proceeding), and the date for filing replies to such comments was extended to Feb. 1, 1955. Action Nov. 18.

WCFS Harvey, Ill.—Charles F. Sebastian. FCC denied request for deletion of a condition included in grant made June 23 for a new station to operate on 1570 kc, 250 w, D, that permittee divest himself of any interest in, or connection with, station WTAQ La Grange, Ill., before commencing program tests. Action Nov. 17.

KFRM Coudersport, Pa.—FCC denied petition by Farm and Home Bcstg. Co. requesting review and reversal of Motions Commissioner action dismissing with (instead of without) prejudice petitioner's application to increase power of station KFRM Coudersport, Pa., from 500 w to 1 kw, operating daytime only on 600 kc; affirmed Motions Commissioner action. Action Nov. 17.

Tv Assignment—By report and order, the Commission finalized proposed rule making in Docket 11129 and amended its tv table of assignments by substituting ch. 6 plus for ch. 11 minus in Caguas, P. R., and substituting ch. *11 plus for ch. *6 for educational use in San Juan, P. R., effective Dec. 31. Comr. Hennock dissented. Action Nov. 17.

Bay Shore, N. Y.—FCC granted petition by its Broadcast Bureau and enlarged hearing issues in proceeding involving am applications of Key Bcstg. System Inc., Bay Shore, N. Y., and WAVZ New Haven, Conn., to determine whether the proposal of WAVZ would comply with the "10 percent rule" in Sec. 3.28(c) of the rules. WAVZ seeks to change operation from 1260 kc, 1 kw, D, to 1300 kc, 1 kw, U, DA-N; Key seeks new station to operate on 1300 kc, 1 kw, D. Action Nov. 17.

Latrobe, Pa.—FCC granted request by Latrobe Bcstrs., Latrobe, Pa., for waiver of the provisions of Sec. 3.28(c) of the "10 percent rule" in connection with its application for a new am station to operate on 1480 kc, 500 w, daytime; dismissed as moot petition by Broadcast Bureau for modification of hearing, also Latrobe's request for oral argument. Comr. Hennock dissented. Action Nov. 17.

KAMQ Amarillo, Tex.—FCC (1) denied motion by Top of Texas Bcstg. Co., to remove from hearing its application to increase daytime power of station KAMQ Amarillo, Tex., from 1 kw to 5 kw, with DA, continuing operation on 1010 kc with 500 watts night, and (2) granted petition of Broadcast Bureau and enlarged issues to determine whether the operation proposed would be in compliance with the blanketing contour rule in Sec. 3.24(g). Action Nov. 17.

KGUL-TV Galveston, Tex.—FCC granted petition of Gulf Television Co., Galveston, Tex., to the extent that the hearing date on its application to change transmitter site of KGUL-TV, ch. 11, and make other changes, be advanced from Dec. 7 (set by examiner) to Nov. 22. Grant on Sept. 1 of KGUL-TV's modification to change transmitter site was protested by Houston Consoildated Television Co. (KTRK-TV, ch. 13), Houston, and the effective date thereof was postponed pending final determination in this proceeding. Action Nov. 17.

Thermopolis, Wyo.—Mildred V. Ernst; Thermopolis Bcstg. Co. FCC designated for consolidated hearing applications, both requesting a new am station to operate on 1240 kc, 250 w, U; made KRAL Rawlins, Wyo., a party to the proceeding. Action Nov. 17.

Routine Roundup . . .

November 18 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Charles J. Frederick

Notice is given that the date for the submission of Proposed Findings of Facts and Conclusions of Law in ch. 12 proceeding, Jacksonville, Fla., is changed from Dec. 2 to Dec. 28, and the date for the replies thereto is changed from Dec. 13 to Jan. 10, 1955 (Action 11/15).

Hastings, Neb., The Seaton Pub. Co.—Granted petition for leave to amend its tv application for ch. 5, relating to financial data (Docket 10965; BPCT-1235) (Action 11/16).

By Hearing Examiner Annie Neal Huntting

Parma, Mich., Jackson Bcstg. & Television Corp.—Granted petition for continuance of prehearing conferences in ch. 10 proceeding (Parma-Onondaga, Mich.) from Dec. 1 and 9 until 10:00 a.m. on Dec. 20 and Jan. 10, 1955, respectively; and continued hearing from Dec. 10 to 10:00 a.m., Jan. 14, 1955 (Docket 11169 et al.).

By Hearing Examiner Thomas H. Donahue

Upon petition of Phil Bird and without opposition from any other participant in proceeding re his application and that of Lawton Bcstg. Co., Lawton, Okla., continued hearing from Nov. 18 to 10:00 a.m., Jan. 25, 1955 (Dockets 10911, 10959; BP-9018, 8840).

BROADCAST ACTIONS

The Commission en banc, by Commissioners McConnaughey (Chairman), Webster, Doerfer and Lee, took the following actions on Nov. 17:

→ Quality PLUS ··· makes GATES ··· a MUST →

PROOF OF PERFORMANCE PACKAGE

KIT SA-131



Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $458.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

GATES RADIO COMPANY, QUINCY, ILLINOIS

McFarland Letter

WSAY Rochester, N. Y., Federal Bcstg. System Inc.—Is being advised that application (BMP-6665) for mod. of CP for extension of completion date from Nov. 1, 1954 to May 1, 1955, indicates necessity of a hearing. CP is to increase power on 1370 kc, U, from 1 kw to 5 kw. Chairman McConnaughey not voting.

November 18 Applications

ACCEPTED FOR FILING

Remote Control

WMAX Grand Rapids, Mich., WMAX Inc.—(BRC-575).

WSNY Schenectady, N. Y., Western Gateway Bcstg. Corp.—(BRC-579).

WGBG Greensboro, N. C., Greensboro Bcstg. Co.—(BRC-580).

WJZM Clarksville, Tenn., Campbell and Sheftall—(BRC-581).

WDKN Dickson, Tenn., Dickson County Bcstg. Co.—(BRC-576).

WJAK Jackson, Tenn., Jackson Bcstg. Co.—(BRC-578).

WCAW Charleston, W. Va., Capitol Bcstg. Corp.—(BRC-577).

WCHF Chippewa Falls, Wis., Chippewa Falls Bcstg. Co.—(BRC-582).

Renewal of License

WOOW New Bern, N. C., Craven Bcstg. Co.—(BR-2909).

WDIX Orangeburg, S. C., WDIX Inc.—(BR-1360).

Renewal of License Returned

WTAL Tallahassee, Fla., John H. Phipps—(BR-869).

WDSC Dillon, S. C., The Border Bcstg. Co.—(BR-1274).

Application Returned

WDOB Canton, Miss., Madison County Bcstg. Co.—License to cover CP (BP-9352) which authorized increase in power.

Remote Control

KSO-FM Des Moines, Iowa, Murphy Bcstg. Co.—Operation by remote control from 1910 Ingersol Ave., Des Moines, Iowa (BRCH-118).

License for CP

WENR-FM Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—License to cover CP (BPH-1937) as mod. which authorized changes in licensed station (BLH-1014).

Modification of CP

WMVO-FM Mt. Vernon, Ohio, The Mount Vernon Bcstg. Co.—Mod. of CP (BPH-1877) as mod. which authorized changes in licensed station for extension of completion date (BMPH-4960).

Renewal of License

WTMA-FM Charleston, S. C., The Atlantic Coast Bcstg. Corp. of Charleston—(BRH-161).

CP

WAJC (FM) Indianapolis, Ind., Butler U.—CP to replace (BPED-223) CP which authorized changes in licensed station which expired 10-11-53 (BPED-266).

License for CP

WHSA (FM) Madison, Wis., State of Wisconsin—State Radio Council—License to cover CP (BPED-249) which authorized changes in licensed station (BLED-160).

Modification of CP

KFBC-TV Cheyenne, Wyo., Frontier Bcstg. Co.—Mod. of CP (BPCT-771) as mod. which authorized new tv station to extend completion date to 2-1-55 (BMPCT-2608).

November 19 Decisions

BROADCAST ACTIONS

Renewal of License

Granted renewal of licenses of following stations on a regular basis:

WOOK-WFAN (FM) Washington, D. C.; WANT Richmond, Va.; WARK Hagerstown, Md.; WINX Rockville, Md.; WSID Essex-Baltimore, Md.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

New Haven, Conn., The Elm City Bcstg. Corp.—Referred to the full Commission for consideration petition to intervene in proceeding re applications of Key Bcstg. System Inc., Bayshore, N. Y. (Docket 10379, BP-8422) and WAVZ New Haven, Conn. (Docket 11014, BP-8944).

Lawton, Okla., Phil Bird—Granted petition for extension of time to and including Dec. 15 to file answer to petition by Chief Broadcast Bureau for dismissal of his bid and that of Lawton Bcstg. Co., Lawton, Okla. (Dockets 10911, 10959; BP-9018, 8840).

WARK Hagerstown, Md., United Bcstg. Co. of Western Maryland Inc.—Granted petition for leave to amend its application in order to submit a revised engineering statement, and application, as amended, is removed from hearing docket and returned to the processing line; dismissed as moot petition by WARK for reconsideration and grant without hearing and opposition to said petition by Chief Broadcast Bureau (Docket 11189, BP-9361).

Ambridge, Pa., Miners Bcstg. Service Inc.—Granted petition for acceptance of its late filing of appearance in proceeding re its am application and those of Louis Rosenberg, Tarentum, Pa., and Somerset Bcstg. Co., Painesville, Ohio (Dockets 11202, et al.).

WGMS Bethesda, Md., The Good Music Station Inc.—Granted request for withdrawal of its Petition for Enlargement of Issues in Docket 11105; BP-8764.

November 22 Applications

ACCEPTED FOR FILING

License for CP

WMGR Bainbridge, Ga., Thomas R. Hanssen, John A. Dowdy, Charles W. Dowdy and Mrs. Winnie S. Vaughn d/b as Decatur Bcstg. Co.—License to cover CP (BP-9224) which authorized change in frequency; increase power; change hours of operation; change transmitter and studio locations and type of transmitter (BL-5516).

KAPB Marksville, La., Avoyelles Bcstg. Corp.—License to cover CP (BP-9028) as mod. which authorized a new standard broadcast station (BL-5515).

WDXN Clarksville, Tenn., Aaron B. Robinson tr/as Clarksville Bcstg. Co.—License to cover CP (BP-8762) as mod. which authorized a new standard broadcast station (BL-5519).

KGDN Edmonds, Wash., Garden of the King Enterprises Inc.—License to cover CP (BP-8745) as mod. which authorized a new standard broadcast station (BL-5517).

Renewal of License

WIRE Ft. Pierce, Fla., Indian River Bcstg. Co.—(BR-1282).

WFTW Ft. Walton Beach, Fla., Vacationland Bcstg. Co.—(BR-2898).

WGMA Hollywood, Fla., Circle Bcstg. Corp.—(BR-2855).

WJHP Jacksonville, Fla., The Jacksonville Journal Co.—(BR-1083).

WIOD Miami, Fla., Isle of Dreams Bcstg. Corp.—(BR-432).

WKXY Sarasota, Fla., Sarasota Bcstg. Co.—(BR-2301).

WJCM Sebring, Fla., The Highlands Bcstg. Co.—(BR-2460).

WFOY St. Augustine, Fla., Fountain of Youth Bcstg. Co.—(BR-914).

Renewal of License Returned

WTYS Marianna, Fla., John H. Phipps—(Sec. II dated after Sec. I) (BR-1940).

Remote Control

WAJR-FM Morgantown, W. Va., West Virginia Radio Corp.—Operation by remote control from 446 Spruce St., Morgantown, W. Va. (BRCH-119).

Modification of CP

KBAY-TV San Francisco, Calif., Lawrence A. Harvey—Mod. of CP (BPCT-1490) as mod. which authorized new tv station to extend completion date (BMPCT-2609).

KFXJ-TV Grand Junction, Colo., Western Slope Bcstg. Co.—Mod. of CP (BPCT-1305) as mod. which authorized new tv station to extend completion date (BMPCT-2615).

WOC-TV Davenport, Iowa, Central Bcstg. Co.—Mod. of CP (BPCT-1021) as mod. which authorized changes in facilities of existing tv station to extend completion date to 3-11-55 (BMPCT-2611).

WAGE-TV Marquette, Mich., Peninsula Television Inc.—Mod. of CP (BPCT-1783) which authorized new tv station to extend completion date to 6-30-55 (BMPCT-2612).

WFTV (TV) Duluth, Minn., Great Plains Television Properties of Minnesota Inc.—Mod. of CP (BPCT-1155) as mod. which authorized new tv station to extend completion date to 6-13-55 (BMPCT-2613).

WCNY-TV Carthage, N. Y., The Brockway Co.—Mod. of CP (BPCT-1828) as mod. which authorized new tv station to extend completion date to 6-10-55 (BMPCT-2614).

WTVX (TV) Gastonia, N. C., Air-Pix Corp.—Mod. of CP (BPCT-1848) which authorized new tv station to extend completion date to 6-7-55 (BMPCT-2610).

Remote Control

KULE Ephrata, Wash., Columbia Basin Bcstg. Co.—(BRC-583).

Renewal of License

WFTL Fort Lauderdale, Fla., Gore Pub. Co.—(BR-1374).

WEBY Milton, Fla., Milton Bcstg. Co.—(BR-2983).

Modification of CP

KQXI (TV) San Jose, Calif., Standard Radio and Television Co.—Mod. of CP (BPCT-1542) as mod. which authorized new tv station to extend completion date to 6-15-55 (BMPCT-2605).

KGLO-TV Mason City, Iowa, Lee Radio Inc.—Mod. of CP (BPCT-1230) as mod. which authorized new tv station to extend completion date to 6-14-55 (BMPCT-2617).

WHEN-TV Syracuse, N. Y., Meredith Syracuse Television Corp.—Mod. of CP (BPCT-1782) as mod. which authorized replacement of expired CP (BPCT-434) as mod. for new tv station to extend completion date to 6-16-55 (BMPCT-2619).

WDSM-TV Superior, Wis., WDSM Television Co.—Mod. of CP (BPCT-728) as mod. which authorized new tv station to extend completion date to 3-14-55 (BMPCT-2618).

November 23 Decisions

ACTIONS ON MOTIONS

The following actions on motion were taken as indicated:

On request of Williamsport Radio Bcstg. Associates Inc., the Commission on Nov. 18 extended to Dec. 2 the time for filing replies to comments in re Docket 11194.

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for an extension of time to and including Nov. 24 within which exceptions may be filed to initial decision in re applications of Cowles Bcstg. Co. and Murphy Bcstg. Co., for ch. 8 in Des Moines, Iowa (Dockets 8897, 8900).

By Hearing Examiner Annie Neal Huntting

Port Arthur, Tex., Smith Radio Co.—Denied petition for an extension of time until Nov. 24 in which to file replies to oppositions filed to its "Request for Admissions and for Order to take Depositions" in re ch. 4 proceeding (Dockets 10285, 10352) (Action of 11/18). Granted petition requesting an extension of time from Nov. 12 to Dec. 13 in which to make amendments to applications for ch. 4, provided, however, that a ruling on the acceptability of the amendments will not be made by the Examiner until after consideration of the petitions (Action of 11/19).

(Continued on page 113)

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Manager, experienced in small radio station operation, needed immediately for Florida independent on east coast in profitable area. References and full background with recent photo in first letter. Box 407F, B•T.

Wonderful opportunity for sales manager who can really write business. Salary, liberal commission and travel expenses. Box 448F, B•T.

Manager for 250 watter, 100 miles New York. You must earn $10,000. Investment required to ensure interest in our earnings. Box 468F, B•T.

Salesmen

Time salesman. Salary plus commission. Good market. ABC Network. Texas. Box 271F, B•T.

Sales manager needed for established top ranking metropolitan independent in Great Lakes area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B•T.

Florida east coast 5000 watt station has opening for earnest radio time salesman. Immediate market more than 300,000. Only salesman interested in permanent connection considered. State experience, desired compensation arrangements, references, photo. Box 460F, B•T.

Experienced salesman wanted . . . aggressive, independent, 1000 watts close-in to Los Angeles. Wonderful opportunity for top earnings. Must have first class ticket. Box 472F, B•T.

Aggressive, top-flight salesman for top southern network affiliated station. Salary plus commission. This is an ideal opportunity for the right man. Send all details and photo first letter. All replies strictly confidential. Box 487F, B•T.

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We need announcers-engineers, announcer-salesmen and continuity-traffic personnel for open positions in Florida.

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RADIO

Help Wanted—(Cont'd)

Aggressive salesman—excellent draw and car allowance against liberal commissions. Send full particulars and photo to KCSJ Radio, Pueblo, Colorado.

Experienced time salesman. No floaters. Opening immediately. 20% commission. WNMP, 2201 Oakton, Evanston, Illinois.

Independent kw daytimer needs stable experienced sales-service man. Commission, drawing account, salary—you name it. L. O. Fitzgibbons, Manager, WRRR, Rockford, Illinois.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Minnesota station needs sports announcer-salesman. Must be good play-by-play announcer. Good salary plus commission. Box 437F, B•T.

Combination announcer-engineer for daytimer, good eastern Kansas community. Require responsible, reliable man. Send information, references, tape. Will return tape. Box 455F, B•T.

Metropolitan southeastern market offers splendid opportunity for personality disc jockey who can sell his own show. Send references, background, details with photo. Box 458F, B•T.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

WNXT, 5 kw, Portsmouth, Ohio, needs announcer capable of doing spot commercials, news and record show. Experience essential. Send audition, snapshot and complete information about yourself to Manager.

Announcer for 20 hours staff announcing and 20 hours gathering and announcing local news. Salary $70. Send letter, photo, audition of news and commercials to Joel Lawhon, WVOT, Wilson, N. C.

Announcer for play-by-play sports and farm programs at WGTC, Greenville, N. C. Salary between $70 and $80 depending on ability. Send letter, photo, audition tape of farm news and play-by-play to Joel Lawhon, P. O. Box 170, Wilson, N. C.

Experienced announcer for metropolitan Washington, D. C. area station. Qualified experienced men only, considered. Send tape, resume, WPIK, Alexandria, Virginia.

Technical

First phone negro engineer-announcer for progressive race station in southern metropolitan market. Send full particulars, photograph in first letter. Box 291F, B•T.

Wisconsin station with tv affiliate has opening for first class operator, no experience necessary. Also opening for operator studying for license. Box 462F, B•T.

Have opening for combo-chief engineer. KDLK, Del Rio, Texas—Phone 5-2431—Box 1162.

Florida, Miami—WINZ, 50,000 watts day—10,000 watts night, requires a first class transmitter engineer. Good salary, and ideal living conditions. Highest references—prefer experience with Doherty amplifier. Full details to Rex Rand, President.

Production-Programming, Others

White program director with experience for all-negro station, southern metropolitan market. Send full particulars, references, recent snapshot in first letter. Box 292F, B•T.

RADIO

Help Wanted—(Cont'd)

Newsman with good voice. Ability to gather and write local news. Box 398F, B•T.

Good sharp girl to handle radio and tv traffic. Rocky Mountain area established metropolitan radio and television station. Send full particulars and required salary. Box 439F, B•T.

Have opening for experienced copywriter. Send complete information to Manager, KSYL, NBC, Alexandria, Louisiana.

News director—gather, write, broadcast local news. Live-wire Pennsylvania independent with strong news string organization. Must have good voice. Handle tape recorder. $75.00. Radio Station WCOJ, Coatesville, 2100.

Continuity writer needed immediately. Send sample copy, photo, experience, and salary desired to Mr. Armel, WCRA, Effingham, Illinois.

Promotion man for midwest radio-tv station. We prefer a young man with at least some radio experience and a good background in preparing news releases and newspaper advertising copy as well as promotional spots. Creative ability and public contact experience also helpful. Permanent opening with opportunity for advancement. Free life insurance, hospitalization and excellent pension benefits. Write Personnel Director, WSBT-TV, South Bend, Indiana.

Situations Wanted

Managerial

Radio-television executive available. Seeking permanent position as general manager, radio or television station with opportunity to participate in ownership or top position in allied field. 20 years broadcast experience, last 8 in development, ownership and management of radio and television stations. Excellent engineering and sales background. 39 years old, family man with best references. Presently managing medium market radio and television station. Would relocate almost anywhere but prefer west coast, northwest, mountain area or assignment in Mexico City with American firm. Box 388F, B•T.

Experienced, mature PD interested in management opportunity. Small, medium market. Box 431F, B•T.

Manager whose strong commercial background has won recognition in the industry is looking for absentee owner who needs capable assistance. Thoroughly seasoned at 38 years and presently employed as commercial manager of top ranking Wisconsin station. Can be available in 30 to 60 days on percentage and participation. References and performance record on request. Box 444F, B•T.

Manager-sales manager desires to settle in home area of Minnesota-Wisconsin. Married, 8 years radio experience, 33 years old, strong on sales. Box 473F, B•T.

General manager strong on sales and administration wants greater opportunity with permanency. Secondary market experience. Young and aggressive. Top references. Box 490F, B•T.

Announcers

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 305F, B•T.

Staff-sports announcer available immediately. Ready to handle upcoming basketball schedule if desired. Four years commercial experience. Tape, photo on request. Box 327F, B•T.

Radio-tv announcer. Staff, control board. Strong hillbilly DJ, commercial newscasts. Resume, tape, references. Box 370F, B•T.

Major market—top disc jockey with am-tv. Consider till dawn slot. Box 392F, B•T.

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 405F, B•T.

Negro DJ, with two years of commercial. A smooth salesman. Box 430F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer. Five years experience news, DJ. Capable. Finest references; college graduate. Box 436F, B•T.

Announcer—with leaning toward program and production development. Seven years experience, radio, some tv. Twenty-six, ex-service, married. Desire to locate permanently with heads-up station. Will answer all offers. Box 443F, B•T.

Attention, Pennsylvania, New Jersey, New York! Announcer-engineer, 5 years news, sports, DJ, family. Presently 5 kw. Box 446F, B•T.

Sportscaster—5 years experience play-by-play all sports desires sports minded station. Good enthusiastic voice that'll sell product, sport and self. Presently employed sports-staff-sales. College grad. Family. Air checks. Box 457F, B•T.

Versatile announcer. Four years independent, network station experience. News, music, sports. Box 461F, B•T.

Announcer. 3 years experience. Good DJ, news and sports. Also play-by-play baseball, basketball, football. Reliable and hard worker. Box 463F, B•T.

Experienced. Top references, veteran, draft exempt. Versatile and pleasant adlib. Young—will work hard. Can copywrite and sell. Tape or disc and resume on request. Box 464F, B•T.

Experienced DJ (pop-country) and continuity writer. Style and voice that makes me a personality. College. Married. Prefer southeast. Box 475F, B•T.

Staff announcer—experienced—news—DJ. Desire opportunity to do sports. Available immediately. Box 483F, B•T.

Announcer—35, married, eager, able, competent. Heavy on pitch air sales; outstanding dynamic personality; knows copy, merchandising, promotion. Opportunity paramount. Box 484F, B•T.

Net-independent announcer (1½ years). Specialty commercialized light poetry-philosophy show. Newswriter, commentator. B.A. degree. Versatile. College must be nearby. M.A. desired. Vet. Box 486F, B•T.

Sportscaster. Experienced—7 years. Professional officiate, statistician, play-by-play. Not mere words. Top voice. Best job guaranteed. Presently employed. Prefer professional baseball market, year-round sports. Seeking 100,000 population. Will do staff. Family man, tapes immediately. If emergency, available immediately. Box 489F, B•T.

8 years experience, sportscaster, all sports. Excellent references, college, married. Box 493F, B•T.

24 year old veteran, married, desires air work on west coast station. Will consider all offers. Control room experience. Radio operator while in Army. Wife and I both have college degrees in radio and television. No children. Bob Andrews, 311 Scott, Van Horn Park, Ft. Bliss, Texas.

Negro DJ—tape, references. Walter Betner, 106-18 Risscoe Street, Jamaica, New York.

Start anywhere—negro, appealing disc-jockey—program or market. Good news, commercial talent, fair sports. Tape and full particulars on request. Ralph Featherstone, 140-22 33rd Ave., Flushing, New York.

Experienced, versatile announcer. Pop, hillbilly, jazz, classical. Excellent command of English language. Seeking permanent position in progressive mid-South station. Jimmie Schulze, 201½ West Main Street, Russellville, Arkansas. $75.00.

Top morning man—hillbilly, 13 years radio. Deep voice. Available now. Telephone 705-W, Morgantown, N. C.

Announcers - writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

RADIO

Situations Wanted—(Cont'd)

Technical

Experienced chief engineer combo, maintenance, remotes, installation. Box 357F, B•T.

Engineer—first class license—7 years experience, desires good position as chief engineer or maintenance engineer—no announcing—available immediately. Box 451F, B•T.

1st phone—2½ years experience in all phases of radio broadcasting. Will travel. Immediately available. Box 480F, B•T.

Engineer: Desires lifetime position with quality minded organization. Experienced, 28. 100 mile radius N.Y.C. Box 492F, B•T.

Combo, first phone desires chiefs position midwest. 6 years experience, 2½ years ABC Hollywood. Don Shepard, % George McMahon, RFD #2, Belton, Missouri, 18F21.

Ten years am; on tv transmitter experience. First phone, car, 30, single, available immediately. $60 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Thoroughly experienced program manager immediately available. Executive position, large market. Box 432F, B•T.

Program director, chief engineer, fine announcer—DJ. Entire staff wrapped up in one! Family man wants good permanent job with small am. Minimum $7800 yearly. Thoroughly experienced and competent. Box 438F, B•T.

Program director—Tired of same old programs? Want different approach with listener appeal? Give me the job. Will come to you well recommended. Seven years experience, some tv. Twenty-six, ex-service, married. Desire to locate permanently with live wire station. Will supply further info and material. Box 442F, B•T.

RADIO

Situations Wanted—(Cont'd)

Copywriter—production coordinator; presently employed 4-A advertising agency; 4 years experience radio-tv commercials; California coastal area only; references, samples of work. Box 454F, B•T.

Newsman seeks permanent connection network station. College, veteran, some experience. 24, capable. Prefer midwest. Box 470F, B•T.

Program director. Seven years experience, top-rated station, metropolitan market. Desire change. Box 477F, B•T.

Promotion man. Experienced all phases radio and tv advertising, promotion and merchandising. Capable one man department or assistant. College grad, veteran, references. Will relocate. Box 481F, B•T.

Copywriter, some experience, versatile. Part-time free lance. College student—Cloverdale 6-7405. Box 495F, B•T.

TELEVISION

Help Wanted

Salesmen

Establishd television station in metropolitan southeastern market now adding to its tv sales staff. Give full details of experience, references, starting compensation expected, photo. Box 459F, B•T.

Announcer

Texas television station has immediate opening for announcer, director, with special emphasis on announcing abilities. Medium market with complete studio set-up. Send letter and picture with experience, salary expected and references that can be contacted. Excellent opportunity for young man with talent and willing to work. Box 415F, B•T.

Experienced announcer strong on commercials for expanding vhf operation in southeast. Box 494F, B•T.

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:

- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

Tmks. ®

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted: First class tv technician with actual video experience. This position is permanent and offers good salary and ample opportunity for advancement. Write giving complete employment record and education. Include photo. Box 390F, B•T.

Wanted. Experienced tv operating engineers. Pre-freeze 100 kw station wants top-notch tv operators with video switching, projection and camera experience. 1st class phone license. Good salary, other benefits. Airmail full resume your experience. Box 441F, B•T.

Experienced tv engineer for new General Electric 5 kw rig. Must do switching and maintain projectors also. Western college town of 25,000. Send full particulars, salary requirements, and photo to Box 469F, B•T.

Production-Programming, Others

Program director. Must have successful background in similar capacity, at station level; be able to conceive and produce readily salable local programs on a modest budget; must be experienced in film buying, production, direction, have executive ability and be strong on promotion. Detail your complete story, including present earnings and salary expected. North Central location. Confidential. Box 379F, B•T.

Girl with executive ability. Experience in tv traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic department. Starting salary $350-$400 per month. Give experience, include photo. Box 440F, B•T.

Traffic manager. This position carries with it great responsibilities with nationally prominent Ohio station. Good pay with definite future for person with thorough television experience to be traffic manager. Box 447F, B•T.

Promotion manager wanted for established east coast radio-television (vhf) station. Salary commensurate with ability. Box 452F, B•T.

Midwestern regional vhf offers unusual opportunity for newscaster. Send resume to Box 467F,

Film editor to take complete charge of film room. Send experience, background and references to WALB-TV, Albany, Georgia.

Situations Wanted

Managerial

Station — commercial-sales manager with outstanding uhf success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Assistant manager. Five years supervisory experience radio-tv. Excellent record, references. Box 433F, B•T.

Salesman

Radio commercial manager seeking opening in television sales. Reply to Box 485F, B•T.

Announcer

Announcer-director—one year tv solid commercial, quiz shows: 5 years radio announcing. Box 465F, B•T.

Technical

Engineer, 13 years, 1st phone. Experience includes am, television theory instructor, field engineer, radar equipment, uhf communications, construction and test. Desire position construction or operation tv transmitter or studio. Box 450F, B•T.

Production-Programming, Others

Puppeteer—puppet record show. One man operation. Profitable. Appealing. Details. Box 409F, B•T.

Experienced PD put two television stations on air. Immediately available for supervisory position, larger market. Box 434F, B•T.

Experienced tv continuity director desires similar position in major market. Box 435F, B•T.

Cameraman-announcer; some directing. Seven years tv-radio experience. Box 449F, B•T.

Program director. Eight years experience in am's best, wishes tv programming, production, large market. Box 478F, B•T.

Promotion man. Experienced all phases radio and tv advertising, promotion and merchandising. Capable one man department or assistant. College grad, veteran, references. Will relocate. Box 481F, B•T.

Experienced cameraman—all studio operations, network affiliated. Now employed, seeking position with production opportunity. Experienced, video, lighting, audio, films, floor manager; some directing, music background. Box 482F, B•T.

Producer-director: Five years motion picture production-direction-production design. Four years professional music, New York. Have assisted in putting two vhf stations on air. Now at 100kw-vhf. Wish to relocate in eastern market. Box 491F, B•T.

For Sale

Stations

Exclusive profitable tri-city 500 watts Ohio daytime independent. Retiring. Cash. Box 289F, B•T.

For Sale—(Cont'd)

Radio station in one of Wisconsin's top markets priced at $60,000. Box 363F, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale, at a bargain, one brand new 446 ft. galvanized EMSCO type RT 27 tower, 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 296F, B•T.

$38,000 Johnnie Andrews 650 foot guyed tower for $12,500. Complete tower including guys, lighting, etc. For further details, contact Box 297F, B•T.

For sale, six bay RCA super turnstile antenna type TF-6A/B. Will work on channels 8 through 11. Good condition, reasonably priced. Box 353F, B•T.

Tower lighting kits, A-3 (Whitco), including flashing beacon, obstruction lights and enough conduit and wire for 280 foot tower. Cost $704. Never used. Two kits available. Make offer for one or both. Box 466F, B•T.

2—Presto professional recording turntables. Console mounted, belt drive, with two L-90S sliding equalizers, type 1-C cutting heads, Spencer microscope and Presto 85B amplifier. Excellent condition. Original cost $1800.00. First check for $500.00 takes the works. Baldwin, KDYL, Salt Lake City, Utah.

RCA 70A vertical-lateral turntable. **$100.00. KFRO,** Longview, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

210 foot, 36", heavy, 12 guys, base insulator, complete tower, lighting with coils and sun switch. Complete, ready to ship, $1500.00. WACH, Newport News, Virginia. Telephone 2-4932.

WE transmitter—presently operated at 2500 kw, original 5000 kw. No reasonable offer refused. Write Bill Masi, WHBI, Newark, N. J., or call SO 3-1146.

Wanted to Buy

Stations

Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 211F, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Wanted 50kw fm transmitter and associated equipment. Package deal preferred. Send reply to Box 351F, B•T.

Distortion set, HP-330 or BW-400; also oscillator, HP-200 or BW-200. Price. Box 445F, B•T.

Will lease one kw uhf transmitter, suitable for channel 30. Interested also in leasing film camera, projectors, etc. Write or wire Box 453F, B•T, giving complete information.

Want to buy, one 250 watt used transmitter. State age, make and price. Box 471F, B•T.

Increasing power? Modernizing? We are interested in your used uhf and vhf equipment in good repair for small-market, low-budget operation. Also low power am equipment. Write complete details. Box 476F, B•T.

Used STL unit. In operating condition and priced right. Radio Station WSLM, Radio Ridge, Salem, Indiana.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

RADIO

Help Wanted

Salesman

IDEAL OPPORTUNITY

Top Southern Network station has opening for aggressive, experienced salesman. Good salary plus commission. This is a fine opportunity. If interested send all details and photo first letter. All replies will be kept in the strictest confidence.

Box 488F, B•T

Situations Wanted

Production-Programming, Others

THIS IS IT ! ! ! !

We'll boost your Hooper; sell your products and keep your sponsors happy. We're leaving present employment because of unfortunate circumstances.

HERE'S WHAT YOU GET!

1. **Program Director, Program Manager, 12 YEARS experience, 7 years play-by-play, all phases, top newsman.**
2. **Versatile DJ, with program ideas and on the air gimmicks, adaptable to any audience segment, early a.m., mid-day, late evening. A top air-salesman with over 6 years commercial experience.**
3. **Request man—5 years experience—p.m. appeal to hi-school, college and housewife. A livewire seller with a conservation "bop" lingo—top singing DJ with band experience.**

We're ready to go as a group and make money for you too—if you've got a market we can double your billing. If interested let us know, we'll furnish tapes, brochures, etc. . . .

Box 456F, B•T.

TELEVISION

Help Wanted

Production-Programming, Others

SALES PROMOTION & RESEARCH ASSISTANT

Network TV department in Chicago has opening for young man, preferably 25 to 32 years, to do rating and market research, write sales promotion bulletins and presentations. Should have some familiarity with Nielsen, ARB, Trendex. Good opportunity toward sales. Write full background, references and salary required. Box 474F, B•T.

(Continued from page 108)

By Hearing Examiner J. D. Bond

By Memorandum Opinion and Order, granted motion of Unity Corp. Inc., Toledo, Ohio, for continuance in re proceeding for ch. 11 (Dockets 11084 et al.), and the Third Pre-trial Order released on Oct. 13 is amended by substituting in paragraphs 1-c and 1-d, respectively, the dates Feb. 14 and Feb. 21, 1955, and the time for further conference is amended to specify Feb. 21.

By Hearing Examiner Herbert Sharfman

Rochester, N. Y., Radio Order Service Inc.—Granted petition for acceptance of its late appearance in re Docket 11184.

By Hearing Examiner Charles J. Frederick

Ordered hearing in re applications of Westinghouse, et al., for ch. 11 in Pittsburgh, Pa., to reconvene on Dec. 15 for the purpose of receiving rebuttal testimony for exhibits (Dockets 8694 et al.).

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of November 19

Modification of CP

WMVO-FM Mt. Vernon, Ohio, The Mount Vernon Bcstg. Co.—Granted extension of completion date to 2-11-55.

WAQM Atlanta, Ga., Glenkaren Associates Inc.—Granted extension of commencement date to 1-2-55 and completion date to 7-2-55.

Actions of November 18

Remote Control

The following stations were granted authority to operate tranmitters by remote control:

WGBG Greensboro, N. C.; WAJR-FM Morgantown, W. Va.; WCAW Charleston, W. Va.; KULE Ephrata, Wash.

Granted License

WPLY Plymouth, Wis., Eastern Wisconsin Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 500 w, D (BL-5514).

WAIP Prichard, Ala., Prichard Bcstg. Co.—Granted license for am broadcast station; 1270 kc, 1 kw, D (BL-5512).

Modification of CP

The following were granted extension of completion dates as shown:

WOC-TV, Davenport, Iowa, to 6-11-55; KFBC-TV Cheyenne, Wyo., to 6-1-55; WFTV (TV) Duluth, Minn., to 6-13-55; WCNY-TV Carthage, N. Y., to 6-10-55; WTVX (TV) Gastonia, N. C., to 6-7-55; WJBK Detroit, Mich., to 6-9-55.

WTRN Tyrone, Pa., Tyrone Bcstg. Co.—Granted mod. of CP to make changes in antenna (decrease height); antenna 150 feet (BMP-6681).

Granted CP

KRDG Redding, Calif., Capitol Radio Enterprises—Granted CP to replace expired CP (BP-8971) which authorized a new standard broadcast station to be operated on 1230 kc with power of 250 w, U hours of operation (BP-9545).

WDCF Dade City, Fla., The Pasco Bcstg. Co.—Granted CP to replace expired CP (BP-9002) which authorized a new standard broadcast station to be operated on 1350 kc with power of 1 kw and daytime hours of operation (BP-9549).

Actions of November 17

Granted License

KTKT-FM Tucson, Ariz., Thomas J. Wallace—Granted license for fm broadcast station (BLH-1000).

Modification of CP

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Granted mod. of CP for increase in height of antenna; antenna 240 feet (BMP-6696), condition.

WCHF Chippewa Falls, Wis., Chippewa Falls Bcstg. Co.—Granted mod. of CP to increase height of antenna; antenna 221 feet (BMP-6698).

The following were granted extension of completion dates as shown:

KBIC-TV Los Angeles, Calif., to 6-15-55; WBAP-FM Fort Worth, Tex., to 1-1-55.

Remote Control

The following were granted authority to operate transmitters by remote control: WSNY Schenectady, N. Y.; WJAK Jackson, Tenn.; WDKN Dickson, Tenn.; KSO-FM Des Moines, Iowa; WJZM Clarksville, Tenn.; WCHF Chippewa Falls, Wis.

Actions of November 16

Remote Control

The following were granted authority to operate transmitters by remote control: WMAX Grand Rapids, Mich.; WTRW Two Rivers, Wis.; WAYB Waynesboro, Va.; KLMO Longmont, Colo.; WRUM Rumford, Me.

Granted License

WCBY Cheboygan, Mich., Straits Bcstg. Co.—Granted license for am broadcast station; 1240 kc, 250 w, U (BL-5510).

Modification of CP

The following were granted extension of completion dates as shown:

WAKR-TV Akron, Ohio, to 6-14-55; KOL (TV) Seattle, Wash., to 12-17-54.

Actions of November 15

Remote Control

WRDW Augusta, Ga., Radio Augusta Inc.—Granted authority to operate transmitter by remote control.

November 23 Applications

ACCEPTED FOR FILING

Renewal of License

WJSB Crestview, Fla., Crestview Bcstg. Co.—(BR-3004).

For Sale

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copywriters**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

PROSPECTIVE TV BROADCASTERS
$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT
*** TRANSMITTER (RCA TT-5A)**
*** TOWER (558' SELF-SUPPORTING)**
*** LINE & LIGHTING EQUIPMENT**
*All in Orginal Packing and Ready for Immediate Shipment
WIRE, Indianapolis, Ind.

For national and local programs the Atlanta audience depends on WSB-TV, the great *area* station of the Southeast

evidence:

According to Pulse, Inc., in the month of October, *ten* of the top fifteen programs televised were on Atlanta's WSB-TV.

In the preceding month on the night when all three Atlanta stations were programming election returns of the Georgia Democratic Primary, WSB-TV had an average audience 40% greater than station B and 80% greater than station C according to Pulse, Inc.

CHANNEL 2 — 1062-FT. TOWER — 100,000 WATTS

wsb-tv
Atlanta, Georgia

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution

WDBF Delray Beach, Fla., Delray Bcstg. Corp.—(BR-2920).
WINK Fort Myers, Fla., Fort Myers Bcstg. Co.—(BR-1054).
WGGG Gainesville, Fla., Alachua County Bcstg. Co.—(BR-1883).
WRUF Gainesville, Fla., U. of Florida—(BR-436).
WMBR Jacksonville, Fla., Florida Bcstg. Co.—(BR-438).
WKWF Key West, Fla., John M. Spottswood—(BR-1229).
WRWB Kissimmee, Fla., Radio Station WRWB—(BR-2995).
WIPC Lake Wales, Fla., Imperial Polk Bcstg. Corp.—(BR-2628).
WEAT Lake Worth, Fla., WEAT-TV Inc.—(BR-1919).
WFEC Miami, Fla., David Haber—(BR-2306).
WMIE Miami, Fla., Sun Coast Bcstg. Corp.—(BR-2723).
WMBM Miami Beach, Fla., Biscayne Bcstg. Co.—(BR-1762).
WTMC Ocala, Fla., Ocala Bcstg. Co.—(BR-1003).
WCOA Pensacola, Fla., WCOA Inc.—(BR-434).
WALT Tampa, Fla., Tampa Bcstg. Co.—(BR-1365).
WDAE Tampa, Fla., Tampa Times Co.—(BR-437).
WKJB Mayaguez, P. R., Jose Bechara Jr.—(BR-1617).
WORA Mayaguez, P. R., Radio Americas Corp.—(BR-1764).
WPAB Ponce, P. R., Portorican American Bcstg. Co.—(BR-1082).
WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—(BR-2394).
WHOO-FM Orlando, Fla. ,WHOO Inc.—(BRH-418).
WDSC-FM Dillon, S. C., Border Bcstg. Co.—(BRH-702).

Renewal of License Returned

WEAR Pensacola, Fla., Gulfport Bcstg. Co.—(Section II dated after Section I) (BR-1690).

Applications Returned

WLLH Lowell, Mass., Merrimac Bcstg. Co.—Voluntary relinquishment of control of licensee corporation by Louise F. Cheney, Administratrix of the Estate of Albert S. Moffat, deceased, through sale and retirement of 64% of stock to treasury.
WMAS Springfield, Mass., WMAS Inc.—Voluntary relinquishment of control of licensee corporation by Louise F. Chaney, Administratrix of the Estate of Albert S. Moffat, deceased, through sale and retirement of 60% of stock to treasury.

License for CP

WWPG-FM Palm Beach, Fla., Palm Beach Bcstg. Corp.—License to cover CP (BPH-1942) which authorized changes in licensed station (BLH-1016).
KCMC-FM Texarkana, Tex., KCMC Inc.—License to cover CP (BPH-1936) which authorized changes in licensed station (BLH-1015).

Modification of CP

WTOP-TV Washington, D. C., WTOP Inc.—Mod. of CP (BPCT-1771) as mod. which authorized changes in facilities of existing tv station to extend completion date to 2-28-55 (BMPCT-2616).
WCET (TV) Cincinnati, Ohio, The Greater Cincinnati Television Educational Foundation—Mod. of CP (BPET-26) as mod. which authorized a new non-commercial educational tv station to extend completion date (BMPET-56).

TELESTATUS

November 29, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,494
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 17,800
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/28/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

Total stations on air in U. S. and possessions: 414; total cities with stations on air: 275. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,916,446.
* Indicates educational stations.
† Cities NOT interconnected to receive network service.
(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.
(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 105,570
►KPHO-TV (5) CBS, DuM; Katz; 101,523
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 32,240
►KVOA-TV (4) ABC, NBC; Raymer; 34,866
Yuma†—
►KIVA (11) NBC, DuM; Grant; 24,421

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) 11/4/54-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 82,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
414,944
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,000
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,955,185
► KHJ-TV (9) DuM; H-R; 1,955,185
► KNXT (2) CBS; CBS Spot Sls.; 1,955,185
► KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,955,185
► KTTV (11) Blair; 1,955,185
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,016,110
► KPIX (5) CBS; Katz; 1,016,110
► KRON-TV (4) NBC; Free & Peters; 1,016,110
► KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 76,715
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 6,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 203,670
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 660,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 643,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 278,300
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (d)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/55
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) ABC, CBS, NBC, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,130
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 106,066
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 68,347
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,341
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 37,075
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,150
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 34,692
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 202,600
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker, 567,982 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 74,776
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 665,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,130
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 202,630
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 94,500

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 107,532
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC; Hollingbery
► KVTV (9) ABC, CBS, DuM; Katz; 120,123
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) Bolling; 3/3/54-11/28/54
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 70,197
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 376,311

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 62,075
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 25,000
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 65,100
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 241,911
Portland—
► WCSH-TV (6) NBC; Weed; 141,504
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,223,801
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,223,801
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 156,000
► WWLP (61) ABC, NBC; Hollingbery; 156,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 65,543

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 533,000
► WTCN-TV (11) ABC; Blair; 533,000
Rochester—
► KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 533,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 59,305
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 96,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 128,716
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
► KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665



Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Forjoe; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 17,500
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 271,275
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 49,289
► KGGM-TV (13) CBS; Weed; 49,289
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,642

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 114,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 301,890
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) Young; 12/2/53-12/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
WTVE (24) See footnote (d)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM: Meeker; 18,000
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 395,400
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,000
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, NBC, DuM: CBS Spot Sls.; 430,276
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 239,209
► WTOB-TV (26) ABC, DuM; H-R; 75,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,057,110
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,063,000
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) Initial Decision 11/8/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,500
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 196,856
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) 7/16/53-12/4/54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 47,043
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (d)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 184,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,-201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

SOUTH CAROLINA

Anderson (Greenville)—
► WAIM-TV (40) CBS; Headley-Reed; 76,121
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC, DuM; H-R
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 133,542
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.
Greenville—
► WFBC-TV (4) NBC; Weed; 317,226
► WGVL (23) ABC, DuM; H-R; 101,200
► WAIM-TV (40) See Anderson
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 109,834
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 91,060
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 306,199
► WMCT (5) ABC, NBC, DuM; Branham; 306,199
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
► KRBC-TV (9) ABC, CBS, NBC, DuM; Pearson; 37,194
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 60,274
► KGNC-TV (4) NBC, DuM; Katz; 60,274
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 60,602
► KTSM-TV (9) NBC; Hollingbery; 56,766
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 408,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,626
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

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TELECASTING MAP

TV STATIONS THROUGHOUT UNITED STATES AND CANADA

(correct to October 1, 1954)

Locates television stations by city, county and state. Network routes over-printed, indicating existing and planned coaxial cable, as well as that portion equipped for color.

Designed for sales planning, this 28" x 42" outline map may be used for presentations, visualizing markets, charting sales territories. Printed black and blue on 70 lb. durable white stock

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Longview†—
► **KTVE (32) Forjoe; 24,171**
Lubbock—
► **KCBD-TV (11) ABC, NBC; Raymer; 63,843**
► **KDUB-TV (13) CBS, DuM;** Avery-Knodel; 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
Forest Capital Bcstg. Co. (9) Venard; 11/17/54-Unknown
Midland—
► **KMID-TV (2) ABC, CBS, NBC; Venard; 38,500**
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► **KTXL-TV (8) CBS; Melville; 38,598**
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 220,777
► WOAI-TV (4) NBC; Petry; 220,777
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► **KCEN-TV (6) NBC; Hollingbery; 89,349**
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (d)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 54,000
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 44,626
Wichita Falls—
► **KFDX-TV (3) ABC, NBC; Raymer; 76,100**
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► **KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800**
► **KTVT (4) NBC; Blair; 166,800**
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Gill-Perna; 21,545**
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 93,971
Lynchburg—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery;** 120,000
Newport News—
► **WACH-TV (33) Walker**
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (d)
► **WVEC-TV (15) See Hampton**
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 470,108
Roanoke—
► **WSLS-TV (10) ABC, NBC; Avery-Knodel;** 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
KPKR-TV (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 387,300
► KOMO-TV (4) NBC; Hollingbery; 387,300
KCTS (•9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 387,300
► KTNT-TV (11) CBS, DuM; Weed; 387,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed;** 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna;** 35,200
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 448,382
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54
Parkersburg†—
► **WTAP (15) ABC, DuM; Forjoe; 30,000**
Wheeling—
WLTV (51) 2/11/53-Unknown
► **WTRF-TV (7) ABC, NBC; Hollingbery; 261,811**
► **WSTV-TV (9) See Steubenville, Ohio**

WISCONSIN

Eau Claire—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery;** 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► **WMBV-TV (11) See Marinette**
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 37,500
WTLB (38) 12/16/53-Unknown
Madison—
► **WHA-TV (•21)**
► WKOW-TV (27) CBS; Headley-Reed; 65,000
► WMTV (33) ABC, NBC, DuM; Bolling; 60,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 408,900**
► WOKY-TV (19) DuM; Bolling; 378,340
► **WTMJ-TV (4) NBC; Harrington, Righter &** Parsons; 722,178
► **WTVW (12) ABC, DuM; Petry**
Neenah—
► **WNAM-TV (42) ABC; George Clark**
Superior† (Duluth, Minn.)—
► **WDSM-TV (6) CBS, DuM; Free & Peters; 70,000**
► **KDAL-TV (3). See Duluth, Minn.**
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 37,500

WYOMING

Cheyenne†—
► **KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery;** 49,000

ALASKA

Anchorage†—
► **KFIA (2) ABC, CBS; Weed; 12,000**
► **KTVA (11) NBC, DuM; Feltis; 10,000**
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► **KGMB-TV (9) CBS; Free & Peters; 60,000**
► **KONA (11) NBC; NBC Spot Sls; 60,000**
► **KULA-TV (4) ABC, DuM; Young; 62,000**

PUERTO RICO

San Juan†—
► **WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks**
► **WKAQ-TV (2) CBS; Inter-American; 41,000**

CANADA

Calgary, Alt.—
► **CHCT-TV (2) CBC; All-Canada, Weed**
Edmonton, Alt.—
► **CFRN-TV (3)**
Hamilton, Ont.—
► **CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500**
Kitchener, Ont.—
► **CKCO-TV (13) CBC, ABC, CBS, NBC, DuM;** Hardy, Weed; 51,533
London, Ont.—
► **CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627**
Montreal, Que.—
► **CBFT (2) CBC French; CBC; 221,216**
► **CBMT (6) CBC; CBC; 221,216**
Ottawa, Ont.—
► **CBOT (4) CBC; CBC; 38,500**
Port Arthur, Ont.—
► **CFPA-TV (2) CBC; All-Canada, Weed**
Quebec City, Que.—
► **CFCM-TV (4) CBC; Hardy; 6,000 estimate**
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed; 10,000
St. John, N. B.†—
► **CHSJ-TV (4) CBC; All-Canada; 10,000**
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 11,249
Toronto, Ont.—
► **CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC;** 280,000
Vancouver, B. C.†—
► **CBUT (2) CBC; CBC; 30,000**
Windsor, Ont. (Detroit, Mich.)—
► **CKLW-TV (9) CBC, DuM; Young**
Winnipeg, Man.†—
► **CBWT (4) CBC; CBC; 5,000**

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
► XETV (6) Weed; 260,550

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COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Dec. 1 (12-12:15 p.m.): *Valiant Lady,* General Mills through Dancer-Fitzgerald-Sample.

Dec. 2 (12-12:15 p.m.): *Valiant Lady,* Toni Co. through Leo Burnett.

Dec. 2 (3:30-4 p.m.): *Bob Crosby Show,* participating sponsors.

Dec. 7 (8-8:30 p.m.): *Red Skelton Show,* sustaining.

Dec. 8 (10-11 p.m.): *Best of Broadway,* "The Philadelphia Story," Westinghouse Electric Co. through McCann-Erickson.

Dec. 13 (9-9:30 p.m.): *Meet Millie,* Carter Products through Sullivan, Stauffer, Colwell & Bayles.

Dec. 14 (9-9:30 p.m.): *Meet Millie,* Carter Products through Sullivan, Stauffer, Colwell & Bayles.

Dec. 19 (9-9:30 p.m.): *Fred Waring Show,* General Electric Co. through BBDO.

NBC-TV

Dec. 2 (9:30-10 p.m.): *Ford Theatre,* "Girl in Flight," Ford Motor Co. through J. Walter Thompson.

Dec. 5 (7:30-9 p.m.): *Max Liebman Presents,* "Spotlight," Reynolds Metals Co. through Russel M. Seeds.

Dec. 9 (9:30-10 p.m.): *Ford Theatre,* "Charley C. Co.," Ford Motor Co. through J. Walter Thompson.

Dec. 13 (8-9:30 p.m.): *Producer's Showcase,* "Dateline," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Dec. 16 (9:30-10 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

Dec. 18 (9-10:30 p.m.): *Max Liebman Presents,* "Babes In Toyland," Oldsmobile Div. General Motors Corp. through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

UPCOMING

NOVEMBER

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

Nov. 28: Communion breakfast, Catholic Apostolate—Radio, Television & Advertising, Waldorf-Astoria, New York.

Nov 29: NARTB Am Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: NARTB Fm Radio Committee, Mayflower Hotel, Washington, D. C.

Nov. 30: Tv Film Directors Assn., New England Chapter, Statler Hotel, Boston.

DECEMBER

Dec. 1: Formal opening, Voice of America studios in Washington, D. C. Health, Education & Welfare Bldg., 4 p.m.

Dec. 1-2: NARTB Code Review Board, Mayflower Hotel, Washington.

Dec. 3: Board of Governors, Canadian Broadcasting Corp., Toronto.

Dec. 3: California State Radio & Tv Bcstrs. Assn., Clift Hotel, San Francisco.

Dec. 4-11: AAAA Ninth Annual Examination for Advertising, Bowman Room, Biltmore Hotel, New York.

Dec. 6: Rhode Island Radio & Tv Bcstrs. Assn., Crown Hotel, Baltimore.

JANUARY

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

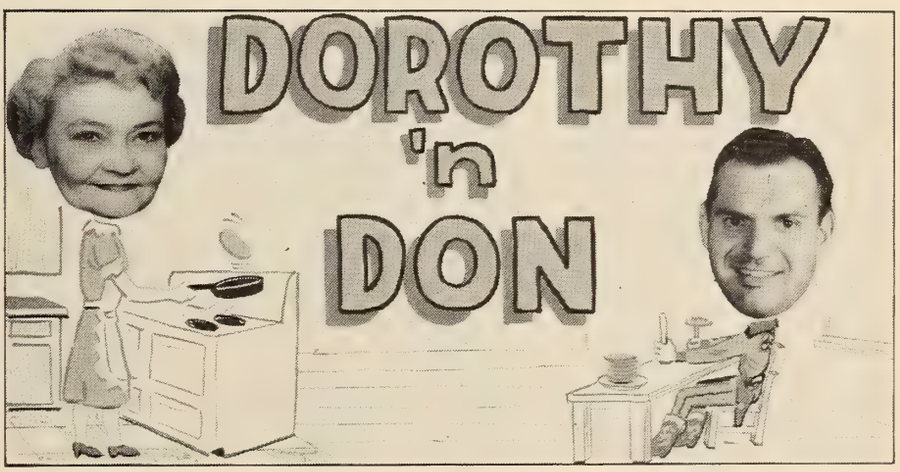
FEBRUARY

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 13-19: National Advertising Week.

FAMILY FAVORITES

in Green Bay Packerland



Ladies Love

DOROTHY JERNQUIST'S HOME SHOW

It's the first and foremost program of its kind in Packerland. Hundreds of housewives each week snatch up her recipes in sponsors' stores and ask for them in the mail.

Kids Love

RANGER DON'S ADVENTURE TIME

Space rangers and cowboys are kids' first loves and Don's Rangers are quick to respond to offers of pictures, pistols and other premiums.

NBC on Channel 11 Every Afternoon

WMBV-TV

Channel 11 Television

Radio-Television Park, Marinette, Wis.
Green Bay Phone HEmlock 5-9389
Milwaukee Phone WOodruff 4-3587

National Representatives:
Venard, Rintoul & McConnell, Inc.
New York, Chicago, Los Angeles, San Francisco, Boston

Toward Truly Nationwide Tv

WHILE pot-shotters were having themselves a time last spring, charging networks with trying to sabotage uhf, one another, the public and small stations, Frank Stanton, CBS president, quietly told the Senate Communications Subcommittee a few facts of contemporary economic life.

Advertisers, who have made possible a television system far ahead of anything any other nation can offer, are interested in the cost-per-thousand of delivered circulation, he told the Subcommittee. He added that CBS was losing $4,500 a week from small-market affiliates that advertisers did not want to buy at present rates.

Even as he was testifying, Dr. Stanton and his CBS staff had logged months of study in their search for an economical and practical way of delivering network programs to smaller markets. The search has continued—and, CBS Television executives believe, a solution has been found. The answer is a new concept in networking described as an important step toward an "ideal network." This concept, known as the CBS Television Extended Market Plan, will bring network programs to the smallest market if rate and delivered circulation are consistent.

As a starter, the plan is being offered to a score of stations, both vhf and uhf. It abandons the minimum rate concept for small market outlets, giving advertisers a chance to buy small stations at what the network regards as their actual value in terms of circulation. The network and station will agree on an hourly rate, with the station paying either a $5 fee for the tv recording or cost of delivering the program live.

It would be wrong to say that the CBS plan represents salvation for small market stations; the direct economic benefits from it may be rather slight, certainly at first. The plan does have the distinct advantages of giving small stations a chance to get some network business, a considerable volume of network shows and the benefits of selling local or national spots around desirable programs.

It is, in short, the kind of moderate, sensible proposal which should be an important forward step in the job of providing the nation with good programs and television advertisers with expanded distribution of their messages at reasonable cost.

WHATEVER the Thanksgiving message he hoped to deliver over NBC-TV, Sen. Joseph McCarthy's request for free time deserved the answer it got. NBC-TV was completely justified in rejecting a presumptuous demand for political use of its facilities. If networks would steel themselves to act with similar decisiveness whenever ambitious politicians reach for a microphone or camera, the politicians might abandon the notion that the air was free for their asking. It is a notion that has gained understandable currency because such decisiveness has not invariably obtained.

Conelrad: No Second Chance

TEN DAYS ago, glowing stories of the "success" of the fourth nationwide Conelrad test were carried over news association wires and widely broadcast and published. Stations themselves, and perhaps the FCC, attested this "successful" dry-run wherein some 1,300 am stations were supposed to have participated to prevent simulated enemy aircraft from homing on broadcast channels and simultaneously to alert America to the impending raid.

Broadcasters should not delude themselves. The preliminary reports indicate that the test was an abysmal flop. Beyond that, it is learned that an official survey just completed shows that only about 7% of the public knew that there is an alerting plan or that radio is the keystone of Civil Defense.

Broadcasters have invested $3 million of their hard-earned dollars in Conelrad. Civil Defense regards Conelrad as its crown jewel—its greatest single accomplishment. But the public doesn't know it.

Radio has a powerful story here. It is the one medium selected because it is swift, all-encompassing and dependable when an enemy strikes. The public is alerted before a raid; it is told what to do during and after attack—by radio alone. Radio catches the family at home, on the highways, wherever it may be. All new standard receivers—home and auto—have the 640 and 1240 Conelrad channels clearly marked.

Then why the flop? Civil Defense isn't being taken seriously by an otherwise occupied public. Most broadcasters seem to have been lulled into the same false sense of security. Congress, too, because it has become niggardly in its appropriations for Civil Defense.

Broadcasters carry a heavy responsibility. They assumed it voluntarily. But they haven't sold themselves or their audiences on it. They ought, without delay, to launch a campaign to tell the public what Conelrad is and how it operates.

In this atomic age, there probably wouldn't be a second chance.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Pop's changed his mind about educational tv . . . he's really enjoying that film on Polynesian culture!"

Enter QRG & Mr. Ryan

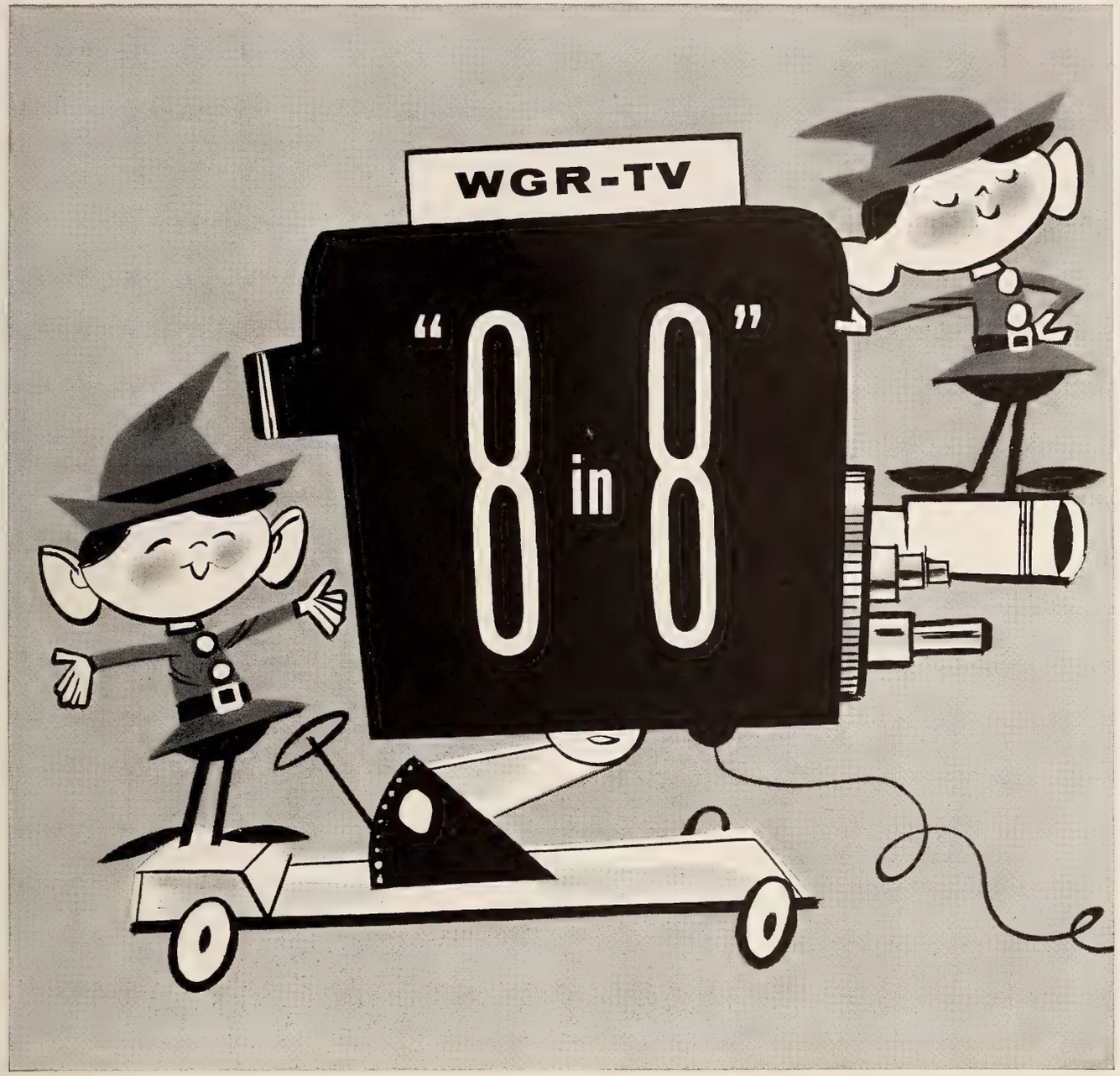
PROOF that necessity is the mother of invention is found in the formation of Quality Radio Group, set to go, after several months of planning.

This assemblage of large coverage stations proposes to sell to national accounts the best of their locally produced programs on a tape-recorded interchange basis, along with selected syndicated features. It is a project having extreme flexibility. It is not a network in the strict sense. There will be no wire-line interconnections.

Why QRG? Because the founding stations want to fill in the gaps in their radio network schedules. They have discovered, for example, that the syndicated programs sell. But there aren't enough of them. Their co-op venture is designed merely to supplement network and those top syndicated features—many of them using erstwhile name network talent. Keystone Broadcasting System, which was founded in 1940, has been doing an effective job of programming via recording for "home town and rural America." QRG adopts a variation of the Keystone formula, but proposes to market principally the selected programs of its cooperating stations, along with the syndicated availabilities.

In choosing Bill Ryan as executive vice president and directing head, the QRG board did what came naturally. Mr. Ryan knows the broadcasting business. His background embraces network sales (NBC West Coast); station management (KFI Los Angeles); trade association experience (as general manager of NARTB), and spot selling at all levels (first president of Broadcast Advertising Bureau).

The QRG job, of course, is to sell advertisers QRG. But in so doing, it will be selling *all* radio. Radio today is the biggest and the best advertising buy ever. The more people selling it, the better.



In 8 short weeks since WGR-TV went on the air, 8 of the top fifteen TV Shows in Buffalo are on Channel 2, including five of the top seven. (Pulse)

Here are more facts you can't ignore in buying time to cover the rich* Buffalo market . . . the nation's 14th largest:

- **WGR-TV has 8 out of the 11 top rated syndicated film shows in this market.**
- **WGR-TV, as an average, outrates its nearest competitor in 17 of the 20 quarter hour weekday segments from 7:00 P. M. to midnight.**

You can cover this rich*, receptive market when you use Buffalo's *favorite* station.

WGR-TV

CHANNEL 2

BUFFALO

Serving 425,567 sets in Western New York plus a bonus of 350,205 sets in Canada.

Represented by Headley-Reed — In Canada: Andy McDermott, Toronto

Sales Management's 1954 Survey of Market Rankings calls Buffalo "an exceptionally well-balanced market . . . a top test market." 77.3% of Consumer Spending Units are in the upper three brackets and account for 93.9% of all income.

WHY ADVERTISERS SAY THEY SELL MORE ON WOWO

Because they can back it up with the kind of figures you're interested in. Whopping big sales increases. Top pull on promotions. Lowest-cost returns on test campaigns. Great coverage.

WOWO, of course, has the biggest audience in the rich Indiana, Michigan, Ohio area. But there's more to the story. WOWO gets audience action that keeps advertisers coming back year after year. Want some? Contact Tommy Longsworth, WOWO Sales Manager at Fort Wayne, Anthony 2136, or Eldon Campbell, WBC National Sales Manager, at PLaza 1-2700, New York.

Tires

"An increase of 300% in three years on our Armstrong tire business with little or no advertising except on the *Little Red Barn* on WOWO." Bob Amber, Sales Manager, Bueter Chevrolet Inc.

Feeds

"In the area covered by WOWO . . . sales of Wayne Feeds during the first six months of 1954 . . . increased more than 16% while the average for the industry was only 6%." John L. Richardson, Director of Advertising & Sales Promotion, Allied Mills Inc.

Home Products

". . . we attribute our (Tidy House Products) success greatly to the wonderful way you keep on merchandising our schedule and cooperating with our territorial representatives." Adam Reinemund, Buchanan-Thomas Advertising Company.

Kitchen Equipment

". . . seven announcements, from which we were very surprised to receive requests for over 900 of these booklets." Don S. Bloomfield, Coppes-Napanee Kitchens.

Farm Products

". . . the *Little Red Barn* really controls the farm market for WOWO. Farm listening audience per county ran as high as 90% of radios turned on . . ." Mel Cranfill, Advertising Manager, Indiana Farm Bureau Cooperative Association, Inc.

Toiletries

"Cal Stewart and WOWO came out on top in the test we arranged in behalf of Mennen Spray Deodorant . . . WOWO pulled 423 returns at a cost of 23¢ each . . ." Hal Davis, Vice President, Kenyon & Eckhardt Inc.

Movers

". . . promotion we ran in collaboration with WOWO resulted in the distribution of 7,000 of our imprinted Hosiery Mending Kits." John B. Lukens, Advertising Manager, North American Van Lines, Inc.

Guns and Ammunition

". . . since we started advertising on WOWO, our business has tripled. Without WOWO to tell the people about our store it could not have grown to this point." Charles Hostetter, Riley's Gun Store.

Furniture

"Radio advertising on WOWO keeps our name before a very responsive public . . . it keeps those people coming to *our* store." Tom Carroll, Rowland's Furniture.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, *Fort Wayne;* **WBZ+WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **KEX**, *Portland;* **KPIX**, *San Francisco*

KPIX Represented by THE KATZ AGENCY, INC.

WBC National Representatives, FREE & PETERS, INC.

DECEMBER 6, 1954

35c PER COPY

BROADCASTING TELECASTING

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CBS-TV, Air Force Plan Film Series
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Page 64

FEATURE SECTION
Begins on page 35

24TH year

THE NEWSWEEKLY OF RADIO AND TV

You've Got to Get Up Mighty Early...



Watch for Big POWER-BOOST NEWS... COMING SOON!

NBC-BASIC
ABC-Dumont-CBS

To Beat This Bird in Southern New England TV!

This famous Rhode Island bird packs a powerhouse of live local showmanship day in and day out . . . a powerhouse that attracts accolades from *TV Guide*, *Variety*, *Boston Traveler*, *New York Times* and others.

And this showmanship is proven salesmanship . . . with Channel 10's live local shows averaging a big 87% share of homes using TV, in the latest Providence telepulse.

No wonder this early bird captures the market in Southern New England! The products that go to our rich market FIRST and leave shelves FASTEST are advertised on WJAR-TV.

National Representatives WEED Television

WJAR-TV CHANNEL 10 Providence, R. I.



BROWN & WILLIAMSON TOBACCO CORPORATION

Traditionally in the Public Confidence

In the long run it's public confidence in a name that makes a new product become a leader in its field. To what extent can public confidence be measured? Brown & Williamson Tobacco Corporation knows the answer. Viceroy cigarettes—newest member of this eminent tobacco family—is the world's largest-selling filter tip cigarette. A new dimension to cigarette smoking pleasure has been added with outstanding success. The Havens & Martin Inc., Stations, too, employ new dimensions to maintain a large and responsive audience throughout Virginia—one of the South's richest areas. Imaginative programming, distinguished public service, conscientious effort are but a few of the contributing factors that make Havens & Martin advertisers confident of a loyal audience—and mounting sales results. Join with confidence the First Stations of Virginia for your advertising needs—WMBG-AM, WCOD-FM and WTVR-TV, Richmond's only complete broadcasting institution.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.



Latch On to 15 Years of Accomplishment



On October 1, 1954
Intermountain Network celebrated
its 15th anniversary

In 15 eventful years Intermountain Network has grown from 3 stations serving a few hundred thousand people to 44 stations serving 4½ million people in the booming Intermountain West.

A SINCERE THANK YOU TO OUR ADVERTISERS who, through their faith, have made Intermountain Network strong.

A SINCERE THANKS TO OUR AFFILIATED STATIONS which have dominated their communities and made possible Intermountain Network's remarkable success.

WE LOOK FORWARD TO THE FUTURE with a pledge to deliver maximum audiences to our advertisers at lowest cost, through the strongest possible programming and an even greater dedication to the community. We shall continue to grow and progress, in order to keep ahead of all developments in the ever-changing field of radio.

For sales success in the Intermountain West, latch on to 15 years of accomplishment, growth, vigor and vitality. Latch on to Intermountain Network, now in its 16th year.



Inter Mountain Network

Lynn L. Meyer, President

44 STATIONS IN

IDAHO MONTANA WYOMING
UTAH NEBRASKA COLORADO
NEW MEXICO NEVADA TEXAS

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



(Above) Community Antenna Tyler, Texas

A new 1521-foot KRLD-TV tower is now under construction . . . to serve an even wider area, adding many thousands of new viewers, and increasing KRLD-TV's (Channel 4) sales producing power.

FIVE OUT OF SIX NORTH TEXAS COMMUNITY ANTENNA SYSTEMS SAY.... KRLD-TV TOPS!

KRLD-TV, Channel 4, MAXIMUM POWER Station delivers the Best Picture and Most Reliable Service *TODAY* . . . Same as in the past.

In a written survey of Six North Texas Community Antenna Systems comprising Tyler, Denison, Sherman, Palestine, Sulphur Springs and Mineral Wells, five unqualifiedly stated KRLD-TV, Channel 4, continues to deliver the Best Picture and Service. One system declined to make a statement.

"The World's Greatest Names and Shows"

Exclusive CBS outlet for Dallas and Fort Worth

CBS **KRLD-TV**

The BIGGEST buy in the BIGGEST market in the BIGGEST State

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

Channel 4, Dallas
MAXIMUM POWER

closed circuit.

MONOPOLY PROBE • Whether there shall be full-scale inquiry of alleged "monopoly" in broadcasting and radio-tv manufacturing, with newspaper ownership overtones, will be determined any day by Sen. Kilgore, of West Virginia, who becomes chairman of powerful Judiciary Committee when Democrats organize Senate in January. Sen. Kilgore has invited Howard W. Chernoff, former managing director of West Virginia Network and now consultant on West Coast, to meet with him—probably this week—in Washington. If investigation is decided upon, Mr. Chernoff will be asked to serve as Committee consultant.

B•T

SEN KILGORE, who as minority member of Judiciary Committee last February lashed out against joint radio-tv station ownership, also opposes newspaper ownership and operation of networks and stations by manufacturing companies. He will talk project over with Mr. Chernoff, an old friend dating back to latter's active management of stations in West Virginia decade ago. Mr. Chernoff, who managed KFMB-TV until two years ago, is former newspaperman, and is well known broadcast executive.

B•T

SOUR NOTES • Inordinate increase in "rhythm and blues" type of disc jockey music on radio was discussed at NARTB Am Committee sessions in Washington last week. Committee, however, decided to study "race music" situation but with no immediate action in prospect. Some stations already have banned suggestive records, with prospect that voluntary action of this character will be encouraged.

B•T

ENTER "BROADCASTER" Thomas E. Dewey after New Year's. New York's governor, who relinquishes that office Jan. 1, reportedly is slated to acquire substantial minority interest in WROW-AM-TV Albany in which his longtime Pawling, N. Y., neighbor, CBS commentator Lowell Thomas, recently acquired interest. Another principal owner is Rep. Dean Taylor (R-N. Y.). WROW is in news this week as result of protest filed by WTRI (TV) Albany with FCC alleging infraction of FCC's regulations (story page 27).

B•T

DOWN MEXICO WAY • Despite secrecy thrown around U. S.-Mexican NARBA treaty deliberations, it's evident that U. S. delegation during last fortnight has become discouraged. Main contentions have to do with insistence of U. S. that clear channels be protected under old 650 mile border rule. Mexico, on other hand, has sought elimination of 650 mile rule and substitution of something it calls "contour protection."

B•T

WHERE MEXICAN conference will go was in suspended animation last week. FCC Comr. Rosel H. Hyde, chairman of U. S. delegation, returned to Washington last Wednesday to attend series of FCC meetings and planned to return Sunday only if outlook for agreement looked hopeful. It was felt that U. S. Government probably did not want him to return unless there was better than even chance of agreement. Conference should wind up in week or ten days.

B•T

SPECIAL PROJECT • There's more than meets eye in appointment of Newell T. Schwin as manager of sales development for CBS Radio Spot Sales as announced by network. It's understood Mr. Schwin will concentrate on those advertisers who once switched from radio to television, then abandoned tv without returning to aural medium. No replacement for Mr. Schwin is contemplated at CBS Chicago where, as executive assistant to H. Leslie Atlass, he was troubleshooter on WBBM-TV-Zenith ch. 2 dispute, now resolved.

B•T

INNOVATION proposed for upcoming NARTB convention in Washington (week of May 22) is for series of state association breakfast meetings with full Congressional delegations. Proposal advanced by Jack Harris, KPRC-AM-TV Houston general manager, will be on agenda of NARTB General Convention Committee which meets Jan. 25 in Hollywood Beach, Fla., at time of radio and tv board meetings.

B•T

SITTING TIGHT • You can virtually write off possibility that National Collegiate Athletic Assn. will liberalize its football tv policy out of fears that national advertisers would be reluctant to continue picking up sizable tab for once-a-week slate. Its tv committee is smug on subject and feels competitive network situation will assure some tv coverage, even at rock-bottom rates. Committee's attitude as reflected at last week's Chicago meeting was one of "take it or leave it" to networks.

B•T

GABBY HAYES SHOW, *52-week half-hour tv series, has been bought by Associated Artists Productions Inc., from Martin Stone, president of Kagran Inc. Distribution will be made by Motion Pictures for Television.*

SELLING SUBSCRIPTION • Proponents of subscription tv are working overtime now that FCC staff has made initial pitch to Commission on proposed procedures (story page 64). Zenith's Millard (Tex) Faught, who has been one-man Chautauqua for past three years on Zenith Phonevision, traipsed about Capitol Hill last week coincident with filing of Zenith's petition with FCC seeking short-cut. Likelihood is Commission will move cautiously, first asking for informal comments, having in mind that in tackling box-office tv, it comes to grips with problem that may mean evolution of new national policy on use of tv channels.

B•T

NARTB statisticians expected to arrive at final tabulations this week on extent and amount of beer and wine advertising on radio and tv for "composite week" during period Sept. 1, 1953-Aug. 31, 1954. From this figure report will be made at beginning of next Congress in accordance with House Commerce Committee mandate, which asked for this data in report on 83d Congress' Bryson Bill on liquor advertising. Some 80% of radio-tv stations replied to NARTB questionnaire on subject.

B•T

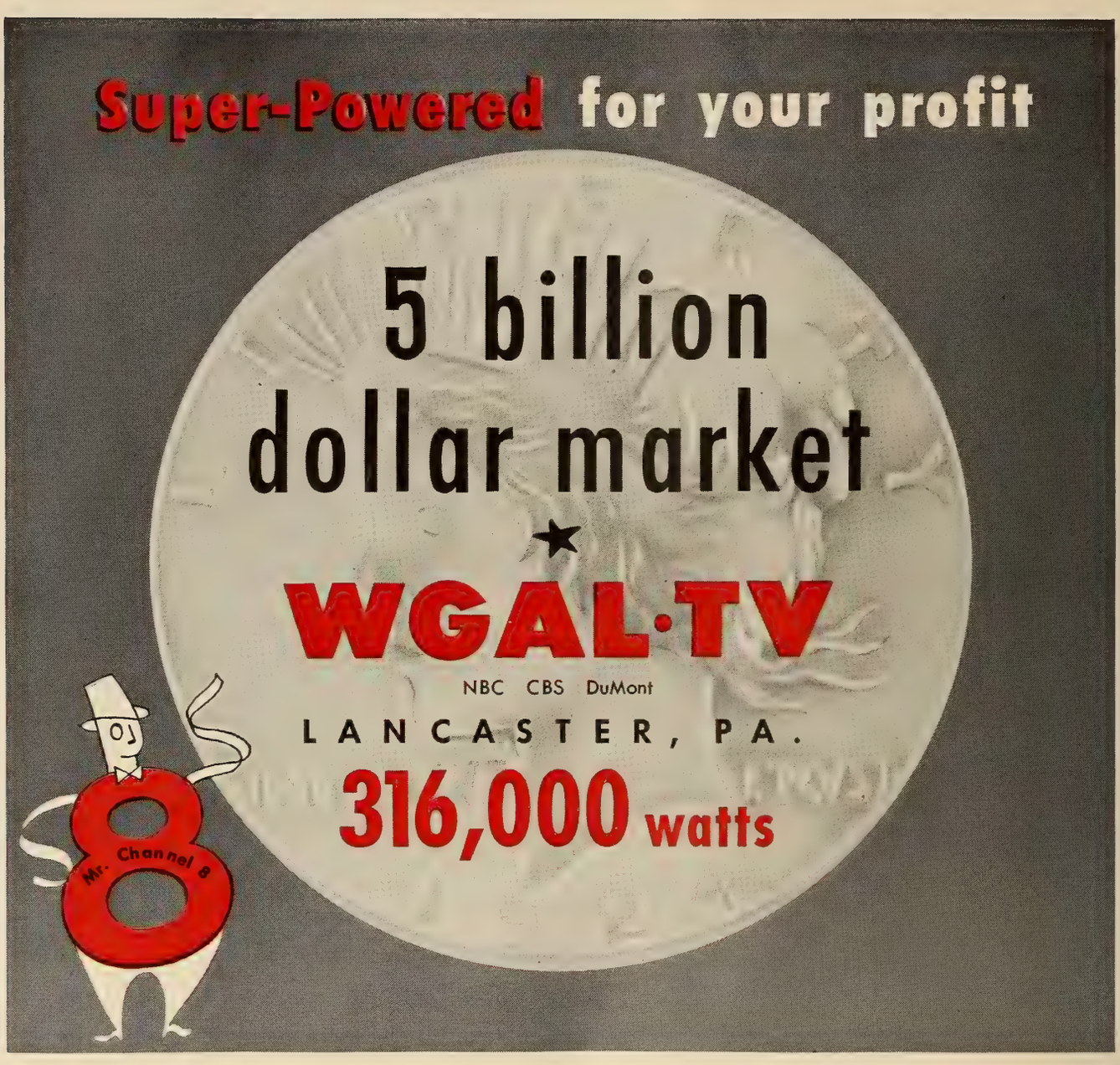
HEARING CANCELED • Planned hearing session by Senate Rules Subcommittee, which among other things has been studying whether radio-tv should have access to open congressional hearings, has evaporated with end of special Senate session, although Chairman William E. Jenner (R-Ind.) had announced three Senators would testify: Watkins (R-Utah), Capehart (R-Ind.) and Kefauver (D-Tenn.). Reason—Senators are in hurry to get out of Washington. Senate unit expected to submit its report and recommendations around beginning of next Congress.

B•T

ED J. DEGRAY, director of radio station relations for CBS, has resigned effective Dec. 15. He has not announced future plans. He was formerly with WBT Charlotte.

B•T

FEUDERS' FUN • Shift of American Federation of Labor quarter-hour, across-board news program from Mutual to ABC Radio, effective first of year [B•T, Nov. 29], said to be causing jubilation in ranks of Local 802, American Federation of Musicians, which has been feuding with Mutual's WOR-AM-TV New York since station gave up entire musician staff of 40 last March.



a wonderful combination!

A *rich market* with 967,300 families who have an annual effective buying income of over five *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

at deadline

Hitz, McFadden, Shea Named To NBC Vice Presidencies

ELECTION of three top NBC executives to vice presidencies is being announced today (Mon.) by NBC President Sylvester L. Weaver Jr. Named are Edward R. Hitz as vice president in charge of television network sales, Central Div.; Thomas B. McFadden as vice president in charge of NBC Spot Sales, and Hamilton Shea as vice president in charge of WRCA-AM-FM-TV, NBC o&o stations in New York.

Mr. Hitz has managed NBC's Central Div. television network sales office in Chicago since November 1952. Mr. McFadden, with 20 years NBC service, has headed NBC Spot Sales in New York since 1952. Mr. Shea, who joined NBC in 1949, has been general manager of NBC's New York stations since July 1953.

New Cost-Per-1,000 Data Plan To Be Issued by Hooper

INFORMATION from which tv advertiser or agency can "apply his own known cost figures per commercial to compute 'cost per 1,000 area homes watching per commercial second,'" to be issued quarterly in new report called "Hoopereports on Tv Commercials," C. E. Hooper Inc. is announcing today (Mon.).

Data will be on all individual tv commercials and "program promotions" during surveyed weeks on those stations and markets included in report, and will designate products advertised, identify announcer, starting time, approximate length, whether audio-video (or audio only or video only), whether network or non-network, rating and share (metropolitan), area homes watching and composition of audience. No attempt will be made to show if commercial is film or live, it was learned.

Data will be broken down in reports according to (1) chronological report by stations, (2) brand comparison by categories and (3) so-called "commercial exposure indexes." Latter will give "measure of the comparative commercial exposure between brands, and obtained by multiplying total "area homes" by total "commercial records" per brand, it was explained.

First report to be issued in February will cover five tv stations in New York and three in Philadelphia, with four in Chicago to be added in April and three in San Francisco in July and thereafter.

Senate Hearings Planned

SENATE Juvenile Delinquency Subcommittee expects to hold additional hearings on whether tv programs affect juvenile delinquency, spokesman said last week. Subcommittee has said its investigators are checking into films which are programmed on tv for children and may question some producers of such films if investigative work is complete by time of next tv hearing, date of which has not been decided. Meanwhile, spokesman said Sen. Robert C. Hendrickson (R-N. J.), chairman of group, will issue comments early this week on statement by NARTB Tv Code Review Board last week to subcommittee regarding films exhibited at Washington hearings in October [B•T, Oct. 25] (see story page 58).

IMPACT ON STOCK

STOCK of Westinghouse Electric Co. (which purchased WDTV (TV) Pittsburgh from DuMont Friday) opened on New York Exchange at 75¾ Friday and closed that day at 76⅝, up ⅞. Allen B. DuMont Labs stock, which gained ⅞ at close Thursday, opened on American Exchange at 16⅜ Friday and closed at 15¾, down ⅞. Westinghouse's high for 1954 was 76⅜; DuMont, 16⅝.

Hazeltine Color Receiver Uses Projection System

HAZELTINE Corp., Little Neck, L. I., last Friday demonstrated "an entirely new type" of color television receiver, which uses optical assembly system to project on flat screen full-color picture, said to be "somewhat larger than that of a 21-inch direct view tube."

American Optical Co., which produced optical assembly used in developmental set shown at meeting in Garden City, L. I., said it was prepared to produce sample assemblies for manufacturers early next year and be ready for full production by next fall. Developmental model used 2½-inch cathode-ray projection tubes, with each tube producing image in primary colors. It was explained through elaborate optical system, images from three tubes "are enlarged to produce a full color picture on flat screen."

ABC-TV Participation Plan

ABC-TV's entry into participations-sales format is scheduled Jan. 8 on Saturday morning hour-long *Your Better Home Show* (Sat., 11:30 a.m. to 12:30 p.m.) if network can line up at least five participating sponsors by that time, it was learned Friday. One participating client reportedly set. Network reportedly expects to clear minimum of 51 stations.

MONDAY MUSIC

PLANS to make Monday night "the most impressive musical evening's entertainment in radio" being set up by ABC Radio. Revisions which will lead to accent on music programming will begin next week and run through January.

Beginning Dec. 13, *Just Easy,* popular music show with Jack Gregson, now heard Tuesday through Friday, 8-9 p.m. (EST) will be expanded to Monday in 8-8:25 p.m. period. Show features Bobby Hackett's orchestra with Peggy Ann Ellis as vocalist. *Voice of Firestone,* sponsored by Firestone Tire & Rubber Co., is heard 8:30-9 p.m. *Metropolitan Opera Auditions,* will return to air Jan. 3, 9-9:30 p.m., presenting operatic soloists and concert orchestra. In late January, *Freedom Sings* will join ABC Radio, 9:30-10 p.m. EST, featuring U.S. Army symphony orchestra in pop music programs originating from Washington.

• BUSINESS BRIEFLY

BALLOON CONTRACTS • Giant Animal Co. buys 10 quarter-hour shows on NBC Radio to promote Christmas sales of animal balloon toys. Contract covers: 3:05-3:20 p.m. (EST) segment of *Woman in Love,* Mon.-Fri., 3:05-3:30 p.m., Dec. 6-10; *Hotel for Pets,* Tues. and Thurs., Dec. 7-9, 5:30-5:45 p.m. (EST); *One Man's Family,* Tues. and Wed., Dec. 7-8, 7:45-8 p.m. (EST), and news program, Sun., Dec. 5, 11-11:15 a.m. (EST). Agency: Duane Jones Co., N. Y.

ALLSTATE BUYS SPORTS • Allstate Insurance Co., Chicago, buys for 52 weeks *Sports Today With Bill Stern* on ABC Radio network, alternate days each week, Mon.-Fri., 5:45-6 p.m. (CST). Agency: Christiansen Adv. Agency, same city.

CHICLE SHOPPING • American Chicle Co., through Dancer-Fitzgerald-Sample, New York, shopping for alternate-week sponsorship of an evening tv show.

MENNEN INTERESTED • Mennen Co., through Kenyon & Eckhardt, interested in sponsoring *Phil Silvers Show* on CBS-TV, Tues., at 8 p.m., if time is cleared on network's Tuesday night lineup.

ASPIRIN SPOTS • St. Joseph Aspirin, through Lake, Spiro & Shurman, Memphis, planning three-week radio spot announcement saturation campaign in approximately 15 Midwest markets to promote its 1955 calendar offer. Schedule slated to break Dec. 22.

Insurer Buys Sports Series

STATE FARM INSURANCE Co., Bloomington, Ill., to sponsor new *Red Barber's Corner* on CBS-TV from approximately 10:45 to 11 p.m. (EST) Wednesdays, following *Pabst Blue Ribbon Bouts.* State Farm Insurance Co. agency is Needham, Louis & Brorby, Chicago.

Staff Group Acquires WPAT

SALE of WPAT Paterson, N. J., to group headed by Dickens J. Wright, currently executive vice president and general manager, was announced Friday by *Passaic Daily News* through its president, former Congressman Dow H. Drukker. Sale price not disclosed. Station is owned by North Jersey Broadcasting Co., subsidiary of *Passaic Daily News.* Mr. Wright will become president and general manager under new ownership, which will assume control after customary FCC approval has been obtained. Station is on 930 kc, with 5 kw full-time. It has been on air since May 12, 1941.

Tulsa Uhf to Suspend

KCEB (TV) Tulsa, Okla., asked FCC Friday for permission to suspend operation on temporary basis and retain STA for six months. Ch. 33 outlet said it is losing network affiliations to vhf stations in area, cannot sell local or national advertisers on merits of uhf in mixed market.


Proud to be a
Storer Station!
WXEL
Cleveland – Channel 8

at deadline

Tv Output at Record Point; Radios Near Million in Month

WEEKLY tv set production rate in October was highest on record and total output in four-week month was exceeded in 1954 only by five-week September, according to Radio-Electronics-Tv Mfrs. Assn. Radio output increased over September, falling just shade off million mark and setting record for 1954.

Following are tv and radio set production figures by months for first 10 months of 1954:

	Television	Home Sets	Portables
Jan.	420,571	271,036	46,571
Feb.	426,933	233,063	98,275
Mar. (5 wks)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks)	544,142	226,350	141,904
July	306,985	150,002	39,447
Aug.	633,387	280,607	74,713
Sept. (5 wks)	947,796	352,499	76,271
Oct.	921,476	343,269	97,331
	5,564,791	2,439,648	1,130,801
	Auto	Clock	Total Radio
Jan.	394,442	159,932	871,981
Feb.	331,961	105,933	769,232
Mar. (5 wks)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks)	336,733	132,668	837,655
July	191,512	57,100	438,061
Aug.	275,008	155,171	785,499
Sept. (5 wks)	296,327	207,226	932,323
Oct.	336,683	220,505	997,788
	3,180,423	1,289,358	8,040,230

Extra Dividend Declared At RCA Board Meeting

RCA board of directors last Friday declared extra dividend of $.35 per share and quarterly dividend of $.25 per share on common stock of corporation, payable Jan. 24, 1955, to holders of record on Dec. 17, 1954. Brig. Gen. David Sarnoff, chairman of board, said future quarterly dividends by RCA will be made one month earlier than heretofore, with payments scheduled in April, July, October and January.

RCA board also declared dividend of $.87½ per share on RCA first preferred stock for period of Jan. 1, 1955 to March 31, 1955, payable April 1, 1955, to holders of such stock of record on March 14, 1955. Common stock dividends declared by RCA for 1954 totaled $18,898,000 and dividends on its outstanding preferred stock amounted to $3,153,000.

Election of Gen. Walter Bedell Smith as member of board of directors of RCA announced Friday by Brig. Gen. Sarnoff. Gen. Smith, wartime Chief of Staff to Gen. Eisenhower, is vice chairman of board of directors of American Machine & Foundry Co.

WJOL-AM-TV Joliet Transfer

SALE of WJOL-AM-TV Joliet, Ill., by W. H. Erwin Jr. and associates for $112,500 to Joseph F. Novy, chief engineer of WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, WBBM engineer, was disclosed Friday in application tendered for FCC approval. WJOL-TV, not on air, is under construction on ch. 48.

Lafayette, La., Outlet Sold

KVOL-TV Lafayette, La., under construction on ch. 10 as share-time companion to KLFY-TV there, has been sold to KLFY-TV for $45,000 representing out-of-pocket expenses, FCC was advised Friday in bid for approval.

BASEBALL AGAIN

SENATE last week tabled resolution presented by Sen. Edwin C. Johnson (D-Colo.) on last day of special session which would exempt franchises entered into and enforced by baseball leagues from prosecution under anti-trust provisions of Sherman and Clayton Acts and Federal Trade Commission Act. Sen. Johnson is president of Western League, member of National Assn. of Professional Baseball Leagues (minors).

Sen. Johnson acknowledged that his resolution (S Res 334) had no relation with business at hand (McCarthy censure). The Colorado Democrat, who becomes governor of his state next year, introduced during first session of 83d Congress bill to restore baseball's Rule 1 (d) prohibiting broadcasts or telecasts of major or minor league games within 50-mile radius of home team's ball park, but bill was battled by broadcasters until it died on Senate calendar last August.

Beaumont and Tampa Grants Are Held Up by FCC

STAY of two final television grants—ch. 6 for KFDM-TV Beaumont, Tex., and ch. 13 for WTVT (TV) Tampa, Fla.—ordered by FCC Friday pending oral arguments scheduled Dec. 21 on petitions for reconsideration filed by losing applicants. Final rulings in both cases had reversed initial decision recommendations of hearing examiners.

In Beaumont case, petitions were filed by KRIC and KTRM for review of Aug. 6 decision which overruled examiner's initial decision favoring KTRM [B•T, Aug. 9]. Comrs. E. M. Webster, Frieda B. Hennock and Robert T. Bartley dissented in Friday action.

In Tampa ruling, petitions were filed by WDAE and Orange Television Broadcasting Co. for reconsideration of Sept. 3 decision which overturned examiner's initial decision preferring WDAE [B•T, Sept. 6]. Comrs. Webster, Hennock and Bartley again dissented.

In another major hearing action, Commission scheduled second oral argument Dec. 13 in case involving ch. 12 WPRO-TV Providence, R. I., whose final grant was stayed over year ago pending hearing on Sec. 309(c) economic protest by ch. 16 WNET (TV) there. Initial decision of examiner last April, which merely set forth findings of fact and certified record, was first heard in argument in mid-September. Concurring view Friday by Comr. Hennock indicated second argument is required since case resulted in tie vote before Commission recently.

Commission majority denied petition of Columbia Empire Telecasters Inc. to stay and reconsider grant of ch. 12 at Portland, Ore., to Oregon Television Inc. for KLOR (TV). FCC found charges involving Walter Stiles incident and alleged misrepresentations by successful applicant "are not supported by substantial evidence" [B•T, Sept. 6, Aug. 30]. Comr. Rosel H. Hyde dissented and Comrs. Webster and Bartley partially dissented from majority action. Besides Columbia Empire, other unsuccessful applicant in ch. 12 case was Northwest Television & Broadcasting Co.

Springfield Tv Decision

PAST operating record of broadcast station won Sangamon Valley Tv Corp. (40% owned by WTAX-AM-FM Springfield, Ill.) hearing examiner's nod for Springfield ch. 2 in initial decision issued Friday. Examiner Millard F. French also proposed denying competing applicant, WMAY-TV Inc., 50% owned by WMAY Springfield and 28.5% by Lee Ruwitch, general manager, WTVJ (TV) Miami.

PEOPLE

GEORGE KAPEL, formerly manager of KOMU-TV Columbia, Mo., and previously active in sales and administrative capacities at other stations, to sales staff of WGN-TV Chicago.

WILLIAM REEDE, head of his own agency in international field, to Grant Adv. as regional manager for Europe, it was announced by **FRED SPENCE,** head of Grant's International Division.

JOHN LAFARGE, Grey Adv., to Ruthrauff & Ryan, N. Y., as copy group head.

RCA 21-Inch Color Sets In Commercial Production

FULL DETAILS on first RCA Victor color television receivers incorporating new RCA 21-inch tri-color tube, now in commercial production at Camden, N. J., plant, are being announced today (Mon.) by Henry G. Baker, vice president and general manager, RCA Victor Div.

Mr. Baker said limited quantities of color receivers are scheduled to be shipped to distributors late this month. They are expected to be available in dealer stores in January, he said, at suggested retail price of $895.

RCA Victor is planning only limited production initially, emphasizing quality rather than quantity, according to Mr. Baker. He stressed that "intensive work is still underway with the objective of achieving further cost reduction," but added that RCA did not foresee large mass production of color sets in 1955.

NARTB Group to Expand Tv Information Program

NEXT three months to be devoted to expanded campaign to promote more active tv station participation in its program of spreading public information on television's social, cultural and economic benefits, NARTB Television Information Committee decided Friday at meeting in New York. Committee itself will expand types and amount of such information it distributes to stations for use in speeches, on air, etc., and will meet again in three months to review progress.

WORC Worcester, Mass., Sold

WORC Worcester, Mass., 1 kw ABC outlet on 1310 kc, purchased for $94,000 by group headed by Robert F. Bryar, New York City tv announcer who is president of purchasing group, WORC Inc. Harold Kaye, formerly head of advertising agency bearing his name, will be vice president. Sellers are C. George Taylor and Robert T. Engles, also owners of WHIM Providence, R. I. WORC sale, which is subject to customary FCC approval, was handled by Howard E. Stark, New York broker.

RCA Denied Stay Order

SECOND attempt in as many days to postpone Zenith Radio Corp.'s $16 million anti-trust suit against RCA in Chicago failed Friday when Federal Judge Michael L. Igoe denied RCA motion for stay. Day earlier in Washington, Supreme Court Associate Justice Sherman Minton denied RCA request for stay order (see early story on page 76). Zenith officials said they will begin taking depositions today (Monday) from RCA officials.

Geneva Pact Compliance

NEARLY full compliance with provisions of 1951 Geneva Agreement to implement 1947 Atlantic City frequency allocation pact was announced by FCC Friday in progress report detailing domestic allocation status in various services, including broadcasting.

the week in brief

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B•T's annual authoritative survey of leading agencies and billings Dec. 20 issue

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*Reg. U. S. Patent Office

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We cover the Houston MARKET

I'm a cat. I work for some people.

They gave me a job to do: go cover Houston. Get the facts. Give us the pitch. Case the town good.

Gave 'em the facts straight:

Houston's got a million people, all rolling in dough. Rich. Lots of 'em new. Biggest burg in the South. People had everything but kept wanting more. Still want more. TV station sold out all the time. No real hot stuff available.

Told 'em what they had to do:

Build a new TV station. They built it. KTRK-TV, Channel 13. Tie it in with ABC. They did it. Print a rate card. They did it. They're in business.

But it's easy to underestimate in Texas, and I underestimated.

Should have told 'em to build TEN new TV stations. Their prime time's all but gone now.

Take this cat's advice: get in there now while there's something left. Lush market, man. Set-up. Go knock it over.

KTRK-TV Reception Area
*Population: 1,354,200.**
Effective Buying Income:
*$2,378,000,000.00.**

**Sales Management Index.*

KTRK-TV

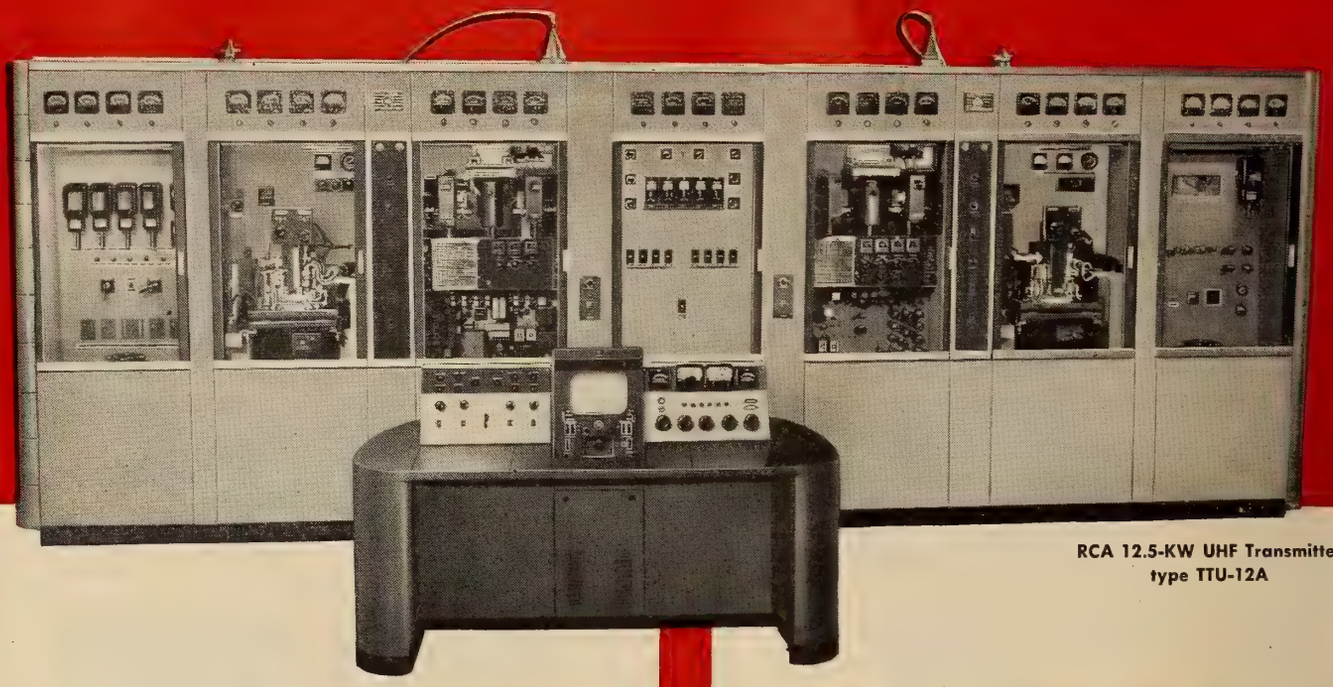
THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12



HOUSTON 1, TEXAS — ABC BASIC

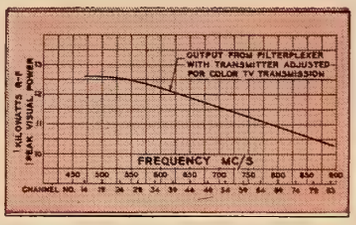
HOUSTON CONSOLIDATED TELEVISION CO.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St.,
New York 17, N. Y.



RCA 12.5-KW UHF Transmitter
type TTU-12A

❶ 12.5-KW UHF Power Available



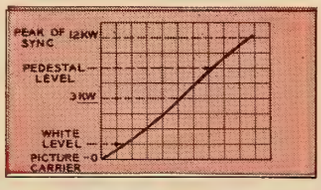
With RCA's new transmitter, you get full *12½-kilowatt output* (at the low end of the band). Moreover, you get this with all adjustments made for optimum color transmission—and with an extra-large allowance (10%) for losses in the Filterplexer. In most cases, loss is actually much less, so that output on some channels is nearly 14 KW.

❷ Up To 750 KW ERP

Operated in combination with an RCA high-gain UHF Pylon Antenna, Types TFU-46AL/52AM/60AH, this 12.5-KW transmitter is capable of providing an ERP up to 750 KW.

❸ Designed for Color

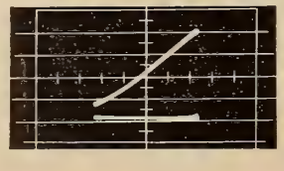
Performance requirements for color are much more stringent than for monochrome. The TTU-12A was designed to meet color requirements. Over-all linearity is virtually a straight line—from white level to sync signal peaks. Wide band width provides excellent response out to 4.2 MC. And the very important phase vs. amplitude response is constant over the whole operating range.



Curve illustrating the linearity characteristic of the RCA TTU-12A transmitter. This overall performance curve was obtained by feeding the transmitter input through an RCA TA-7A Color Stabilizing Amplifier.

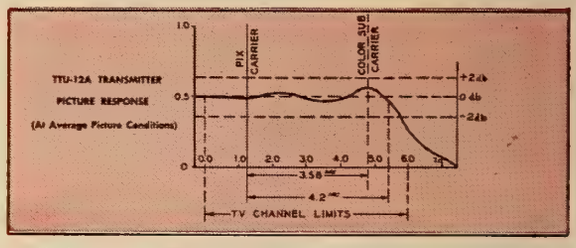


A linearity trace (taken directly from an oscilloscope) of the TTU-12A transmitter at 12 KW "peak-of-sync."



Another linearity trace (taken directly from an oscilloscope) of the TTU-1B when driving the TTU-12A to 12 KW "peak-of-sync." "P.A." output.

❹ Unsurpassed Monochrome Quality



Equally important—you get SUPER MONOCHROME QUALITY with this RCA UHF transmitter. It exceeds FCC requirements for satisfactory monochrome operation by a wide margin! Since the RCA transmitter is adjusted for the more stringent color requirements, it is particularly good for monochrome.

❺ Conventional Tubes Throughout



The latest circuit principles and techniques are employed in the TTU-12A—but they are easily understood by all station operators. That's because *only conventional type tubes are used.* For example, the RCA-developed high-power tetrode (RCA-6448) is used in both aural and visual "P.A.'s". This tube is small and easy to handle—fits into a unique "glide-in" cavity assembly that can be interchanged quickly and easily. The result is a high-power UHF transmitter that is as simple, reliable, and convenient to operate as standard broadcast transmitters.

❻ Economical To Operate

Average power consumption of the TTU-12A is less than other UHF transmitters of equivalent power. Tubes are designed for long operating life. At conservative estimates, these provide total savings up to $34,000—based on a 10-year operation. See the typical readings and performance characteristics in Table I.

TABLE I

(Typical Transmitter Specifications and Meter Readings)

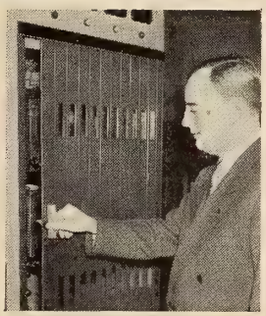
Transmitter Power Consumption (approx.):		
Average Picture		85 KW
Power Factor		0.9
Transmitter Output Meter Readings:	**Peak of Sync**	**Aural (C.W.)**
Power Output (transmitter)	14.0 KW	8.4 KW
Power Output (Filterplexer)	12.6 KW	7.6 KW
Plate Efficiency	47.6%	33.3%
Transmitter Overall Dimensions:		
Width (front line cabinets)		235"
Height		84"
Depth		32-9/16"
Weight		6000 lbs. (approx.)

Why RCA's 12.5-KW IS PREFERRED BY UHF STATIONS

❼ RCA 1-KW Driver—Plenty of Reserve

The RCA 12.5-KW UHF transmitter uses the famous RCA TTU-1B 1-KW UHF transmitter as the driver. This transmitter, now used by nearly a hundred UHF stations, has established an outstanding record for performance and reliability. If you want to begin UHF operations with one kilowatt now, you can do so with an RCA TTU-1B 1-KW transmitter. Then add an RCA 12.5-KW UHF power amplifier later.

❽ Space-Saving Mechanical Features



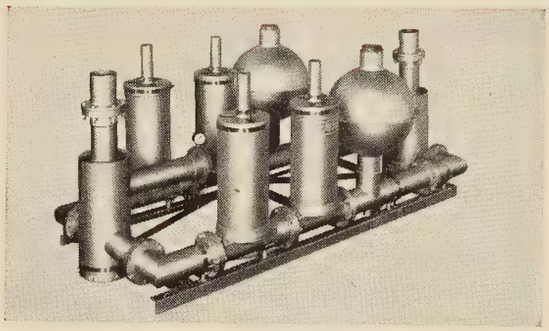
Horizontally sliding doors, front and back, save on workable floor space—give the operators more elbow room. Small cubicles (27″ wide, 32″ deep, 84″ high) enable you to move them through standard doorways and in and out of standard elevators. Pre-formed intercabinet connecting cables reduce installation costs.

❾ 10 Micro-Second, Fault-Protection

Unique electronic overload protection completely safeguards power tubes and circuitry against momentary or sustained overload. (For example, the protection circuit will remove power so fast it will prevent damage to a wire as fine as 0.005-inch diameter shorted across the 7000-volt power supply!)

❿ Hi-Lo Cutback Reduces "Off-Air" Time

With the TTU-12A transmitter you can cut back to a generous 1-KW power level—and stay "on-air" while making emergency repairs to the 12½-KW amplifier. Moreover, small size tube cavities in the power amplifiers may be interchanged in less than 5 minutes—enabling you to return to full power promptly.



RCA TTU-12A Filterplexer

⓫ You Pay Nothing for "Extras"

The price of the RCA 12.5-KW UHF includes the complete transmitter package. No "extra" charge for UHF Filterplexer (combination sideband filter and diplexer). No "extra" charge for one complete set of tubes. No "extra" charge for two sets of crystals, two P.A. "glide-in" cavity dollies, one spare cavity, two water pumps, and pyranol-filled plate transformer.

Specify a Completely Matched UHF System



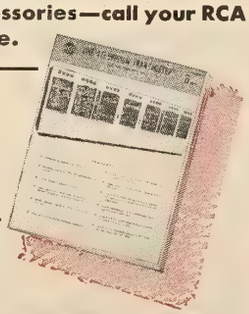


RCA UHF Waveguide Section

RCA can supply a completely matched system to meet any station requirement. This includes the antenna and tower, transmitter, console, monitoring equipment, transmission line or waveguide, and the many other accessories needed to put a UHF station on the air. Everything is matched for peak performance and you get everything from one reliable source—RCA!

For complete information on the RCA 12.5-KW UHF transmitter—and RCA UHF accessories—call your RCA Broadcast Sales Representative.

New brochure on the RCA 12.5-KW UHF transmitter. Includes technical specifications, floor plans. Free from your RCA Broadcast Sales Representative.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.



GOOD . . . advertising

always pays in the . . . . .

RICH, GROWING NORTH CAROLINA MARKET

BETTER . . . coverage

than ever before is yours with

RADIO in the . . . . . .

15-county Winston-Salem NORTH CAROLINA Market

BEST . . . buy morning,

afternoon and evening is

WSJS

NBC

AFFILIATE

600 KC—5 KW

AM - FM

Represented by

HEADLEY-REED CO.

GENERAL ELECTRIC THEATRE

AFTER ONE ACCEPTED the premise that Jack Benny has a face no one can remember, the CBS-TV *General Electric Theatre* presentation of "The Face Is Familiar" on Nov. 21 became sheer fun. The story, previously done by the comedian on a *Suspense* radio program, truly used tv to great advantage. As a nondescript waiter who is inveigled by a group of gangsters into robbing a bank for $50,000, Mr. Benny was his usual smooth, perfectly-timed self as the man gullible enough to get into such a situation and then be unable to confess because nobody recognizes him.

Mr. Benny is competent as an actor when he gets the proper vehicle. He has the advantage, not common among comedians whose established individual personalities carry them along year after year, of submerging his hand mannerisms, facial expressions and delivery to fit the characterization. His waiter, as written, was compatible with the Benny of radio-tv but it was not limited to and by the latter.

The supporting cast was excellent. Otto Kruger enacted the "Boss." Jess White was the gangster who picks the waiter as the patsy, and Benny Rubin, as the vending machine man in line in the bank, was outstanding.

General Electric, dividing its Sunday evening series between live and film, is supposedly letting Executive Producer Mort Abrahams work without the limitations of a fixed budget and in addition has put out a call for "offbeat" scripts. The series has had remarkably few of the duds which usually follow any sort of experimentation and, instead, has come up with some top drawer half-hours. Notable, among others, have been "High Green Wall," taken from an Evelyn Waugh story, and Sherwood Anderson's "I'm a Fool." All in all, this is a noteworthy series.

Don Herbert, also known as *Mr. Wizard,* handles the institutional type of commercials with dignity and authority. Ronald Reagan proves a most gracious host in addition to serving as program supervisor.

Production cost: over $50,000 (Nov. 21).
Sponsor: General Electric (institutional), through BBDO.
Produced on film through facilities of Revue Productions.
Executive producer: Mort Abrahams; producer: Z. Wayne Griffin; director: Frank Tashlin.
Program supervisor and host: Ronald Reagan.
Cast: Jack Benny, Otto Kruger, Jess White, Chick Chandler, Benny Rubin, Joe Kearns, Grace Hayle (Nov. 21).
Writers: Howard Snyder and Hugh Wedlock, from an original story by Arthur Ross.

MACBETH

THERE was a performance! We mean the Maurice Evans-Judith Anderson "Macbeth" colorcast on *Hallmark Hall of Fame,* NBC-TV, Nov. 28. It had virtually everything one could want. Above all it used the tv camera the way it should be used—close, tight shots to show the inner turmoil of the tortured Macbeth, power-hungry but fearful.

Not the least reason for the effectiveness of the Evans televersion was that it ran for a full two hours. This permitted a cumulative build-up of histrionics that overwhelmed the audience. For this was a true Shakespearean tragedy—blood and murder all over the lot

Evans acted it to the hilt—'sblood, did he not? His characterization of the grasping thane, basically weak and afraid, but driven inexorably to his doom at Dunsinane, may have or may not have been great Shakespeare, but it certainly was magnificent tv. This portrayal was enhanced by the happy concept of filling the screen with Evans' tormented face at the height of the famous soliloquies. Indubitably, it was Evans' show.

Judith Anderson's Lady Macbeth was the epitome of the scheming wife, pushing her husband to his infamous deeds and breaking under the horror of the bloodbath that follows her lust for power. If any one should be given the accolade for this outstanding production, it should be Miss Anderson. Her sleepwalking scene held this viewer breathless.

Other members of the cast performed excellently. Particularly effective was Pat O'Malley in the porter's drunk scene. Also worth special mention were the witches, whose presence was made more symbolic by the lighting and camera angles.

A special commendation should be given to the leading characters, who made Shakespeare's majestic language come alive. Undoubtedly, Shakespeake is meant to be played, not read, and this performance showed how true this is.

As to the colorcast, we are of two minds: It enhanced the pageantry in the scenes peopled by the full cast, but we don't believe it added anything significant to the basic production. After all, the whole tenor of Macbeth is that of a gray, brooding tragedy.

We're no authority on Shakespeare, God wot, and whether this was good Shakespeare or bad Shakespeare we won't attempt to decide. But, acknowledging the limitations of the tv screen for the presentation of full-peopled, multiple-plotted spectacles which are the essence of Shakespeare's tragedies, we feel that everyone concerned with this production has reason to be proud. Certainly, the set, the flow of scene into scene and the camera work were superior tv (and we should think very good Shakespeare). It bore out every promise Evans and company indicated in the previous telecasts of *Hamlet* and *Richard II.* It warrants a bow in the direction of the producers, the director and all of the production staff.

Production cost: $35,000 to $40,000
Sponsor: Hall Brothers through Foote, Cone & Belding.
Broadcast live on NBC-TV in color, Nov. 28, 4-6 p.m. EST.
Production and Tv Adaptation: Maurice Evans; director: George Shaefer; NBC producer-director: Hudson Faussett; NBC executive producer: Jack Rayel; associate producers: Mildred Freed Alberg, Emmett Rogers; associate director: Sutton Roley; technical director: Robert Long.
Music composed and conducted by Lehman Engel.
Settings: Otis Riggs
Costumes: Noel Taylor
Co-Stars: Maurice Evans as Macbeth; Judith Anderson as Lady Macbeth.

★ ★ ★

BOOKS

TV SERVICE DATA BOOK, by Milton S. Kiver. Howard W. Sams & Co., Indianapolis. 112 pp. $1.50.

THIS BOOK is designed as an "easily-used reference source for most of the data needed in daily service work" by technicians and technical students. It is described as a concise source for data which heretofore had been available only in large, complex works or in separate forms.

The book has four chapters covering servicing, installation, components and mathematics, with accompanying charts, tables and illustrations. Among the sub-titles: test probes, test patterns, tv channel frequencies, capacitor and resistor color codes, and conversion factors.

More reasons why WFBM-TV is "First in Indiana"



COVERAGE

POPULATION, 1954	2,226,700
FAMILIES, 1954	695,840

Note: The population and number of families in WFBM-TV's 0.1 mv (figures listed above) are greater than the combined state totals in New Hampshire, Idaho, Vermont and South Dakota.

* Circles indicate contours as registered with the FCC.

WFBM-TV
INDIANAPOLIS

Represented Nationally by
The Katz Agency

Affiliated with WEOA, Evansville;
WFDF, Flint; WOOD AM
& TV, Grand Rapids



THE SHOW: Out of this world

THE RESULTS: Down to earth

"Space Ship" is an original show which was created and is produced entirely by WDSU-TV for Ward Baking Company. WDSU-TV's outstanding team of producer-director-sound-script-art-lighting dreamed up a show which children eat up. They also eat up Ward's Tip Top products in a down-to-earth manner that seems to satisfy the sponsor very well.

"Space Ship" is typical of the locally produced, locally slanted shows that WDSU-TV puts on for a top-name roster of nationally distributed products. Why not let WDSU-TV create a show for you?

WDSU-TV • NEW ORLEANS

WREX-TV
CHANNEL 13
ROCKFORD, ILLINOIS
The ONLY Station covering the Billion Dollar Rockford-Madison area market.
Rockford is 31% above NATIONAL AVERAGE on per capita income. ROCKFORD is 20% above NATIONAL AVERAGE on per family income.
WRITE FOR WREX-TV COVERAGE MAP
showing the "island of sales" with over 1,000,000 people, and the non-duplicated CBS coverage.
WREX-TV
CBS Rockford 13 ABC Illinois
45,700 WATTS E. R. P.
represented by
H-R TELEVISION INC.

Time to Crack Down

EDITOR:

Isn't it about time that there was a crackdown on performers on radio and tv making so-called "clever" remarks at the expense of another medium? For example, recording artists who make their money from records played on radio stations getting on tv and saying "back in the days of radio," "you remember radio," etc.

If these artists do not appreciate the radio stations playing their records, I'm sure the disc jockeys across the nation will be most happy to play artists who are grateful for every single airing of a record they get. . . . Just imagine how fast an artist would vanish from the nationwide picture if the 3,000 plus radio stations stopped playing his records.

Jim Stewart, Program Dir.
WHEP Foley, Ala.

Tv Stock Offer Identified

EDITOR:

I have your magazine for Nov. 22 and notice on page 5 your comment concerning the prospectus concerning a stock offer at $1 per share to Rhode Island residents. Please be advised that your statement is entirely inaccurate as this company has no public stock offering of any sort.

Your comment presumably is based upon a stock offering by Television Associates Inc., which is not the permittee of Channel 16 but merely holds certain minority stock rights in the permittee which is Channel 16 of Rhode Island Inc.

Channel 16 of Rhode Island Inc. is entirely disassociated with such offer.

Abraham Belilove, Vice President
Channel 16 of Rhode Island Inc.
WNST Providence, R. I.

Competition Helps Fan Mags

EDITOR:

We would like to point out something that apparently Mr. Earl Abrams completely overlooked in his feature, "Fan Magazines" [B•T, Nov. 22].

Mr. Abrams seems to accept a dim view of the future of local tv-listing magazines. We would like to point out our own sales pattern as an example of a situation we understand exists elsewhere in various markets.

The sale of *Tv News*, a local Indiana tv-listing magazine, has increased to an all-time high since the advent of *Tv Guide* in this area. In addition, we have knowledge that *Guide* is also enjoying a good sale in this area. . . . We feel Mr. Abrams overlooked the fact that often a competitive situation—whether it be in telecasting or in publishing—brings about a most happy circumstance for all parties involved. . . .

Don Satterfield
Publisher
Tv News,
Indianapolis, Ind.

WMAZ Has 103 for 4

I am sure you will receive many letters telling those juniors at KMMJ to move over [OPEN MIKE, Nov. 15].

They mention 5 for a total of 85 years and ask if any other station can beat their record. Here at WMAZ George Rankin has been chief engineer for 32 years; I have been on the job 27; our porter has been general factotum for 23 years and "Red" Cross has been commercial manager 21—all 4 for a total of 103 years.

While he is not on our regular staff, our county agent, D. F. Bruce, has been broadcasting regularly over WMAZ more years continuously than any other county agent in the U. S.—27 years. Just to keep adding to the record, our engineering department includes Bob Ingle, 14 years; Ed Discher, 14 years, and Bill Bryan, 13 years. Lloyd Harris has been announcing 11 years and Albert Sanders has completed 10 years. . . . We probably have five or six others who have been here more than the eight years KMMJ throws in to get their total, but we just don't start counting until they have served a 10-year apprenticeship!

Wilton E. Cobb, Gen. Mgr.
WMAZ Macon, Ga.

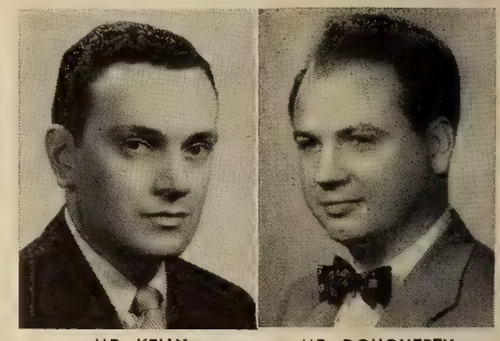
[EDITOR'S NOTE: KMMJ Grand Island, Neb., reported five announcers with a total of 85 years at that station, asked if any other station could top that record.]

Mixed Managers

EDITOR:

Many thanks for the wonderful story in the Nov. 29 BROADCASTING • TELECASTING concerning the progress of the Storer Broadcasting Co.

I was quite surprised to see a nice photograph of Willard Dougherty [vice president and general manager, WDOK Cleveland] over my



MR. KELLY MR. DOUGHERTY

name in connection with this story. Will and I have been good friends and business associates lo, these many years but I am sure that both Will and B•T would prefer to give the devil his due. Hence, I am enclosing a picture closely resembling a guy named Jack Kelly.

John D. Kelly, Gen. Mgr.
WJW Cleveland

Baptists Like 'Religion on the Air'

EDITOR:

Thank you for the information you submitted to Rev. Paul Stevens regarding . . . the article "Religion on the Air" [B•T, Nov. 15].

What he actually wanted was permission to quote extensively from your article in our publication, *The Beam*. . . .

Clarence Duncan
Director of Publicity
The Radio & Television
Commission of the Southern
Baptist Convention
Atlanta, Ga.

[EDITOR'S NOTE: Permission granted.]

Copywriter's Strain

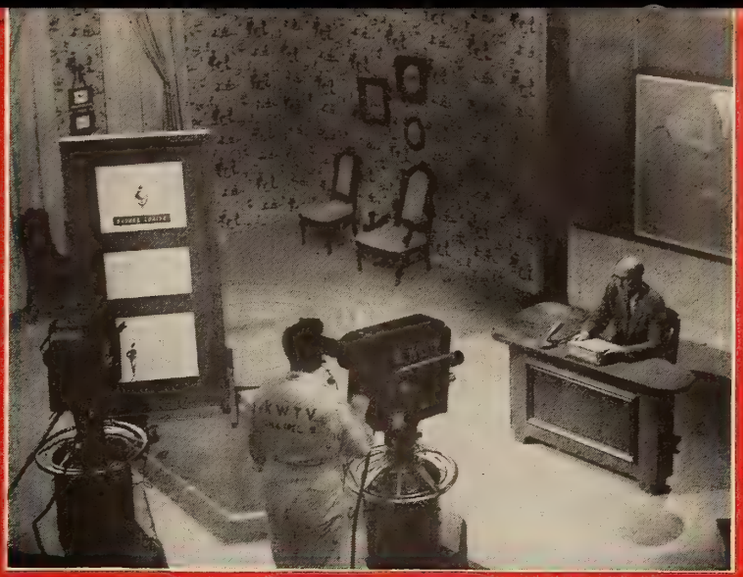
EDITOR:

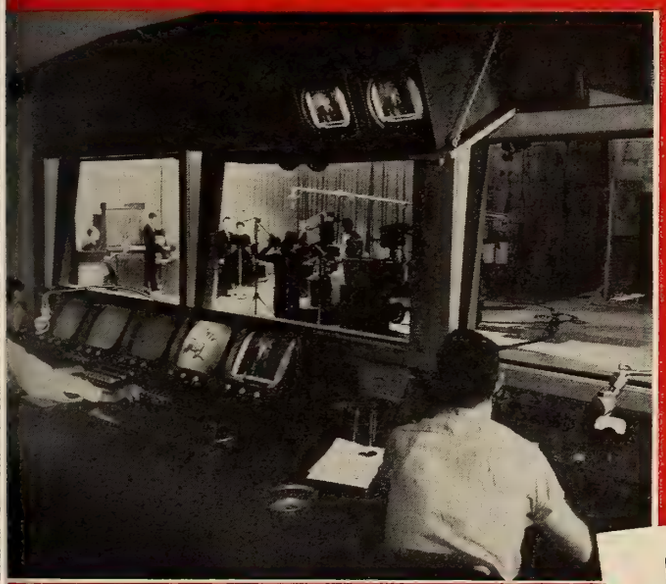
I have just seen what you did with Jim Young's comments on "copywriter's strain" [B•T, Nov. 29].

Excellent!

Maxwell Fox
Public Relations Director
The Advertising Council
New York

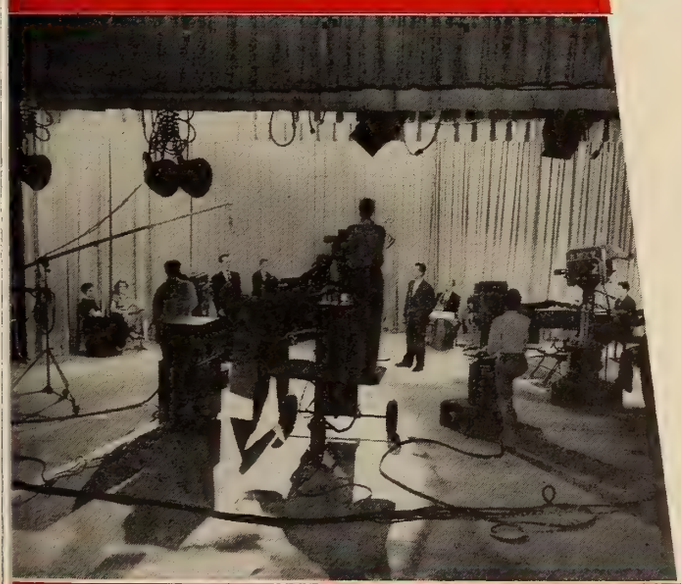






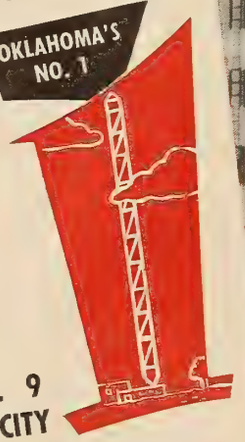


KWTV MATCHES WORLD'S TALLEST TV TOWER WITH STUDIOS AMONG THE FINEST IN THE SOUTHWEST



Those thousands who come each week from "all over" to see the world's tallest man-made structure, are no less amazed at the magnitude of KWTV's new studios . . . the amazing completeness and complexities of its RCA equipment.

Along with KWTV's new studios and new power (316,000 watts), its programming and personalities combine to create a brand new TV picture in Oklahoma . . . a facility unmatched in sales-making ability by any other Oklahoma television station!



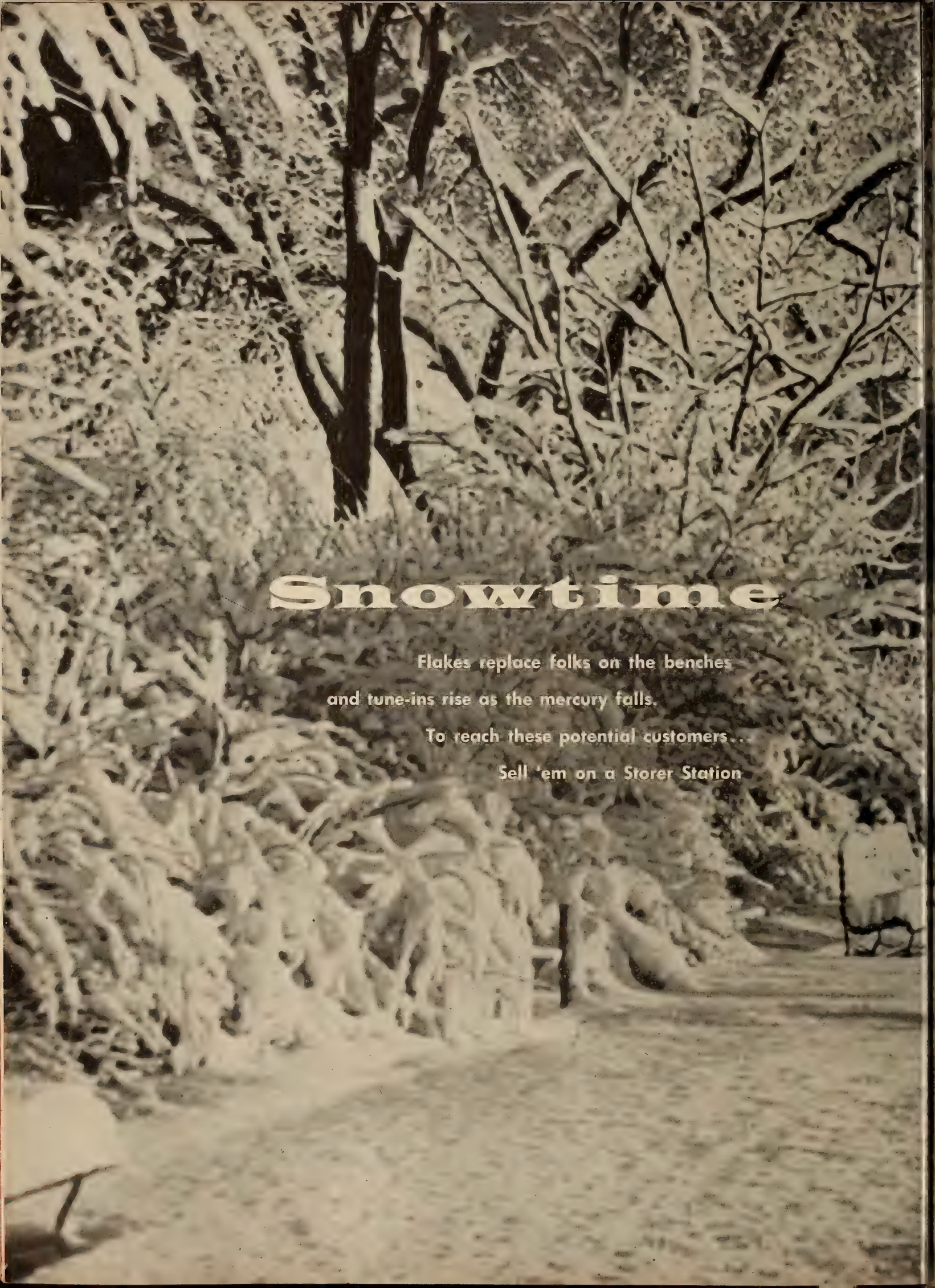
CBS **KWTV** CHANNEL 9 OKLAHOMA CITY

AFFILIATED MANAGEMENT KOMA-CBS-RADIO • REPRESENTED BY AVERY-KNODEL, INC.

EDGAR T. BELL, Executive Vice President

FRED L. VANCE, Sales Manager




Snowtime
Flakes replace folks on the benches
and tune-ins rise as the mercury falls.
To reach these potential customers...
Sell 'em on a Storer Station



STORER BROADCASTING COMPANY

WSPD • WSPD-TV	**KPTV**	**WAGA • WAGA-TV**	**WJBK • WJBK-TV**
Toledo, Ohio	Portland, Ore.	Atlanta, Ga.	Detroit, Mich.
WJW • WXEL-TV	**WBRC • WBRC-TV**	**WWVA**	**WGBS**
Cleveland, Ohio	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

NATIONAL SALES HEADQUARTERS:

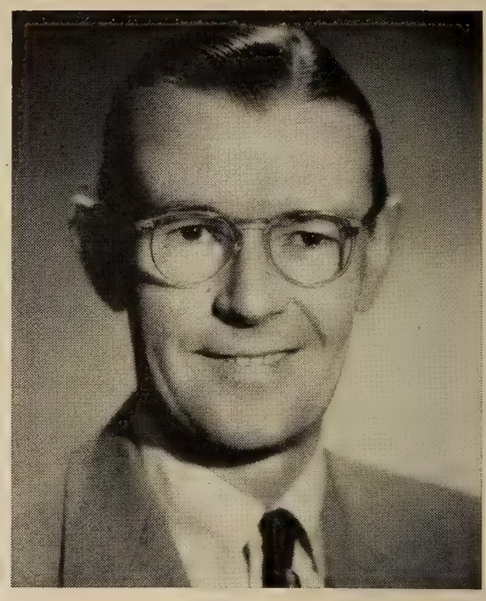
TOM HARKER, V. P., National Sales Director **BOB WOOD,** Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

the number 1 station in west virginia's number 1 market
wchs
the tierney company
charleston west virginia
cbs

our respects

to LESLIE FRANCIS MAWHINNEY



STILL VIVID in the memory of many Southern Californians is March 10, 1933, when a severe earthquake struck the area. To Leslie F. Mawhinney, news editor, Don Lee-Mutual Broadcasting System and KHJ-AM-TV, both Hollywood, and president of the newly-formed Associated Press Radio & Tv Assn. [B•T, Oct. 4], then a Don Lee Hollywood publicist, that day marked the start of a new era in radio news.

All normal telephone and wire service with the East was disrupted. In what he believed to be a futile effort, Mr. Mawhinney tried the office teletype machine. To his astonishment, Paul White, CBS New York news chief (Don Lee was then affiliated with CBS), answered, and for the entire night, almost the only contact Los Angeles had with the outside world rested on that single wire.

All night KHJ sent press reports to the East. Mr. Mawhinney recalls two young KHJ continuity writers, Sylvester Weaver and Jack Van Nostrand, who worked through the night to prepare a dramatization of the catastrophe, later broadcast on the network.

William S. Paley, CBS board chairman, now sold on radio news after previous months of discussion with Mr. White, authorized him to form the first radio press service, Columbia News Service. Mr. Mawhinney was assigned to organize CNS in the 11 western states.

From British Columbia

A native westerner, Les Mawhinney, as he is usually known, was born in Kelowna, B. C., and educated in Canadian schools until his graduation from Victoria (B.C.) High School in 1919. As copyboy-reporter, he first practiced newsgathering on his uncle's newspaper, the *Victoria Daily Times,* during school vacations. However, following graduation, Mr. Mawhinney went to sea as a radio operator, reporting for the *Daily Times* between voyages.

Late in 1926 he moved to Los Angeles, entering commercial radio the next year as engineer for KPLA Los Angeles (later KECA and still later KABC Hollywood). Next, he joined the *Los Angeles Examiner* as navy and ships news reporter, but returned to radio as a Don Lee System publicist.

With the 1933 earthquake and the organization of Columbia News Service, Les Mawhinney found himself deep in a press-radio war. But when the networks and the major news services reached an armistice in 1935, wherein the services agreed to provide news if it were used only as a sustaining feature, CBS disbanded its news service.

However, some independents were dissatisfied, feeling radio had both the right to the news and to use it in any way it chose. Among them was KNX Hollywood, then operated by Guy C. Earl Jr., former newspaper publisher. When several former CNS members formed Transradio Press Service, Les Mawhinney became West Coast manager and KNX news editor, a post he held until 1938.

"Transradio broke down the press-radio agreement," he says. "United Press and AP had to start unrestricted sale of radio news to the stations."

Mr. Mawhinney left Don Lee Broadcasting for a short stint with a Prescott, Ariz., station which never got built, and then spent several years as news editor for Arizona Radio Network and KOY, both Phoenix, before returning to Don Lee in 1942 in his present position.

Today, Mr. Mawhinney observes that as a mutual, cooperative, non-profit organization, AP must function through committees. When AP first established radio memberships in 1949 (a deep satisfaction to a press-radio war veteran), Les Mawhinney was a founding member of the California AP Radio Assn.

Elected Chairman

In 1951, the AP Radio Member Committee was formed and Mr. Mawhinney, as West Coast representative, was elected chairman. Under his leadership, subcommittees on studios, news reporting and program sales were formed, but he derives greatest satisfaction from the constitution and by-laws written for the new AP Radio & Tv Assn., which places the group on a "strictly democratic, elective basis."

Commenting on news broadcasting from a background of nearly two decades in the field, Les Mawhinney feels tv news "will go more into documentaries and backgrounding of big news. It will never be able to compete with radio news. In sheer speed and mobility, radio will remain first in the field."

Integrity is more than a word with Les Mawhinney, and in newsgathering he believes it must transcend all, including station and sponsor. Pointing to his present position with Don Lee-Mutual as ideal, he states the news operation is absolutely independent.

On radio's future, he comments, "News is ideally suited to the medium. Radio follows you unobtrusively, allowing you to listen while doing something else. It suits the restless nature of the American public."

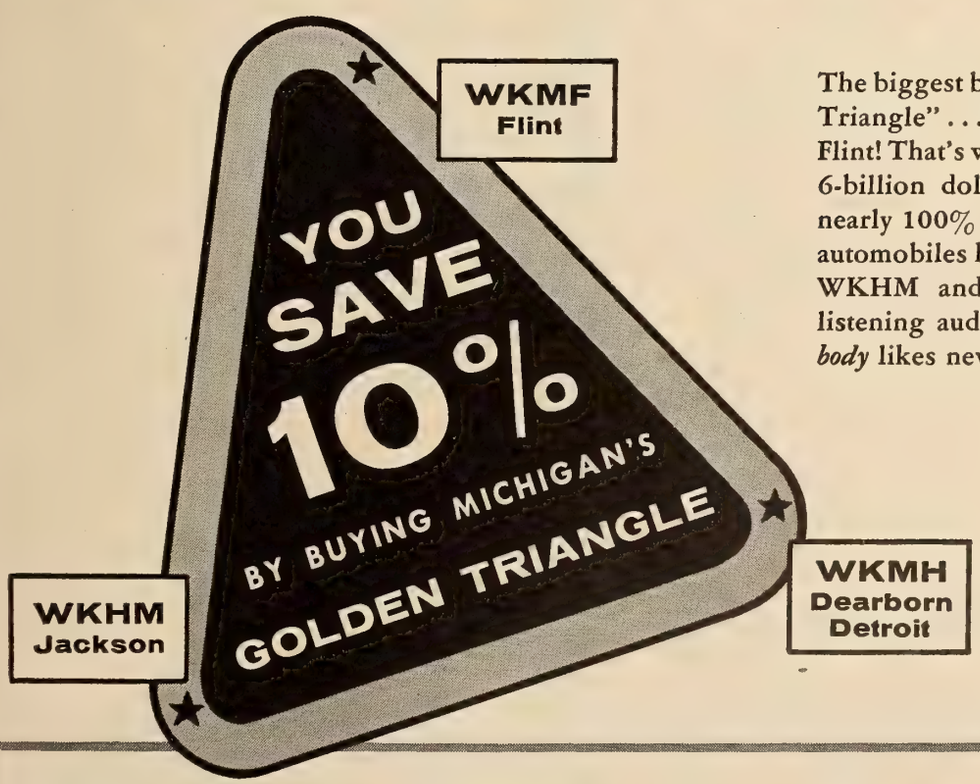
Twenty-six years ago Les Mawhinney married the former Iris Graham, also a former Canadian and then an M-G-M publicist. Presently, Mr. and Mrs. Mawhinney and their daughters, Anne, 19, and Kathryn, 17, live in their suburban Sunland, Calif. home. There, as an ardent amateur astronomer and former president of the Los Angeles Astronomical Society, he follows his favorite hobby of star-gazing.



COVERS

Michigan's major market

LIKE A TENT!



The biggest buy in radio is Michigan's "Golden Triangle" . . . bounded by Detroit, Jackson and Flint! That's where you reach 77% of Michigan's 6-billion dollar buying power! That's where nearly 100% of the homes and over 85% of the automobiles have radios! That's where WKMH, WKHM and WKMF command the biggest listening audience because that's where *everybody* likes news, music and sports!

BEST OF ALL . . . YOU CAN COVER MICHIGAN'S MAJOR MARKET LIKE A TENT AND SAVE 10% IN THE BARGAIN BY BUYING THE SMART THREE-STATION PACKAGE!

WKMH WKHM WKMF

DEARBORN—DETROIT
5000 Watts (1000 WATTS NIGHTS)

JACKSON
1000 Watts

FLINT
1000 Watts

REPRESENTED BY HEADLEY REED



KTUL PACKS The BALLYHOO PUNCH In TULSA!

In Tulsa . . . it takes radio station KTUL to put on a full promotion. And that's why new Shopping Centers just naturally call on KTUL to handle the Grand Opening.

KTUL offers a COMPLETE PROMOTION . . . advertising, publicity, remote broadcasts, personalities and western bands, clowns, balloons and a real old fashioned CALLIOPE and BANDWAGON.

When the fabulous RANCH ACRES Shopping Center opened recently, newspaper was used on a one shot basis. Radio station KTUL handled the promotion on an exclusive basis . . . AND chain store managers proclaimed it as the largest opening in the Southwest.

A few weeks later SHERIDAN VILLAGE climbed aboard the KTUL bandwagon for their grand opening. "It takes KTUL to better even their best promotions."

CBS Radio **KTUL** Tulsa, Okla.

AVERY-KNODEL, INC., National Representative

L. A. Blust
Vice Pres.-Gen. Mgr.

Ben Holmes
Natl. Sales Manager

AFFILIATED WITH

KTVX - TV, Channel 8
Muskogee, Okla.

KFPW - CBS Radio
Fort Smith, Ark.

IN PUBLIC INTEREST

The Ten Commandments

IN AN EFFORT to counteract a series of crimes, reported to have been committed by juvenile gangs in Philadelphia, WIBG there has announced that it will air at intervals during its broadcast day, a recording of Clark Dennis singing "The Ten Commandments." The management said that it was playing the record "with the sincere hope that reacquaintance with the tenets set forth by the Supreme Being, will aid in reducing delinquency, both adult and juvenile, in our listening area."

Scouting for Boys

WKNE Keene, N. H., is airing a series on Boy Scout activities titled *Scouting, 1954.* The programs, sometimes taped at actual troop meetings in the station's primary coverage area, are designed to foster interest in scouting.

Amnesiac Identified

AN APPARENT amnesia victim in Pittsburgh, Pa., was reunited with his family after his description was broadcast on a newscast by Joe Gibson over WWSW there. The man's niece heard the program and this led to his identification.

$4,700.15 Day

RUTH LYON, Crosley Broadcasting (WLWT [TV] Cincinnati; WLWC [TV] Columbus; WLWD [TV] Dayton) personality, received $4,700.15 in one day toward her eighth annual "Christmas Fund." So far the current drive has netted $31,000. Last year $70,000 was raised and since the beginning of the drive to aid hospitalized children in 1947 the fund has collected a total of $340,000.

Civic Senses Sharpened

WWDC Washington, D. C., recently began a weekly public service series titled *Your Capital Host* which presents programs built around civic events of current importance. Special convention activities, tourist attractions, pageants and similar affairs will be the main fare of the shows. Each program of the series will immediately follow the broadcasts of *Report to the People*—a weekly ad lib public service series featuring interviews with the commissioners of the District of Columbia.

Spots on Churchgoing

WORL Boston, in cooperation with the Open Church Assn. of Gloucester, is programming one 15-minute show a day plus spot announcements throughout the day urging listeners to attend the church of their choice more frequently. The station reports that because of its campaign more churches are leaving their doors open even after Sunday services are over.

'Teenie' Voice

MOLLY of *Fibber McGee and Molly* fame, recorded a series of spot announcements using the voice of "Teenie," which she occasionally portrays on the air, for CKNW Vancouver, B. C., to help the station in its drive to raise $15,000 for the CKNW-New Westminster Orphans' Fund.

Safety Spots

HENRY HEIDE Inc. (candy), has purchased a series of one-minute spots to run each Wednesday at 6 p.m. on WABD (TV) New York from now until Feb. 16 incorporating safety suggestions for children. The announcements will caution children about accidents which occur because of carelessness in using matches, crossing streets, climbing and playing.

FIRST in Spokane

KXLY-TV *LEADS** in SHARE of AUDIENCE

6 PM to MIDNITE, 7 DAYS PER WEEK

	APRIL	AUGUST	OCTOBER
KXLY-TV	39.0	46.7	**53.3**
STATION A	61.0	53.3	46.7

AND KXLY-TV ALSO *LEADS* OUTSIDE OF SPOKANE CITY

12 NOON to MIDNITE MONDAY THROUGH FRIDAY *

	NORTH → SAND POINT, IDA.	EAST → WENATCHEE, WN.	SOUTH → PASCO, WN.	WEST → KALISPELL, MONT.
KXLY-TV	**56.45**	**41.54**	**48.3**	**100**
STATION A	43.55	40.10	41.9	
STATION B		18.36		
STATION C			9.8	

* *OCTOBER "PULSE"*



GREATEST AUDIENCES

WIDEST COVERAGE

SPOKANE **KXLY-TV** WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

Everyone has something he does best . . .



There are all kinds of experts. Whatever their specialties, they all have this in common: a brand of skill that comes through long concentration on what they do best. For quality performance, it's logical to call on specialists with the greatest concentration of experience.

In quality TV representation, *this* is Harrington, Righter and Parsons . . first to specialize exclusively in television . . first to realize the service the station owner needs can only come from the representative who concentrates on a limited list of quality stations. Inevitably, this attitude attracts the caliber of TV stations listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television – the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

BROADCASTING TELECASTING

December 6, 1954 Vol. 47, No. 23

WESTINGHOUSE PAYS RECORD TO BUY DUMONT'S WDTV (TV)

DuMont sells its Pittsburgh prize for $9,750,000, prepares to curtail live networking. Meanwhile, there's more wheeling-dealing to change patterns of station ownership and network affiliation. Protests hit recent CBS-TV maneuvers.

ALL-TIME record in broadcast station sales was set Friday as Westinghouse Broadcasting Co. bought WDTV (TV), ch. 2 DuMont-owned Pittsburgh station, for $9,750,000. The transfer is subject to FCC approval.

The sale is another step in a series of industry developments that is changing the whole face of the television station and network structure, with DuMont Tv Network likely to become a limited live hookup as Guild Films Co. negotiates lease of its production facilities.

Involved are network affiliations in a number of cities and a reshaping of the tv situation in Pittsburgh, for many years a one-station city and now tied up in a complicated hearing process.

Scanning developments last week as well as recent weeks, these situations are outstanding:

• Storer Broadcasting Co.'s WXEL (TV) is expected to become the CBS-TV network outlet in Cleveland, supplanting WEWS (TV), Scripps-Howard station, which has been notified its affiliation would not be renewed.

• Westinghouse, having bought WDTV Pittsburgh, apparently has sewed up the NBC-TV affiliation there and may arrange other affiliations as NBC-TV seeks outlets to be owned by it or Westinghouse in 14 top markets.

• Mergers among applicants for chs. 4 and 11 in Pittsburgh may develop.

• DuMont Tv Network will still own WABD (TV) New York and WTTG (TV) Washington but may cut back its networking to a basic sports, special-events hookup. It may acquire other tv outlets.

• DuMont is cozy about saying anything but it's known the company is hoping to use a new fast-recording process, possibly magnetic tv film.

• WJAS Pittsburgh, a tv applicant, is trying to block transfer of WSTV-TV Steubenville, Ohio, to CBS-TV for $3 million [B•T, Nov. 22] on the ground the network is trying to "leapfrog" the station out of Steubenville-Wheeling into the Pittsburgh area.

• WTRI (TV) Albany, N. Y., ch. 35 CBS-TV affiliate, charges that CBS is rewarding a member of its own organization in acquisition by Lowell Thomas and associates of WROW-AM-TV Albany. WROW-TV is a ch. 41 outlet. In a petition filed Friday with the FCC, WTRI alleged there was a secret agreement to give WROW-TV a CBS-TV affiliation, with a shift of WROW-TV to vhf ch. 10 having been asked last Nov. 4, the day after the WROW sale had been approved. The FCC is asked to void the Nov. 3 FCC approval on the ground the network in effect will have control of the WROW properties.

• WTRI also asked FCC to defer acting on CBS purchases of WSTV-TV Steubenville and WOKY-TV Milwaukee, contending that decisions on those before action on the Albany petition might prejudice that case in view of multiple-ownership and anti-trust angles along with alleged failure of CBS to disclose certain information.

As the week-by-week evolution of the still young television industry proceeds in meteoric manner, with only three major live networks likely to be operating in the near future, it became apparent that the place of tv film production will become increasingly important.

DuMont's cutback on live programming and its development of fast film-tape recording are expected to pave the way for expanded Guild-Vitapix activity [B•T, Nov. 22]. Guild would lease the DuMont production facilities and DuMont's two remaining stations, WABD and WTTG, would become Vitapix members.

If Westinghouse and NBC-TV agree on a WDTV Pittsburgh affiliation, it is believed the action would lead to other negotiations by which the network would have affiliations in 14 major markets via NBC-owned or Westinghouse-owned outlets.

Westinghouse owns the pioneer radio station, KDKA Pittsburgh, which has had an NBC Radio affiliation since the network began.

With Westinghouse out of the ch. 11 picture in Pittsburgh, WWSW and WJAS will find the situation ripe for a merger and FCC approval is believed likely. This might speed a ch. 4 merger among the five applicants, or some form of coalition that would hasten settlement of the longtime Pittsburgh confusion. One uhf station, WENS (TV) on ch. 16, is operating in Pittsburgh with WKJF-TV, ch. 53, having suspended.

The contracts covering the WDTV sale to Westinghouse were signed at a meeting in New

THE GOING PRICE IS GOING UP

THE vigorous growth of television broadcasting was clearly demonstrated in the $9,750,000 price paid for WDTV (TV) Pittsburgh by Westinghouse Broadcasting Co. last week. It is indeed a far cry from the $375,000 price paid for what was then KRSC-TV Seattle in mid-1949, the first tv transaction in U. S. television history.

Some sales figures of the past five years:

July 1949: KRSC-TV Seattle (now KING-TV), sold by P. K. Leberman to Mrs. A. Scott Bullitt and associates for **$375,000.**

July 1950: WOIC (TV) Washington (now WTOP-TV), sold by Bamberger Broadcasting Co. to WTOP Inc. (55% owned by *Washington Post* and 45% owned by CBS) for **$1.4 million.**

December 1950: KTSL (TV) Los Angeles (now KNXT [TV]), sold by Thomas S. Lee Enterprise Inc. (General Tire & Rubber Co.) to CBS for **$3.6 million.**

August 1951: KFI-TV Los Angeles (now KHJ-TV), sold by Earle C. Anthony Inc. to General Teleradio Inc. for **$2.5 million.**

September 1951: WOW-TV Omaha, sold by Francis B. Matthews and associates to Meredith Publishing Co. for **$2.5 million** (with WOW).

January 1952: WOR-TV New York, sold by Bamberger Broadcasting Co. to General Teleradio Inc. for **$4.5 million, plus $315,000 annual lease and 10% interest in purchasing company,** by R. H. Macy Co., majority stockholder of Bamberger (including WOR-AM-FM).

February 1953: WBKB (TV) Chicago (now WBBM-TV), sold by Balaban & Katz Inc. (now part of American Broadcasting-Paramount Theatres Inc.) to CBS for **$6 million.**

May 1953: WPTZ (TV) Philadelphia, sold by Philco Corp. to Westinghouse Broadcasting Co. for **$8.5 million.**

June 1954: KLZ-TV Denver, sold by Aladdin Radio & Television Inc. to Time Inc. for **$3.5** million (including KLZ-AM-FM).

July 1954: KPIX (TV) San Francisco, sold by Wesley I. Dumm and associates to Westinghouse Broadcasting Co. for **$7.5 million.**

December 1954: WDTV (TV) Pittsburgh, sold by DuMont to Westinghouse Broadcasting Co. for **$9,750,000.**

The three largest sales in tv history all featured Westinghouse as buyer. The total: **$25,750,000.**

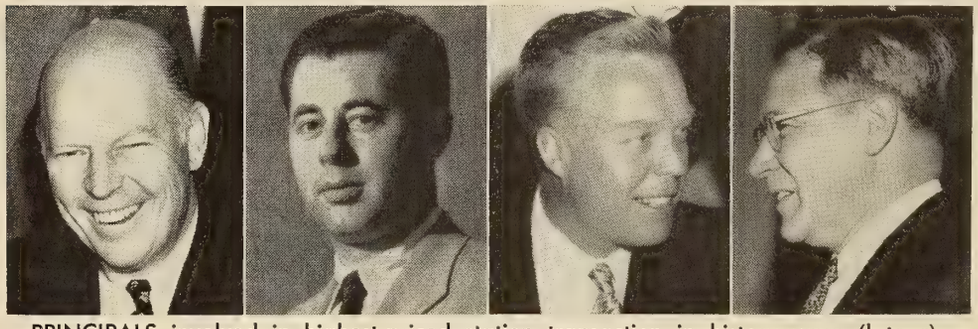
York Friday morning. Action followed preliminary approval of the terms by the Westinghouse board of directors at a meeting Wednesday in Houston. Promptly after the authorization for the acquisition, which is subject to usual FCC approval, E. V. Huggins, vice president of the parent Westinghouse company and chairman of WBC, and Chris J. Witting, president of WBC, left for New York to close the transaction with the DuMont principals.

There were several points to be cleared, it's understood, and these were handled at the Friday session in New York. Transfer applications will be filed with the FCC this week.

WDTV will continue as a DuMont affiliate under a contract to be consummated upon transfer of the station following FCC approval, Dr. Allen B. DuMont, president of DuMont Labs, reported.

In a letter to DuMont Labs stockholders, sent coincident with the joint announcement by himself and Westinghouse Electric Co. President Gwilym A. Price, he also pointed out that WDTV has been profitable even though DuMont has suffered "substantial" overall broadcasting losses each year.

He also told the stockholders that the sale



PRINCIPALS involved in highest-priced station transaction in history were (l to r): Allen B. DuMont, president of Allen B. DuMont Labs; Ted Bergmann, director of DuMont Tv Network; Chris J. Witting, president of Westinghouse Broadcasting Co., and E. V. Huggins, vice president of parent Westinghouse and chairman of WBC.

represents "one of the steps necessary to (1) making more working capital available and (2) putting your company in position to capitalize on profit opportunities in our research, development and manufacturing operations." [*For third quarter report of Allen B. DuMont Labs, see page 90.*]

Westinghouse President Price called the purchase "gratifying for Westinghouse," whose headquarters is in Pittsburgh.

President Witting of Westinghouse Broadcasting Co., radio-tv subsidiary which will operate the station, called WDTV "the most valuable single television station property in the nation" and said Harold C. Lund, general manager of WDTV, "will continue, of course, to be in complete charge." He said "one principal Westinghouse consideration" in the purchase was WDTV's ch. 2 assignment.

Mr. Witting said WBC "expects to grow to the maximum size as a tv station operator." WDTV becomes its fourth tv property. Others are WBZ-TV Boston (ch. 4), WPTZ (TV) Philadelphia (ch. 3) and KPIX (TV) San Francisco (ch. 5). WBZ-TV and WPTZ (TV) are NBC-TV affiliates; KPIX is on CBS-TV. Westinghouse is also an applicant for ch. 8 Portland, Ore. An initial decision has favored another, North Pacific Television Inc.

WBC's radio properties are WBZ Boston, KYW Philadelphia, KDKA Pittsburgh and WOWO Fort Wayne, all NBC Radio affiliates, and KEX Portland, Ore., an ABC outlet.

Mr. Witting said the FCC would be asked for permission to change the WDTV call letters to KDKA-TV.

That there will be a DuMont network but not necessarily along conventional lines was emphasized following the Pittsburgh transaction. But it was also evident that the DuMont operation would be systematically curtailed as to cable and relay facilities, new live programming and general overhead expense.

DuMont plans to continue operation of its remaining owned stations—WABD (TV) New York and WTTG (TV) Washington—it was learned, and also is contemplating additional owned and operated outlets in both uhf and vhf. "We will be making some acquisitions," a spokesman said.

But it was reiterated that DuMont will still be a network and will still offer programs but possibly upon unorthodox lines.

Mention was made of a "mechanical invention" by DuMont but officials declined to elaborate on it. One spokesman would say only that it constituted a device for recording that is comparable to film (presumably using the DuMont two-camera innovation) which would permit transmission of programs to affiliates with an "extreme reduction in time" as compared to films made for tv.

Notification by CBS that it was cancelling its longtime affiliation with WEWS Cleveland brought no quotable comment from Scripps-Howard. The station, operating on ch. 5, has been affiliated with CBS since 1947 when it was the only commercial tv operation in the area. The letter from CBS-TV Station Relations Vice President Herbert V. Akerberg recited that the cancellation would be effective in 90 days or as of March 1, 1955.

While no formal announcement was made by Columbia, it was believed that on that date the affiliation would shift to ch. 8 WXEL, acquired by Storer in the $8.5 million-plus Empire Coil transaction, approved by the FCC Oct. 27.

Storer also has acquired WJW Cleveland, now affiliated with ABC. A CBS spokesman said no cancellation notice had been sent to WGAR, its longtime am affiliate in Cleveland, and there was no present indication renewal would not be offered when the March 31 contract expiration date approaches.

Other Storer stations with CBS affiliations include WGBS-AM-FM Miami; WSPD-TV Toledo; WJBK-TV Detroit; WAGA-AM-TV Atlanta; WBRC-TV Birmingham; WWVA Wheeling.

It is expected WEWS will affilate with ABC-TV and possibly also with DuMont. WXEL is present outlet for ABC and DuMont.

In charging that CBS was rewarding Lowell Thomas as "a valuable member of the CBS organization," WTRI contended this fact was not revealed, along with "secret" affiliation understandings involving WROW-AM-TV. Citing a long list of items, WTRI asked FCC to set aside the approval of the WROW-AM-TV sale to Mr. Thomas, Frank M. Smith, his business manager, holding control of the property. A hearing on the transfer is asked. Transfer of control back to Hudson Valley Broadcasting Co.'s former owners is sought.

WTRI argued that approval of the WROW-AM-TV sale to Messrs. Thomas and Smith will eliminate competition for CBS-TV affiliation just as though CBS itself were licensee, with WTRI losing CBS programs. FCC rules, policies and precedents are violated, especially those dealing with chain broadcasting, multiple ownership and competition, it is charged.

The petition said the purchase of 83.45% of Hudson Valley stock represented a cost to the buyer of $112 per share, with the balance sheet showing a net worth giving the stock a value of no more than $60 a share. Tying in losses of $10,000 a month on tv, the value of stock was much less than $60, it was charged.

In its petition, WTRI said, the buyers failed to disclose, as required, that Mr. Thomas' principal job is as a CBS Radio commentator or that Mr. Smith's main job was as business manager for Mr. Thomas.

WTRI contended the buyers and CBS had a "secret understanding" that WROW would get the CBS affiliation now held by WTRI if the sale were approved. The Thomas-Smith control in effect gives CBS control of the station, it is argued. In addition, it is stated that WTRI made studies showing how ch. 10 might be dropped in the area, revealing the data to CBS in confidence. WTRI contended CBS then entered into a secret understanding with the buyers offering a basic two-year affiliation if they secured control. WTRI claimed it will suffer serious economic losses if it loses the CBS affiliation.

Going into the anti-trust angle, WTRI said the CBS-Thomas relationship and their understanding "constitute together a tying agreement in violation of the Sherman and Clayton acts."

The CBS "monopoly power" is declared by WTRI to limit its right to select its affiliates, exclusion of WTRI amounting to a violation of Sec. 2 of the Sherman Act. The chain broadcasting rule governing term of affiliation is violated, WTRI charged, along with the requirements for full disclosure. The brief was filed by Paul A. Porter and George Bunn, of Arnold, Fortas & Porter, on behalf of Harry C. Wilder, president of WTRI.

Steubenville Protest

WJAS Pittsburgh moved in its petition that FCC dismiss the WSTV-TV application to move its main studio from Steubenville, Ohio, to Florence, Pa., and to move transmitter-antenna site from a point 1.3 miles south of Steubenville to a site 3½ miles from the business center of Pittsburgh, as well as to increase power and change equipment.

The WSTV-TV application is contingent on FCC approval of the $3 million transfer of the station to CBS Inc. WJAS is an applicant for ch. 11 in Pittsburgh.

It was recalled by WJAS that WSTV Inc. in the tv rule-making proceedings had argued on behalf of allocation of ch. 9 to Wheeling-Steubenville; that allocation of the channel to Pittsburgh would deprive Steubenville of an outlet for local expression; that Sec. 307 (b) would not be met by allocation to Pittsburgh, and that the section required allocation to Wheeling-Steubenville.

FCC agreed with this argument, it was added. The present application of WSTV-TV is described "as an abortive attempt to maneuver under an erroneous interpretation of the Commission's rules so as to bring about a removal of ch. 9 from Wheeling-Steubenville to Pittsburgh, contrary to the Commission's decision in the Sixth Report and Order."

The petition was filed by William A. Porter, of Bingham, Collins, Porter & Kistler.

BBDO, NETWORKS SWEEP OUT COBWEBS ON RADIO'S STATUS

In a precedent move, the advertising agency which places $49.5 million in radio and tv takes a "new" look at the older broadcasting medium and obtains factual reports, minus the usual sales hoopla, from the four radio networks. The New York luncheon meeting finds radio very much alive.

THE VITALITY of radio today was doubly recognized last week as a major advertising agency, tired of hearing it evaluated in terms of its past, solicited network contributions to an overall study in which the agency looks at radio as "a new medium"—"as if it had no past and as if we were unconcerned about its future."

The agency: BBDO, whose $49.5 million in radio-tv led the agency billings parade last year.

The networks responded with sheaves of facts and figures, including results of a hitherto unpublished survey in which radio, although the test deprived it of its usually highly effective sound-effects devices, "proved just as effective as the 'eye' medium of magazines in affecting brand selection and delivering sales impact."

Some 125 BBDO New York account executives were on hand for the briefing, held at a luncheon Tuesday. It was part of a plan initiated by John Hoagland, in charge of programming and talent for the BBDO Radio-Tv Dept., and Robert L. Foreman, vice president in charge of radio and television, to offset recent years lacklustre pictures of radio, which BBDO considers "unfair to radio and thus ill-advised for the advertiser who notes them and is guided by them."

The meeting was billed to BBDO people as not an effort to "sell radio to you," but rather as "an attempt to clear away a lot of the nebulous thinking on what is still a vital medium so that we may be in a better position to discuss the matter with our clients should occasion arise."

Joint Report

BBDO looked upon the occasion as "probably . . . the first time in the history of radio" that the four radio networks have operated "in concert" to present an up-to-date status report on radio.

The project also differed from standard "pitches" in that the networks were "instructed that under no circumstances is there to be any attempt made to 'sell'." BBDO wanted "a factual, up-to-the-minute review of radio today," and its radio and television department assigned a different phase of the status report to each network. It plans to compile the four reports into booklets for its account executives.

The assignments:

- CBS Radio: "Nose-count" of people listening, etc.
- NBC: Use of radio as (1) a basic medium and (2) as a supplement to television and print.
- Mutual: Findings from its survey, conducted by J. A. Ward Inc., on when various types of people listen and what programs they listen to, etc. [B•T, Oct. 4; see also page 40, this issue].
- ABC: Media impact study, conducted by Stewart, Dougall & Assoc. and not published before, showing relationship between visual and aural messages.

The presentations were made for the networks by Frank Nesbitt, CBS Radio manager of sales development; Howard Gardner, NBC director of radio network sales development; Jay Eliasberg, ABC coordinator of special projects, sales development and research, and Henry Poster, Mutual manager of planning.

The ABC study of the impact of radio as against that of magazines showed the two at a standoff. Conducted among 999 women who were offered one of two hypothetical brands of toothpaste according to their preference after reading a magazine advertisement describing one brand and hearing a radio commercial describing the other, the survey showed:

Influenced by magazine	**45.0%**
Influenced by radio	**45.7%**
Not influenced	**9.3%**

The radio and magazine figures, the survey firm said, are not "statistically different." But there were variations in other phases. Younger women (20 to 39 years old) were influenced to a greater extent by radio (49.3% to 44.6%) while women 40 and over were influenced more by magazines (45.2% to 41.8%).

In the upper middle income group, radio and magazines were equally influential, each being responsible for the choice of 44.1% of those interviewed. In the lower-middle group radio pulled 49% to 40.4% for magazines, while in the lower economic group magazines led with 52.2% to 41.2%.

Most women—93.2%—made their choice on the basis of their reaction to claimed results. Only 13.8% based their preferences on reaction to media. The report noted: "There are few differences between the content and claims reasons given for magazines and radio. This is to be expected, since the copy material was varied for each medium. There is, however, a marked difference in the nature of media reasons. Fourteen percent of those selecting the brand presented by radio mention that they liked the voice, that it held the attention better, that it was more convincing."

Liking for pictures and charts, liking "to see and read things," and dislike of the announcer's voice in the commercial (1%) were principal factors that influenced the 13% who specifically linked their preferences to magazines.

The survey, which its makers cautioned should not be projected too broadly because it was limited to women, to a single product, and to a single city (Philadelphia), was conducted thus:

Two toothpaste advertisements were selected, one Colgate, one Pepsodent. The copy then was reproduced in two sets of four forms—radio commercial and magazine advertisement, in each of which there were (1) Pepsodent copy using "Wilson" as the brand name; (2) Pepsodent copy using "Thompson" as the brand name; (3) Colgate copy using "Wilson" as the brand name, and (4) Colgate copy using "Thompson" as the brand name.

Final analysis showed 50.7% of the women chose the hypothetical brand described in Colgate copy; 40% chose that described in Pepsodent copy; 9.3% had no choice, it was reported.

ABC explained: "Every possible combination of advertisement (print and radio) was used; i.e., the Colgate ad appeared as a Thompson magazine ad vs the Pepsodent radio ad delivered as a Wilson commercial—and every possible combination of medium, brand name, 'test name' and order of presentation was used.

"The magazine copy remained virtually unchanged for the radio script. A staff announcer of the ABC made each of the recordings to be used. Incidentally, it must be pointed out that this use of magazine copy for the radio commercial meant that, if anything, radio was being somewhat penalized in the test, since there was no effort to write the copy specifically for radio presentation. In addition, the radio presentation did not employ music, sound effects, or any of the other devices which are so used in radio commercials."

Housewives, who did not know the purpose of the survey, were told that a new toothpaste was being introduced and were asked to select one of the two brands after reading one of the magazine ads and hearing one of the commercials, which interviewers played on a portable record player.

The presentation to BBDO by NBC noted that network radio, magazines, Sunday supplements and network tv are the principal media used to reach today's national market of approximately 47,500,000 homes—and that radio is a powerful medium two ways, both as a basic medium and as a medium supplementing other media.

Aside from radio's overall reach into 98% of all homes, giving it far greater circulation than other media, NBC pointed out, "In any average morning minute 9,248,000 people in 7,837,000 homes are listening to the radio; in the average afternoon minute, this increases

Shirts Test Program

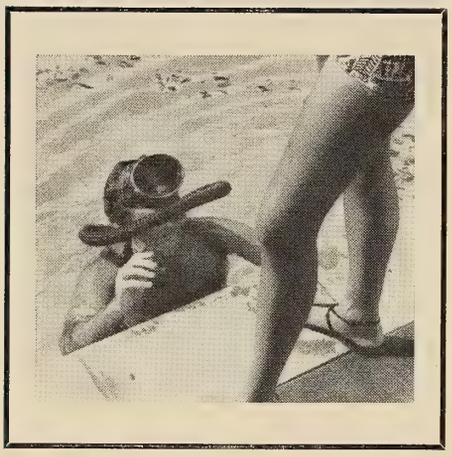
AS THE RESULT of only six 20-second announcements on WTCN-TV Minneapolis, Bond Clothes sold 744 shirts in less than a day. The clothing firm, which had been sponsoring *News With* (Paul) *Sevareid* (Mon. thru Fri., 10:30-10:45 p.m.) for a few weeks, decided to test the power of the show.



MR. SEVAREID

For the promotion a shirt that normally sold for about $4.99 was reduced to $2.75 or two for $5, but only if the customer mentioned that "Sevareid told me about it," or in some other way linked the shirt sale to the program. Mr. Sevareid, who is the brother of CBS news commentator Eric Sevareid, made one announcement of the sale on his Friday night newscast. It was mentioned one other time on Friday and four times Saturday morning.

Two hours after Bond's opened on Saturday all standard sizes were sold out. The demand continued throughout the day and the store manager said he could have sold twice as many shirts if he had them on hand. Bond's Minneapolis store opened for business only 10 days prior to the test promotion.



PREVIEW

Poolmaster commercial gets into the swim

FIRST filmed television commercial to utilize under-water photography and to give its announcer a chance to display his skill as a skin-diver is making its appearance on tv stations in California, advertising a new swimming pool vacuum cleaner known as the "Poolmaster."

The one-minute commercial opens with a young housewife in a bathing suit standing beside her swimming pool and gazing in despair at its leaf-cluttered surface. "Oh, dear," she moans. "This pool—dirty again! And my friends will be here in an hour."

Out of the pool rises the begoggled head of the diver-announcer (Bill Edwards, West Coast tv personality whose hobby is skin-diving). He tells the lady to dry her tears and "get Poolmaster, the amazing new hydro-jet swimming pool vacuum cleaner." Showing the girl how easily the Poolmaster connects to a regulation outdoor faucet, he hands her the instrument, telling her that "anyone can use it" and to "try it yourself while I go below to watch the Poolmaster in action."

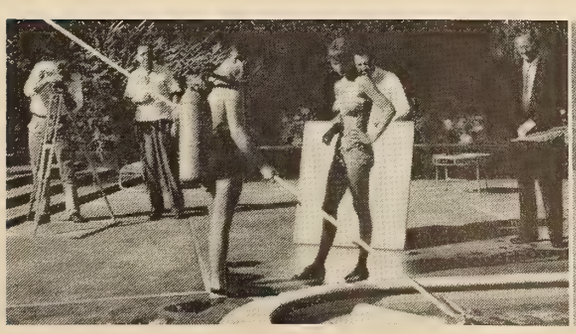
Underwater shots show the nozzle of the Poolmaster picking up assorted debris from the floor of the pool, with the diver's hand pointing as he says: "Look at that cleaning power! Poolmaster picks up leaves, sand, gravel, even metal objects. Watch those coins disappear. Presto, they're gone. Anyone can vacuum an entire pool in minutes."

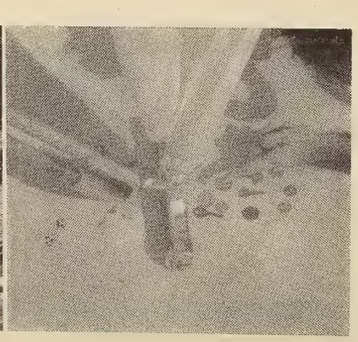
The nozzle is shown cleaning the surface as Edwards continues: "Maintenance is simple, economical because you do it yourself. End your pool cleaning problems forever. The price—just $69.50." Now out of the pool, as he removes his goggles, he urges the audience to call Poolmaster or the nearest pool dealer for a free demonstration and concludes: "And now, this is Bill Edwards, your old Frogman, saying—It's Poolmaster for cleaner swimming."

Hanna Enterprises, San Mateo, Calif., maker of the Poolmaster, whose agency is Sherman-Harkness Advertising, San Francisco, plans to show this commercial in areas of dense swimming pool ownership, beginning in the San Francisco Bay area, with special audience interest in San Mateo County to the south of San Francisco where there is large pool ownership. Next, the film will be shown in the Los Angeles and Palm Springs areas and then in the Florida markets.

The commercial was produced by Motion Picture Service Co., veteran San Francisco film production organization. Its initial telecast on KPIX (TV) San Francisco evoked a "very gratifying telephone response," according to L. D. Rashall, managing director of television productions for MPSC.

Sponsor: Hanna Enterprises, advertising the "Poolmaster."
Agency: Sherman-Harkness Advertising.
Producer: Motion Pictures Service Co.
Director: Lee Rashall.
Cameraman: Russ Myer.
Talent: Bill Edwards, announcer-diver; Betty Von Martin, housewife.





to 10,130,000 people in 7,976,000 homes, and in the evening the audience per minute swells to 12,164,000 people in 7,417,000 homes."

"Naturally," NBC continued, "it is important to advertisers that one single medium at any minute of the day or night is being used by more than one out of every six homes in the country." Experience, the presentation added, has shown that a network sponsor's commercial may be expected to reach at least 25% of all people listening to radio at any given time. On that basis, it was shown that:

In a quarter-hour daytime strip—a single commercial in a morning program will reach 2,300,000 listeners. With the 15 commercials available weekly, 34,500,000 listener impressions will be delivered, at a cost of only 63 cents per thousand. The delivered audience per month amounts to "nearly one out of every five homes in the country."

In a weekly half-hour evening program—each of the three commercials can reach 3,041,000 persons for a total of 9,123,000 impressions per broadcast, a cost of $1.10 per thousand, at desirable times when all members of the family are apt to be present.

In participation sales programs—advertiser buying three one-minute full network participations a week (one morning, one afternoon, one evening) will reach 2,312,000 listeners in the morning, 2,533,000 in the afternoon and 3,041,000 in the evening for a weekly total of 7,866,000 commercial impressions, at a cost of $1.11 per thousand. Due to audience turnover, a factor also present in daytime sponsorship, these three participations will be heard by 4,646,000 different homes in a single week and 8,325,000 different homes in four weeks.

NBC conceded "many sound reasons" to substitute a choice of other media for basic advertising.

Limited Circulation

But if the basic is magazines, it was noted there is the problem of limited circulation: Four top ones (*Life, Look, Saturday Evening Post, Collier's*) together reach only 12,200,000 different households, or 26% of all U. S. homes as compared to radio's 98%.

Additionally, NBC cited a Magazine Advertising Bureau analysis which showed that, of the 45 leading magazines studied, one-third of the population reads three-fourths of the magazines and one out of three people read none.

If the basic is Sunday supplements the circulation problem comes up again, NBC's report pointed out, noting that *This Week, American Weekly, Parade* and *Metro* have an aggregate circulation of 40,000,000 but actually reach only 24,300,000 different households, or 51% of the U. S. total.

If television is the basic buy, the study continued "your circulation is again unable to cover your national market." If every set in the U. S. as of Sept. 1 were counted as a television home, there still would have been only 31,274,000 tv homes or 66% of all homes. "Realistically, it must be remembered that the average evening television network consists of 66 stations which have a circulation of but 24,200,000 homes, or 51% of all homes in the country."

If a combination of magazines and television is used as basic media, NBC said, overlapping circulation develops—all four of the magazines cited can add only an aggregate 6,673,000 more households to full network tv. Similarly, with a combination of Sunday supplements and television, from 59 to 73% of the former go into homes already covered by television, the study asserts, reporting that all four of the cited supplements can add only 12,760,000 homes to those which television reaches.

"Since radio's coverage extends to virtually all homes in the country it is obvious that radio

must duplicate every medium, almost 100%," NBC emphasized. Aside from being a powerful basic medium, it "offers economical and effective repetition of your sales message to homes which are covered by other media plus unduplicated coverage of tremendous segments of the national market which these other media cannot reach."

CBS Radio's presentation for the agency was based on its "Tune in Tomorrow" film, released early this fall [B•T, Oct. 4], which reviews the growth of radio, its scope and selling power; projects the expanding U. S. economy, and foresees another 40 million radios "in all sizes, in more places than ever before" by 1960.

Mutual's presentation similiarly was based on material released earlier, the so-called Ward daily living habits survey, which give quarter-hour reports on where people are, whether they're listening to radio or watching television and what else they're doing while listening or watching—a survey designed to help advertisers and agencies plan their campaigns more knowledgeably as well as to sell them on radio generally.

Case Joins Geyer Adv.

WINSLOW H. CASE, a vice president of Cunningham & Walsh, New York, has joined Geyer Adv. there as a vice president of the agency, B. B. Geyer, president, announced last week. Mr. Case has been in the advertising business for the past 20 years and was with Newell-Emmett and C & W, where he specialized in general creative work. He was formerly a senior vice president and director of Campbell-Ewald as well as manager of the company's New York office, and served as chairman of the plans board and head of creative activities.



MR. CASE

Kraft May Assume News Series

KRAFT FOODS reportedly was negotiating with MBS last week on possible sponsorship of a package, currently sponsored by S. C. Johnson & Sons, of five five-minute news shows a day, five days a week. Billings were estimated unofficially at about $1 million. The Johnson contract runs to the end of the year. The newscasts feature Frank Singiser from New York at 10:30 a.m., Holland Engle from Chicago at 11:25 a.m., Les Higbie from Washington at 12:15 p.m., Sam Hayes from Los Angeles at 2:25 p.m., and Cecil Brown from New York at 5:55 p.m. Needham, Louis & Brorby is agency for both Johnson and Kraft.

Y&R Hires 'On Call' Writers

UNDER a deal negotiated by Nat Wolfe, vice president in charge of radio and tv at Young & Rubicam, Mel Shavelson and Jack Rose have taken up their consultant duties at the agency and will be "on call." Former radio writers, the pair recently completed writing, production and direction of "Seven Little Foys," Paramount Pictures' feature starring Bob Hope. Shows they create will be approved and filmed as pilots by Y&R, with complete ownership reverting to the team.

PULSE HAS NEW MEASUREMENT APPROACH

Statistical agency announces that it will issue semi-annual reports on cumulative daily and weekly station audiences. An advantage of the new report will be its comparability with ABC newspaper ratings.

PULSE Inc. last week said it has come up with "a new concept in broadcast audience measurement" and beginning this month will provide subscribers with a regular station audience count on a daily and weekly basis.

According to Dr. Sydney Roslow, director of Pulse, the new measurement report, called Cumulative Pulse Audience, was considered necessary "because of the changing nature of spot broadcast advertising."

He asserted CPA would be of particular value to those advertisers who buy "saturation-type" schedules on individual stations and thus find quarter-hour ratings "not only inadequate but frequently deceptive since they give no indication of the changing nature of a station's audience."

Semi-Annual Reports

At the outset the report will be issued semi-annually and will include data on the percentage of families listening to or viewing each station in a market on the average day and throughout the week.

Added to the all-day audience data, Pulse intends to provide separate radio-tv cumulative audience ratings for morning (6 a.m.-noon), noon (noon-6 p.m.), evening (6 p.m.-midnight) and "post-midnight" (midnight-6 a.m.). Weekly audiences, Pulse said, will be broken down into daytime, nighttime and post-midnight.

Among uses of CPA data listed by Pulse:

1. The data will provide a measure of both home and out-of-home total listening and viewing for the medium as a whole and for the individual stations in a market.

2. Advertisers can use the data as "a reliable basis" for buying saturation or run-of-station packages.

3. The data can be compared with newspaper and magazine circulation. "For example," Pulse said, "a station's average daily CPA rating can be checked against ABC data for daily newspapers."

4. The information would measure audience "turnover" on a station through the day and over a week's period.

5. CPA data can show duplication between audiences reached by different stations or by the same station at different times of the day.

6. It can provide "a periodic, continuing measurement of the post-midnight audience—a a long neglected segment of the broadcast audience".

7. Evaluation of the type of families listening to or viewing a particular station would be possible.

Information for the CPA reports will be obtained through personal interviewing during evening hours with all members of the family joining in the interview, Pulse said.

Pilot studies made last spring, Pulse said, showed "major differences in audiences reached by stations when comparisons were made between the average quarter-hour figures and the CPA data for broader time periods."

Dr. Roslow said the material provided would give subscribers "the kind of information they must have for a proper evaluation of radio and tv as spot advertising media."

Buys Christmas Show

FOR THE FIFTH consecutive year, the Mutual Benefit Health & Accident Assn. of Omaha, Neb., will present the special *Mutual of Omaha Calling* broadcast on Christmas Day over Mutual (2-2:45 p.m. EST), during which overseas servicemen will exchange holiday greetings with their families in the U. S. by means of shortwave and cable facilities. Overseas origination points will be Berlin and Tokyo, while members of families of servicemen will speak from Mutual studios in New York, Omaha and San Francisco. Bozell & Jacobs, Omaha, is the agency for Mutual of Omaha.



GEORGE P. MEANY (r), president of The American Federation of Labor, discusses the upcoming ABC radio news series with Edward P. Morgan, who will be commentator [B•T, Nov. 29]. AFL has sponsored news commentary on MBS for the past four years. The new ABC series will be on 175 stations, Mon.-Fri., 10-10:15 p.m., EST effective Jan. 3.

Beer-Wine Ads Acceptable To Majority of L. A. Survey

NO objection to wine and beer advertising on radio-tv was offered by a majority of middle-class Los Angeles women, most of whom have children 20 years or younger, according to a survey by U. of Southern California's department of telecommunications.

Among the ladies questioned, under supervision of Dr. Kenneth Harwood, department chairman, 51% favored such advertising, 45% opposed it and 4% expressed no opinion.

Most respondents were of Protestant faith and over 34 years old—a group usually considered conservative—university officials stated. However, 55% of ladies serve beer, wine or other alcoholic beverages in their households, the survey found.

Three Firms to Split Tab On Pro Playoff Telecast

CHAMPIONSHIP playoff game of the National Football League will be sponsored by three advertisers on DuMont Television Network. The game is scheduled for Dec. 26 with the possibility that the date will change to Jan. 2 if there is a divisional tie necessitating a playoff

game in either the Eastern or Western Conference.

Miller Brewing Co. for its High Life beer will sponsor the first half nationally in all but the Northeast where the game has been signed for by Atlantic Refining Co. Mathisson & Assoc. Inc. is the agency for Miller. Atlantic's contract was handled by N. W. Ayer & Son.

The second half of the game will be sponsored by Buick Motor Div. of General Motors Corp., which will carry the event on 152 stations. Buick's agency is Kudner Inc.

COMBINED NETWORK SALES GAIN 14.4%

Latest Publishers Information Bureau figures compare radio-tv network time sales for Jan.-Oct. 1954 and October 1954 with last year's totals.

COMBINED time sales of the nationwide radio and tv networks in October aggregated $42,597,871, a gain of 14.4% over the combined gross of $37,238,159 achieved in October 1953, according to Publishers Information Bureau. For the January-October period, this year's combined radio-tv network total is $369,440,932, a gain of 18.4% over the gross of $312,013,823 for the same 10-month period last year.

The tv networks during October had time sales 35.3% above the figure for the same month of 1953; for the 10-month period tv network time sales this year are 41.9% ahead of last. Radio network grosses, however, are down in comparison with last year, the October total being off 20.9% from October 1953 and the 10-month total lagging 13.3% behind the 1953 mark.

PIB network-by-network figures for radio and television, October and January-October, 1954 compared to 1953, follow:

NETWORK RADIO

	OCT. 1954	OCT. 1953	JAN.-OCT. 1954	JAN.-OCT. 1953
American Broadcasting Company	$ 2,502,439	$ 2,671,103	$ 24,199,694	$ 24,173,422
Columbia Broadcasting System	4,131,628	5,478,455	45,567,675	51,422,613
Mutual Broadcasting System	1,570,952	2,185,598	17,141,113	18,940,801
National Broadcasting Company	2,735,080	3,493,950	28,106,616	38,145,994
TOTAL	$10,940,099	$13,829,106	$115,015,098	$132,682,830

NETWORK TELEVISION

American Broadcasting Company	$ 3,890,802	$ 2,297,862	$ 26,584,163	$ 16,094,615
Columbia Broadcasting System	14,033,536	9,381,816	117,032,072	77,328,337
DuMont Television Network	1,426,031	1,462,143	10,267,775	8,966,321
National Broadcasting Company	12,307,403	10,267,232	100,541,824	76,941,720
TOTAL	$31,657,772	$23,409,053	$254,425,834	$179,330,993

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$ 13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,821,234*	1,481,767	2,127,192	9,529,016*
Aug.	2,160,025	3,844,135*	1,491,503*	2,075,531	9,571,194*
Sept.	2,267,810	4,055,869*	1,523,161	2,598,635	10,445,475*
Oct.	2,502,439	4,131,628	1,570,952	2,735,080	10,940,099
TOTAL	$24,199,694	$45,567,675	$17,141,113	$28,106,616	$115,015,098

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 2,780,574	$ 10,713,329	$ 1,445,608	$ 10,116,937	$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept.	2,660,601	12,944,665*	802,721	9,733,378*	26,141,365*
Oct.	3,890,802	14,033,536	1,426,031	12,307,403	31,657,772
TOTAL	$26,584,163	$117,032,072	$10,267,775	$100,541,824	$254,425,834

* Revised as of December 1, 1954.

$8.5 Billion Industry Year In '55—Tv-Electronics Fund

OVERALL electronics volume for 1955 will be at $8.5 billion, Chester D. Tripp, president of Television-Electronics Fund Inc., said in his annual report last week. Television set manufacturing will reach $1.5 billion, he added. Mr. Tripp said some projections foresee a $20 billion electronics industry in the 1960s.

Television-Electronics Fund's total net assets as of the end of the fiscal year (Oct. 31) were $55,868,018 as compared to $27,835,082 in the 1953 fiscal year, the report indicated. Net asset value per share was said to be $9.47, compared to $6.92 in 1953 (adjusted for a two-for-one stock split in January 1954). The fund had a net investment income for the year of more than $1.5 million, and a net realized capital gain of more than $2.5 million.

Advertising Must Be Alert To Sound Research—Kobak

ADVERTISING people must become alert to sound research and facts, Edgar Kobak, station owner, consultant and president of the Advertising Research Foundation, asserted last week in a talk to the Des Moines Advertising Club.

Steadily increasing competition in marketing and merchandising requires alertness and the need to have reliable facts to help increase the return from the advertiser dollar by moving more goods at a lower cost through effective advertising, according to Mr. Kobak.

"I often wonder whether some advertising people aren't intellectually lazy," Mr. Kobak said. "I suspect that some of them are guilty of lazy thinking, of lazy analysis of their problems, of lazy use of data which are available to them, and of indifference toward sound research and good solid facts.

"What's the use of technical research in such fields as foods, drugs, farm equipment or raw materials and then being careless in an important phase which will help a business succeed—that of lowering costs through the more efficient spending of the advertising and sales dollar? Advertising and marketing research which is well done and properly applied will increase prosperity.

"Studies which improve these research methods and techniques, and which will give us a keener insight into consumer motivations, are needed to increase our knowledge of how to advertise more successfully and effectively," Mr. Kobak asserted.

LATEST RATINGS

NIELSEN

Two Weeks Ending Oct. 23 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-week		
	(Average for all programs)	(1,259)
1	Jack Benny Show (CBS)	2,939
2	Amos 'n' Andy (CBS)	2,892
3	Dragnet (NBC)	2,612
4	Our Miss Brooks (Amer. Home) (CBS)	2,472
5	Our Miss Brooks (Toni) (CBS)	2,426
6	My Little Margie (CBS)	2,332
7	Bergen & McCarthy (CBS)	2,192
8	People Are Funny (NBC)	2,146
9	Arthur Godfrey's Scouts (CBS)	2,099
10	Roy Rogers Show (NBC)	2,052
Evening, Multi-Weekly		
	(Average for all programs)	(933)
1	One Man's Family (NBC)	1,586
2	News of the World (NBC)	1,539
3	Amos 'n' Andy (CBS)	1,493
Weekday		
	(Average for all programs)	(1,493)
1	Ma Perkins (CBS)	2,379
2	Arthur Godfrey (Frigidaire) (CBS)	2,332
3	Young Widder Brown (Toni) (NBC)	2,239
4	Road of Life (CBS)	2,239
5	Helen Trent (Participating) (CBS)	2,192
6	Stella Dallas (Toni) (NBC)	2,146
7	Arthur Godfrey (Toni) (CBS)	2,146
8	Arthur Godfrey (Adolphs) (CBS)	2,146
9	Our Gal, Sunday (Amer. Home) (CBS)	2,146
10	Perry Mason (CBS)	2,099
Day, Sunday		
	(Average for all programs)	(513)
1	Sunday Gatherin' (CBS)	1,120
2	Galen Drake (Gen. Foods) (CBS)	1,073
3	Cecil Brown Commentary (MBS)	980
Day, Saturday		
	(Average for all programs)	(886)
1	City Hospital (CBS)	1,586
2	Robert Q. Lewis (Van Camp) (CBS)	1,586
3	Robert Q. Lewis (H. Curtis) (CBS)	1,539

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Three Buy Morning Segments

REXALL Drug Co., Eastco Inc. (Clearasil) and Campbell Cereal Co. (Malt-O-Meal), have signed for segments of CBS-TV's *The Morning Show*, five-day a week program, 7-9 a.m. EST. Rexall signed for three participations weekly on the complete *Morning Show* network, effective Feb. 15. The order, placed through BBDO, Los Angeles, includes *Panorama Pacific*, CBS-TV's West Coast version of *The Morning Show*.

Eastco, through Ruthrauff & Ryan Inc., will sponsor two participations weekly effective immediately. Business for Campbell, placed by Campbell-Mithun Inc., calls for two participations a week on the midwestern portion of the network.

Miles Labs Changes Schedule

REPLACEMENT of its *Three Steps to Heaven* with *Modern Romances* on NBC-TV starting Dec. 8 was officially confirmed last week by Miles Labs (patent medicines), Elkhart, Ind. Miles will alternate sponsorship of the serial between Wednesdays and Thursdays, 4:45-5 p.m. EST, according to Goeffrey Wade Adv., which handles the account. Program is televised across the board weekly and features actress Martha Scott in a complete story told in each week's episode.

[*A&A continues on page 51*]

Morning Radio is UP in IOWA

UP on WHO!

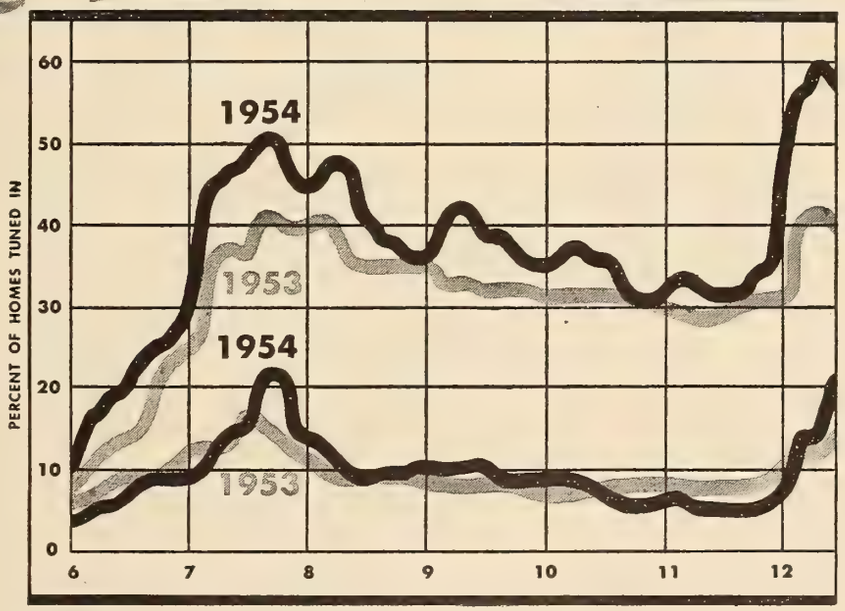


THE chart — taken from the 1954 Iowa Radio-Television Audience Survey — tells the story.

The two top lines show *morning radio listening* in 1954 as compared with 1953 — UP for all stations in Iowa.

The two lower lines are for WHO alone — UP for 1954, over '53 — and we hope you'll note that, at certain times, WHO alone accounts for as much as 45% of *all* the radio listening in the State!

The complete 1954 Survey will be out very soon, now. Write for an early copy — or ask Free & Peters!



PERCENT OF HOMES TUNED IN, MORNINGS — 1953 VS. 1954

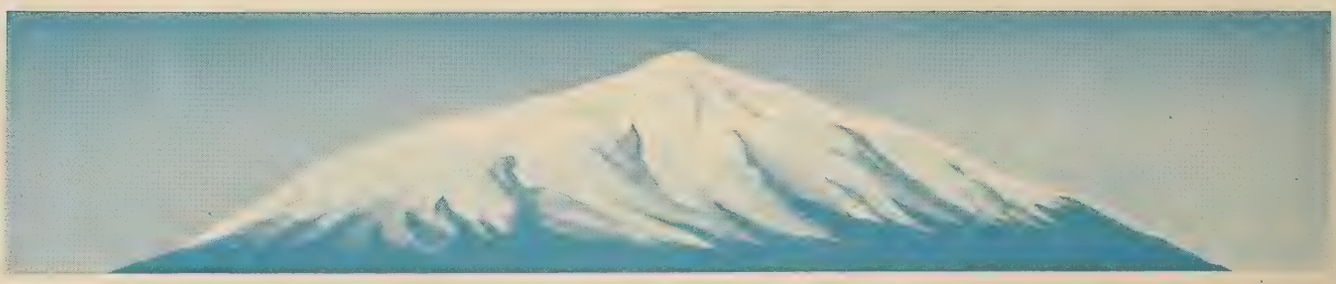
WHO

for Iowa Plus!

Des Moines . . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives



MT. WASHINGTON TV



"Best darn salesman I've ever seen!"

Seriously, Mt. Washington TV is one of the "best darn salesmen you've ever seen" . . . and a good many people have found it out already!

The sponsors of I Love Lucy, Omnibus and Bishop Sheen know that the Mountain is a "born salesman" . . . it reaches most of Maine, New Hampshire and Vermont at about half the cost of any other 3 TV stations in the area combined.

WMTW

CBS-ABC **Channel 8**

John H. Norton, Jr., Vice Pres. and General Manager — REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.



GEORGE KERN

BUYING & SELLING: TWO VIEWPOINTS

AN AGENCY BUYER AND A BROADCASTER VOICE THEIR OPINIONS

THE Radio & Television Executives Society, New York, held a time buying and selling seminar at its meeting last Tuesday. An agencyman and a station man were the speakers: George Kern, associate media director of Lennen & Newell Inc., and Robert M. Reuschle, national sales manager, WHUM-TV Reading, Pa. Moderator was Vera Brennan, head timebuyer at Scheideler, Beck & Werner, New York. The text of Mr. Kern's speech follows below; Mr. Reuschle's remarks appear on page 38.

CONCERNING:

1) The agencies' relationship with their clients and with the broadcasters, and
2) The agencies' responsibilities to their clients and to the broadcasters.

THIS might be "old-hat" to many, but we thought it a worthy reminder to all.

An agency's position is a peculiar one in that it acts as an agent for both the client and the broadcaster. An agency therefore becomes a buyer and a seller and as a result he is right in the middle. He buys for his client and sells for the broadcaster. The agency takes its orders from the client and gives orders to the broadcaster who pays him his commissions.

This is a point most agency timebuyers, their bosses and their clients too often lose sight of. It's the broadcaster who pays the agency commission—not the client. So let's treat him with the respect he deserves.

The thing we must all remember—advertiser, broadcaster, agency—is that we are a team and that we are in this together. We survive and succeed only so long as we work as a team. We need each other. The advertiser needs the vehicle to carry his advertising message—and he needs the agency to prepare the kind of message that will produce sales results which will enable him to continue to use the vehicle. The station needs the agency to represent him in selling the effectiveness of his vehicle and keep it sold by the results gained from the sales producing messages he prepares. The agency needs both the advertiser and the broadcaster —the advertiser to hire him and the broadcaster to pay him.

You can see this becomes a vicious and important cycle—we need each other—advertiser, agency and broadcaster.

Now let's talk about responsibility.

You remember I said that if we all assume our responsibilities, we'll get along a lot better—and do a better job. As far as an agency is concerned, his first responsibility is to his client—the advertiser.

The agency acts on behalf of his client in all his dealings with the broadcaster. As an expert in the advertising profession, he recommends without prejudice the stations and time periods which will best fit his client's needs. He is responsible for producing the best selling messages—messages that result in sales—that result in the continued use of the stations which produce the results.

The agency is responsible for protecting his client in every way possible in his negotiations with the broadcaster. He must see that his client gets the best available time periods at the lowest possible cost. He must protect his client contractually on rates, rebates, pre-emptions, cancellation privileges, legal entanglements—and every other way. And remember it is the agency who is solely liable to the broadcaster to fulfill all of the terms and conditions of the contract he signs on behalf of his client.

The agency has a responsibility to the broadcaster beyond his contractual commitments.

He should respect the important part the broadcaster plays in the community he represents. He should regard the broadcaster as an equally important part on a three man team. He should give the broadcaster an opportunity to submit proposals on a competitive basis—and be ready to tell him why he did not get the order.

In the interest of his client and the industry as a whole, the buyer should be fair in his dealings with broadcasters in requests for make goods, credits for interruptions and pre-emptions, publicity and merchandising.

Remember, any request which puts a higher overhead on a station's operation is ultimately going to be reflected in the rate card. So let's not force stations to render services which raise the rates to the point where they kill the medium. Sure, take advantage of all the services a station has to offer—but don't abuse them to the point they affect the rate structure.

Now, I want to get back to the subject of contracts.

As I said before, the agency is solely liable for the contract he signs with the broadcaster.

We are fortunate in having a standard contract which was developed after many months of work on the part of the NARTB and the American Assn. of Advertising Agencies and is accepted pretty generally in the industry. It contains a few clauses which some of you may not agree with, but as one of the 4A representatives who labored over the drafting of all clauses, I feel we ended up with something we can all live with. It seems to cover the agency and the broadcaster in an equally equitable way. The thing I want to explain, however, is that you should not just take this contract for granted. Don't just sign it because it has the seal of approval of the NARTB and the 4A's.

Know what the contract contains? What are the agency's obligations to the station? What are the station's obligations to the agency? What are the cancellation privileges on the part of the agency? the station? What happens when your program is preempted? What protection do you get on rate increases? Who indemnifies whom? and for what? The knowledge of the terms and conditions of this standard contract on the part of buyer and seller has resulted in the unusual relationship which exists between agency and broadcaster. Because of the close cooperation between broadcasters and agencies through their respective associations in the development of a standard contract, verbal orders get the acceptance they do. A timebuyer's word to a station or network is all that is necessary to kick off a million dollar campaign.

There is a code of ethics in this business that says a man's or a woman's word is all we need. Let's keep it that way.

Let's not have anyone—the client, account executive or anyone


"Satins & Spurs"
"Lady in the Dark"
"Sunday in Town"



THEY'RE BUYING THE NEW STYLE

To break established patterns and create a bold new style is one thing; to win acceptance in the market-place is another. NBC-TV Color Spectaculars were daring departures from conventional television programming. Now the first sizable block of figures is in.

Of the first five of these 90-minute super-shows to be rated by Nielsen, four have won top-ten-size audiences. The fifth missed by a whisker. Each of the five has been seen in more than 10,000,000 homes.

"Tonight at 8:30" and "Sunday in Town" are both in the top ten in the latest Nielsen ratings, each reaching over 10,700,000 homes. In earlier ratings, "Lady in the Dark" was in fourth place with 11,347,000 homes. "Satins and Spurs," according to a Special Nielsen Tabulation, was also seen in more than 11,000,000 homes, and "The Follies of Suzy," another NBC Spectacular, was enjoyed in 10,249,000 homes.

But ratings are only one part of the picture. NBC Color Spectaculars have achieved nation-wide impact. People talk about them, read about them. They're big, exciting, newsworthy. Last week's Judy Holliday cover on LIFE is an example of the constant attention they attract. Equally impressive is their merchandising magic. Dealers are more than enthusiastic about the response at point-of-sale. And perhaps most important, these Spectaculars have provided vital impetus to the greatest selling medium yet devised . . . color television.

Creation of the Color Spectacular is only one aspect of NBC's dynamic program leadership in Television – leadership that brings more families to the average evening program on NBC-TV than any other network.

NBC TELEVISION
a service of RCA

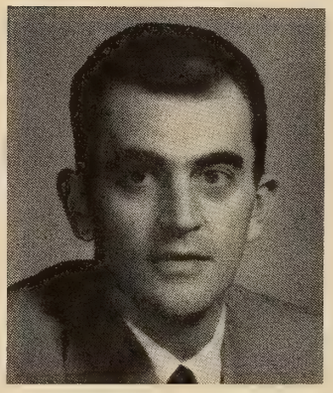
else, have us try to get out from under a commitment, just because it is not in writing—or because the contract has not yet been signed.

The agency has a reputation to maintain—an order is a commitment and obligation whether it be verbal or in writing.

This is why it is important for buyers to know what they have contractually agreed to. This is why they must know every clause of the contract—and that they convey the terms and conditions of such commitments to their account men and clients.

To sum up—if:

1) We work as a team—advertiser, agency and broadcaster, and
2) We know our relationship with each other and our responsibilities to each other, we can't help but have a smooth-working and successful team.



ROBERT REUSCHLE

I HAVE BEEN on three sides of the fence: timebuyer . . . station man . . . and station representative (he's the man in the middle).

Every timebuyer should try being a salesman . . . and every salesman should just try being a timebuyer. Or, to put it more bluntly, did you ever have to stay home and feed and diaper the kids while your wife spent the whole day in New York shopping? You know the other fellow's job is not always as easy as it looks.

Somebody said the other day, "The best advertising men are those who best understand women" . . . and I like to think, "The best timebuyers are also those who best understand salesmen." Salesmen are the CATALYST to our whole economy . . . something like the sparkplug in your car. Therefore let's begin by recognizing that saleswork, like timebuying, is a profession too . . . it's not *"piddling"* . . . nor is it *"peddling!"*

Probably some of you might be asking yourselves how to learn timebuying quickly. One of the best ways is to ask questions of salesmen. Take the salesman into your confidence whenever you can do so . . . you might be surprised how much he can help you . . . admit what you don't know, or don't understand . . . don't try to bluff . . . an inquiring mind will pay you great dividends, and you and the salesman will *both* profit by it.

Salesmen can often help you sell your ideas on radio-tv values if you will welcome sales calls on your account executives and clients. Timebuyers feel they have the right to contact stations direct—and rightly so, for it leads to a better understanding and a solution of many problems all the way around. Of course, timebuyers should let the salesman know this is being done, just as the salesman should first cover the agency before going to the client. Sales calls on clients is not a serious complaint. . . . However, it is a fact that the print media boys have a better working relationship in this regard.

In other fields of endeavor, many thousands of dollars are exchanged or committed by a simple raising of the hand, or a nod of the head. When a station representative gets a telephone order, many wheels start to turn.

Station people would like to see timebuyers make more trips into the field to see markets and observe local conditions first hand. Your clients and account executives usually have this experience or go out and get it by riding delivery trucks; calling on jobbers; selling their products from behind the retail counter; checking shelf display and merchandising, etc. While it is true that the busy timebuyer is often confined to his desk, it is hoped the buyers will take every opportunity to get out in the field and, at the very least, get the feel of some local markets. When you see the local shows and meet the personalities, you will have a much better idea of what you bought and the kind of audience this show reaches. You will discover new ways to use and merchandise these programs. Just think of some of the New York programs you are so familiar with and I think you will agree, if you can make more trips to stations you will be even better buyers.

In my early days as a buyer I once had a tendency to have preconceived notions about—

"My client will only buy 50,000 watters" . . . or . . .

"We can only buy network stations" . . . etc.

Just as the character of our business keeps changing . . . so do the relative values of radio-tv stations. You all know that power, frequency, network affiliation and program or personality changes can sometimes quickly affect a station's audience pulling power. It is possible for one station to go from independent to network affiliate and increase its audience. The same thing can happen in reverse. Perhaps just a short six months ago you considered station "X" to be the buy in its area . . . but something happened in the meantime. I remember once calling the client to happily announce: "I have been able to get your spots in that hot disc jockey show, *The Katzenjammer Kid* . . . only to have the client tell me *Katzenjammer* moved to the other station two months ago!

Remember the station representative has a responsibility to his client too . . . the station. He is at least responsible for knowing what campaigns are breaking . . . and getting a shot at the business. The point is . . . you can do a better job for your client, and yourself, if you ask for availabilities on all stations in the market before you buy.

The sales fraternity is always a little concerned about the way some media market lists are prepared for print and radio-tv . . . (and that's probably the understatement of the year) . . . and while it is true that the seller of time can never be in a position to know the intimate details of an advertiser's marketing and media strategy . . . just one word of caution. . . . Ranking markets for local media use by such yardsticks as households, effective buying income, population, retail sales, etc.—may all be important and useful approaches —but we wonder at times whether sufficient attention is given to the fact that you can't build a fence around a radio or television station signal. These media and their programming fare have large audiences beyond the metropolitan city, where people in the urban-rural areas are influenced by the advertising on these two electronic media. Many urban-rural families do a large share of their purchasing in the big cities . . . thus inflating the meaning perhaps of *retail* sales in that city. To assume that magazines have deep penetration right across the country is a mistake.

For example: one of the largest weekly magazines reaches about 14% of the families in WHUM-TV's area . . . and only 19% of *all the people* if we allow 4.75 readers per copy to account for pass-on circulation. Remember this 19% is its total potential audience . . . we haven't taken into account any research ratings on the *reading* or *noting* of any ad. Markets are people, wherever they are, and radio-tv reaches them best. We would like to see more emphasis put on radio-tv's *total* audience . . . by the timebuyers who help to sell it.

There is one small gripe . . . salespeople have. It is the amount of time wasted waiting in advertising agency reception rooms . . . Timebuyers calculate cost-per-thousand . . . cost-per-rating-point . . . cost-per-commercial. But did you know that: the Cost-Per-Hour, in Reception Rooms, Per Salesman is about $5.48?

Please try to remember that a salesman's time is just as valuable as yours. We know that all too often timebuyers are called into those inevitable meetings at the last minute . . . but do the guy a favor and see that he isn't told of this after waiting around for half an hour. Brief your luscious secretary on this problem . . . she might be able to come to the lobby and handle the call and save *you* time. And for us, the call won't be a *total* loss.

One last thought: Armed as you *must be,* with intestinal fortitude, and a sense of humor . . . and after you have examined all the yardsticks . . . power; frequency; coverage, gross and net; cost; ratings, gross, net and cumulative; cost-per-thousand; cost-per-rating point; cost-per-commercial; audience composition; programs preceding and following; competition; merchandising pluses; sales potential; package rates; overlap of other stations or other media, *AD INFINITUM* . . . try to remember that sometimes "a philosophy is more important than a formula" . . . and let your good common sense smile through!

ON THE AIR FROM 7A.M. TO 1A.M.

basic CBS shows + top ABC shows
+ ST. LOUIS' FAVORITE PERSONALITIES



ED WILSON
4:15 — 5:00 P. M.



TOM DAILEY
12:30 — 1:00 P. M.



GIL NEWSOME
5:00 — 5:30 P. M.

UNBEATABLE ENTERTAINMENT
AND

ZOOMING SALES

FOR YOU

you'll sell more...

in St. Louis on channel **4**

1,560,000 POPULATION
100,000 WATTS — OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

KWK-TV

CBS TELEVISION NETWORK

MARKET RESEARCH MEANS PEOPLE, TOO

IN RADIO-TV, WHAT COUNTS IS WHO LISTENS TO WHAT, AND WHEN

WHAT is a market? Different things for different products at different times in different media, according to J. A. Ward, president of the market research firm of J. A. Ward Inc., which recently completed a nationwide survey of listening and viewing habits for Mutual. Audience composition can mean more to an advertiser than audience size, and commercials timed to coincide with appropriate listener activity (such as advertising a detergent to women at dishwashing time) can be much more effective than at other times, Mr. Ward told the Nov. 23 session of the Radio Television Executives Society timebuying and selling seminar in New York, in a talk excerpted here.

THE ANSWER requires a knowledge of the product to be sold, its uses, its competition and its distribution. These are the elements which determine the characteristics a marketing man looks for and establish the relative importance of special groups in marketing.

In the final analysis, markets are people who may buy the item you are trying to sell. It is to them you aim all your sales ammunition.

The first step usually taken in defining your markets is to classify people into convenient groupings so that you can analyze your marketing problem more systematically. Standardized groupings based on objective nose counts of age, sex, geographic location and buying power are essential to knowing your market; but they may be misleading unless further evaluations are made in terms of interest in the product and its competition.

As a market researcher, I'm the last one to minimize the importance of these definitions of markets—but I think I can make a better contribution to your thinking by restricting myself to the application of my subject to radio and tv.

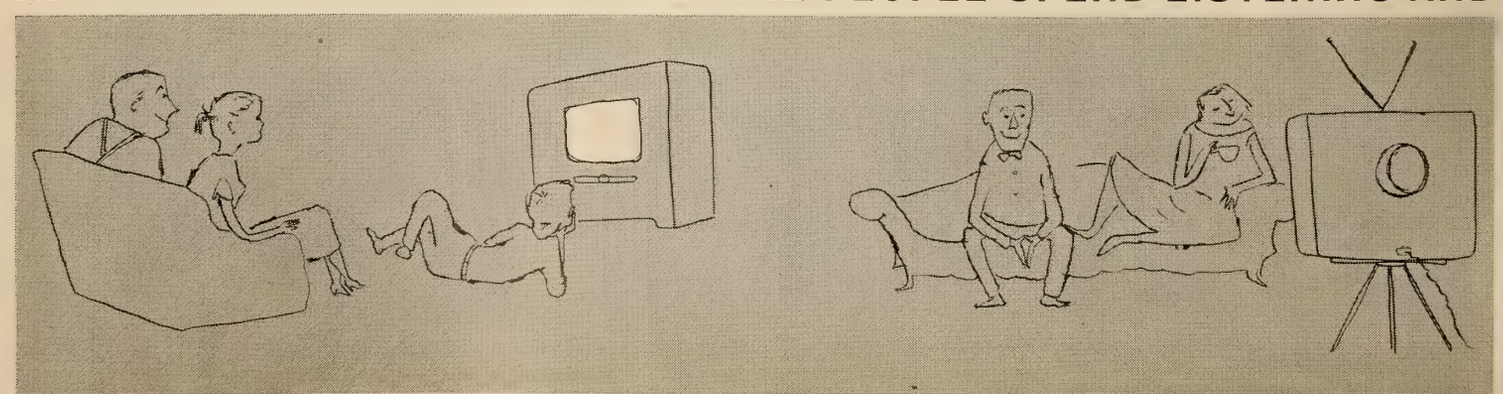
Our organization has just completed a study of air media [B•T, Oct. 4] which I believe permits for the first time market interpretations of these media in terms of *people*. Practically all previous measurements of the size and characteristics of the various markets reached by air media have been expressed in terms of sets or families. This means these measurements give equal value to each family regardless of the number of people they contain.

Our study differs from these because we have given equal value to each individual person, thereby permitting a specific examination of the markets represented by air media. This difference in the unit of measurement developed information that is, in many respects, dramatically different from previous data.

IN THE DAYTIME: OF ALL THE TIME PEOPLE SPEND LISTENING AND



IN THE NIGHTTIME: OF ALL THE TIME PEOPLE SPEND LISTENING AND



Perhaps the most startling difference we found was in a comparison of the amount of time spent with each media during a given day. Previous measurements have indicated that the average tv set use is much greater than average radio use during a day. Our study indicates that among all viewers about two hours a day is spent viewing television and approximately the *same amount of time* is devoted to listening to a radio by the average radio listener.

The point is that most research has measured total set use, which obviously is greater than the amount of time most individuals can spare from their normal daily activities. For example, in my home the television set is on for probably more than five hours each day. However, there is not a single person in the family who can, or does, spend that much time viewing television. They come in and out of the audience at different times.

Thus, by one form of measurement—the family unit—the casual interpretation would be that tv enjoys perhaps a 3 to 2 superiority over radio. Our study clearly indicates that this is not so—that there is a high degree of equality between both media over a full day of operation.

For example, we found that in the course of an average weekday, both radio and tv reach about 60% of all the people in the country over the age of 5. And, instead of the commonly accepted idea that tv dominates the major proportion of air time (by air time I mean the total radio-television exposures combined), the amount of time devoted to each medium is about the same.

The reason the study shows this is simple —instead of measuring warm tubes, we measured *people* and their activities. And in doing so, we measured markets.

Now, of course, there are some major differences between the markets reached by radio and those reached by tv. Television reaches more 6-to-12-year-olds than does radio. Radio reaches more persons in rural areas than does tv. Radio reaches more adults, especially women.

But this is over a full day. Nobody can buy or sell *all of radio or all of tv*, so the question of what sort of market you can reach by using one or the other medium narrows down to specific time periods and networks. In each such segment of the total time, the markets or people you can reach may vary considerably.

For example, before 6 p.m., of all the *time* people spend with radio or television 70% is devoted to radio listening. After 6 p.m., 75% of all such time is devoted to tv. And, furthermore, of the total time people devote to air media, roughly half occurs *before* 6 p.m., the other half *after* 6 p.m.



J. A. WARD

A part of the process of knowing your markets involves knowing why these things occur. We developed some fairly clear reasons as to why radio-tv markets divide up the way they do. The basis of our study was a complete measurement of the daily living habits of the people in this country. We studied their activities throughout the day, from the time they got up in the morning until they went to bed at night.

Of all this waking time each individual has during a full day, a certain proportion is devoted to dressing, eating, working and leisure time. What we found was that people can and do listen to the radio when engaged in any of these activities. Of course, the nature of the medium permits this. The housewife can listen while she works. Also, most homes have kitchen radios or car radios, in addition to a living room radio. So, people can listen in more than one place.

Tv, on the other hand, is more restricted. In the first place, almost nine out of ten tv sets are located in living rooms. In the second place, full use of tv requires the use of the eyes as well as the ears and makes more difficult the performance of other chores simultaneously. Thus the vast majority of all tv viewing is done during leisure time—and most leisure time occurs in the evening hours.

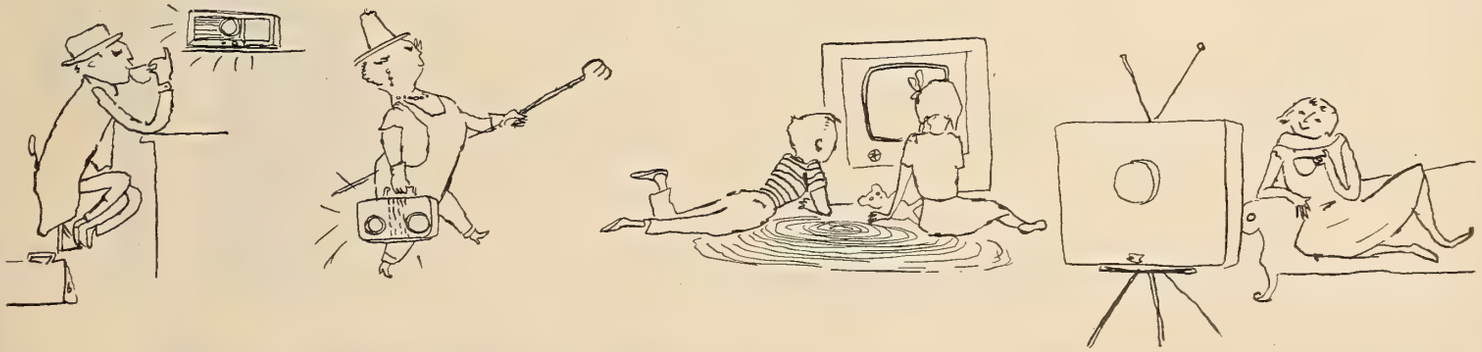
All of this points up the fact that radio and tv, as a whole, are not what you could call *a* market—but represent many, many markets, different for each broadcast period.

It was one of the objectives of our study to examine the characteristics of these hundreds of individual markets. To do so we made analyses of individual time periods by the age, sex, geographic location and income of the people we studied. Some of each type were, of course, listening to the radio, some were watching television. Thus we are able to examine the audience composition of both media. And study the market factors that buyers and sellers of time require for the best implementation of these media.

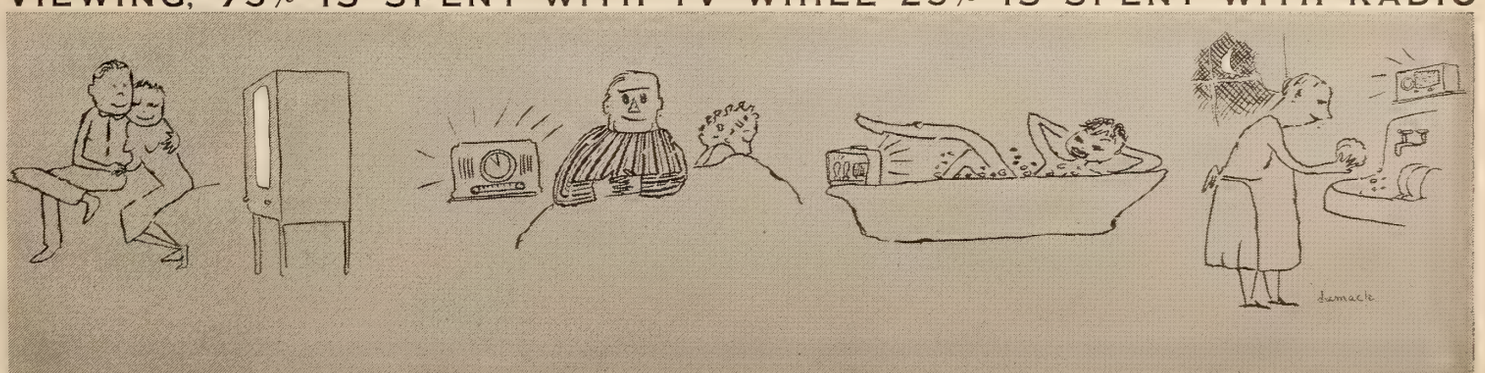
Up to this point, I have been making comparisons and contrasts between radio and tv. Now I would like to tell you a little about what we found with respect to how these characteristics vary by periods. For the sake of avoiding confusion I'll stick to radio.

I mentioned earlier that there are always some subjective standards for measuring

VIEWING, 70% IS SPENT WITH RADIO WHILE 30% IS SPENT WITH TV



VIEWING, 75% IS SPENT WITH TV WHILE 25% IS SPENT WITH RADIO



THESE ARE THE STATIONS

NATIONAL SPOT



FREE & PETERS
INC.

Pioneer Station Representatives Since 1932

NEW YORK	CHICAGO	DETROIT
444 Madison Ave.	*230 N. Michigan Ave.*	*Penobscot Bldg.*
Plaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blva.*	*Russ Building*
Main 5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798

FOR YOUR

RADIO CAMPAIGN . . .

EAST, SOUTHEAST			
WBZ+WBZA	Boston-Springfield	NBC	51,000
WGR	Buffalo	NBC	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth—Dallas	NBC-ABC	50,000
KENS	San Antonio	CBS	50,000
MOUNTAIN AND WEST			
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

markets—such as the degree of interest people have in your product. As I said, we found that radio listening goes on even while the listener is engaged in other activities. Now, if you are concerned with a food product, it might seem important to you to reach women while they are in the act of preparing or eating food. There are times each day when most women are doing just that.

Radio has the peculiar ability to reach people at the point of use. For instance, we have analyzed a number of time periods and networks and find that there is a period where one radio network delivers over 3.5 million listeners, of whom over one-third are women who are eating or preparing food.

Exactly 45 minutes later, this same network delivers the same total audience—but only 1/10th of this audience is composed of women preparing food at the time.

We also found that during the period between 4 and 5 p.m. EST, there are *more* people in this country riding in automobiles than at any other weekday time. The gasoline manufacturer who wants to reach potential customers by means of the *auto radio* will examine such a time period carefully. He might ask: Who are the people riding in automobiles at this time? What proportion are men?—because there is another time period, when fewer people are riding in automobiles, but when more men are in the auto-radio audience.

Let me give you a few more illustrations of the way the characteristics of audience vary. By age, for example. In our study, one network had almost equal total audiences at periods about three hours apart. In the first period, almost half the audience was under 19 years of age; in the second perior, nearly half was 40 years or older.

We found many other market differences in the periods we studied. There are time periods in which southern markets represent a third of total audience, in contrast to periods of equal audience size in which a third of the listeners are in the western market.

Another period had an audience of almost twice as many persons with family incomes in excess of $5,000, on a *different* day.

Beside these physical differences of audiences, we found enormous contrasts in the activities of the audience during different time periods. For example, in comparing two daytime quarter hours—in the first, 2/3 of the women listeners were doing household chores, in the second, 2/3 were at leisure. The differences were so great that we frequently found larger "specific markets" (such as men) during periods when the total audience was smaller than it was during other periods.

I hope these brief examples serve to illustrate the point that air media cover widely different markets at different times. The more you know about these shifting markets, the better you can both buy and sell radio and tv time.

It is my belief that it's more important for you to know the composition of the audiences in the time periods you are buying or selling than it is to know the sheer size of that audience, whether the size is expressed in terms of total sets, total families or total individuals. In radio-tv, audience is shifting so constantly that its characteristics become vitally important, lest you waste ammunition on the wrong targets.

TOP BILLING AT KEX GOES TO RADIO NEWS

RADIO WAS BORN with a news broadcast. The first regularly scheduled commercial broadcast was the Harding-Cox election results on Nov. 2, 1920. Today, no station manager would think of not allotting a generous share of his air time to news shows.

Not every station manager agrees on the amount of time which should be devoted to news. But at least one, J. B. (Steve) Conley of KEX, the Westinghouse station in Portland, Ore., believes it isn't possible to get too much. He says flatly, "News is not only the backbone of radio but also a service in which radio excels any other means of communication."

That's why KEX devotes 18% of its best air time—almost four hours between 6 a.m. and 10:15 p.m.—exclusively to news.

Says Mr. Conley, "I've been around radio a long time, but it took television to make me see the value of good news coverage to a radio station. There's no getting away from it, television competition was rough. But where tv can do a better job on some things like dramatic programs and variety shows, we can lick them consistently on news because of immediacy and flexibility.

Figures show that KEX's income from sponsored news broadcasts has almost tripled since 1950. In 1951, revenue from news shows was 131% of the 1950 figure. By 1952 it was 166%. Last year the total was 229% of the 1950 revenue, and this year it will hit 287%.

Only 8% of the station's total income in 1950 came from news. It was up to 10% in 1951, 13% in 1952 and 16% last year. Today, as Steve Conley points out, "Twenty-two per cent of all KEX's revenue comes from news broadcasts. Twenty years ago, I never would have believed it possible."

News director of KEX is Bob Thomas, who had amassed ten years of newspaper experience before joining KEX in April 1945. A soft-spoken, slightly-built man with greying hair, he looks, talks and thinks like a newspaperman, and he firmly believes that the best radio news shows are those put together by following basic newspaper practices.

Since he has been in radio, Mr. Thomas has developed some positive ideas about pure radio problems. For one thing, he insists mere staff announcers don't make good newscasters. He explains: "An announcer is accustomed to reading commercials—to selling things. He may do it very well. But a news broadcaster should have a high sense of drama. He is being called upon to act out a highly dramatic situation."

One of the most important members of the KEX news staff, like its city editor, never goes near a microphone. That's ace "legman" Mary Margaret Whittemore, a New York girl who worked on magazines there before marrying a Portland pediatrician.

You can find "Mike" covering the day's top local story—the big murder trial, the controversial council meeting or the six-alarm fire. Hourly she phones the station with last-minute bulletins, only leaving the scene of the news at 11 a.m.—when she hurries in to write her story for Washburn's 12:15 p.m. broadcast—and at 5 p.m., when she returns to the station to bring the story up-to-the-minute for McGowan's 6 p.m. show.

For the other members of the KEX news staff, who gather news mostly by telephone, life is made easier by Station Manager Conley's edict that they are to have unlimited use of the long-distance phones. "With our three-hour time advantage over the East Coast, that means a lot," Mr. Thomas observes. "We can call Washington or New York on a story with a Portland angle and often get what we want before the wire services can get it to us. For example, we can get a quote from Interior Secretary McKay (former governor of Oregon) on our 7 a.m. broadcast about something that happened in Washington at 9:30 a.m."

With such calls supplementing the full UP and INS service for national news, plus the ABC network news shows KEX carries, the station's Thomas-trained KEX news staff devotes itself to ferreting out fresh angles for the local news. Sherman Washburn and George McGowan do the bulk of the newscasting. Mr. Washburn handles five news broadcasts daily, his first at 6 a.m. and his final at 12:15 p.m. Mr. McGowan does six newscasts from 2 to 10 p.m.

In addition, there are a half-dozen other newscasts, written by Bob Thomas and his staff and put on the air by announcers. And, of course, there are break-ins for bulletins on big stories.

Mr. Thomas says: "For the two million people in our basic 50 kw area, we try to be a front page and a darned good one."

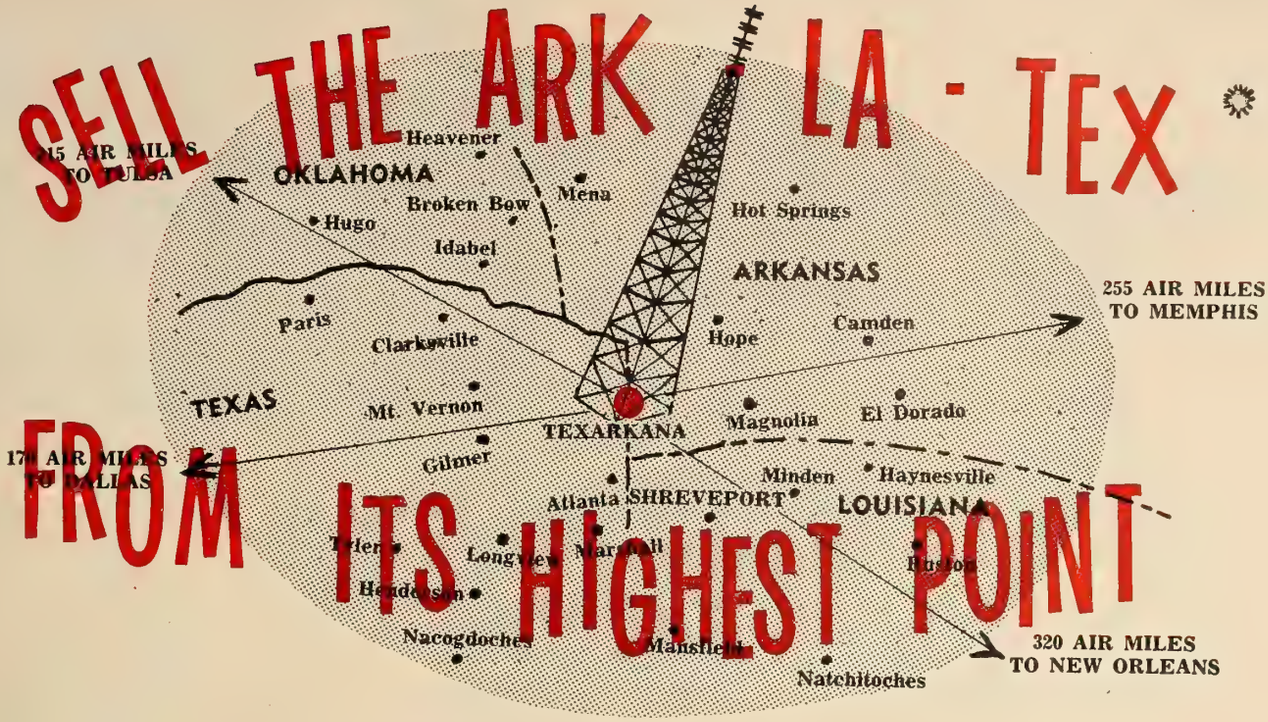
The surest sign of his success, he believes, is that news sources call him instead of just the newspapers when a story breaks. But to Station Manager Conley, there's a surer sign that Thomas has found the right formula for radio—the ever-mounting revenues from news broadcasts and the ease in finding sponsors for KEX's unusually heavy schedule of news shows.

NEWS DIRECTOR THOMAS, 'MIKE' WHITTEMORE



SELL THE ARK-LA-TEX *

FROM ITS HIGHEST POINT



The KCMC-TV Tower is the HIGHEST POINT within a 72-mile radius. In the Level Terrain of this Rich Area, No Hill, No Man-Made Object Rises Above the Channel 6 Mast at Texarkana—the HUB of the ARK-LA-TEX *.

MAXIMUM POWER

THE ONLY FULL POWER STATION
between Memphis & Dallas—425 miles
between Tulsa & New Orleans—535 miles.

*** Southwest Arkansas, Northwest Louisiana, Northeast Texas—PLUS a KCMC-TV bonus of Southeast Oklahoma.**

CHANNEL 6 CBS—ABC—DTN

KCMC TV

TEXARKANA, TEXAS-ARKANSAS

Represented Nationally by Venard, Rintoul & McConnell, Inc.

BEAUTICIANS TO TV COOKERY



VIDEO VITTLES MAKES VIDEO FOOD LOOK GOOD ENOUGH TO EAT

By Rocco Famighetti

DOES the chocolate cake in your tv commercial have that tired, worn-out look? Do you want to perk up the spinach so that the kiddies watching their favorite tv program will really want to eat that vegetable? Do your tomato soup and fried eggs come through on television like something that you wouldn't feed your worst enemy?

Well, if these are some of your trials and tribulations, you can be saved. Just as a station operator with technical problems calls on a consulting engineer and a film producer with copyright headaches seeks help from a lawyer-specialist, television commercial organizations plagued by "fouled-up food" can utilize special services.

Video Vittles Inc., New York, has a scope of operations that extends much further than that of a mere catering service, which television has had since its inception. It is a complete packaging-consultancy-catering operation which currently is servicing more than a dozen clients, furnishing drawingboard to on-the-air service on food commercials.

The driving forces behind Video Vittles are Kit Kinne, food editor of NBC-TV's *Home* show, and her lawyer-husband Charles Sigety. As with many thriving business enterprises, Video Vittles emerged from a chain of circumstances, starting about three years ago when Miss Kinne was the "Sally Smart" of WOR-TV New York's *Sally Smart's Kitchen.* Miss Kinne received a telephone call to bake some cakes for Pillsbury for CBS-TV's *Godfrey and his Friends* program. The word circulated that Miss Kinne, a graduate home economist out of Cornell U., was preparing the Pillsbury commercials, and other food companies availed themselves of her services.

Business began to boom to the point that it could no longer flourish on a modest scale, and nine months ago, Miss Kinne and her husband formed Video Vittles. They currently maintain a completely equipped kitchen covering 225 sq. ft. of space at 135 E. 95th St. in New York, and employ four full-time cooks and home economists, and a number of part-timers when business is particularly frisky.

One indication of the scope of business activity, Mr. Sigety said, is that the food bill alone amounts to $1,500-$2,000 a month. When color programming accelerates its pace next year, he added, food expenditures will blossom into an even larger item.

Mr. Sigety, a graduate of the Yale Law School and a one-time member of the Compton advertising agency's staff, contends that expert food advice is needed by agencies and sponsors on black-and-white as well as color commercials. In fact, Mr. Sigety believes that guidance is even more important with respect to black-and-white because it is imperative that discrimination be attained in terms of shading.

A steak or hamburger in black-and-white looks like a black mass when cooked, Mr. Sigety explained, so Video Vittles recommends that it be shown raw, thus achieving a light tonal effect. A rich spaghetti sauce would look "like mud," according to Mr. Sigety, unless it is assisted by overhead lighting.

Another important consideration in black-and-white, Miss Kinne interjected, is the selection of "accessory" foods which will blend well with the *piece de resistance.*

Over the past few years, Miss Kinne and her husband have gleaned from their experiences a card file of *do's* and *don'ts* for the telecasting of food commercials in color. For instance, they have learned that tomato soup will look palatable if only a certain amount is used in the bowl and a headlight

AT TOP (l to r): Video Vittles' Kit Kinne, Martha Arvin, Sally Wells, Charles Sigety.

GODFREY AND FRIENDS TRY THE PIE . . .



. . . WHILE ARLENE FRANCIS EXTOLS A RECIPE





other members of the FARM family, too

Of the 533,000 TV homes served best by WCCO-TV, 180,000 are big-buying farm households. And the folks out on the rich Minnesota-Wisconsin acres welcome WCCO-TV into their family circle—just as their city cousins do.

From 8 am to 6 pm every day, the average ARB* rating:

	city	*farm*
WCCO-TV	6.0	8.2
Second station	3.6	4.6
Third station	4.6	1.4

*October Telepulse

Inside and outside the Minneapolis-St. Paul metropolitan area, it's the same pattern of WCCO-TV family acceptance.

WCCO-TV The other member of the family **MINNEAPOLIS-ST. PAUL** **CBS**

is placed directly over the bowl; scallions should be tinted white with vegetable dye; hard-boiled eggs look appetizing if the white part is tinted slightly yellow; and vegetables of extreme colors—either light or dark, such as spinach, kale and cauliflower—do not photograph well and "accessory" foods must be selected carefully to produce an appetizing picture.

A commercial in which Video Vittles participates usually begins at the script stage at the agency, with Miss Kinne and Mr. Sigety called in for suggestions on demonstration treatment, background, props, etc. (The company maintains a complete line of props, including dishes.) Subsequently, they work closely with the agency and talent through rehearsal and up to the actual on-the-air commercial. (There's no problem in disposing of the food left over after a television program; the stagehands and actors always seem to take care of it.)

Before the commercial is placed on the air, however, there is considerable experimentation. Mr. Sigety points out that it is often necessary to fry 80 pork chops during experimentation at Video Vittles' kitchen in order to prepare for a commercial involving six pork chops, and to fry 25 pounds of bacon for a commercial using merely eight slices. This extensive pre-testing and accumulated experience, Mr. Sigety noted, are placed at the disposal of the client.

Among the clients for which Video Vittles works are Perrin-Paus (Sunbeam kitchen utensils); Leo Burnett (Pillsbury and Converted Rice Inc.); Fitzgerald Agency (Wesson Oil); Maxon (Heinz); Dancer-Fitzgerald-Sample (American Chicle and Nestle), and others.

Miss Kinne and Mr. Sigety predict a roseate future for Video Vittles, particularly when color television becomes more widespread, because agencies and sponsors are becoming increasingly aware of the value performed by VV. Currently they are in the process of educating prospective clients to the need for hiring the expert to help prepare their food commercials. They acknowledge frankly that some agencies view it as an added expense that they had not considered previously, but there is a growing tendency on the part of agencies to think in terms of Video Vittles when they plan a food commercial.

"After all," Mr. Sigety said, "food is probably the number one advertiser on network television. If the viewer sees an unappetizing commercial, the advertiser's efforts have all been for naught. As any housewife can tell you, food needs care. Particularly, on television, you can't 'mess around' with food."

CINCINNATI HOTELS LIKE HOLLOWAY'S WAY

PROOF that the views of a contemporary critic of the American scene, honestly and humorously presented, are good radio for sponsors as well as listeners comes from the Cincinnati Hotels Assn., which has renewed Hubert Holloway's *I See Today*, on WKRC Cincinnati, Sun., 5:45-6 p.m.

In announcing the renewal, Thomas G. Corcoran, president of the hotel group, said: "Our Association has long been alert to the need for community understanding and appreciation of hotels. We feel that Hubert Holloway's Sunday program is a fine approach. His down-to-earth comment, common sense objectivity and humor stick with listeners. The Association renews its WKRC-Holloway contract for another six months with confidence that the program is a hotel-community contribution. It will be given wide hotel promotion to assure the maximum listening audience."

Mr. Holloway, former Washington correspondent and public relations consultant, added the Sunday broadcasts to his five-minute Monday-Friday series, sponsored by the *Cincinnati Times-Star* (owner of WKRC), which also carries a daily column under the same title, after these broadcasts had increased the paper's circulation and readership [B•T, Oct. 26, 1953].



MR. HOLLOWAY

Mr. Holloway employs a friendly, informal style in delivering the middle commercials for his Sunday sponsor. On one September program dealing with the transition from summer to fall, his commercial comments went like this:

"You know, the changing seasons and the shifting plans of humans remind me somewhat of hotels. Take for instance the last week. Cincinnati has been host to our ballot ruling fathers who are no longer slim, but have a slim control in Congress. They were here to whoop it up for the Grand Old Party. They called it a shirt-sleeves convention, but wore coats on account of the air-conditioning. There was a report that the Queen City was selected on account of our fine hotels being air-conditioned—and noted for facilities and service.

"But what I wanted to tell you is this: If you want to see democracy in action, visit your favorite hotel. Conventions of diverse groups with diverse purposes follow each other. In the same rooms where the postal folks blasted President Ike for ruining their Christmas by vetoing a raise, the GOP lauded the President as being the first man to ever give us complete, unhampered peace and prosperity.

"The postal folks also had signs urging folks to go to Boston next, but the GOP ignored their signs. They're trying to get back to Washington. It was funny seeing waiters who are Democrats serving Republican bigwigs without even spilling soup on 'em. It just shows how hotels are non-political service institutions for everybody.

"And here's a tip if you want to get the little woman out of the 'summer blues.' A dinner or weekend in your favorite summer hotel. Just take her to one of the many fine hotel restaurants or dining rooms and tell her she is the prettiest woman there. Let the management know you're coming and head waiters will greet you like the celebrity you are. Americans are the greatest celebrities—aren't we entertaining the world, with little applause?"

One fan described his programs as "instructive, interesting, enjoyable, spirit-provoking, outstanding, unafraid and truth-seeking." Dick Huntington, editor of *Hotel World-Review*, in an editorial, called the Hotels Assn. sponsorship of his Sunday series "one of the best public relations jobs being done by any group in the hotel field."

CREDIT WHERE CREDIT IS DUE

PUBLIC SERVICE has taken a new twist in a suburban Chicago community, rebounding to the benefit of advertisers and listeners alike.

For some months now, WNMP Evanston, Ill., a small 1 kw daytime-only station, has been airing special announcements before and after sustaining broadcasts crediting local advertisers with making possible all of the station's programs. Previously, such programs had been labeled conventionally as "a public service by this station."

WNMP tells its listeners that it is "able to bring this program of public service to you, as it does all other programs on this station, through the broad commercial support it receives from its sponsors and advertisers." It then mentions an advertiser's name and address.

The idea was conceived locally by Angus D. Pfaff, owner-president and general manager of the outlet, who expresses hope it may be adopted by other stations, "if only as an occasional reminder of the blessings of our free system of broadcasting." Agency timebuyers have expressed appreciation for the bonus air mention over and above their contracts, Mr. Pfaff says.

The project, according to Mr. Pfaff, pays off in three ways: (1) reminds the listener of the benefits of the free American system of broadcasting, (2) acknowledges the station's thanks for advertising contributions, and (3) affords clients "valuable attention at a psychologically favorable moment." WNMP airs a standard disclaimer making plain the particular advertiser mentioned is "in no way connected with the broadcast itself." Thus far, no WNMP advertiser has declined to extend permission for placing its name on the public service list. The clients are rotated without regard to the amount of business they place on WNMP.

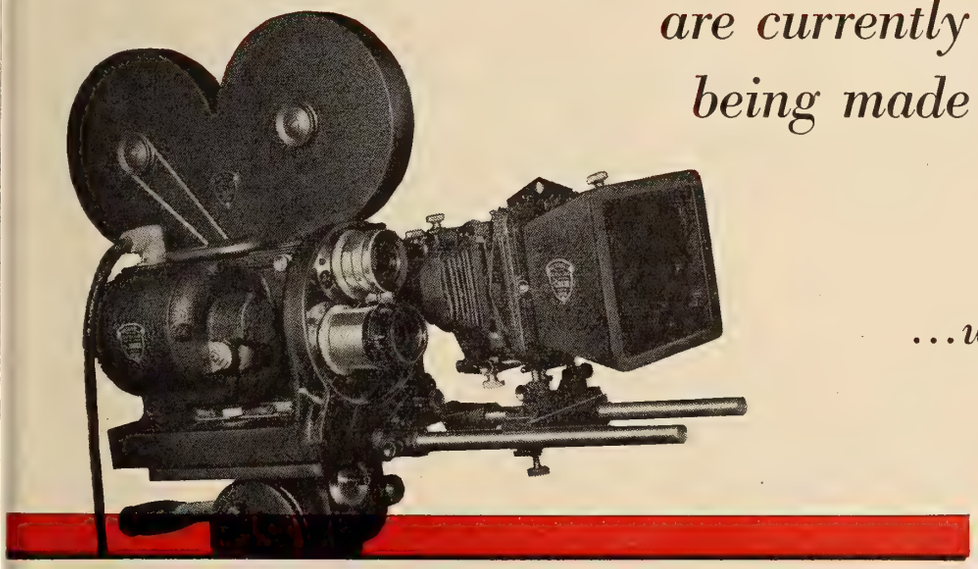
IMPORTANT ANNOUNCEMENT

re: the Mitchell 16mm Professional Camera



IMMEDIATE SHIPMENTS

are currently being made



...with this announcement

the Mitchell Camera Corporation, for the first time in history, now offers you shipment of the famed Mitchell 16mm Professional Camera on receipt of your order.



THE CAMERA WITH A HERITAGE

There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

UBS MAKES SURE THE SHOW GOES ON

UNIVERSAL BROADCASTING PROVIDES EQUIPMENT FOR VIDEO'S EMERGENCIES AND SPECIAL EVENTS

ONE WEEKEND last spring, United Cerebral Palsy had scheduled a telethon in the Wilkes-Barre-Scranton (Pa.) area. It was to be telecast over a two-station hookup, starting at 10 Saturday evening and running until 2 Sunday afternoon. Everything was set. Then, on Thursday, the network which was to supply the equipment notified UCP's national headquarters in New York that complications had occurred and it would be unable to live up to its commitment.

That same afternoon, UCP called Universal Broadcasting System and placed an order. By Friday evening three cameras, plus sound equipment and microphones and a three-man crew, were on their way from Boston and Detroit. The telethon went on as scheduled, with crews from the local stations manning the cameras, while UBS technicians handled the sound and video controls. The show continued without interruption until 4 p.m. Sunday.

To meet its customers' needs, fortunately not always as urgent as those of UCP, Universal Broadcasting System maintains three complete four-camera remote chains with full microwave facilities. It has three crews for broadcast work, including producer, director, control men, cameramen, announcers, film cameramen and even an advance publicity man.

And Auxiliary Needs

In addition to the actual camera coverage of an event, UBS will provide or arrange for everything needed from renting the hall and lighting it to obtaining microwave links and telephone lines, including recording the program on tape or film or both. UBS jobs are about equally divided between live remote broadcasts and closed-circuit demonstrations. A typical closed-circuit operation is the one the company has staged for several years at the Michigan State Fair. There a tv set manufacturer employs UBS facilities to attract people to see themselves on tv, and then demonstrates its receivers to the assembled crowd.

UBS got into the business of providing tv equipment for special jobs more or less accidentally. Back in 1949, when the company's main business was a radio transcription service, it also acted as sales agent for sound equipment and that year added to its line the industrial and broadcast cameras made by Dage Electronics Div. of Thompson Products Co.

When UBS salesmen started calling on tv station operators, they found most of them newcomers to television and, with big investments to be paid off, hesitant about buying any equipment they did not absolutely have to have. The station operators realized that remote equipment would come in handy from time to time, but they doubted that they could use it often enough to be profitable.

One station manager listened to the UBS sales talk, sighed and said: "I like your equipment a lot, but you know how things are. I know a spot where I could use some remote gear, all right. This may be a silly question, but do you rent or lease this equipment?"

That started it. UBS did that job and realized that here was a new field, one which met a definite need and one which stood a good chance of solid success. UBS acquired the special remote equipment to do a complete job, together with trained personnel to operate it, and went looking for business.

As UBS crews learned from experience what was needed to do a job right, the company's laboratory in Detroit set about modifying standard equipment for easy shipment far and fast and to make it ready for work on arrival. When closed-circuit work was started, equipment and procedures were developed to meet its special requirements.

Begun as a partnership, UBS was incorporated in 1952. It maintains offices in Boston, where President Richard L. Colton makes his headquarters, and in Detroit, where John L. Mayer, UBS treasurer, is in charge. Robert P. Bigelow is secretary and general counsel. P. C. Huellmantel is vice president in charge of tv production and network facilities.

UBS is expanding its facilities and personnel to meet the increased demand (also its capital structure by means of a new stock issue). UBS operated at 80% the capacity of its closed-circuit equipment and manpower last year and has been completely sold out some months this fall, in addition to making a good number of live broadcasts, and has contracts already signed to cover three conventions and 11 state fairs next season.

A FORMULA FOR FOUNDATIONS ON TV

THE PROBLEMS of telecasting department store promotion for foundation garments, brassieres and panty girdles haven't baffled Block & Kuhl Co., midwestern chain.

Using the Quincy (Ill.) - Hannibal (Mo.) market as a proving ground, Block & Kuhl worked out a formula with KHQA-TV. The idea was simple.

A model wore a new fashion. The foundation garment was kept in the background, being of a type suited to the model and to the fashion on display. The undergarment was "floated" on a plastic torso form as its sales points were explained.

This method effectively carried out the theory that a fashion cannot be at its best unless worn over the right foundation garment. Viewers, of course, were reminded that Block & Kuhl was well stocked to provide both garments and foundations.

The technique—fashion in the foreground, foundation in the background—was used also on spots on another Quincy-Hannibal station, WGEM-TV. At times representatives of corset manufacturers appeared on Block & Kuhl telecasts.

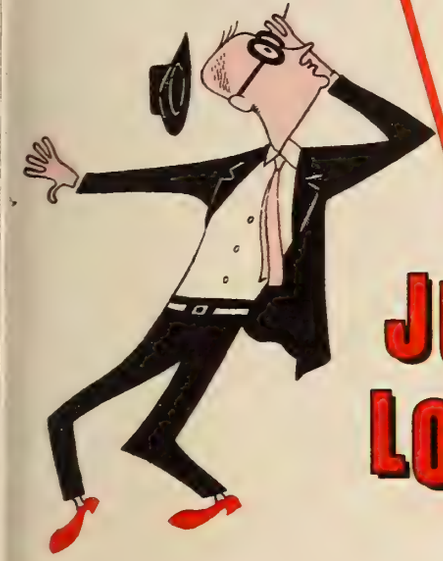
Television is an excellent prestige builder and stimulates general interest in the department, according to Mrs. Mildren Purpus, head of the B&K foundation department in Quincy. She said response often is delayed rather than immediate. "Tv brings in the sales," she said, after a long period of asking customers where they saw a specified garment advertised, noting that tv answers were far more numerous than newspaper responses.

Block & Kuhl has had several years experience with radio advertising, using the WTAD Quincy *Hospitality Time,* but only the Quincy store of the 19-unit chain has used tv advertising.

Block & Kuhl is reportedly shopping around for other suitable broadcast vehicles, possibly a tv fashion show, for foundation advertising. A roving-reporter type of radio program also is being considered. In recent months B&K's broadcast promotion has been based on spots and a film show.



THIS IS THE WAY the Black & Kuhl department store chain has carried out its tv formula—fashion in the foreground, foundation in the background. Here is a scene in the KHQA-TV Quincy (Ill.)-Hannibal (Mo.) studios.



JUST LOOK!

We're up in the air and we
1,063½ feet to be exact—
maximum power granted for
4 — adding 222,200 familie
152,900 television sets to the
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Television Station.

A flip of the fancy flap at the ri
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thing to take advantage of *right now*.

With Detroit's TALLEST TOWER and MAXIMUM POWER now in operation, you can depend on WWJ-TV for the best in television transmission and reception . . . in one of America's greatest markets.

CHECK WWJ-TV's NEW COVERAGE

JUST LIFT THIS FLAP

here's why
WWJ-TV
is happy to
announce

TALLEST tower...

MAXIMUM *power!*

In Detroit . . .
You Sell More
on Channel 4

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

WWJ-TV can help YOU build a show and build your sales in Detroit. See your Hollingbery man . . .

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

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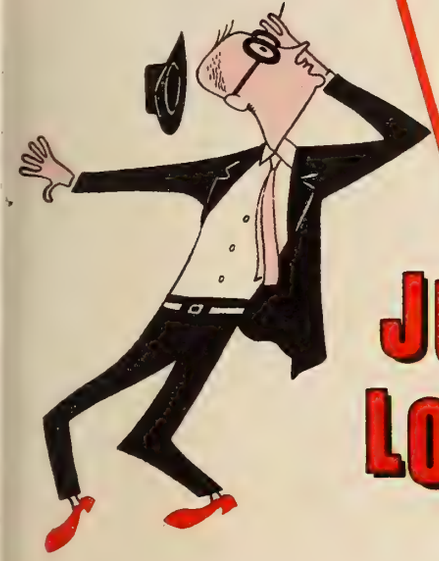
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JUST LOOK!

here's why
WWJ-TV
is happy to announce
TALLEST tower...
MAXIMUM power!

We're up in the air and we
1,063½ feet to be exact—
maximum power granted for
4 — adding 222,200 familie
152,900 television sets to the
extensive coverage of Michigan's
Television Station.

A flip of the fancy flap at the ri
will show you at a glance the *n*
WWJ-TV story. You'll agree that it
something to get excited about—some
thing to take advantage of *right now*.

With Detroit's TALLEST TOWER and MAXIMUM POWER now in operation, you can depend on WWJ-TV for the best in television transmission and reception . . . in one of America's greatest markets.

CHECK WWJ-TV's NEW COVERAGE

JUST LIFT THIS FLAP

In Detroit . . .
You Sell More
on Channel 4

WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ

WWJ-TV can help YOU build a show and build your sales in Detroit. See your Hollingbery man . . .

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

★ 366½ additional feet of antenna height ADDS TO

WWJ-TV's

Impressive channel 4 coverage

- 222,200 HOMES
- 152,900 TV SETS

bringing WWJ-TV's NEW TOTAL to

- 1,725,800 HOMES
- 1,466,000 TV SETS

Here's how WWJ-TV's new 1,063½-foot tower, at 10½ Mile and Greenfield Roads in the heart of the great Northwest Detroit area, compares with the former Penobscot Building location—a once-proud 537 feet!



We're up in the air and we love it. Up 1,063½ feet to be exact – and with maximum power granted for Channel 4 – adding 222,200 families, and 152,900 television sets to the already extensive coverage of Michigan's First Television Station.

A flip of the fancy flap at the right will show you at a glance the *new* WWJ-TV story. You'll agree that it's something to get excited about—something to take advantage of *right now.*

With Detroit's TALLEST TOWER and MAXIMUM POWER now in operation, you can depend on WWJ-TV for the best in television transmission and reception . . . in one of America's greatest markets.

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DETROIT
Associate AM-FM Station WWJ

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FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV's family circle of Detroit's favorites . . .

featuring...

★ **ROSS MULHOLLAND**
"Adventure Ho!"

★ **PAUL WILLIAMS**
The Day's News

★ **BRUCE MAYER**
"Ladies First"

★ **JIM DE LAND**
"Stars of Tomorrow"

★ **SONNY ELIOT**
Weather, Sonny Side Up

★ **MORT NEFF**
"Michigan Outdoors"

★ **KIRK KNIGHT**
"Today in Detroit"

We're up in programming, too, with Detroit's outstanding personalities teamed with the cream of the NBC-TV fold and leading film packages (yes, we have Liberace). To this galaxy of talent, add the finest production facilities between New York and the Coast—and you have, in one big, beautiful package, the answer to an advertiser's dream.

★ **HAPPY HOLLOW HANK**
"Happy Hollow Ranch"

★ **JOHN MERRIFIELD**
"RFD No. 4"

★ **MISS ARDIS**
"Romper Room"

★ **BOB MAXWELL**
Matinee Music

★ **BILL MOREY**
"Home Theater"

★ **NANCY DIXON**
Tele-Shopping

★ **FAYE ELIZABETH**
News for Women

★ **BILL FLEMMING**
"Motor City Fights"

★ **JANIE PALMER and SAMMY DIBERT**
"Time for Music"

★ **JEAN McBRIDE**
How To Cook

In Detroit . . . You Sell More on channel 4

WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS
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(A & A continues from page 32)



THE AGREEMENT to sell the Snow Crop Div. of Clinton Foods to Minute Maid Corp. is signed by John M. Fox (r), Minute Maid president, and Mark Candee, Clinton vice president and general counsel. The purchase adds frozen vegetables, fruits, juices and fish products to Minute Maid's line of frozen juices.

Ballantine Takes Cantor

P. BALLANTINE & SONS (beer), Newark, N. J., will cancel its sponsorship of the *Foreign Intrigue* series in 25 major markets, effective in March, and will substitute Ziv Television's *Eddie Cantor Comedy Theatre* filmed program in these same markets.

In confirming plans for Ballantine, a spokesman for J. Walter Thompson Co., its agency, told B•T last week that "It's just a matter of dropping one program and taking on another." Ballantine has sponsored *Foreign Intrigue*, a Sheldon Reynolds production, for the past three years.

HH&McD Elect Zitz

ELECTION of Martin Zitz as president of Henri, Hurst & McDonald Inc. was announced by that Chicago advertising agency last Monday. He succeeds W. B. Henri, who has headed the agency since it was formed. E. F. Hascall was promoted from executive vice president to vice chairman of the board and Mr. Henri was named chairman of the executive committee.

'Tonight' Shows Way

TRIBUTE was paid last week by Hicks & Greist Inc., New York and Los Angeles, to NBC-TV's *Tonight* show (Mon.-Fri., 11:30 a.m.-1 p.m. EST) when the agency reported that a single announcement on the show on Nov. 19 on behalf of the Peerless Corp. (Broil-Quik Super Chef rotisseries) had brought in 137,834 letters and postcards [B•T, Nov. 29] up to last Wednesday.

The torrent of mail poured in after Steve Allen, emcee of *Tonight*, casually invited viewers to send in their name and address on a letter or post card, adding he would select five persons as recipients of a Broil-Quik rotisserie. Commented Ted Grunewald, director of radio and television, Hicks & Greist: "Broil-Quik, as Steve Allen's first charter client, has the kind of Christmas present we both like to give our clients . . . results. Congratulations to you [Mr. Matthew J. Cullgain, national sales manager of NBC-TV] and everyone else at NBC-TV who have pioneered late nighttime 'live' network television."

Snow Crop Purchased By Minute Maid Corp.

MINUTE MAID Corp. (frozen juice concentrate), New York, has purchased the Snow Crop Div. of Clinton Foods (producers of frozen fruits, vegetables and juices), John M. Fox, president of Minute Maid, announced last week.

"In acquiring Snow Crop, we are planning no major changes in its operating or sales personnel, nor in its distribution channels," Mr. Fox said.

Bumper Crop of Clients Renew Time on CBS-TV

SERIES of renewals of CBS-TV programs were announced by that network last week. Hamm Brewing Co. and American Oil Co. have again signed for alternate sponsorship of *Person to Person*, Fridays, 10:30-11 p.m. EST, for 52 weeks. New contract became effective Friday. Campbell Mithun, Minneapolis, handles the Hamm account. The Joseph Katz Co. is agency for American, which has also signed for *Years of Crisis* one-time hour-long show Jan. 2.

A renewal for 52 weeks, starting Dec. 26, has been signed by General Electric Co. for *Sunday Night Theatre*, Sunday, 9-9:30 p.m. EST. GE has also renewed *Jane Froman Show* for 52 weeks, Thursday, 7:45-8 p.m. EST, as of Dec. 26. GE's agency is BBDO. Ed Sullivan's *Toast of the Town*, Sunday, 8-9 p.m. EST, has been renewed by Lincoln Mercury Dealers, commencing Jan. 2. Agency is Kenyon & Eckhardt. Electric Companies of America again has signed for alternate-week presentation of *You Are There*, Sunday, 6:30-7 p.m., effective Jan. 2.

Alternate Mondays, the 10-10:15 a.m. segment of the *Garry Moore Show* will be presented for C. H. Masland & Sons, also a 52-week renewal, effective today (Monday). Masland agency is Anderson & Cairns. Bristol Myers Co. has also renewed its segment of the Moore telecast, alternating with Masland. Bristol Myers' agency is Doherty, Clifford, Steers & Shenfield.

NEW BUSINESS

San Francisco Brewing Co. (Burgermeister beer), S. F., starts *Burgie Music Box* (Mon. through Fri. 9:30-10 p.m. PST) on 12 Don Lee Broadcasting System radio stations in three Pacific Coast states, for 52 weeks from Jan. 3. Agency: BBDO, S. F.

Procter & Gamble Co., Cincinnati, for Crisco, Ivory Flakes and Drene, to sponsor *Road of Life*, daily serial on radio for 17 years, on CBS-TV five-times-weekly, effective Dec. 13. Mon-Fri. show will be 15-minute segment (1:15-1:30 p.m. EST). Agency is Compton Adv., N. Y.

General Electric Co., Telechron Dept., Louisville, Ky., will sponsor NBC-TV's coverage of New Year's Eve celebration from Times Square, N. Y. Fifteen-minute portion (11:55 p.m.-12:10 a.m.) of NBC-TV *Tonight* will be cancelled to accommodate program.

RENEWALS

Assemblies of God, Springfield, Mo., signs 52-week renewal for *Revival Time* on ABC Radio (Sun., 10:30-11 p.m. EST). Agency: Walter F. Bennett & Co., Chicago.

See's Candy Shops, L. A., for second consecutive year will sponsor Tournament of Roses Parade on nine ABC-TV California stations, (Jan. 1, 9-10:30 a.m. PST). Stations are KABC-TV Los Angeles, KBAK-TV Bakersfield, KJEO-TV Fresno, KEYT (TV) Santa Barbara, KVEC-TV San Luis Obispo, KSBW-TV Salinas, KGO-TV San Francisco, KCCC-TV Sacramento and KHSL-TV Chico. Agency: Geoffrey Wade Adv., Hollywood.

Aero Mayflower Transit Co., Indianapolis, renews sponsorship of *Mayflower Evening News* over ABC Radio (Tues.-Fri., 7:55-8 p.m. and 9:55-10 p.m. EST), effective Jan. 4. Agency: Sidener & Van Riper, Indianapolis.

Goodyear Tire & Rubber Co., Akron, Ohio, renews *The Greatest Story Ever Told* (Sun., 5:30-6 p.m. EST) for 52 weeks on full ABC Radio network, effective Jan. 2. Agency: Kudner Agency, N. Y.

AGENCY APPOINTMENTS

Griesedieck Bros. Brewery Co., St. Louis, reappoints Ruthrauff & Ryan, N. Y., effective Jan. 15. Agency handled account from 1942 to 1952 when Krupnick & Assoc., St. Louis, was appointed. Radio will be used.

W. P. Fuller & Co. (paint manufacturers), S. F., has appointed Young & Rubicam, same city, effective Jan. 1.

ADVERTISERS & AGENCIES PEOPLE

Richard C. Bouton, William Weintraub & Co., N. Y., elected vice president, effective Jan. 3.

Lynn A. Saylor, formerly advertising and sales promotion manager, Certain-Teed Products Corp., to Burnet-Kuhn Adv. Co., Chicago, as vice president in charge of special services.

Locke W. Turner, assistant account executive, BBDO, L. A., promoted to media director, succeeding **Porter Harder,** resigned.

Donna DeCamp, former film supervisor, WOI-TV Ames, Iowa, appointed tv director, Cary-Hill Inc., Des Moines.

Eugene B. Colin to Phil Gordon Agency Inc., Chicago, as merchandising director and account executive.

Fred Harris, copy chief, Kal, Ehrlich & Merrick, Washington, appointed account executive.

Sylvester Cleary, Foote, Cone & Belding, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in account executive department.

Stewart Schackne, assistant manager, public relations dept., Standard Oil Co. (New Jersey), N. Y., promoted to manager of department, succeeding **George H. Freyermuth,** who has been elected executive vice president and director, Esso Export Corp., same city.

Robert F. McIntosh appointed sales manager of conventional washing machines, Norge Div. of Borg-Warner Corp., Chicago.

IN OKLAHOMA CITY

Survey after Survey tells the Story of

PULSE . . . . . October 8-14, 1954
HOOPER . . . October 13-19, 1954
ARB . . . . . October 21-27, 1954

As in past surveys, this recent vote of overwhelming viewer-preference is not confined to a few network shows ***but embraces the entire WKY-TV program schedule of local live, film and network shows!***

PULSE-

8 OF TOP 10 SHOWS . . .
21 OF TOP 25 SHOWS . . .
43 OF TOP 50 . . .
are on WKY-TV!

THE NATION'S FIRST COLOR TELEVISION STATION

WKY-TV Continuing Dominance!

HOOPER-

9 OF TOP 10 SHOWS...
23 OF TOP 25 SHOWS...
48 OF TOP 50...
are on WKY-TV!

ARB-

8 OF TOP 10 SHOWS...
23 OF TOP 25 SHOWS...
48 OF TOP 50...
are on WKY-TV!

WKY-TV coverage is second to none in Oklahoma!

Channel 4
WKY-TV
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN
WKY RADIO • REPRESENTED BY THE KATZ AGENCY, INC.

CBS-TV, USAF PLAN MAJOR FILM SERIES

More than 150 million feet of historical film will be culled for inclusion in 26 half-hour shows to be presented next fall on CBS Television.

PRODUCTION of a major film series to be presented by CBS-TV in the fall of next year is being announced today (Monday) by CBS-TV President J. L. Van Volkenburg and Air Force Secretary Harold E. Talbott.

It will comprise 26-weekly half-hour programs depicting the growth of aviation and of the Air Force under the title of *Conquest of The Air.*

CBS-TV is producing the series with the cooperation of the Air Force, which will make available as source material its stockpile of more than 99 million feet of film in its Depository at Wright-Patterson Air Force Base (Dayton). The Air Force also will help CBS-TV to obtain aviation films from other official sources—the Army, the Navy and various government agencies, as well as from private producers, airlines, aircraft manufacturers and foreign governments. Total supply of historical film to be made available will exceed 150 million feet, it was said.

With this footage, from which it will select material to add to its own camera shooting, the network plans to tell the story of flight "from Kitty Hawk to Eniwetok and on into the future."

Mr. Talbott, noted that most Americans take for granted the "startling developments" in air power, stressing that the USAF is "a bulwark of American defense policy" and "the dominant factor" in bolstering the nation's security. Thus, he indicated, the film's close look at the history of U. S. airpower will help the public to understand "the daily contribution made by airmen, officers, scientists and industry towards keeping our Air Force strong and our nation secure."



J. L. VAN VOLKENBURG (l), president of CBS Television, and Secretary of the Air Force Harold E. Talbott, jointly announce the new tv series, *Conquest of the Air,* to be produced by CBS-TV with the Air Force.

Mr. Van Volkenburg said CBS-TV and the Air Force intend to tell this story "objectively, dramatically and comprehensively," making an interested public also an informed public.

"Full resources" of its news and public affairs department will be used, CBS-TV said. Its New York, Washington and London offices and a special Wright-Patterson office will select and process original material for the project's principal unit, to be located in New York. The latter office will serve as headquarters for research, writing and recording and will assemble, mount, and edit the completed films.

Each program in the series will be complete in itself. According to Sig Mickelson, CBS vice president in charge of news and public affairs, *Conquest* will incorporate voices and personalities of actual participants in the story of flight. He said: "Doolittle will take us over Tokyo. FDR will call for 50,000 planes a year. Edward R. Murrow will give us his version of 'orchestrated hell' with the RAF. We'll go up in a rocket with 'Arabella,' the test monkey at White Sands. We'll sweat it out with Ernie Pyle. We'll fly with the weather patrol and with the planes that knocked out Ploesti and Regensburg and Schweinfurt."

Col. Robert L. Scott Jr., USAF, one of the U. S. aces of World War II and author of *God Is My Co-Pilot,* is technical advisor for *Conquest.* Capt. Lucille Busch, USAF, is liason officer.

Hearings Closed in Suit Charging Premature Release

TEN-month-old hearings in the $2.5 million Los Angeles Superior Court suit, involving charges by six independent motion picture companies against five distribution firms for premature release of their feature films to tv, were closed last week following summation by both sides last Monday and Tuesday. With more than 2,000 documents to be studied, which were submitted as evidence, Judge John J. Ford is not expected to render his decision in less than a month.

The suit was filed last year [B•T, March 2, 1953] by Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kessel, and alleges that 11 feature films, produced in 1949, were contracted for by Chesapeake Industries (then Pathe Industries), their theatrical distribution then assigned to Eagle Lion Films, a subsidiary, and later turned over to Eagle Lion Classics. When Pathe sold Eagle Lion Classics to United Artists, UA continued theatrical distribution and turned over tv distribution to Motion Pictures for Television. The plaintiffs, through Los Angeles attorney Adele I. Springer, claim the films were released to tv without authorization and before their theatrical runs were completed.

WATV-TV Buys Hygo Films

ACQUISITION by WATV (TV) Newark, N. J., of a package of 156 cartoons from Hygo Television Films Inc., New York, has been announced by the station. The transaction grants WATV exclusive tv rights to the package in the New York metropolitan area.

The package, originally produced by Columbia Pictures, gives WATV a backlog of 856 cartoons, a station spokesman said, noting that this marked the first time since 1947 that a major tv firm has released cartoons for television. The cartoons will be used on the station's six-a-day-week *Junior Frolics* program.



CHECK in payment of royalties accrued from the sales of the tv film series *John Kieran's Kaleidoscope* is handed to Mr. Kieran (l) by George T. Shupert, president of ABC Film Syndication Inc.

GUILD FILMS PLANS SPOT DISTRIBUTION

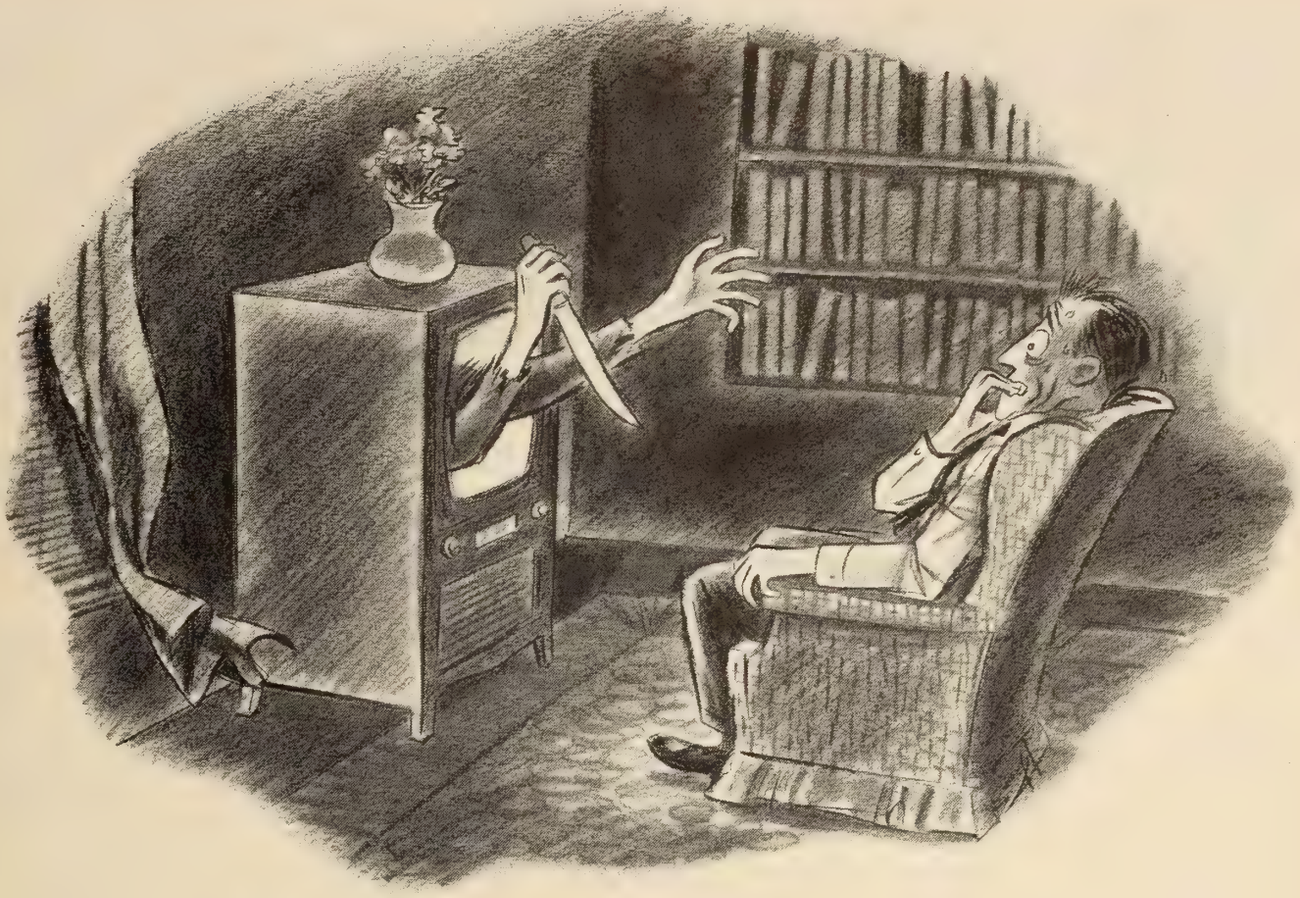
IN LINE with its agreement with the Vitapix Corp. [B•T, Oct. 25], Guild Films Co., New York, reported last week it was forming plans for the national spot sale of its filmed properties. Sales will start next year at varying dates, depending on the expiration dates of current contracts on Guild shows.

Guild's film properties, currently sold on a syndicated basis, will be put up for national sale on the Vitapix lineup of stations, said to now total 35 but expected to expand to 60. A Guild spokesman explained that once a property is sold nationally it will be re-opened for sale in local and regional markets not covered by Vitapix stations or other stations for which the national advertiser has contracted.

Guild's *Liberace* program, for example, is covered in current contracts through Aug. 31, 1955. After that time, a Guild spokesman said, it will be offered for sale initially on the Vitapix lineup either to a single client or a group of national advertisers. The same procedure will be followed for Guild's other properties. The spokesman said new Guild properties currently in production will be offered for national spot sale as soon as they are released.

Ziv's 'Corliss Archer' Sold in 156 Markets

A TOTAL of 156 markets are sold for *Meet Corliss Archer,* family comedy series syndicated by Ziv Television Programs, M. J. Rifkin, vice president in charge of sales, reports. New purchases include stations in Las Vegas, Rockford, Ill., and Eau Claire, Wis., markets; Neuhoff Packing Co. and Weston Biscuit Co. for alternating weeks in Temple, Tex., and B. C. Packing Co. of Canada on a co-sponsorship basis with S. O. S. of Canada for Edmonton and Calgary, Alberta (adding these markets to 11 Canadian already bought); Pacific-Gamble-Robinson Co. for Waterloo, Iowa; Arpeako Inc., through Milton Seager Agency, for Watertown and with Netherland Dairy as co-sponsor for Syracuse; Standard Oil, through Dan White Agency, for Roswell, N. M.; Olney Motors for Missoula, Mont.; Don Hall Restaurants for Fort Wayne; Shedd-Bartush, through Ralph Sharpe Agency, for Bay City and Grand Rapids, Mich.



Comes the bewitching hour...

(North Texas Style)

When the youngsters are shuttled off to their rooms — the last "Daddy, I want a drink of water" satisfied — comes the bewitching hour. North Texans perch expectantly on the edges of their chairs as WFAA-TV's "Mystery Playhouse" gives their goose bumps goose bumps and stands their hair on end.

Even the competition pales! "Mystery Playhouse" dominates the 10:30-11:00 P.M. Monday-through-Saturday strip, claiming top position four nights and strong seconds the other two. (Oct., 1954, Dallas Telepulse)

To create excitement for your sales story, pitch to an audience that's already bewitched — sponsor fully or in participation these top "Mystery Playhouse" shows: *Colonel March of Scotland Yard, Boston Blackie, Inspector Mark Sabre, I Am the Law, Inner Sanctum, Dangerous Assignment.* A Petry man will clue you regarding availabilities.

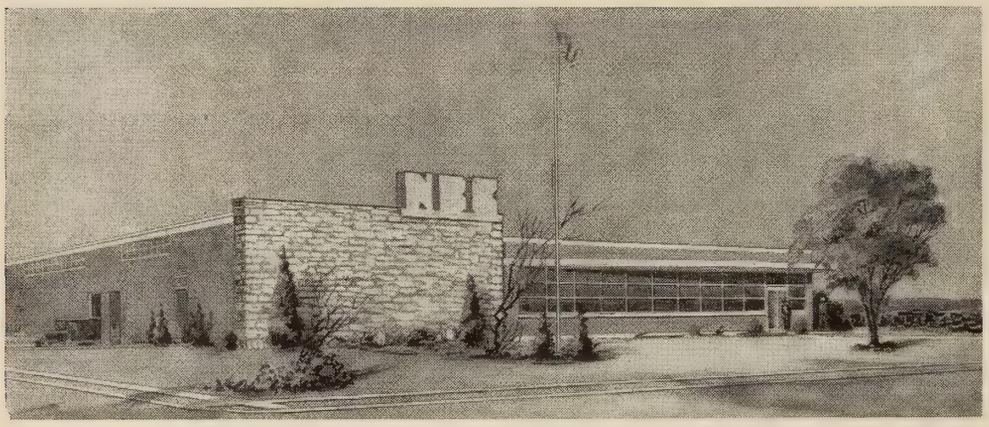
Channel 8

WFAA-TV

DALLAS

NBC • ABC • DUMONT

RALPH NIMMONS, STATION MANAGER • EDWARD PETRY & CO., NATIONAL REPRESENTATIVE • TELEVISION SERVICE OF THE DALLAS MORNING NEWS



NBC Film Exchange will be housed early next year in this specially constructed building in Englewood Cliffs, N. J. Carl M. Stanton, NBC vice president in charge of the Film Division said the move was being made because of a steady increase of sales by the division. Ground was broken last week about one mile north of the New Jersey side of the George Washington Bridge on Route 9-W. The building will be of brick and Briar Hill cut stone. The exchange services 360 stations in the U. S. and abroad. The 3,500 prints handled weekly include tv film programs syndicated by the division, NBC tv network film programs and kinescopes of live network shows.

UA Charges Nassers With Contract Breach

IN COURT almost continuously for the past three years, James and George Nasser have been charged with infringement of copyright and breach of contract in two suits filed Nov. 26 in Federal District Court, Los Angeles, by United Artists. Involving the release to tv of three feature films, "Cover Up," "Without Honor" and "A Kiss for Corliss," one suit also names as defendants Strand Productions, Quality Films, Charles Weintraub, George T. Goggin, five Does and five Doe corporations. The other action substitutes Ressan Films for Strand Productions and covers the feature, "Don't Trust Your Husband."

Precipitated by the Ninth Circuit Court of Appeals opinion, handed down last October, which said, in effect, that the original contract with UA included tv as well as theatrical distribution rights, UA claims the defendants have received in excess of $100,000 from tv distribution and asks for an accounting and a judgment.

The brothers, owners of General Service Studios, in December 1951 filed suit, through attorney Groggin, against UA to secure the four films, which they had produced for the purpose of distribution to tv [B•T, Jan. 7, 1952]. In February, federal referee-in-bankruptcy Benno M. Brink ruled that the brothers should have the tv rights as UA forfeited its rights in the contract by failing to distribute the features to tv. He held at the time that UA had no intention of releasing features to video until other major distributors did and that "tv as a commercial practice does not begin when other majors enter the field" [B•T, March 10, 1952].

That decision, appealed by UA, was reversed five months later by U. S. District Court Judge Harry C. Westover, who ruled that release to tv of movies made originally for theatrical exhibition had not become "commercial practice" [B•T, Aug. 11, 1952]. At a rehearing the following month, Judge Westover reversed his earlier opinion in favor of the Nassers [B•T, Sept. 29, 1952].

Quality Films, headed by Charles Weintraub, took over video distribution after the Nassers had won a decision [B•T, April 7, 1952] over American Federation of Musicians' attempt to collect re-scoring fees and 5% royalty formula.

Current suit was filed on UA's behalf through the Los Angeles law firm of Wright, Wright, Green & Wright.

ABC-TV May Undertake Daytime Film Serial Venture

ABC-TV was reported last week to be considering a plan for entering the daytime "soap opera" field by means of a block of film series to be produced in cooperation with ABC Film Syndication. A spokesman said that although the project is under consideration, plans are still in the "talking stage."

It was pointed out that the project, if put into operation, would provide ABC-TV with daytime serials on film that could be sold to advertisers at a price competitive with live serials and supply ABC Film Syndication with properties that could be syndicated in non-network markets. Among the properties reported being considered for the venture are *My True Story* and *Life Can Be Beautiful.*

FILM SALES

Ziv Television Programs, N. Y., has sold *Eddie Cantor Comedy Theatre* in 60 markets in first two weeks of national sales drive, according to M. J. Rifkin, vice president in charge of sales, who noted 23 markets were sold before drive began.

Louis Weiss & Co., L. A., announces sale of *Little Story Shop,* Christmas series of five quarter-hour films, to WSUN-TV St. Petersburg, Fla.; WSLI-TV Jackson, Miss.; WGN-TV and WNBQ (TV) Chicago, and Stagg's Construction Co. for Phoenix, Ariz. Firm also has set 52 westerns for KAKE-TV Wichita, Kan., covering one-year period.

Brent Gunts Productions, Baltimore, announces sales of *Shadow Stumpers,* tv silhouette guessing game, to: WABC-TV New York; WDBO-TV Orlando, Fla.; WWJ-TV Detroit; WKRC-TV Cincinnati; WBTV (TV) Charlotte, N. C.; KPTV (TV) Portland, Ore.; WDAN-TV Danville, Ill., and KREM-TV Spokane, Wash.

FILM PRODUCTION

Jay Kay Productions, Hollywood, has completed shooting 12 of first 26 *Long John Silver* half-hour films, color tv series based on Robert Louis Stevenson character. Series, featuring **Robert Newton** in title role, is being made in Australia.

Joseph Green Productions, N. Y., announces new tv series, *Slaves of Beauty,* starring Morey Amsterdam with panel of beauty authorities. Show is directed by Mike Case and written by I. J. Alexander and Bob Van Scoyk.

FILM PEOPLE

David A. Bader, general sales manager, Atlantic Television Corp., N. Y., elected vice president.

Hans Tiesler, associate producer, Loucks & Norling Studios Inc., N. Y., elected vice president and director.

Robert O'Donnell, formerly with WSYR Syracuse, N. Y., to Good News Productions, Chester Springs, Pa., as producer-director.

George A. Ottine, supervisor of tv spots, Transfilm Inc., N. Y., appointed manager, animation department.

George Foley, creator and producer, *Tales of Tomorrow,* TeeVee Co., Beverly Hills, Calif., appointed New York representative to help explore and develop new properties of firm.

Mitzi Green signed for starring role in upcoming NBC-TV *So This Is Hollywood* film series, succeeding **Cass Daley.**

Robert Sable, formerly with Wilding Picture Productions, Chicago, to Kling Film Productions, same city.

Ray Bolger, *Ray Bolger Show,* ABC-TV, to head American National Red Cross four-week drive for added blood donors.

Young Whilhoite III, production staff, McCadden Corp., Hollywood, father of girl, Laura Jean.

Marvin Briggs, 43, former account executive, George Bagnall & Assoc. (tv film distribution), Hollywood, died Nov. 21.



SPONSORSHIP on WDAY-TV Fargo, N. D., of the Sterling Television Co. film series *Music for Everybody* is agreed to by Daveau Music Co. Viewing the contract are (l to r): Stan Larson, Daveau's manager in Moorhead, Minn.; A. J. Daveau, and Jim McKnight, WDAY-TV account executive.

How to color a TV network...



Changing the television network so that it can carry color pictures is a big job—one that is still going on.

Black and white pictures are easy to handle by comparison. But color requires three times as much information. And all of it must reach every point on the network at the correct level and without being changed.

Otherwise, the actress might have purple hair instead of red.

To keep the colors true, equalizers are added at many locations along the network, and more amplifiers are installed to boost the signal.

Hundreds of technicians have been trained in color techniques and many more are being taught to maintain and adjust the added equipment to exact standards.

Already more than 36,000 channel miles in the nationwide television network have been adapted for color transmission, as the Bell System continues to keep pace with the industry's rapidly expanding needs.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

TV CODE REVIEW BOARD SEEKS TO WIDEN SELF-REGULATION WITHIN INDUSTRY

Under a new plan, film program producers and possibly other groups may be invited to join NARTB's tv code system. Three representatives from the American Assn. of Advertising Agencies sit in on the meetings to discuss self-regulation problems.

TELEVISION film program producers and possibly other industry groups may be invited to join NARTB's television code system in an effort to broaden the self-regulation of commercial and program practices, under a new plan adopted Thursday by the NARTB Television Code Review Board.

At a time when tv stations and networks are serving as targets for pressure groups and legislators, the code group has developed the plan to extend affiliation "to others allied with the television industry whose product comprises now a large share of the programming viewed in the American home." It was not stated if the idea includes advertisers, agencies, distributors and other related industries.

The plan will go to the NARTB Tv Board in January.

In the three years of code operation, affiliation with the code and right to display its seal have been granted tv stations and networks. Last week the code group showed its interest in broadening the code's impact by inviting three representatives of the American Assn. of Advertising Agencies to meet with it to discuss common problems of self-regulation. Representing AAAA were Ken Dyke, AAAA director and chairman of the Improvement of Advertising Content Committee and vice president of Young & Rubicam; Harold L. McClinton, member of the AAAA Advertising Content Committee and president of Calkins & Holden, and August Nelson, AAAA senior staff executive.

Report to Senate

The code board, after a two-day meeting, adopted a report to be submitted to the Senate Subcommittee on Juvenile Delinquency. This report deals with five films shown on tv stations which the subcommittee asked the code board to review. Examining three and a half hours of film programming, the board prepared reports to be submitted to the stations involved. It handled such other routine matters as staff monitoring activities; changes in the tv code seal to make it more effective for display, and adopted a program expanding its activity in telling the public about the code and industry self-regulation.

Code board members at the meeting were Chairman John E. Fetzer, head of the Fetzer stations; Vice Chairman J. Leonard Reinsch, WSB-TV Atlanta; Mrs. A. Scott Bullitt, KING-TV Seattle; William B. Quarton, WMT-TV Cedar Rapids, Iowa, and G. Richard Shafto, WIS-TV Columbia, S. C. Also attending were President Harold E. Fellows, of NARTB; Edward H. Bronson, director of television code affairs, and his assistant, Charles S. Cady, and Thad H. Brown Jr., tv vice president and counsel.

The code board's statement to the Senate Juvenile Delinquency subcommittee explained that the code board had inspected the films reviewed Oct. 19 by the subcommittee [B•T, Oct. 25]. One of the stations involved was not a code subscriber, it was explained.

The board found that portions of a film shown to the subcommittee, and involved in the discussion of tv programming, had actually been edited out of the station's telecast program. Individual comments sent to stations in regard to films are kept in confidence in line with code board policy.

The board reached the following conclusions after viewing the films:

"(1) That despite the fact that some of the films were the subject of considerable editing by the stations, both for the purpose of timing and deletion of objectionable content, the Television Code Board expresses doubt as to whether portions of certain of the films are wholly within the spirit of the code.

"(2) That some instances of excessive violence were noted in some of the individual reports to the stations.

"(3) That all of the films under review were produced originally for theatre display, not for television presentation. Three of the five films are 'westerns,' and this type of film product for programs constitutes a substantial percentage of such products available to the television broadcasters from the output of motion picture studios. This type of film product has been available for theatre display in this country for over two decades.

"(4) Four of the five films reviewed were approved for theatre presentation by the National Board of Review of the Motion Picture Industry. The fifth, a British import, was approved by the motion picture review board of that country.

"(5) Thus, it is felt that previous clearance by such theatre review boards, did not take into consideration the intimate viewing by family groups as provided by television. Such action does not necessarily provide proper clearance for television.

"(6) With the foregoing in mind, all subscribers to the Television Code, networks and stations are being reminded that they should exercise particular care in reviewing all programming designed for, or subject to viewing by children, with specific emphasis upon film falling in so-called 'western', mystery and adventure categories, where such film product is old and produced originally for the theatre, not for television."

The board asked subscribers, it told the Senate group, to pay special attention to code paragraphs dealing with horror and brutality content in programs; responsibility toward children, and to review their entire schedules "to be reasonably certain there is not a cumulative effect of continuous programming containing sequences of violent action during children's viewing hours."

Subscribers were notified to pay special attention "to clearance before acceptance of all film productions manufactured before the first television station went on the air."

The board's statement to the subcommittee conceded errors of judgment have been made in programming, noting that otherwise there would be no need of a code or administrative board. It added:

"The incidence of such errors has dropped sharply as television management has developed new sources of programming, especially designed for exhibition by tv stations. This new source of programming, combined with the increased activity by networks and stations themselves are closing the gap between supply and demand.

"The board is convinced that there will be fewer instances of code departures as this process of self-regulation and the expansion of program sources continues; and restates the proposition that, thus far, no case of departure so persistent or flagrant as to require the board to censure a station by withdrawing use of the television code seal has come to the board's attention.

"The board acknowledged the seriousness of the Senate subcommittee's inquiry and commends the thoroughness and care with which it is being conducted. The board reiterates the determination of the nation's television broadcasters to give full cooperation to such Congressional investigations."

Frank Atwood Elected To Head Farm Directors

FRANK ATWOOD, WTIC Hartford, Conn., was elected president and John McDonald, WSM Nashville, vice president of the National Assn. of Television and Radio Farm Directors for 1955 during the closing sessions of its annual convention in Chicago Nov. 26-28. Mr. Atwood, who had been vice president, succeeds Jack Jackson, KCMO Kansas City, Mo.

Sessions on farm radio and tv rounded out the Sunday (Nov. 28) agenda of the convention at Chicago's Conrad Hilton Hotel. A plea for better farm information and data was delivered by John Cory, Chicago vice president, Free &



COMMON TV PROBLEMS of agencies and broadcasters were discussed Thursday at conclusion of the two-day NARTB Tv Code Board meeting. Taking part in the NARTB-American Assn. of Adertising Agencies session, were (l to r): Harold L. McClinton, Calkins & Holden; August Nelson, AAAA; G. Richard Shafto, WIS-TV Columbia, S. C.; Ken R. Dyke, Young & Rubicam; John E. Fetzer, Fetzer Stations, Code Board chairman; J. Leonard Reinsch, WSB-TV Atlanta, board vice chairman; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Mrs. A. Scott Bullitt, KING-TV Seattle, and Edward H. Bronson, director of television code affairs.

Of course flowers can talk!

You can make them do it any time you wish; and you can be sure of what they're saying, too. These and other stunts are available in great variety—ready to be used to change pace, or to clinch a point. Easy, economical, too, when you **USE EASTMAN FILM.**



For complete information—what film to use, latest processing technics—write to:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 2, Illinois	Hollywood 38, California

Agents for the distribution and sale of Eastman Professional Motion Picture Films:

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, California

Lovely in black and white? Yes! But think of it *in COLOR!*

Peters, station representative firm. Consensus of spokesmen on a television panel was that radio will continue as the basic medium for farm programming in the immediate future.

Other officers elected were Jack Timmons, KWKH Shreveport, La., as secretary-treasurer, and Herb Plambeck, WHO Des Moines, re-elected historian for another term. Mr. Jackson won an award from the American Farm Bureau at its Sunday dinner for outstanding service to agriculture at KCMO. Convention was highlighted with presentation of National Safety Council Public Interest Awards for Farm Safety to networks and stations [B•T, Nov. 29].

TvB OFFICIALLY GETS UNDERWAY

TELEVISION Bureau of Advertising Inc. (TvB), with about $100,000 already at its disposal, officially opened its quarters Wednesday in New York on the fourth floor of 444 Madison Ave.

A two-day TvB board meeting was held coincident with the debut of the tv promotion and sales organization.

At the meeting, it was disclosed that:

● Some 25% of TvB's $400,000 minimum annual total budget for 1955 has been received in voluntary membership checks from tv stations.

● Two of the top 25 advertisers have referred to TvB "certain television advertising questions" for study and evaluation.

● Before Jan. 1, effective date of TvB charter memberships, the Bureau will acquaint stations with membership requirements and applications.

The request from advertisers for a study, which apparently was made on their own and not solicited, was announced by Oliver Treyz, former director of the ABC Radio network, who actively assumed office Wednesday as TvB's first president. President Treyz also told the board that TvB still was screening applicants for executive positions and that at least two appointments would be announced this month.

Receipt of station checks and a reminder on membership plans were announced to the board by Co-Chairmen Clair McCollough, Steinman Stations, and Richard A. Moore, KTTV (TV) Los Angeles.

At the same time, TvB's regional membership committees were announced. They follow:

Southwest—W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex., chairman; John Esau, KTQV (TV) Oklahoma City; Ralph Nimmons, WFAA-TV Dallas; Colin M. Selph, KEYT (TV) Santa Barbara, Calif.; Don Searle, KOA-TV Denver; Richard B. Rawls, KPHO-TV Phoenix.

Southeast—H. W. Slavick, WMCT (TV) Memphis, chairman; Gaines Kelley, WFMY-TV Greensboro, N. C.; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; Henry P. Johnston, WABT (TV) Birmingham, Ala.; Walter L. Dennis, WJNO-TV Palm Beach, Fla.

Northeast—Kenneth L. Carter, WAAM (TV) Baltimore, chairman; John H. Bone, WNEM-TV Bay City, Mich.; William H. Rines, WCSH-TV Portland, Me.; Paul Adanti, WHEN-TV Syracuse, N. Y.; Gordon Gray, WOR-TV New York; Robert Lemon, WTTV (TV) Bloomington, Ind.; Frank Schreiber, WGN-TV Chicago; Frank Snyder, WXEL (TV) Cleveland, Ohio.

Northwest—Otto Brandt, KING-TV Seattle, chairman; G. Bennett Larson, KTVT (TV) Salt Lake City; Robert Tincher, KVTV (TV) Sioux City; C. Howard Lane, KOIN-TV Portland, Ore.; Frank Fogarty, WOW-TV Omaha.

Attending last week's board meeting, in addition to Messrs. McCollough and Moore, were Campbell Arnoux, WTAR-TV Norfolk, Va.; Mr. Carter; Roger W. Clipp, WFIL-TV Philadelphia; Merle Jones, CBS-TV vice president; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Mr. (Dub) Rogers, and Mr. Slavick.

NCAA TV COMMITTEE TAKES FIRST STEP TO RENEW GRID RESTRICTIONS FOR 1955

The 12-man group says it will recommend that national controls on tv coverage of intercollegiate football games be retained. Door is left open, however, for regional and other plans as a concession to the Big Ten and other conferences. Notre Dame U. bucks for unrestricted tv coverage.

DESPITE an obvious undercurrent of dissatisfaction over present tv policy among smaller member schools, particularly in the Midwest, and in broadcast industry ranks, NCAA's Television Committee last week took the first step for renewal of national restrictions over intercollegiate football in 1955.

The 12-man group, meeting in Chicago's La Salle Hotel last Tuesday and Wednesday, reviewed operations for the past year and announced it will recommend that national controls be retained. It also started—but did not finalize—a draft of a report to be submitted to the NCAA's 49th annual convention at the Hotel New Yorker in New York Jan. 5-7.

The committee made plain that whatever approach materializes under any resolution adopted by the association, as later worked out by the incoming 1955 Tv Committee, it still favors national restrictions, whatever the feelings of the smaller colleges.

"The recommendation doesn't imply that controls will be national in the sense it is sometimes used," Harvey Cassill, U. of Washington, Tv Committee chairman, told a news conference. "It does not mean that we will recommend a program for 1955 similar to the one in effect this year." Walter Byers, NCAA executive director, noted that "within national controls you can have many different things." The approach will be left in the lap of the 1955 group.

Thus, the door was left open for adoption of regional and other type plans as a concession to the Big Ten and other conferences with strong voices in the NCAA hierarchy, not including Notre Dame U., which has consistently advocated unrestricted football on television.

With regard to the voice of smaller colleges in determining NCAA tv policy, he observed: "Those setting policy in television are those with a definite tv problem in intercollegiate football."



WARD DORRELL (l), director of research, John Blair Co., is greeted by Walter Erickson (r), president of the Television Assn. of Philadelphia, and Alexander W. Dannenbaum Jr., TAP vice president and commercial manager of WPTZ (TV) that city. Mr. Dorrell addressed the TAP meeting on rating services.

Mr. Byers said the committee will meet again in advance of the national conclave to finalize its conclusions and report. As in the past, a resolution will be offered on the floor for national controls. The policy would become operative with two-thirds majority vote in a mail referendum of the membership in accordance with the resolution. A new group then would be set up to draft a working plan, which would in turn be submitted to networks for presentation to agencies and their clients.

Mr. Cassill said that by and large, he felt the 1954 plan—which called for a nationally-televised game each Saturday and the substitution of certain regional tv broadcasts on a few occasions—was successful. He acknowledged that it never had been an "unqualified success."

NCAA spokesmen were wont to shrug off any presumptions that national advertisers might hesitate to pick up the tab for a season of NCAA contests because of financial considerations or dissatisfaction over the slate of games. They pointed out this was the network's problem, once such a schedule is devised, and that NCAA is not directly involved in setting the package price with the sponsor.

Loss This Season

ABC-TV reportedly lost close to $2 million on NCAA football this fall and only recently dropped a schedule of other NCAA sports events that had been included in the package.

Spokesmen also brushed aside charges by Bert Bell, commissioner of the National Football League, that the Big Ten, while plumping for regional controls within the NCAA, was actually desirous of any restrictions designed to curb unlimited Notre Dame football on the nation's viewing screens. This despite the knowledge that the Big Ten reportedly stood to profit financially had it been able to sell its own games to a regional sponsor, which it had in tow.

Mr. Cassill revealed that NCAA would continue independent studies by the national opinion research center at the U. of Chicago measuring tv's impact on football attendance. The committee also favors more studies on basketball, authorized at NCAA's Cincinnati convention this past year. Saturation factors will be carefully weighed in the football surveys, he added.

Mr. Byers observed that the association's smaller colleges are adequately represented through mail referendum, if not through the actual convention machinery."

Aside from Notre Dame, whose athletic director, Ed (Moose) Krause, has consistently branded the NCAA tv policy as "artificial and arbitrary," a number of privately-endowed, smaller midwestern colleges have attacked controls the past fortnight.

On the eve of the committee meeting, Bob Hall, former NCAA Tv Committee chairman, said on a television program last Monday that the committee this year would not recommend



WHY WSLS-TV IS MOST VIEWED IN WESTERN VIRGINIA

PROGRAMS LIKE "Community Headlines" IS THE ANSWER

Because WSLS-TV serves a vast area in Virginia, West Virginia, and North Carolina, (63 counties), it has become the obligation of WSLS-TV to be a part of many communities. With the cooperation of some 40 newspapers, Andy Petersen reports news stories of local interest each weekend. As he reads, the masthead of the paper is brought into view; and many times he shows a photograph from the paper. Each week "Community Headlines" salutes one of the towns or cities in a five-minute film story showing industry, retail stores, churches, schools, hospitals, etc.

Much publicity is given in advance of the salute through the local paper in the town to be saluted and also over Channel 10. All filming is done by WSLS-TV personnel and background material is furnished through the local Chambers of Commerce. The majority of these newspapers publish the WSLS-TV program listings.

Just one of many WSLS-TV programs designed to consider viewers' interest in the complete coverage area . . . not just in the Roanoke City Limits.

WSLS-TV
CHANNEL 10

ROANOKE

NATIONAL REP AVERY-KNODEL

a regional tv plan to the NCAA's January convention.

At the same time, he also labeled as "the worst plan," the college proposal that NCAA permit games to be telecast regionally. "It would be better to throw the entire televising of football wide open as it was prior to the 1951 season than to televise regionally," he declared. A regional tv policy is supported among others, by the Big Ten, the Pacific Coast Conference, U. of Pennsylvania and Notre Dame.

Reason given by Mr. Hall for his distaste of regional tv was that it would mean the top game in each area would be telecast in the general area where the game was being played. This, he said, would have disastrous effects at the gate.

Mr. Hall predicted the NCAA games would be telecast next season with a sponsor because "there will always be sponsors that want to get to the vast tv audience the football games attract."

The conference teams or others won't crack the controlled tv program because the sanctioning of schools and matters of scheduling sports events would restrain the school or group from breaking any plan approved by NCAA colleges as a unit.

If not for the need of gate receipts to support athletic programs of the individual colleges, he asserted, an unlimited tv plan could be adopted.

NCAA, he said, does not put a price on the tv package but presents the plan to sponsors and networks who then bid for it. Money paid for the package, Mr. Hall said, goes to schools taking part in the games scheduled. In some cases, conferences have their own rules, dividing tv money among all member schools.

Mr. Hall appeared on *College Press Conference*, seen Mondays, 9-9:30 p.m. EST on ABC-TV, which carried NCAA's '54 schedule.

FELLOWS ATTACKS SPOT PRACTICES

THE PRACTICE of cutting-short network programs to permit triple and quadruple spots is "just downright bad programming and the time will come when it will catch up with stations which practice it," NARTB President Harold E. Fellows said in a letter to Roy M. Kirtland, vice president of Gordon Best Co., Chicago agency.

Mr. Kirtland had written Mr. Fellows to complain about spotting practices involving one of the agency's clients. He said that in some instances, stations had curtailed his client's announcements to "allow for triple-spotting." He solicited Mr. Fellows' personal views on the problem.

Citing the NARTB Tv Code, Mr. Fellows wrote "the principle is the thing—that there should not be more than two separate commercial announcements in the 30-second period . . . except in extenuating circumstances" such as when the World Series is in progress or when programs have been cancelled because of an event of national significance where advertisers, even though bunched up, would like to have an adjacency.

Mr. Fellows said that an agency which ascertains that its client's announcements have been curtailed to accommodate triple-spotting in violation of its contract should cancel the pact, could "refuse to pay, or demand a full-length substitution at an equally valuable time." Another alternative might be legal action, he suggested.

"The final answer to worthy conduct by the television station in America depends upon everybody's observation of an agreed-upon standard of ethics. The advertisers and the agencies must want to do business with those stations which behave; and the stations must want to do business with advertisers and agencies which have proper respect for the media," he said.

NARTB COMMITTEE SCANS FM FIELD

FM BROADCASTERS, whose once-aggressive promotion has given way to a quieter existence, promise once again to search jointly for new revenues from their facilities.

NARTB's Fm Committee, at a meeting in Washington Wednesday, peered into the possibilities of new income sources. They considered such matters as multiplexing, set circulation and regulatory problems. At luncheon they met with two FCC Commissioners—E. M. Webster and Robert T. Bartley.

Supporting the fm group's interest in the future is the Advertising Research Foundation's finding that 11,210,000 fm-equipped receivers are in circulation, or 21.6% of the nation's 45,020,000 radio households.

Multiplexing was considered by the committee as a possible field to be exploited inasmuch as FCC is expected to hand down a decision permitting extended use of fm facilities for extra services performed simultaneously. These services can be put out at the same time because the wide fm band of 200 kc is adapted to such multiple use.

The committee wants the NARTB board to reaffirm its belief that the 88-108 mc fm band should be maintained, pointing to efforts to appropriate part of the band for vhf television and other services. It felt, too, that radio set manufacturers should look seriously into the idea of producing fm receivers for new automobiles. This idea has been advanced for nearly a decade, but it has run afoul of factory production problems and cost factors.

Multiplexed services would require an adapter. Stations could broadcast more than one program at the same time, depending on the fidelity needed. Two multiplexed programs, for example, would each have 7,500-cycle band width. Three would be 4,500 cycles wide, and five would each be 3,000 cycles wide.

Among uses for multiplexing would be functional music services, with no need to mute portions of the program by automatic devices at receiver locations. Independent operation of multicast channels permits a functional musical program separate from the regular fm program, or even two or three extra channels. Improved protection against bootlegging is afforded, providing program security. Legal protection would be available, similar to that given point-to-point services and a protection considered attractive to commercial users. The lock-and-key control method could be used to give selective programming at specific receiver locations, providing desired services for certain subscribers.

Multicast methods are described as offering advantages over present storecast services, with superaudible control signals. Several specialized storecasting programs could be broadcast simultaneously, with a larger potential revenue. The fm channel is adaptable to facsimile, teleprinter or other graphic recording transmissions to supplement audio programs.

Trafficast service also has been developed, such as the New York City traffic programming by fm to the Lincoln Tunnel where the program is relayed on 550 kc for reception by motorists in the tunnel. Transitcast service also could be exploited.

Other multiplexing uses include informational services on a subscriber basis, using taped news summaries, for example. Semi-broadcast special services could provide different programs from one station for different audiences.

Network interconnection is a type of multiplex service used regionally, offering many advantages and permitting service communication and other inter-station traffic. Quality of facsimile transmissions by the Navy in tests using Rural Radio Network in New York and WTOP-FM Washington is described by the Navy as better than telephone transmissions for the distances.

Stereophonic broadcasting promises significant service for fm stations through use of multiplexing methods.

Presiding at the Fm Committee's meeting was Ben Strouse, WWDC-FM Washington, its chairman. Attending were Walter J. Brown, WDXY (FM) Spartanburg, S. C.; H Quenton Cox, KGW-FM Portland, Ore.; Donald deNeuf, Rural Radio Network; Carl George, WGAR-FM Cleveland; J. R. Livesay, WLBH-FM Mattoon, Ill., and Edward A. Wheeler, WEAW (FM) Evanston, Ill. Taking part from the NARTB staff were President Harold E. Fellows; John F. Meagher, radio vice president; John H. Smith Jr., public affairs manager; A. Prose Walker, engineering manager; Richard M. Allerton, research manager; Vincent T. Wasilewski, chief attorney and C. E. Arney Jr., secretary-treasurer.

Weaver Talks Policy At S. F. Ad Club Meet

"AT NBC we let the advertiser determine how he wants to use television," Sylvester (Pat) Weaver, NBC president, told some 400 members of the San Francisco Ad Club last week.

"Our advertising policies are to build a pattern of uses in national television that will range from five-second identifications to all-night explosions, from 365 day continuity to once-a-year spectaculars," Weaver told his audience.

Stressing the importance of color in the television advertising field, Weaver predicted, "Color will be here sooner than even the optimists predict, and when the public sees more color they will flock to the tv dealers of the nation to buy sets. As advertisers see more and more color they'll demand its use."

Weaver defended the spectaculars: "Last year our *Bob Hope Show* broke down the last possible hesitancy in my mind regarding the commercial success of the early one-shot holiday shows. We now know that the spectaculars could be a great marketing success."

Committee Lineups Listed For New Radio Adv. Bureau

NEW committees and their memberships were announced last week by Broadcast Advertising Bureau, which becomes Radio Advertising Bureau on Jan. 1.

The committee membership also is effective at the first of the year, according to Joseph E. Baudino, Westinghouse Broadcasting Co., who becomes RAB board chairman on that date. The committees:

Executive—Kenyon Brown, KWFT, Wichita Falls, chairman; Charles C. Caley, WMBD Peoria, Ill.; William H. Fineshriber Jr., NBC; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston; Adrian Murphy, CBS; Allen M. Woodall, WDAK Columbus, Ga.

Finance—John Hayes, WTOP Washington, chairman; Charles T. Ayres, ABC; Simon Goldman, WJTN Jamestown, N. Y.; Howard Lane, KOIN Portland, Ore.; William B. Quarton, WMT

In HOUSTON—the South's giant No. 1 Market • pioneer station KXYZ inaugurates a...

BRAND NEW CONCEPT OF RADIO SELLING

RPM*

*Realistic Pricing Method

Giving practical assurance to every advertiser of soundest possible value every hour of the day, every day in the week, KXYZ's new, published rate structure (effective Dec. 1, 1954) *completely revitalizes the radio selling picture in Houston!* And actually, no other station in the country as yet offers the same realistic approach to audience contact at such economical costs.

For example: With RPM* working for an advertiser, he pays less for a minute commercial at 1 p.m. than he would at 8 a.m., based on actual KXYZ audience records. Similarly, a spot announcement at 5:30 p.m. costs somewhat more than one at 10 p.m.

And don't forget these three KXYZ basics, too—

FASTEST GROWING MARKET IN THE SOUTH

25 eager-to-buy counties... with Houston: population now more than a million strong.

ECONOMICAL COVERAGE

with Houston's best-sounding radio signal, 24 hours a day.

SOUND SELLING SUPPORT

Not just merchandising, but support planned and executed by one of the nation's best-known marketing experts.

With KXYZ's Realistic Pricing Method...

you have your FIRST buy in the South's FIRST market!

KXYZ 5000 WATTS

The Shamrock Broadcasting Company

HOUSTON, TEXAS

A Glenn McCarthy Enterprise

***NOW** represented nationally by*

AVERY KNODEL

INCORPORATED

New York • Chicago • San Francisco • Los Angeles
Dallas • Atlanta

Cedar Rapids; Robert A. Schmid, MBS; Donald W. Thornburg, WCAU Philadelphia.

Membership—George Higgins, KMBC Kansas City, chairman; John P. Blair, John Blair & Co.; John C. Cohan, KSBW Salinas, Calif.; Ralph McElroy, KWWL Waterloo, Iowa; Al Spokes, WJOY Burlington, Vt.

By-laws—James H. Moore, WSLS Roanoke, Va., chairman; John F. Patt, WJR Detroit; Frank Schreiber, WGN Chicago.

Committee members also are members of RAB's 1955 board of directors.

BAB Plans 102 Sales Clinics in '55

BAB will hold 102 sales clinics in 1955, nearly three times the number of meetings held this year, it was announced last week by BAB President Kevin B. Sweeney.

Mr. Sweeney noted that BAB—to be known as Radio Advertising Bureau Inc., effective Jan. 1—held 37 clinics in 1954, concentrated in the summer. During 1955, he said, the clinics will be "spread out evenly over ten months, thereby avoiding the summer vacation problem, which has prevented attendance by numerous managers and salesmen." He predicted that attendance at 1955 clinics will rise to about 2,500 from its 1954 record of 1,400.

The schedule is as follows:

Jan. 10, Miami; Jan. 11, Jacksonville, Fla.; Jan. 12, Birmingham, Ala.; Jan. 13, Atlanta; Jan. 14, Augusta, Ga.; Jan. 24, Chattanooga, Tenn.; Jan. 25, Nashville; Jan. 26, Columbia, S. C.; Jan. 27, Charlotte, N. C.; Jan. 28, Raleigh, N. C.

Feb. 7, Phoenix, Ariz.; Feb. 8, Los Angeles; Feb. 9, Fresno, Calif.; Feb. 10, San Francisco; Feb. 11, Sacramento, Calif.; Feb. 21, Washington, D. C.; Feb. 23, Richmond, Va.; Feb. 24, Roanoke, Va.; Feb. 25, Baltimore.

March 7, New Orleans; March 8, Shreveport, La.; March 9, Dallas; March 10, San Antonio; March 11, Corpus Christi, Tex.; March 21, Albuquerque; March 22, Amarillo, Tex.; March 23, Oklahoma City; March 24, Tulsa, Okla.; March 25, Little Rock, Ark.

April 4, Billings, Mont.; April 5, Boise, Idaho; April 6, Portland, Ore.; April 7, Spokane, Wash.; April 8, Seattle; April 18, Milwaukee; April 19, Grand Rapids, Mich.; April 20, Detroit; April 21, Cleveland; April 22, Cincinnati.

May 2, Chicago; May 3, Peoria, Ill.; May 4, Louisville, Ky.; May 5, Indianapolis, Ind.; May 6, Ft. Wayne, Ind.; May 16, Trenton, N. J.; May 17, Philadelphia; May 18, Pittsburgh; May 19, Buffalo; May 20, Syracuse, N. Y.; May 31, St. Louis.

June 1, Wichita, Kan.; June 2, Denver; June 3, Salt Lake City; June 13, New York; June 14, Hartford, Conn.; June 15, Boston; June 16, Manchester, N. H.; June 17, Bangor, Me.; June 27, Bismarck, N. D.; June 28, Minneapolis; June 29, Omaha, Neb.; June 30, Des Moines, Iowa.

July 1, Cedar Rapids, Iowa; Aug. 8, Atlanta; Aug. 9, Charleston, S. C.; Aug. 10, Winston-Salem, N. C.; Aug. 11, Norfolk, Va.; Aug. 12, Philadelphia; Aug. 22, Tampa, Fla.; Aug. 23, Birmingham; Aug. 24, Baton Rouge, La.; Aug. 25, Ft. Worth; Aug. 26, San Antonio.

Sept. 6, Los Angeles; Sept. 7, Bakersfield, Calif.; Sept. 8, San Francisco; Sept. 9, Ogden, Utah; Sept. 19, Seattle; Sept. 20, Portland, Ore.; Sept. 21, Colorado Springs; Sept. 22, Cheyenne, Wyo.; Sept. 23, Albuquerque.

Oct. 3, Washington, D. C.; Oct. 4, Pittsburgh; Oct. 5, Rochester, N. Y.; Oct. 6, Burlington, Vt.; Oct. 7, Boston, Mass.; Oct. 17, Milwaukee; Oct. 18, Chicago; Oct. 19, Detroit; Oct. 20, Cleveland; Oct. 21, New York; Oct. 31, Indianapolis.

Nov. 1, Louisville, Ky.; Nov. 2, St. Louis; Nov. 3, Memphis; Nov. 4, Knoxville, Tenn.; Nov. 14, Minneapolis; Nov. 15, Omaha; Nov. 16, Des Moines; Nov. 17, Kansas City; Nov. 18, Wichita, Kan.

NARTB PANEL TO SURVEY INCOME, EXPENSE TRENDS

VOLUNTEER panel of NARTB members will be set up by the association to provide up-to-date yardsticks on revenue and expense trends in the industry with a minimum of 150 typical stations selected for study to provide an accurate cross-section. The panel plan was approved by the NARTB Am Radio Committee which met Tuesday in Washington with James L. Howe, WIRA Fort Pierce, Fla., as chairman.

The study will reflect location, size of station, size of market, affiliation, fulltime or part-time operation, group vs. single-station operation, radio-only vs. radio-tv, years on air, and frequency.

NARTB's Research Dept. was directed to prepare and distribute to am station members a check-list by which operation of radio sales departments can be evaluated with regard to hiring and training of staff salesmen. Richard M. Allerton, research manager, is to digest radio circulation techniques and listenership surveys.

NARTB's participation in National Radio Week is to be intensified in the future by acquainting the public with benefits of radio in cultural and commercial fields. President Harold E. Fellows is to name a committee to direct this work and to enlist cooperation of other radio groups. A report will be submitted to the 1955 NARTB convention.

John F. Meagher, NARTB radio vice president, will study ways of developing production and sale of small, low-priced pocket radio sets, working through Radio-Electronics-Tv Mfrs. Assn., Radio Advertising Bureau and other organizations.

Other subjects taken up at the committee meeting were the 1955 convention handling of radio topics, Standards of Practice, FCC's rules on operator requirements and remote control, results of district meetings and a study of nighttime radio programming.

William C. Grove, KFBC Cheyenne, Wyo., appeared at committee invitation to discuss operator rules and remote control. He was chairman of the committee that conducted a long series of studies and led the successful presentation of the matter before the FCC.

GOVERNMENT

PAY-TV DISCUSSED AT FCC AS ZENITH RENEWS ITS PLEA

The original 'Phonevision' proponent amends its earlier petition and submits a newer version of television in which the set owner would pay to look. Zenith says the Commission can approve its system without protracted rule-making proceedings.

FCC TOOK its first official look at subscription television last week, while at the same time it received a new petition from Zenith Radio Corp. urging that pay-as-you-look tv be authorized without the formality of a protracted rule-making proceeding.

The Commission, with six of its seven commissioners in attendance, discussed the subject of pay-tv at its Wednesday meeting. It decided to lay aside the subject until the next meeting (this week) so that further consideration may be given it.

General attitude, it is believed, is to use the pending petitions as the basis for inviting comments on the legality, technicalities and policy questions involved in considering the proposal to permit scrambled telecasts to be broadcast which could be received clearly by the public only through payment of a fee.

Only two principal petitions are before FCC asking that it authorize subscription tv. These are the 1952 Zenith petition, amended last week, and the September petition of Skiatron Tv Inc. [B•T, Sept. 20]. In addition there are a host of individual station petitions, mainly from uhf operators, urging that the Commission move quickly to authorize this service. Uhf broadcasters have many times expressed their belief that subscription tv may succor them from their present financial plight.

Consideration of the subscription tv question last month [B•T, Nov. 15] was delayed, it was understood, by the advent of Thanksgiving and the absence from Washington of some of the Commissioners.

The basic premise of the new Zenith petition rested on two points: (1) There is nothing in the Communications Act which prohibits subscription tv, and (2) FCC can act on the subject without rule-making proceedings.

Zenith asked FCC to announce that it will consider applications to begin subscription tv and that it will approve such applications after transmissions and equipment are approved.

In the alternative, Zenith said, FCC should hold "expedited, simplified and limited" rule making hearings.

Any full-scale hearing or investigation would be based on "speculative" considerations, Zenith said. There are no accurate yardsticks regarding pay-tv at this time, the Chicago radio-tv manufacturer said.

Zenith also asked that no technical standards be imposed at this time, if subscription tv is approved. Standards might restrict development, it pointed out. The only technicalities should be that no system should cause interference to regular telecasts or have any adverse effect on tv broadcasting, it said.

The Zenith system interposes no degradation of tv's sight or sound, the Chicago company said. It added that the Zenith system is fully compatible with color tv.

In urging the Commission to move quickly to permit tollcasting, Zenith said:

If private capital is to make its proper contribution to the development of our national television system, it is necessary that Zenith and Teco [Zenith subscription tv subsidiary], as well as their competitors, be permitted to test their judgment that subscription television will fill a public need in the market place. Unnecessary delay and red tape, just as much as prohibitory regulations, is a most effective method of discouraging private enterprise from developing or trying new methods.

Zenith estimated that a full-scale rule-making

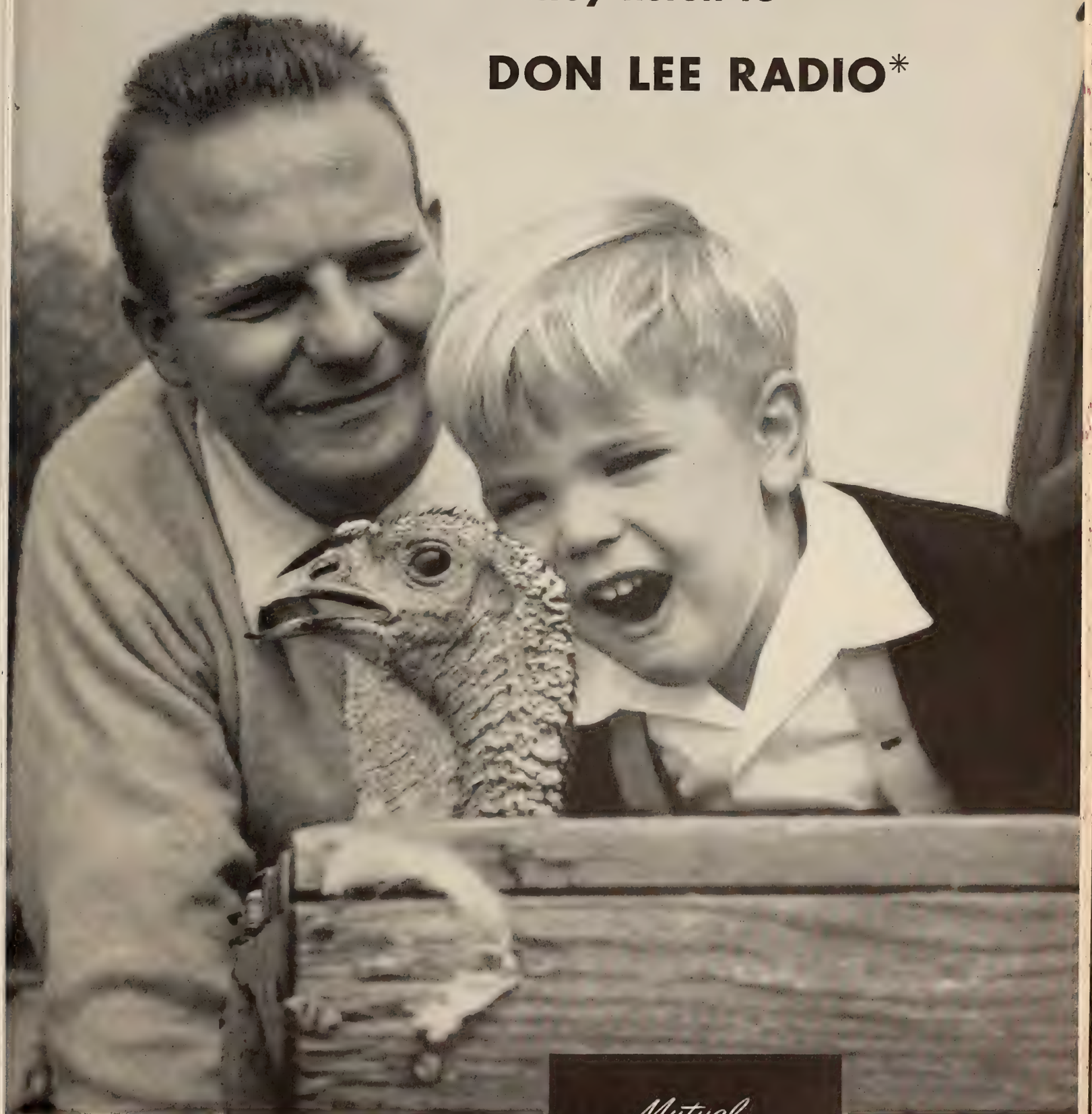
Hendrickson Takes Leave

SEN. Robert C. Hendrickson (R-N. J.) delivered the last major speech of the 83rd Congress and his own swan song to the Senate last Thursday by calling attention to the work of his Senate Juvenile Delinquency subcomittee. Sen Hendrickson, who presided at several hearings during the past 14 months seeking to determine if television programs affect delinquency in children, expressed hope that the new Congress will act on the subcommittee's recommendations for corrective legislation. The New Jersey Republican, who was not a candidate for re-election, has announced that the subcommittee will make a separate report on television.

They live on the Pacific Coast...

they listen to

DON LEE RADIO*



***Don Lee IS Pacific Coast Radio**

. . . the *only* network with "point-of-purchase" penetration paralleling the local buying habits of 16½ million people . . . the *only* network with stations in 45 important Pacific Coast markets . . . the nation's *greatest* regional network . . .

Mutual
DON LEE
RADIO

Don Lee Broadcasting System,
Hollywood 28, California,

Represented nationally by
H-R Representatives, Inc.

proceeding will take from six months to a year. It called attention to several rule-making cases which have been in progress for five years or longer (clear channel, 1945; daytime skywave, 1947; radiation devices, 1949).

It also said that procedural devices to delay can be used as "vicious tools" in the hands of selfish competitors desiring to stave off subscription tv.

Emphasizing that subscription tv is to be considered complementary to present-day broadcasting, Zenith said:

Subscription television proposes to supply television broadcasting with a second source of economic support similar to that now enjoyed on an unregulated basis by its most important media-competitors—newspapers, periodicals and movie theatres. As in the case of its media-competitors, these two means by which commercial television may gain economic support [advertising and reception fees] are complementary rather than conflicting.

References to "free" tv are erroneous, Zenith said. The whole cost of the present television broadcasting industry is ultimately borne by the public, it said, through the purchase of the products or services advertised, and the cost of buying a receiver.

"Subscription television offers the commendable characteristic," Zenith said, "that each member of the public would contribute according to his individual use."

In a lengthy historical analysis of Congressional attitudes toward a public charge for receiving broadcasts, Zenith said the advertising-sponsored economic base of broadcasting was a natural development and not something imposed by Congress. In fact, it pointed out, efforts in 1927 to prohibit broadcasters from charging the public for receiving broadcasts were defeated in Congress. It also pointed to FCC's decision in the 1941 Muzak case when the Commission decided that the "pig-squeal" system of fm broadcasting was not inconsistent with the concept of broadcasting. More recently, Zenith said, the Commission approved specialized service broadcasts by fm stations (functional music, storecasting, etc.).

Zenith referred to the fact that as of Nov. 1, there were 410 commercial tv stations operating, plus eight educational tv outlets, and that there were 166 grantees building and 175 applications pending. Since there are 1,875 commercial tv channels allocated, the technical capacity of a national tv system is greater than its present economic or program resources. Zenith also referred to the fact that during the last two years, 6 vhf and 28 uhf stations have ceased operating and another 16 vhf and 83 uhf stations have given up their permits.

It continued:

While the Commission and the broadcast industry can justifiably take pride in the growth of the system since the war, the record also discloses that there is no room for complacency. We still must ask why a majority of the tv frequencies available are being totally ignored by private enterprise. Why have there been no applicants for approximately 60% of the commercial and 90% of the educational frequencies available? Why have no applications been filed for hundreds of small communities which have been allocated tv channels. Why have 34 tv stations gone off the air? Why have 99 holders of post-freeze construction permits relinquished their permits before going on the air? Why have numerous existing licensees complained to Congress that they cannot exist on present financial and program resources?

The last question was a reference to the Potter subcommittee hearing last spring on the plight of uhf stations.

The Zenith move urging that subscription tv be authorized quickly drew an immediate objection from Truman T. Rembusch, past president of the Allied States Assn. of Motion Picture Exhibitors and co-chairman of the Joint Committee on Toll Tv, representing Allied and Theatre Owners of America in opposition to pay-tv.

Mr. Rembusch called last week's petition by Zenith "obviously a tactical move." He said the question of subscription tv was too complex to permit the Commission to be "stampeded into a snap judgment decision." In the course of his statement, Mr. Rembusch alluded to recourse to the Federal courts as being "open to interested parties not agreeing to the decision."

The Zenith substitute petition was filed by the Washington radio-tv law firms of Pierson & Ball, for Zenith, and by Loucks, Zias, Young & Jansky, for Teco. Teco was organized in 1949 as the holder of certain Zenith rights in subscription tv.

New 'Phonevision' Unveiled by Zenith

OPERATION of alternate Zenith systems of subscription tv, all of which shy away from the use of telephone lines as an integral part of the decoding system as originally contemplated, was explained in last week's Zenith substitute petition.

Called the Phonevision Aircode System, it is described as follows:

Both sight and sound are transmitted in scrambled form. To unscramble the signal at the receiving end, two elements of information are needed—a key signal and a key number. The key signal is air-transmitted along with

national advertising representatives

BRANHAM



NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE
ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES MIAMI



The Sylvania Awards Committee knows best too!

FATHER KNOWS BEST

We are deeply grateful to the Committee which made the selection, and to our partners in this production, Eugene B. Rodney, the producer, and Robert Young. Their magnificent cooperation, and the distinguished contribution of the writers, director, and every member of the cast, together with the skill and ingenuity of our studio technicians and crews, made it possible for us once again to present "outstanding entertainment" for television.

OTHER OUTSTANDING TELEVISION ENTERTAINMENT PRODUCED BY SCREEN GEMS

- ★ *Ford Theatre*
- ★ *Adventures of Rin Tin Tin*
- ★ *Captain Midnight*
- ★ *Big Playback*

Screen Gems, Inc.

Television Subsidiary of Columbia Pictures Corp. • 233 W. 49th St., N.Y. 19, N.Y. • Circle 5-5044

The only company which provides advertisers with Hollywood and New York custom-produced national shows, commercials and syndicated programs.

the Phonevision program. The key number is supplied directly to the subscriber and this is dialed on Phonevision attachment to the tv.

Distribution of the key number might take various forms. A punched card, similar to an IBM card, might be furnished subscribers. Each card would contain information for 30 programs. Payments would be made by returning the card to a local Phonevision office or a local bank or other place where cash payment can be made.

Another method might be for the subscriber to call the local Phonevision office, give his identification number and program choice. A computer would then develop the proper key number. The computer also would record the call to permit billing. A third method is to use a vending machine in public places, with the subscriber dialing his identification number and indicating his program choice. After inserting the proper amount, the vending machine would furnish him with the key number through connection with a computer at the local Phonevision office.

Seek New Florida Ch. 10

NEW VHF allocation for Florida is requested in a petition filed with FCC last week by the Jacksonville Journal Co., operator of ch. 36 WJHP-TV Jacksonville. Firm proposes that ch. 10 be assigned to Bunnell, Fla. The Journal Co. indicated no other vhf allocation would be affected by its proposal.

TV NETWORKS REPLY TO BRICKER PROBE; MAGNUSON TO ACCEPT COMMITTEE CHAIR

The four have submitted partial answers to the still-continuing investigation. Direction of inquiry probably will be changed when the Democrats take over in January.

THE FOUR television networks have replied to questionnaires in Senate Commerce Committee Chairman John W. Bricker's probe of the networks, although not all the answers are complete.

This was indicated last week by the committee's investigation staff, which was formed by the Ohio Republican to probe the networks and uhf-vhf problems.

Full information is expected "shortly" from the networks, however, a spokesman said. Some information also is expected "very shortly" from the FCC, to which a questionnaire also was mailed.

Meanwhile, Sen. Warren G. Magnuson (D-Wash.) last week said he definitely would accept chairmanship of the Senate Commerce Committee if the job is offered to him in the new Democratic Congress. Sen. Magnuson is in line for the chairmanship as ranking Democrat in an anticipated organization of the 84th Congress by that party next month.

Sen. Bricker, currently on a tour of Australia with members of the Joint Congressional Atomic Energy Committee, would relinquish the chairmanship and remain as ranking Republican.

The investigation staff has maintained it is going ahead with the investigation as contemplated by Sen. Bricker, despite the Nov. 2 elections, which gave Democrats majorities in the House and Senate.

There still is no intention to lay aside questionnaires intended for all television stations, although the probe group is awaiting complete replies from the networks and the FCC before sending out the station queries, according to the spokesman.

This obviously will make it impossible for a full report to be submitted to the Senate Commerce Committee as originally contemplated by Sen. Bricker, because of the few weeks left before Congress convenes Jan. 5. Nevertheless, "something will have to be submitted," the investigation staff spokesman said.

When Sen. Bricker announced the probe last summer he said the investigation staff would make its report to the full Commerce Committee, and that a hearing would be held later to consider legislation. Among legislative proposals is Sen. Bricker's own bill (S 3456) calling for regulation of the networks by the FCC.

Senate Democratic leadership has indicated members of that party are not as eager to investigate the networks as Sen. Bricker has been. Sen. Magnuson has made no public comment since the Nov. 2 elections on what his attitude will be toward the network probe. It has been generally expected that the investigation will be toned down or its direction changed under a Democratic reign, although Democrats, as the Republicans, have expressed concern over the plight of uhf operators.

Biggest complaint by the uhf stations, as evidenced during hearings on uhf ailments last spring by a Senate Communications subcommittee headed by Sen. Charles E. Potter (R-Mich.), is that they have been unable to secure network affiliations in areas where there is vhf competition.

The questionnaires sent to networks by the Senate Commerce Committee dealt largely with affiliation details and policies [B•T, Oct. 25]. The query to the FCC dealt with network affiliations, the FCC's allocations philosophy, coverage by tv outlets and the reason for intermixture of uhf and vhf in the same areas.

Heading the committee's investigation staff as majority counsel is attorney Robert F. Jones, former Ohio congressman and FCC commissioner. Minority counsel is attorney Harry M. Plotkin, former assistant general counsel of the FCC. In a Democratic Congress their positions presumably would be reversed, with Mr. Plotkin becoming majority counsel and Mr. Jones minority counsel. Neither has indicated whether he will accept the new position, if offered.

Coordinating the probe is Nicholas Zapple, the committee's communications counsel.

Rep. Dwight Rogers Dies

REP. DWIGHT L. ROGERS (D-Fla.), 68, third-ranking Democrat on the House Commerce Committee, which has jurisdiction over most legislation affecting radio-tv, died last Tuesday in Ft. Lauderdale after a heart attack. Rep. Rogers was stricken after making an address to the local Junior Chamber of Commerce there.



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Suppose the government forbade food chains to abandon unprofitable stores

During the past decade, the rise of the super-market and the shopping center has made advisable the abandonment of many no-longer profitable small store locations—moves which could freely be taken by chain store management in the best interests of stockholders, employees and customers.

There are few people who fail to see this as a sound and justifiable business practice—or who would expect the Government to intervene to forbid it. In fact, if it did so intervene, the large food chains, for example, could no longer afford to sell such high quality food products at such low prices.

While other businesses are free to make such moves as this, the railroads—under similar circumstances—generally are not free to do so. In many instances, before a railroad can discontinue a passenger train that no longer pays for itself, it must obtain permission from the regulatory body of the state or states in which the operation is conducted.

Such state regulatory bodies are understandably sensitive to local pressures. As a result, justified applications for discontinuance of service are frequently denied or subjected to inordinate delay.

The railroads believe that such unprofitable and unnecessary local operations place an unjust burden on interstate commerce, with shippers having to absorb a large part of the losses in the freight rates they pay.

The railroads operating in the crowded eastern section of the United States are especially hard hit by such operations. It is not in the public interest for the food chains—*or the railroads*—to maintain unprofitable operations. The railroads do not ask for complete relief from regulation—they ask only that regulation be brought into line with present-day conditions... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

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CAPP QUESTIONED IN BOSTON TV CASE

Attorneys ask if it is true, as related in a 'New Yorker' story, that the cartoonist sold pornographic drawings to students while he was in the fourth grade.

SEX had a frustrating day in the Boston ch. 5 television hearing at FCC last Tuesday as counsel for competitive applicants cross examined cartoonist Al Capp before Examiner James D. Cunningham. Mr. Capp is a minority stockholder and official in Massachusetts Bay Telecasters Inc. Others seeking ch. 5 are WHDH, WCOP, DuMont and Greater Boston Television Corp.

The attorneys wanted to know if it was true, as related in a 1947 *New Yorker* story by E. J. Kahn Jr., that the witness sold pornographic drawings to fellow students while in the fourth grade of a Brooklyn public school.

Denying the implication, Mr. Capp recalled that Mr. Kahn took no notes during his interview and the witness said he did not see the story until it appeared in print. The cartoonist thought the biographical sketch was "a very funny one," but "hardly accurate." He noted Mr. Kahn "is a humorist" and the art of humor involves "exaggeration."

Mr. Capp, known for his "L'il Abner" cartoon series, was asked if his work contained hidden bits of "Rabelaisian humor" directed to a "third level" of his audience. Opposing counsel cited the March 1951 report of a New York State legislative inquiry into comic books, part of which referred to "semi-hidden pornography" and presented exhibits which included "L'il Abner" strips.

Refuting the allegations, the witness observed that his cartoon output belongs to the United Press and is subject to full censorship by UP and the editors of some 700 papers subscribing to the feature. To attempt hidden meanings would be committing "professional suicide," Mr. Capp emphasized.

As for the legislative report, Mr. Capp charged that the exhibits of the "L'il Abner" strips were "faked excerpts," "multilated," "retouched" and "forgeries."

As for a story in the November 1953 issue of *Confidential* magazine titled "The Secret Sex Life of L'il Abner," Mr. Capp replied, "I know about the article. It is a filthy magazine. . . . Criminal charges are part of the steps we are taking. . . . We conducted an investigation of the source of the forgeries. We think we have discovered the source of the forgeries, of this filthy thing that appeared in this unspeakable magazine, and which the New York State committee were duped by."

Mr. Capp explained further, "We are in the last stage of finding the forger. We think we have him."

Mr. Capp is co-chairman of Massachusetts Bay Telecasters' Public Affairs Committee, comprised of representatives from among the applicant's 88 stockholders. Mr. Capp's Fosdick Productions holds 1.9% interest in the applicant. Other co-chairman is John Lawrence, 1952 Eisenhower campaign state chairman.

Direct evidence in the ch. 5 hearing was presented to Examiner Cunningham in writing. During the past several weeks he has been listening to oral cross examination. WHDH, Greater Boston and Massachusetts Bay have completed their cases. Today (Monday) cross examination of DuMont witnesses begins, following with WCOP.

Lamb Case in Recess

LICENSE renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was recessed until Jan. 4 by FCC Hearing Examiner Herbert Sharfman last week as he turned down the Broadcast Bureau's motion to go to two Federal penitentiaries to take depositions of Gus Hall and Jacob Statchel, both convicted of Smith Act violations [B•T, Nov. 29]. The pair, both former Communist Party officials in Ohio, have indicated they would plead Fifth Amendment and refuse to testify. They concluded the Broadcast Bureau's witness list in its effort to learn whether Mr. Lamb lied when he said he never had Communist ties [B•T, Sept. 20, et seq.]. Beginning Jan. 4, Mr. Lamb's counsel will continue cross examination of Broadcast Bureau witnesses and then present Mr. Lamb's defense case.

HEARINGS REQUIRED ON WNYC, WOI SSA'S

FCC acts on special service authority situations, some going back a decade or more. At the same time, KWBU Corpus Christi is granted a license in its five-year-old application.

FCC has decided to do something about the special service authority situations—some of which run back a decade or more. Last week, the Commission set for hearing request for extensions of SSA authorization by New York City-owned WNYC and told WOI Ames, Iowa, that a hearing would be necessary.

At the same time, it granted a five-year-old application for license by KWBU Corpus Christi, Tex. (50 kw daytime on 1030 kc), and dismissed as moot that station's request for an SSA to operate from local sunrise at Boston to local sunset at Corpus Christi.

Comr. Frieda B. Hennock dissented from the WNYC and WOI decisions. Chairman George C. McConnaughey did not participate in any of of the rulings, and Comr. Edward M. Webster was absent when these decisions were made.

Since 1943, WNYC (1 kw daytime on 830 kc) has been operating under an SSA from 6 a.m. EST to local sunrise in New York, and from local sunset in Minneapolis to 10 p.m. EST. Clear channel WCCO Minneapolis agreed to the issuance of the SSA to WNYC as a wartime measure, but since the end of the war has petitioned the Commission repeatedly to withdraw this authority.

The Commission's action last week set WNYC's application for renewal of its SSA for hearing. The FCC also made WCCO and the Broadcast Bureau parties to the hearing, scheduled for Jan. 17.

In the WOI case, where the Iowa State College station has been operating with an SSA on 640 kc with 1 kw from 6 a.m. to local sunrise CST for 10 years, the Commission informed the station of the necessity for a hearing on its application for the continuance of the SSA. The station is licensed for 5 kw on the 640 kc wavelength but used only 1 kw in the early morning hours.

The Commission action in licensing KWBU in 1030 kc brings it into conflict with ABC's WABC New York which has held for years that

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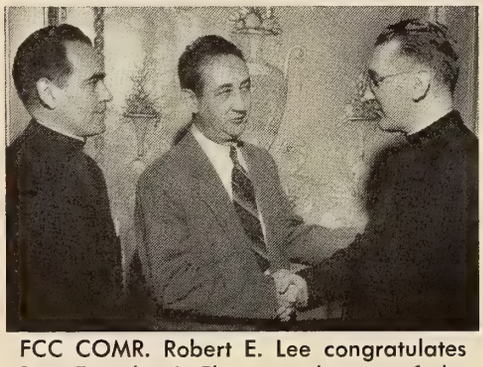
the proper place for KOB Albuquerque, N. M., was its officially assigned grant to 1030 kc. KOB has been operating for 14 years on 770 kc under an SSA. This is the frequency on which ABC's New York clear channel flagship operates.

In fact, in July 1951, a U. S. Court of Appeals in Washington told the FCC to take some affirmative action to clean up the semi-permanent SSA situation as it regards KOB (and by inference other like situations). The Commission action last week is believed to stem from that directive. A hearing on the WABC-KOB conflict was held in 1952, but no final ruling has yet been issued by the FCC.

The fifth SSA situation is that of KFAR Fairbanks, Alaska. KFAR is licensed for 5 kw on 610 kc, but since 1943 has operated under an SSA with 10 kw on 660 kc. This is WRCA New York's Class 1-A wavelength.

In 1953, the FCC issued a proposed rule to permit the use of U. S. Class 1-A channels in territories outside the continental limits of the U. S. No final decision has ever been issued.

Involved also is the 1945 Clear Channel case which has as its object the question whether the FCC should order a breakdown of clear channel station protections. Shortly after the Clear Channel case began, the Commission announced it would not act on any pending application involving a daytime station using a clear channel.



FCC COMR. Robert E. Lee congratulates Rev. Timothy J. Flynn, moderator of the Catholic Apostolate of Radio, Tv & Advertising, on the success of the seventh annual communion breakfast held at the Waldorf-Astoria in New York. Rev. Theodore M. Hesburgh (l), president of the U. of Notre Dame, and Comr. Lee addressed the CARTA members.

Freedom in Industry Demands Vigilance, Lee Tells CARTA

FREEDOM in radio and television can be maintained only by the efforts of a responsible and vigilant industry, FCC Comr. Robert E. Lee told a gathering of 1,400 members of the Catholic Apostolate of Radio, Television & Advertising on Nov. 28 at its annual communion breakfast at the Waldorf-Astoria Hotel, New York.

He asserted that freedom of broadcasting could best be protected by "a vigilant industry" that has "due regard for the full public interest." He pointed out that the problem of horror shows on radio and television could be solved if "the people in the broadcasting industry and the people in Washington, worked together and not at cross-purposes."

The Rev. Theodore M. Hesburgh, president, U. of Notre Dame, also addressed the group. He explained that Notre Dame had established a tv station to be opened in the near future and said it would serve as "a new kind of laboratory" where students will obtain a first-hand knowledge of communication arts.

McConnaughey Bid Up to 84th Congress

Senate adjourns special session without taking action on 'controversial' nomination of McConnaughey to FCC.

THE SENATE adjourned its special session at 7:10 p.m. Thursday without taking action on the nomination of George C. McConnaughey to the FCC. Mr. McConnaughey thus will continue to serve as FCC chairman—under the President's interim appointment which put him in office Oct. 4—until his nomination or that of another is acted upon by the Senate during the 84th Congress.

Mr. McConnaughey's nomination was among those labeled "controversial" by Senate Democrats. The minority party had issued a statement early in the special session asking that all "controversial" nominations or those requiring committee hearings be held over until the new Congress.

Hopes for the FCC chairman's confirmation were dashed late Thursday during a short executive session of the Senate which saw confirmation en bloc of several hundred "non-controversial" nominations and thousands of routine military appointments.

Party floor leaders William F. Knowland (R-Calif.) and Lyndon B. Johnson (D-Tex.) reiterated earlier statements that any senator, whether Democrat or Republican, should have a chance to question any nominee. In a Nov. 9 Senate Commerce Committee hearing on the McConnaughey nomination, Sen. A. S. Mike Monroney (D-Okla.) said Democrats felt the nomination to be a "controversial" one and that Democratic Sens. Warren G. Magnuson (Wash.) and Estes Kefauver (Tenn.) had indicated a desire to question Mr. McConnaughey.

Kefauver Explains

Sen. Kefauver has explained that he may want to question the FCC chairman about "some letters" critical of Mr. McConnaughey [B•T, Nov. 29]. Sen. Magnuson, who was absent from the Nov. 9 hearing, is in line for the Senate Commerce Committee chairmanship under Democratic reorganization of the Senate next year.

There had been talk earlier that an organized attempt would be made by Republicans to push through the McConnaughey confirmation [CLOSED CIRCUIT, Nov. 29], but any such plan appeared to have been discarded in favor of bipartisan considerations.

Sen. John W. Bricker (R-Ohio) had tried to report the nomination of Mr. McConnaughey on the Senate floor early in the session [B•T, Nov. 15], but this action was blocked by Sen. Lyndon Johnson's objection. The nomination had cleared the Senate Commerce Committee by affirmative vote of its seven Republicans, with its seven Democrats abstaining.

Sen. Bricker, chairman of the Commerce Committee, said in calling the Nov. 9 committee hearing on the nomination that he was a "life long friend" of the FCC chairman.

President Dwight Eisenhower has expressed disappointment at the Democratic action in heading off the "controversial" nominations [B•T, Nov. 29].

The Democratic move in blocking the McConnaughey and others of the contested nominations has been interpreted as a bid for power by the minority party on the basis of its Nov. 2 election victories in which it captured control of both houses of the 84th Congress. This interpretation is based at least in part on the speculation that Democrats may want to place another member of their own party on the FCC. Present FCC membership: four Republicans, two Democrats, one Independent.

FCC Approves KANG-TV Sale To KTBC-AM-TV Austin

SALE of ch. 34 KANG-TV Waco, Tex., by Central Texas Tv. Co. to KTBC-AM-TV Austin, Tex., was approved by the FCC last week [B•T, Nov. 29].

Consideration for the ch. 34 facility was $115,000 and assumption of $19,000 indebtedness.

KANG-TV, on the air since November 1953, had requested quick FCC approval to the sales agreement in view of the heavy losses sustained because of the failure to obtain network and national business in sufficient volume to meet operating expenses. The application disclosed a station deficit of $145,555.

President and majority stockholder of KTBC-AM-TV is Claudia T. Johnson, wife of Sen. Lyndon B. Johnson (D-Tex.), slated to be Senate majority leader in the upcoming 84th Congress. Other stockholders include J. C. Kellem, general manager; Paul Bolton, news director; Walter Jenkins, of Austin and Washington.

KGMB-TV Honolulu Asks For Satellite on Ch. 3

SATELLITE television station on ch. 3 at Wailuku, Maui County, is requested in a new application filed with FCC by ch. 9 KGMB-TV Honolulu, CBS outlet. According to C. Richard Evans, KGMB-TV vice president, the satellite can be completed within 60 days after FCC approval and will be located on the slope of the Haleakala crater at an elevation of 10,000 ft.

He said the satellite could be received also on the Hamakua and Kona coast of the Island of Hawaii and would increase KGMB-TV's audience by 66,500 people. The application specified the satellite will cost an estimated $24,430 and asked effective radiated power of 1.49 kw visual. Antenna height above average terrain of 5,960 ft. was given.

FCC Questions WDAS Sale Pending Legality Hearing

FCC notified WDAS Philadelphia last week that its application to sell its 1400 kc facilities to Richard Eaton for $72,000 required a hearing on the legal question of whether this could be done while WDAS also held a CP to move to 1480 kc [B•T, Nov. 29, Sept. 27].

Application to sell the old facilities was protested by WPEN and WHAT, both Philadelphia. Both argued that WDAS had no right to sell the frequency it was vacating. WPEN also asked that the FCC revoke the WDAS license because the FCC was not informed of the pending sale when it asked for license renewal last July.

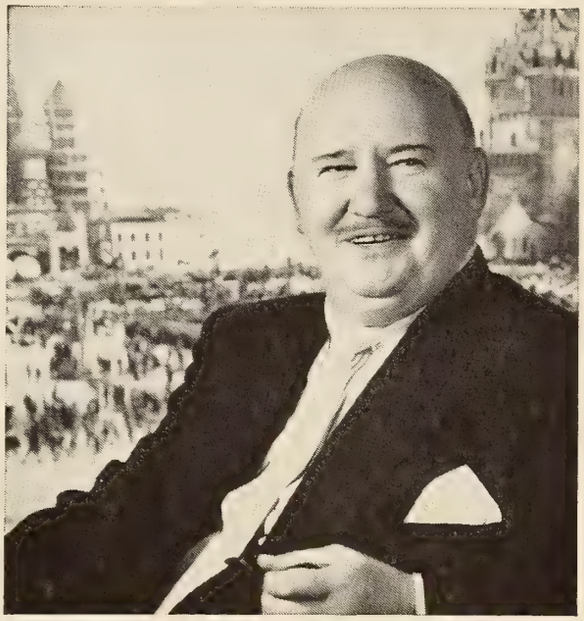
WDAS' application cited instances where the Commission had permitted this type of sale.

Proposed sale is to Friendly Broadcasting Co., owned by Mr. Eaton. Mr. Eaton owns WOOK-AM-TV and WFAN (FM) Washington; WSID and WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland, Ohio, and WANT Richmond, Va.

Report on Soviet Russia:

"I paid $1.00 a gallon for State-produced gasoline"

by Foreign Correspondent
EDDY GILMORE



Eddy Gilmore, a Pulitzer Prize winner, has just completed nearly 12 years in Russia covering the Kremlin for the Associated Press. His book, "Me and My Russian Wife," is a recent best seller.

I don't consider myself an expert on Russia's oil industry. I mean I don't possess a lot of fancy figures and percentages, but:

After nearly 12 years residence in Moscow and travel from one corner of that vast country to the other I come away with some very definite impressions on the Soviet Union's oil industry and ours.

I figure I bought 14,440 gallons of Russian gasoline, 160 gallons of Russian kerosine and as little Russian motor oil as I possibly could.

My cars were filled with state-produced gasoline because I couldn't get any other kind. I know nothing about octanes, but I know all my cars* developed engines that knocked. In the depth of winter the carburetor often froze.

"Why?" I asked our Russian driver.

"Because," he answered, "we've got water in our gasoline."

For this watered gasoline I paid about $1.00 a gallon and when I had to buy it on the black market I paid a good deal more than a dollar.

The kerosine burned all right, but it wasn't always easy to find. And when I did find it I had to haul it home in my own bucket or can. I do know it smelled to high heaven.

I didn't buy Russian oil for my cars because all the chauffeurs I knew advised against it. Fortunately, I was able to buy American oil from abroad and have it shipped in. But not always. Sometimes we'd get caught short and be forced to go on the Russian market.

The chauffeur would shake his head.

"We're going to have trouble, Gospodin,"** he would say.

And we usually did.

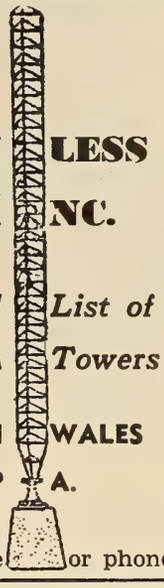
I have seen the oil wells of Baku. More of them at Gurev, at the northern tip of the Caspian Sea. I've ridden oil barges on the Volga. I've stood in long lines, when the mercury was flat on its stomach in the cold of a Russian winter, to buy kerosine.

I saw Russia get desperate for oil during World War II. In those days they even imported oil machinery from the U. S. and brought in American oilmen to show them how to operate it. They must have a high opinion of the American petroleum industry. After 11 years and 9 months in Russia I know I have.

**I say "my cars." I had 9 automobiles during my time in Russia. They were used principally for business, but sometimes for pleasure.*
***Gospodin means "Mister" in Russian and that's what any polite Russian calls a foreigner.*

This report on Russia's oil industry is presented for your information by the American Petroleum Institute, 50 West 50th Street, New York 20, N.Y.

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ZK WQAM WKSR WRAP WS
WDOV WEPM WERC WOBL
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TOWER LIMIT ISSUE GOES TO ACC UNIT

The Air Coordinating Committee's Technical Div. will meet to discuss the proposed 1,000-ft. limit on tv towers Dec. 15.

JUST HOW FAR the Air Coordinating Committee will go in backing its Airspace Subcommittee recommendation that all tv towers be limited to 1,000-ft. above ground [B•T, Nov. 29] will be seen next week.

At that time, probably Dec. 15, the ACC Technical Div. will meet to discuss the subject. The FCC and broadcast industry representatives are expected to proffer their opposition at that time.

At issue is whether the ACC, which is the Presidential advisory committee on national air policy, should accept the recommendations of its Airspace Subcommittee on the subject of putting a 1,000-ft. ceiling on tv antenna heights.

Earlier last month, the Airspace Subcommittee unanimously approved a policy declaration to withhold its approval for any tv tower of more than 1,000-ft. height. The only exception would be for those above 1,000 ft. which are screened by existing obstructions. In its discussion of the situation, the Airspace Subcommittee urged greater reliance than has been the case on antenna farms, or the use of a single tower for multiple antennas.

The subcommittee also asks the FCC to initiate action to revise its regulations to "minimize" the use of antennas more than 1,000-ft. above ground.

If the ACC Technical Div. approves the Airspace Subcommittee's declaration, it is understood that top membership of the ACC usually goes along. However, if the Technical Div. does not have unanimity, ACC's standing members will be called to make the decision.

Although the FCC is not an official member of the top ACC, it is understood it will be invited to participate in its deliberations—if it should come to that.

The Commission, however, is not bound by any ACC decision. The Commission, as an independent agency, is responsible to Congress and operates under Congressional mandates as expressed in the Communications Act. There is no doubt, however, that it would take serious notice of any ACC action.

The Commission's liason with the ACC is Comr. Edward M. Webster. Comr. Webster was co-chairman (with CAA Administrator F. B. Lee) of an FCC-CAA study of the effect of tall tv towers on aviation two years ago. This brought a joint recommendation that matters be decided on an individual case basis. The FCC member of the ACC Technical Div. is John R. Evans, chief of the FCC's Aviation Div. The FCC is also a member of the Airspace Subcommittee. It abstained from voting when the tv antenna limitation was taken up.

Walker Gives NARTB Stand In Airspace Deliberations

ACTIVITY of NARTB in Airspace Subcommittee deliberations was explained by NARTB Engineering Manager A. Prose Walker last week to secretaries of Regional Airspace Subcommittees attending CAA-sponsored meetings in Washington. Others at the Dec. 1 briefing were members and associate members of the Washington Airspace Subcommittee and representatives of the aviation industry.

NARTB's interest in airspace matters is three-fold, Mr. Walker said. These are: (1) to present the overall broadcasting industry viewpoint, (2) to endeavor to ensure a complete and accurate record, particularly in controversial cases, because of the possibility of future FCC hearings, and (3) to provide useful information regarding broadcasting to assist the Airspace Subcommittee in its deliberations. He emphasized that NARTB does not participate on behalf of individual applicants.

He also explained the import of the FCC's Sixth Report and Order on which the national television allocation is based.

FCC Asked to Stay Pasco Satellite Grant

DISPUTE over a newly-authorized satellite television station on ch. 19 at Pasco, Wash., confronted the FCC last week as KALE Richland, Wash., petitioned the Commission to set the grant aside on the ground of premature construction. Hearing is requested. The satellite belongs to ch. 29 KIMA-TV Yakima and proposes to rebroadcast that station's programs [B•T, Nov. 8].

The KALE petition said Cascade Broadcasting Co., owner of KIMA-TV, received its permit for the Pasco satellite (KPRK-TV) on Nov. 3 and on Nov. 8 filed for modification of permit to change power, antenna height and move of transmitter site from Badger Mt., two miles southwest of Richland, to Johnson Butte Horse Heaven Hills, eight miles southwest of Kennewick, Wash.

KALE said a story in the Nov. 11 issue of the *Tri-City Herald* reported ground had been broken Nov. 10 by KPRK-TV and on Nov. 17 representatives of KALE witnessed construction at the Johnson Butte site. KALE charged this was two days before the move to the Johnson Butte site was approved by FCC, hence in violation of Sec. 319(a) of the Communications Act.

KALE also pointed out its petition pends for reconsideration of FCC's action of Oct. 29 which denied KALE's petition to allocate ch. 3 to Richland by removing the vhf facility from Lewiston Idaho, and substituting two uhf channels at Lewiston. The petition contended that "about the time the Commission was ready to decide the rule-making proceeding," an application for ch. 3 was filed at Lewiston by Lewiston Television Co., which it described as owned by Cascade. KALE said the satellite application was filed about the same time.

Waco, Klamath Falls CPs Awarded by FCC

INITIAL DECISIONS proposing to grant new tv stations at Waco, Tex., and at Klamath Falls, Ore., were finalized by the FCC last week [B•T, Nov. 15, Oct. 11].

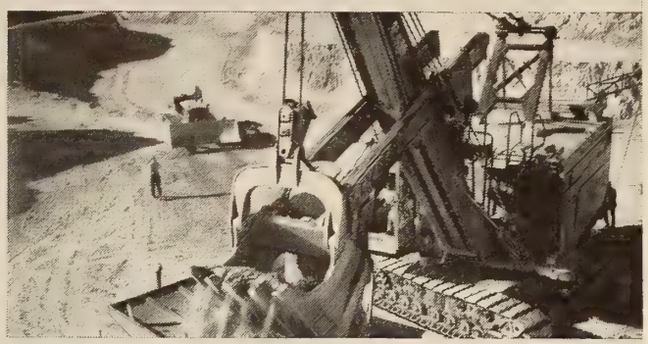
At Waco, the grant for a new station on ch. 10 went to KWTX. This action came after the FCC granted the petition of WACO there to dismiss its competitive bid for the same facility. The FCC order revealed that KWTX has offered up to $45,000 to reimburse WACO for its out-of-pocket expenses incurred in prosecuting its tv bid and has agreed to reimburse WACO for losses up to $5,000 which may be incurred in the disposal of a tv tower.

At Klamath Falls, grant for a new station on ch. 2 went to KFJI. The grant was made possible by the dismissal of the competing bid of Klamath Falls Tv Inc. which will be paid $7,500 for expenses incurred in prosecuting its application.

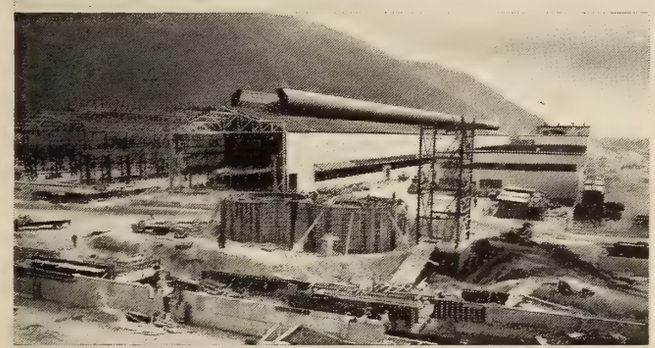
Significant Anaconda contributions to U. S. progress in metals — 1953-1954



Chile. At Chuquicamata, huge plant for treating copper sulphide ores of Chile Exploration Company—an Anaconda subsidiary—is completed.



Copper. Anaconda's new open pit copper mine at Weed Heights, Nevada, officially opened in November, 1953, is now producing 5,000,000 lb. a month.



Aluminum. The new Anaconda reduction plant now being built near Columbia Falls, Mont. Scheduled to start production in mid-1955.



Uranium. Working with the U. S. Government, Anaconda builds a processing plant and develops uranium ore properties in New Mexico.



Brass Mills. New pre-formed copper tube grids for radiant panel heating come from The American Brass Co., an Anaconda subsidiary.



Wire Mills. Anaconda Wire & Cable Company expands research and production facilities for turning out its highly engineered line of copper and aluminum electrical conductors.

a new era of copper supply

Today an important fact faces all of us: you can't replace copper with any other metal without losing something. For copper and its alloys have many virtues—high thermal and electrical conductivity, ease of machining, forming, drawing, stamping, plating, welding, fabricating, and a high scrap value.

Since World War II, copper producers like Anaconda have been expanding mining operations here and abroad, developing new ore bodies, and revitalizing many existing mines with new methods.

As a result, the U.S. faces no lack of copper. All the copper we need—for peacetime and preparedness—is there, ready to be mined, refined and fabricated for all the demands of industry.

54294-A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

Circuit Court Rules KPOA Liable for Taxes

APPEAL to the Supreme Court is contemplated, former KPOA Honolulu part-owner John D. Keating said last week, following publication of the decision of the U. S. Circuit Court in San Francisco which makes Island Broadcasting Co. liable for $15,000 in back taxes.

Decision upheld the Hawaii Supreme Court ruling that the territory's tax on gross income of businesses was legal when applied to radio stations.

Mr. Keating and J. Elroy McCaw each owned 50% of KPOA. The 5 kw, MBS affiliate (on 630 kc) was sold to Radio Hawaii Inc. last spring for $400,000 [B•T, March 29]. Radio Hawaii is a subsidiary of Tele-Trip Policy Co., aviation insurance firm, which has also bought WTAC Flint, Mich. [B•T, Aug. 29] and KQV Pittsburgh [B•T, Nov. 1].

KPOA instituted the suit in 1951 to collect more than $7,500 which it had paid as taxes in 1946 and 1947. A counter-suit by the Hawaiian tax commissioner to collect more than $14,500 in taxes which the station refused to pay from 1947 on, was filed at the same time. A lower court held that the tax on the radio station was valid since income from outside the Islands was specifically exempted and therefore, the court held, the tax was not a burden on interstate commerce. The Supreme Court of Hawaii upheld this decision.

The decision of the U. S. Court of Appeals was written by U. S. District Judge Leon R. Yankwich, and concurred in by Circuit Judges William Denman and William E. Orr.

The court held that the Hawaiian tax was of different character from that involved in the 1936 Supreme Court decision in (KOMO Seattle, Wash.) Fisher's Blend Stations Inc. vs State Tax Commission. In that case, KOMO successfully contended that since it was a clear channel station (50 kw on 1000 kc), covering eleven western and northwestern states, including Washington and the Territories of Alaska and Hawaii, there was no way of segregating its income.

Notwithstanding that Congress has preempted the radio field, the San Francisco court said, and that the Communications Act requires Federal licensing, "the character of radio communication does not prohibit a tax upon the state business any more than the interstate character of railroads, power companies, telephone, telegraph and express companies stands in the way of valid tax statutes of the type under discussion."

Minton Denies RCA Plea For Stay in Zenith Case

AN RCA request for a Supreme Court stay order to prevent Zenith from proceeding with its $16 million anti-trust suit against RCA failed last week when Associate Justice Sherman Minton denied both the request for a stay and a request for a hearing—tendered by RCA counsel Adlai Stevenson, former Illinois governor and unsuccessful Democratic candidate for the presidency in 1952. This was Mr. Stevenson's first legal activity in almost eight years.

Ruling gave the green light to Zenith to begin taking depositions in its Chicago suit. RCA contended that the Chicago trial should be postponed until its suit against Zenith in Delaware Federal Court was completed. Chicago District Judge Michael Igoe ruled that the Chicago suit did not have to be delayed. This was upheld by a three-judge Chicago Court of Appeals ruling which refused an RCA plea for a stay [B•T, Nov. 22].

Meanwhile, argument was scheduled Wednesday in New York District Court before Judge John C. Knox on RCA's request that the government's anti-trust suit be transferred to the Delaware Federal Court [B•T, Nov. 29]. The Department of Justice has complained that RCA's patent business practices violate the anti-trust laws [B•T, Nov. 22].

Out of the Attic

DOWN out of the "attic" comes the FCC Broadcast Bureau's License Division, including the public reference room for radio-tv applications and hearing dockets, to repainted quarters in the 7000 corridor on the 7th floor of the New Post Office Bldg. in Washington. For years division chief Clara M. Iehl and her staff, plus applications, station files and dockets, have been jammed under the roof on the NPO Bldg.'s 8th floor, never intended for offices. Workers and official files have shared space with high voltage cabinets, transformers and big steam system valves. Move began Thursday and should be completed this week.

SALES OF KQV, TWO OTHERS FILED

APPLICATIONS for the sale of KQV Pittsburgh and KOAT Albuquerque and KRSN Los Alamos, both New Mexico, were filed with the FCC last week.

• At Pittsburgh, KQV was sold by Irwin D. Wolf and Earl F. Reed and associates to Tele-Trip Policy Co. for $740,000. [B•T, Nov. 1]. Tele-Trip, aviation insurance specialists, owns KPOA Honolulu and WTAC Flint, Mich. Until last October, KQV was 45% owned by CBS. In a move to unload its minority station holdings, CBS sold back its 45% interest to Messrs Wolf and Reed for $236,250 [B•T, Oct. 4].

KQV is an applicant for ch. 4 there and is in hearing with WCAE Pittsburgh, WLOA Braddock, Pa., Wespen Television Inc. and Irwin Community Television Co.

KQV balance sheet as of Sept. 30 reported total current assets at $99,298 and total assets at $644,550. Total liabilities were reported as $75,148. Tele-Trip balance sheet as of Nov. 20 reported total assets as $1,407,621.

Directors of Tele-Trip include Eugene DuPont III, H. J. Rand, John G. Getz Jr., Henry B. Lamy Jr., Phillip Gandert, Joseph P. Kand and President John M. Shaheen.

• The New Mexico stations KOAT and KRSN were sold by the Alvarado Broadcasting Co. to Sunshine Broadcasting Co. for $160,000. Reason given for sale of the two am stations was to be able to devote more time to ch. 7 KOAT-TV Abuquerque.

Sunshine Broadcasting is composed of: Hugh DeWitt Landis (36.3%), owner of KICA Clovis, one-third partner of KVBC Farmington, both in New Mexico, and minority stockholder of KANS Wichita, Kan., and KRGV Weslaco, Tex.; William Wayne Phelps (36.3%), owner of KALG Alamogordo, N. M.; D. F. Prince (9%), Washington attorney and minority stockholder of WSBR Pensacola, Fla.; Robert Porton (9%), KRSN general manager, and William Spack Jr. (9%), KRSN assistant manager.

"At Christmas play, and make good cheer,
For Christmas comes but once a year."

Thomas Tusser

Yes Christmas comes but once a year . . . and what could make better Christmas cheer than merry Christmas music from the SESAC repertory . . . the repertory that brings you "the best music in America." And the best Christmas music, too—

All My Heart This Night Rejoices
At Christmas Time
Baby Jesus, The
Behold the Star
Christ Child's Lullaby, The
Christmas Bells
Christmas Blessing
Christmas Candle
Christmas Joy
Echoes From Bethlehem
He Came a Lowly Stranger
Holy Child, The
Merry Christmas
Merry Christmas Bells
O Light of the World

. . . and many many more

SESAC INC.

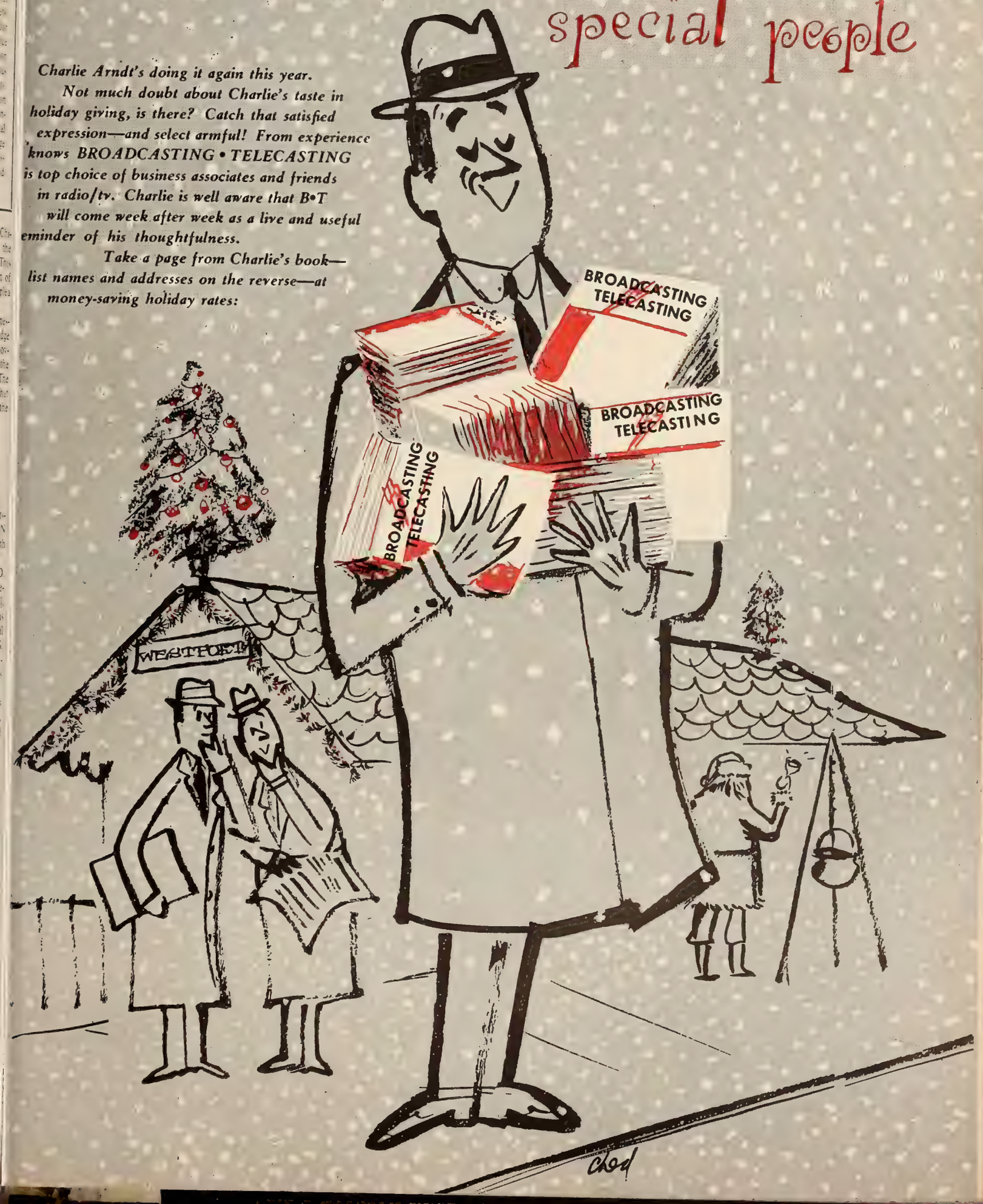
475 Fifth Avenue New York 17, N. Y.

SPECIAL GIFTS for special people

Charlie Arndt's doing it again this year.

Not much doubt about Charlie's taste in holiday giving, is there? Catch that satisfied expression—and select armful! From experience knows BROADCASTING • TELECASTING is top choice of business associates and friends in radio/tv. Charlie is well aware that B•T will come week after week as a live and useful reminder of his thoughtfulness.

Take a page from Charlie's book—list names and addresses on the reverse—at money-saving holiday rates:



Holiday gift subscription list

BROADCASTING & TELECASTING Yearbooks may be included with these subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription, Yearbooks are $3.00 each.) These rates apply only in the United States, Possessions and Territories. Add $1.00 per year on all foreign subscriptions.

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1954

Please send 52 issues of **BROADCASTING • TELECASTING** as my gift to:

one for $7.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

two for $13.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

three for $19.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

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four for $25.00

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five for $30.00

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Sign Gift Card_____

Additional Subscriptions may be listed separately at $5.00

BROADCASTING • TELECASTING
1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 3rd issue.

Please enter ____ subscriptions.

$____ enclosed ☐ bill in January

Name_____

Firm_____

Street_____

City_____ State_____

WICC-TV, WKNX-TV Seek Antenna Rulings

REQUEST that the FCC permit use of directional antennas in tv was made last week by ch. 43 WICC-TV Bridgeport, Conn., which also filed an application for ch. 6 in that city.

At the same time ch. 57 WKNX-TV Saginaw, Mich., asked that the FCC revise its antenna site rule to forbid the location of a tv antenna more than five miles away from the boundaries of the principal city to which the channel is allocated unless extenuating circumstances are proven.

The WICC-TV proposal, which also calls for rule-making, is based on de-intermixing the Connecticut manufacturing center. Although there are three uhf channels, and no vhf wavelengths allocated to Bridgeport, it receives Grade B signals from all seven New York vhf stations and from New Haven's one vhf station. New York is 50 airline miles from Bridgeport. Since operation began in March 1953, only 10% of the more than 700,000 sets in the market area have been converted for uhf, the station said. WICC-TV has lost almost $170,000 in its 18 months of operation, it reported.

Because much more is known about tv directional antennas than when the Sixth Report and Order was issued in 1952, WICC-TV suggested that a low-powered ch. 6 operation in Bridgeport would permit coverage of the city and environs and overcome the disadvantages of New York vhf competition. Interference to co-channel and adjacent channel operations would be no greater than under present mileage separations, the Bridgeport outlet said.

When the FCC issued its Sixth Report it said that directional antennas would be permitted only to fill out service areas, or to cover peculiar situations. But, it said DAs would not be permitted to overcome separation requirements.

WICC-TV is maintaining that the time has come to permit just such use for directional operation.

Last summer, ch. 46 WFPG-TV Atlantic City, N. J., which suspended operations in May, petitioned the FCC to permit the use of a DA in Atlantic City in order to be able to allocate ch. 8 there [B•T, Aug. 16].

The WKNX-TV petition recommended that Sec. 3.685 (j) be revised to forbid an antenna being sited more than five miles from the boundaries of the city to which the channel is allocated, except under certain conditions. These were: If an application is made for a site beyond this limitation, the FCC notify all stations within the Grade B contour of the applying station. If no objections are received from these stations, the Commission may grant the application if warranted. However, should there be objections, the Commission should hold a hearing on the application with the objecting station made a party to the proceeding.

FCC Proposes 5 Educ. Chs.

FIVE more educational television channels for Michigan have been proposed by FCC in a rule-making notice based upon a petition by the state's superintendent of public instruction. FCC would allocate, and reserve for noncommercial educational use only, the following: ch. 11 to Alpena, ch. 49 at Escanaba, ch. 74 at Kalamazoo, ch. 21 to Houghton and ch. 35 to Marquette. Comments on the proposal are due Dec. 23.

SYLVANIA TELEVISION AWARDS JUDGES NAME NBC-TV'S 'MEDIC' 1954'S BEST

Committee, in announcing this year's awards, singles out medical documentary series for grand award as 'most outstanding program on television.'

"A DEFINITE upward swing in the quality of television programs" was noted by the Sylvania Television Awards' committee of judges last week as the winners of the 1954 awards were announced.

NBC-TV's *Medic*, documentary dramatic series on medicine, was singled out for the grand award as "the most outstanding program on television," while other honors were presented for programs, talent, agencies, advertisers and commercials considered outstanding by the judges.

The committee's report praised many tv developments of the year and was critical of others, including vastly budgeted color tv productions of which, the committee felt, "few have provided worthwhile entertainment. Those in charge of these shows must realize by now that an open checkbook does not guarantee a quality presentation."

The judges also criticized the scheduling of shows based on crime and violence during hours when children in large numbers are watching, and added: "Although we deplore censorship in any form, we cannot but feel that television, by failing to cope with its own problems, is providing potent ammunition to those who are eager to impose restrictions upon it."

Medic, the second show to win the grand award in the four years the Sylvania awards have been presented (first was *Victory at Sea*, in 1952), was hailed as "a truly great contribution to the advancement of television" and praised for "the worth of its content, the impact of its presentation, and the dignity of its purpose." The grand award was presented to its creator and writer, James E. Moser, and awards went to Worthington Miner, executive producer; Dow Chemical Co., sponsor, and NBC, while certificates of merit were issued to Producer Frank LaTourette, Director Bernard Girard, the Los Angeles County Medical Assn., and MacManus, John & Adams, agency for Dow.

The awards, sponsored by Sylvania Electric Products Inc., were presented on Tuesday night by Sylvania Board Chairman Don G. Mitchell at a banquet at the Hotel Pierre in New York, attended by more than 300 guests. In addition to the awards given for *Medic*, winners were as follows:

For the most outstanding tv series for children of all ages—*Disneyland*. Awards to Walt Disney, to sponsors American Motors Corp., American Dairy Assn., Derby Foods and to ABC. Certificates of merit to Geyer Adv., Brooke, Smith, French & Dorrance, Campbell-Mithun, and McCann-Erickson.

For the finest local children's show—*Little Schoolhouse* on KTTV (TV) Los Angeles. Awards to Mrs. Eleanor Hempel, "teacher" on the program, and KTTV. Certificates of merit to Producer Walter Hempel, Director Sam Mattison, Pacific Soap Co., Stationers Corp., Malt-o-Meal Co., Arden Farms, Swafford & Co., Milton Carlson Co., Campbell-Mithun and Allied Adv. Agency.

For the best educational series—*The Search*. Awards to Irving Gitlin, producer, and CBS-TV.

For the television comedian of the year—George Gobel. Awards to Mr. Gobel and NBC.

For creative effort in commercials—Certificates of merit (no awards) to five sponsors: *Life* magazine, W. A. Sheaffer Pen Co., Goebel Brewing Co., General Electric Co. and Rosefield Packing Co., and to Young & Rubicam, Russel M. Seeds Co., Maxon Inc., Guild, Bascom & Bonfigli, Tv Spots Inc., Five Star Productions, Transfilm Inc. and Brooke, Smith, French & Dorrance.

For the documentary program of the year—*Three, Two, One . . . Zero*. Awards to Henry Salomon Jr., producer and co-writer, and NBC. Certificates of merit to Co-Writer Richard Hanser, Editor Isaac Kleinerman, Musical Director Robert Russell Bennett and Narrator Alexander Scourby.

For excellent showmanship in variety enter-



JAMES A. FARLEY of Sylvania Awards committee, congratulates Fred M. Thrower, vice president and general manager, WPIX (TV) New York, and Richard A. Moore, vice president and general manager, KTTV (TV) Los Angeles, on both stations' awards.

SELLING . . . the LION'S SHARE of an $880,000,000 Payroll

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

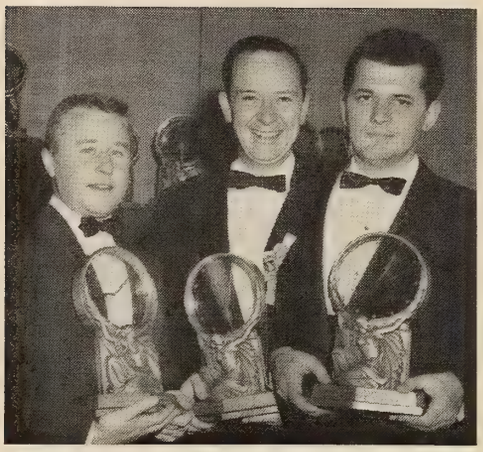
One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

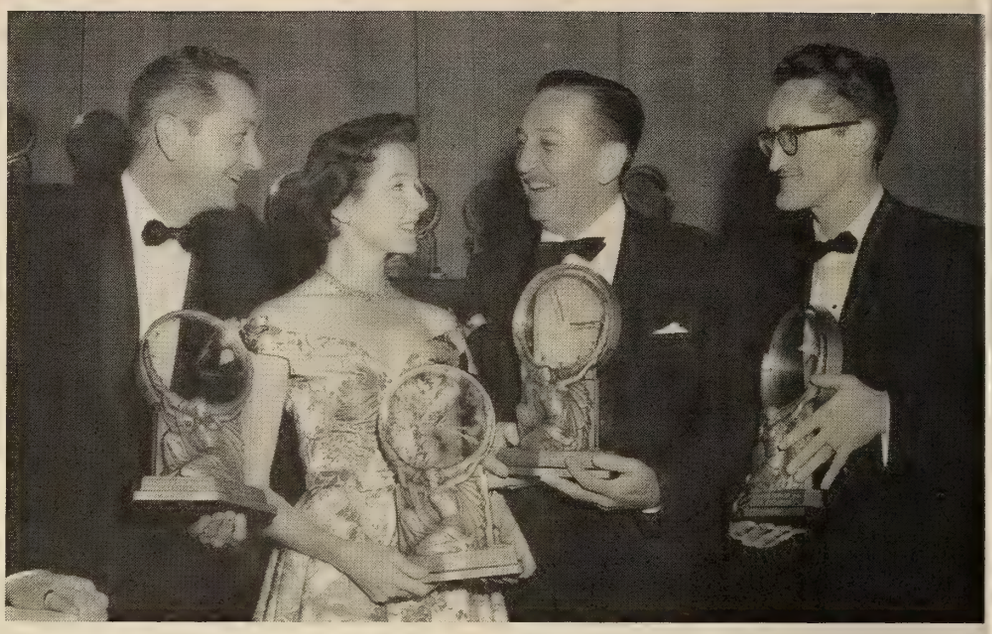
PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"



AMONG Sylvania award recipients at last Tuesday's dinner (l to r): George Gobel, NBC, named comedian of the year; John Daly, ABC, for *Open Hearing*, and Steven Hill, who was voted the dramatic actor of the year.



AT AWARDS festivities are (l to r) winners Robert Young and Jane Wyatt, featured on CBS-TV series, *Father Knows Best;* Walt Disney, for his ABC-TV *Disneyland*, and James E. Moser, *Medic* writer.

tainment—Producers of *Toast of the Town.* Awards to producers Ed Sullivan and Marlo Lewis, and to CBS-TV.

For local public service—*Our Beautiful Potomac,* six-program series on WRC-TV Washington. Awards to Stuart Finley, producer and narrator, and WRC-TV.

For superior camera direction—"Twelve Angry Men," in the *Studio One* series. Awards to Franklin Schaffner, director, and CBS-TV. Certificate of merit to Ted Miller, technical director.

For public information service—*Open Hearing.* Awards to John Daly, producer, and ABC. Certificate of merit to Eddie Nugent, director.

For the best dramatic series—*Philco-Goodyear Television Playhouse.* Awards to producers Fred Coe and Gordon Duff Philco Corp., Goodyear Tire & Rubber Co. and NBC. Certificates of merit to Hutchins Adv. and Young & Rubicam.

For the finest original teleplay of the year—"Man on Mountain Top." Awards to Robert Alan Aurthur, writer, Arthur Penn, director, and NBC.

For the dramatic actor and actress of the year—Steven Hill and Eva Marie Saint, who received awards for having met live television's demands "successfully in a diversity of leading roles."

For the character actor and actress of the year—E. G. Marshall and Eileen Heckart, who received awards for characterizations which, in each case, "stands as an example of noteworthy professional skill."

For the outstanding comedy team on television—Jackie Gleason, Audrey Meadows, and Jack Carney, each of whom, along with CBS-TV, received an award.

For local television news coverage—*Telepix News* on WPIX (TV) New York. Awards to John Tillman, newscaster, Consolidated Edison Co. of New York, sponsor, and WPIX. Certificates of merit to Walter Engels, producer, and BBDO.

For wholesome family entertainment—*Father Knows Best.* Awards to Robert Young, Jane Wyatt, P. Lorillard Co. and CBS-TV. Certificates of merit to Eugene B. Rodney, producer; William Russell, director; Dorothy Cooper and Roswell Rogers, writers, and Young & Rubicam.

The judges' report, "What the Committee of Judges Thinks About Television," said tv this year "made its most notable progress in the area of dramatic entertainment, and in programs of educational or public service nature. The public now has a wider choice, with shows to suit every taste. A considerable number of them are better than good—a few are noteworthy as creative achievements."

But the committee also found "still too much time and energy devoted to trite, banal, and downright silly concoctions."

It regarded the advent of color as "opening up a bright new world," but questioned whether the public might not develop "a feeling of resentment" that color sets are unavailable or too expensive, although the committee admitted it had no "ready-made solution" other than to suggest that "perhaps by emphasizing the high quality of the black-and-white versions, broadcasters can keep monochrome owners happy until colorsets are more in supply."

And the committee reported, "sadly," that it did not think the results of vast expenditures which have been made on color programs have been "commensurate" with the outlays, "although we applaud the spirit of these enterprises and their striving to bring new entertainment techniques to television."

The committee also praised tv's on-the-spot coverage of news events such as the Presidential Cabinet telecast, Congressional hearings and election results, declaring that "truly, television brings us history in the making, thereby realizing its immense power to inform and instruct the nation."

The judges said they examined commercials "carefully and at great length," finding "some that were done with taste, ingenuity, and purpose," but that "there are still many aspects of television commercials that are disturbing."

The committee said it found "a few notable juvenile shows" but that "in general, programming for children lacks substance."

Tv dramatic plays "reached a new high level of quality" in 1954, the report said, adding that "the only lack we noted in the dramatic field was the absence of plays in the lighter vein. A touch of the satiric, the flippant, would round out the picture."

KROW'S DEMELLO GETS BAB AWARD

TOP-winner in Broadcast Advertising Bureau's "Best Radio Salesman" contest for October was Jack Demello, KROW Oakland, Calif., Kevin Sweeney, president of BAB, announced last week. Second and third prizes go to Joseph C. Winkler, WCAU Philadelphia, and Tom E. Beal, KLWN Lawrence, Kan., respectively.

Mr. Demello was adjudged first-place winner in the October competition for selling Jackson's Home Furnishers, five retail stores in the San Francisco Bay area, their first radio schedule since 1950. The sale called for an eight-week campaign of 976 announcements on a 122-per-week basis and the use of the midnight-6 a.m. *Pat Henry Dancing Party Show* on KROW. As first-place winner, Mr. Demello has received a silver trophy from BAB engraved with his name and KROW's call letters.

Second-place award went to Mr. Winkler for selling time on WCAU to the Pennsylvania Nurserymen's Assn.

Mr. Beal, third-place winner, sold the Stowits Rexall Drug Store in Lawrence, Kan., a 52-week campaign to promote its baby and prescription departments.

It's enough to make Commander Whitehead practice pogonotomy.

What is?

The Eastern Iowa market.

(WMT AM & TV cover Eastern Iowa like a beard)

TAPE DUPLICATION

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.

RECORDED PUBLICATIONS LABS.

1558-70 Pierce Avenue Camden, N.J.

Cam.: WO 3-3000 • Phila.: WA 2-4649



The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.

GE STATIONS SETUP EXPANDED, REVISED

Radio and television station activities are split into separate units. Three new managers are named to fill station and section positions.

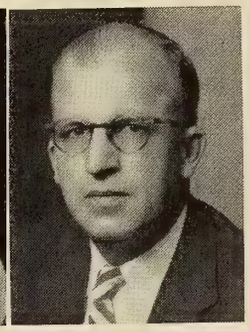
REORGANIZATION of General Electric's Broadcasting Stations Department into separate units for radio and television was announced last week by R. B. Hanna Jr., department manager. The split of radio and television functions, it was said, will begin at the manager level and proceed through sales, traffic and programs and will involve the creation of a new Station Service Section.

The move, according to Mr. Hanna, has resulted in the creation of a total of three new managerial posts at WRGB (TV), WGY-AM-FM, all Schenectady, N. Y., and at Stations Services. Managers will report to the manager of the Broadcasting Stations Department as will the managers of engineering and of finance, whose sections were unaffected by the reorganization.

"This new plan gives us greater freedom to meet the challenge of further expansion within the broadcasting industry," Mr. Hanna said. "It is based on the theory of dynamic management pioneered by the General Electric Co. and also fits the modern concepts of broadcasting stations organization."



MR. GALUSHA



MR. WELPOTT

Raymond W. Welpott has been named manager of WRGB (TV) with direction over the managers of tv sales and programs and the supervisor of film and traffic. He joined the Broadcastings Stations Department in 1941 as an accountant. Before his latest appointment he had served successively as assistant to the stations manager, assistant stations manager and manager of stations operations.

Merl L. Galusha, who has been with the department since 1950 and served most recently as supervisor of production for WRGB, has been appointed manager of WGY-AM-FM. The managers of radio sales and programs and the supervisor of traffic and continuity will report to him.

Caleb Paine, with the department in various executive capacities since 1946, has been named manager of the newly-created Stations Services Section. Reporting to him will be the manager of promotion and publicity, news editor, director of farm broadcasting and music librarian.



MR. PAINE

Edwin S. West and William Purcell continue in their respective posts of managers of finance and engineering.

418 Tvs On-The-Air As Three More Start

THREE new tv stations were scheduled to begin commercial programming this past weekend increasing to 418 the number of operating tv outlets. Two of the stations open up new local tv markets.

● WFMZ-TV Allentown, Pa., the first tv there, began programming Saturday and held open house ceremonies that night. The ch. 67 outlet is located in a market with two other uhf's—one in Bethlehem and the other in Easton. WFMZ-TV reports its primary area will cover Lehigh Valley, a combined population of 318,000 with retail sales for 1953 equaling $446,282,000. Raymond F. Kohn is president and general manager. The station will feature local programming exclusively.

● WIRI (TV) Lake Placid-Plattsburg, N. Y., owned by Great Northern Television Corp., was due to start commercial programming yesterday (Sunday) as the first tv station in the area. The closest competitor is 100 miles away. The ch. 5 outlet begins telecasting with 60-70 sales, Joel H. Scheier, president and general manager, reports. WIRI is equipped with a DuMont package and claims to be the first tv to start operating with two DuMont flying scanners—one at the studio and another at the transmitter site. Adam Young Tv Corp. is representative.

● KVOO-TV Tulsa, Okla., was scheduled to begin commercial operations yesterday, affiliated with NBC and represented by Blair Tv Inc. The ch. 2 station is the third tv in that city and second vhf. C. B. Akers, formerly of WEEK-TV Peoria, is general manager, and Russell Lamb, formerly of KMBC-TV Kansas City, is sales manager. KVOO-TV is owned by Southwestern Sales Corp. (W. G. Skelly, oilman); Harold C. Stuart, attorney and former assistant secretary of the Air Force; Sen. Robert S. Kerr (D-Okla.); Mrs. Grayce B. Kerr; Dean A. McGee; Travis M. Kerr; F. C. Love; Mr. Akers; Oklahoma A&M College; Tulsa U., and a group of non-voting stockholders. Class A hourly rate is $700 local and $650 network.

Brown Co. Announces Reorganization Plans

CLARKE BROWN Co., Dallas, Tex., southern radio and tv representatives, has announced representation additions, office expansion and personnel shifts at the same time that plans for incorporation of the firm were revealed.

In addition to its present activities, which include handling the H-R Representatives lists in the South, the firm is to represent KLIF-KFJZ Dallas-Ft. Worth, KFDA-AM-TV Amarillo and the Cactus Network of West Texas, effective Jan. 1. Clarke Brown also is to represent KFJZ-TV Ft. Worth, whose tentative target date is late spring.

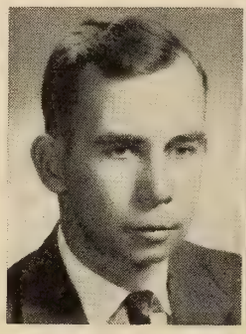
Officers of the to-be-incorporated firm are Clarke R. Brown, president; Robert E. Stuart, vice president; Andrew E. Peranni, secretary-treasurer, and Bill McRae, vice president.



MR. BROWN



MR. STUART



MR. McRAE



MR. PERANNI

Mr. McRae has been named manager of the new Atlanta, Ga., office in Suite 615 of the 101 Marietta St. Building. This office will service accounts from East Tennessee and the Carolinas, south to the Gulf of Mexico.

Mr. Peranni has been moved from the company's Houston office to Dallas to assist Mr. Stuart, Dallas manager. Jack Lee has been named manager of the Houston branch succeeding Mr. Peranni.

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU

Quincy, Illinois	123 Hampshire Street	Telephone 8202
New York City	51 East 42nd Street	Murray Hill 7-7971
Washington, D.C.	13th & E Streets, N.W.	Metropolitan 8-0522
Houston, Texas	2700 Polk Avenue	Atwood 8536
Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
Atlanta, Georgia	13th & Spring Streets	(open October 1, 1953)
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Atlantic 9441



Every 10th U.S. paycheck depends on trucks!



Some 6,773,000 men and women are now employed directly by the trucking industry or in jobs which depend on the trucking industry for continuing success.

With a total U.S. labor force of some 62 million, this means that one out of every ten employed Americans looks to the trucking industry for his or her livelihood. Only agriculture provides more jobs to more people.

The industry has met its responsibilities as the No. 2 U.S. employer with improved working conditions and a pay scale that, more often than not, exceeds the average for U.S. industry as a whole. For example, the average yearly wage in the trucking industry in 1952 was $4,333 while that of private industries was $3,428.

Chairman, American Trucking Associations

AMERICAN TRUCKING INDUSTRY / American Trucking Associations
Washington 6, D. C.

KMBC-TV Sales, Reception Up After Boost to 316 Kw

KMBC-TV Kansas City, Mo., reports that since it increased its power to 316 kw [B•T, Nov. 29] its local billings have been doubled as compared with the same period last year. The station reports that it now reaches areas which could not pick up the station at all previously. KMBC-TV estimates its set count at 440,000.



PRESENT when KMBC-TV Kansas City, Mo., switched from its interim transmitter to its permanent 316 kw transmitter were (l to r) John T. Schilling, vice president and general manager, KMBC-AM-TV and KFRM; Henry Goldenberg, chief engineer of the stations; Mrs. Charles R. Cook, widow of the founder of the Cook Paint & Varnish Co., stations owner, and Don Davis, first vice president, KMBC Broadcasting Co.

WNAM-TV, WFRV-TV Merge, Plan to Use Latter's Ch. 5

PROPOSED merger of the interests of ch. 5 WFRV-TV Green Bay, and ch. 42 WNAM-TV Neenah-Menasha, both Wis., was disclosed last week in a joint announcement by Clayton Ewing, WFRV-TV president, and S. N. Pickard, WNAM-TV president.

The merged interests propose to operate ch. 5 WFRV-TV with the ultimate discontinuance of ch. 42 WNAM-TV which is presently on the air. WNAM-TV's studio and other technical equipment will be used in getting the ch. 5 facility on the air, it was disclosed.

It was further announced that WFRV-TV has leased the tower and transmitter building of the Green Bay *Press-Gazette's* defunct WJPG-FM, deemed suitable for use as a transmitter and studio location providing the ch. 5 station with studios in both Green Bay and Neenah.

Switch Rate Card Emphasis, Blair & Co. Tells Clients

JOHN BLAIR & Co., station representatives, is suggesting to the radio stations it represents nationally that they switch emphasis in their rate cards.

According to Robert E. Eastman, executive vice president at Blair, the stations are being urged to issue their future rate cards with the 52-week rate listed first and the one-time rate last.

This, Mr. Eastman explains, ought to focus attention of buyers and sellers on the advantages of buying radio—particularly spot—on a long-range basis, since, he notes, advertisers themselves are on a continuous, 52-week basis and thus should exert continous pressure on the buying public.

Crosley Plans Sales Meet

CROSLEY Broadcasting Corp. officials will meet in both New York and Chicago this month to discuss with Crosley sales representatives the 1955 sales and promotion plans for WLW Cincinnati.

Attending from Cincinnati will be: R. E. Dunville, Crosley president; H. M. Smith, vice president for sales; Richard K. Jones, director of the client service department; Jack Frazier, director of merchandising, and George Henderson, general sales manager. In New York, the group will meet with Bernard Musnik, vice president in charge of Crosley's Eastern Sales Div.; Carlos Franco, WLW sales manager, and representatives of Crosley sales and NBC Spot Sales. In Chicago, NBC Spot Sales will be represented as well as Crosley's Central Sales Div., headed by Harry P. Albrecht.

KGUL-TV Appoints Wilson

APPOINTMENT of Robert S. Wilson as general sales manager of KGUL-TV Galveston, Tex., has been announced by Paul E. Taft, president of the outlet. Mr. Wilson was formerly with Katz Agency Inc., (station representative), New York.

Mr. Taft said the assignment was "a further indication of the expanding scope of KGUL-TV's operation." KGUL-TV, a CBS-TV affiliate, is represented nationally by CBS Television Spot Sales.

CBS Spot Names Schwin Sales Development Manager

NEWELL T. SCHWIN has been appointed manager of sales development for CBS Radio Spot Sales, Henry T. Flynn, general sales manager, announced Wednesday.



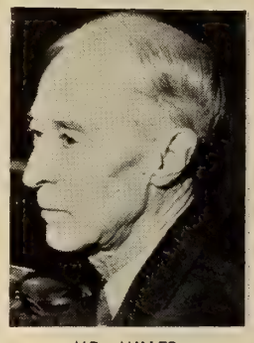
MR. SCHWIN

Mr. Schwin, formerly executive assistant to H. Leslie Atlass, vice president of the CBS Central Div., will make his headquarters in New York. His appointment was effective immediately.

Mr. Schwin joined CBS in March 1953 after a 20-year association with the Household Finance Corp., where he was advertising manager for the company's 600 branches in the U. S. and Canada.

Frederick A. Miller, 86, WSBT-AM-TV Pres., Dies

FREDERICK A. MILLER, 86, president of WSBT-AM-TV South Bend, Ind., and president and editor of the *South Bend Tribune,* died last week in South Bend Memorial Hospital. His health had been failing for the past several years, but he had continued his managerial functions.



MR. MILLER

Mr. Miller was a charter member of the Associated Press and held membership in the American Society of Newspaper Editors and the National Press Club.

He is survived by his wife, Flora, and a nephew, Franklin Schurz, secretary-treasurer of the South Bend Tribune Co.

KSVM Off Air Six Hours After Fire Guts Transmitter

KSVM San Mateo, Calif., which lost six hours of air time after a $60,000 fire destroyed both the station's transmitters, was rescued by the California National Guard which lent a transmitter and operating crew to the outlet until a 1 kw Collins transmitter could be shipped by air.

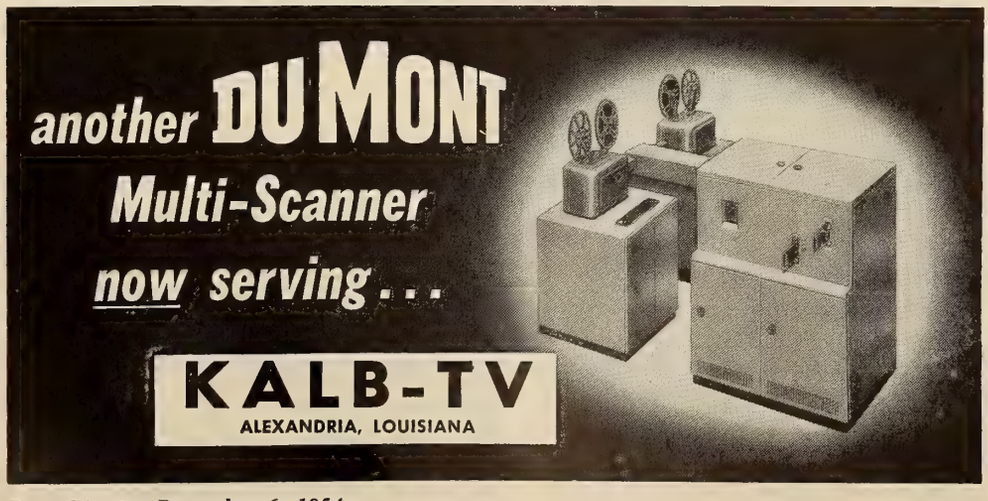
Nearby stations had made offers of equipment, but because of technical difficulties involved the NG transmitter was the simplest solution to the problem.

The fire, resulting from a short-circuited power line, gutted the transmitter building, which housed a 1 kw transmitter, a 250 w transmitter and station files.

Polgreen Heads WFBL Sales

APPOINTMENT of Richard F. Polgreen as sales manager of WFBL Syracuse was announced last week by Charles F. Phillips, general manager of the outlet. Mr. Polgreen has been with WFBL for four years.

Prior to his association with the station, Mr. Polgreen was with Loblaw Supermarkets as advertising manager in central New York.



STATION PEOPLE

Roger Pepperd, sales dept., KAKE Wichita, Kan., appointed sales manager, succeeding **Martin Umansky,** now manager, KAKE-TV; **Dick Williams,** program dept., KAKE, appointed program director, succeeding **Graeme Fletcher,** now vice president and general manager; **Marion Brandenberger** appointed sports director, KAKE.



MR. URY

Perry S. Ury, formerly sales representative, WHIZ - TV Zanesville, Ohio, to WFMZ - TV Allentown, Pa., as director of sales; **Jean Lieberman,** to WFMZ-TV as conductor, *Romper Room* children's program.

Robert Doan appointed program director, KWPC Muscatine, Iowa; **Earl McGaughey,** formerly with KBUR Burlington, Vt., to KWPC as announcer.

Marjorie Anning, office manager, WGSM Huntington, L. I., N. Y., promoted to program manager; **William Naramore,** chief engineer, WGSM, promoted to assistant to general manager; **William Goddard,** announcer, appointed news director.

Duncan Miller, assistant program director, WWDC Washington, to WTTG (TV) there as publicity and promotion director.

Harry Middleton, former program director, WVEC-TV Hampton, Va., to WTVD (TV) Durham, N. C., as program coordinator; **Leo Decker,** formerly production manager, WBNS-TV Columbus, Ohio, to WTVD as producer-director.

Beverly N. Hoffer, formerly with Headley-Reed Co. (station representatives), N. Y., to WPAW Pawtucket, R. I., as director of station relations.

Dick Hildreth to WIRY Plattsburg, N. Y., as news director.

Dick Nesbitt, former sportscaster, WKRC Cincinnati, to KSTP St. Paul as sports director, effective Dec. 13.

Redd Gardner, WBBM-TV Chicago, appointed assistant executive producer.

Stanley Johnson, national sales representative and merchandising director, KCBS San Francisco, promoted to sales account executive.

Hal A. Zogg, account executive, KUTA Salt Lake City, to KUTV (TV) there in same capacity.

George Henning and **Robert Cobbins,** time salesman, WARL Arlington, Va., promoted to account executives; **Ron Harold** to WARL as disc. m.c.

W. Barrett Mayer, formerly with WNEW New York, to time sales staff, WOND Atlantic City, N. J., as national sales representative, headquartering in New York.

Jack Satterfield, formerly with sales dept., WSAZ Huntington, W. Va., to sales dept., WLWD (TV) Dayton, Ohio.

Bill Musler and **Colleen Hayden** to sales dept. and program dept., respectively, KGVO-TV Missoula, Mont.; **Bee Ahl,** advertising dept.,



Chosen for use in "the world's worst weather" — atop New Hampshire's Mount Washington — the AMCI Type 1040 Antenna handles severe ice storm and high winds for Station WMTW (TV) Channel 8 with no decrease in transmitting efficiency.

With ice accumulating at a rate of 4½ inches per hour and winds averaging better than 100 miles per hour on Sept. 22-23, a combination of solid and rime ice built up to the 4-foot thicknesses shown above. Yet the deicers, operating at 1/16 power, kept the antenna clear and allowed normal operation and normal reflectometer readings throughout the storm.

And this antenna successfully withstood hurricanes Carol and Edna, in which wind velocities exceeded 140 miles per hour.

AMCI transmitting antennas available for full- or stand-by service on channels 7 through 13. *Write for bulletin B-912.*

AMCI
ANTENNA SYSTEMS—COMPONENTS—AIR NAVIGATION AIDS—INSTRUMENTS
ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE. BOSTON, MASS.

St. Paul Dispatch and *Pioneer,* and **Jim Beakey** to sales dept., KGVO.

Herm Schneider, station manager, WJON St. Cloud, Minn., to sales staff, WNAM Neenah-Menasha-Appleton, Wis.

William Smutzer, formerly with promotion Dept., ABC Central Div., Chicago, to advertising and promotion dept., WMAQ-WNBQ (TV) there; **Tom Arend** to WNBQ as assistant director.

Thomas P. Smith, WAAB Worcester, Mass., to announcing staff, KGMB Honolulu.

Dick Coleman, formerly announcer, WITH Baltimore, to announcing staff, WCPO-TV Cincinnati.

Harold Eskew, formerly with WCVS Springfield, Ill.; **Ross E. Pickett,** formerly with WJHP Jacksonville, Fla., and **Lester Keck,** formerly engineering supervisor, KVTV (TV) Sioux City, Iowa, to engineering staff WICS (TV) Springfield, Ill.

Ralph Vines, former columnist, *Cincinnati Enquirer,* to WLW Cincinnati as continuity writer.

Robert MacFadyen, formerly with advertising dept., Cutter Lab. Inc., Berkeley, Calif., to KTTV (TV) Hollywood as publicist.

Jay Hoffer, promotion manager, WJAR-AM-TV Providence, R. I., has received Master of Business Administration Degree from N.Y.U.

Ted Hardy, promotion assistant, KLZ-AM-TV Denver, and 1st lieutenant, Air Reserve, elected president, Denver Air Reserve Club; **Sheldon Petersen,** news director, KLZ-AM-TV, re-elected treasurer, Radio-Television News Directors Assn.; **Starr Yelland,** sports director, selected as industry speaker, Denver high schools "Career Day."

Zara Bishop, WCAU Philadelphia, appointed program chairman, 1954-55 season, American Women in Radio & Television, Philadelphia chapter.

Irving R. Rosenhaus, president, WAAT-WATV (TV) Newark, N. J., appointed to New Jersey State U. Newark College Council.

Greg Dunn, technical director, WSYR-TV Syracuse, N. Y., and Betty Lester were married Nov. 25.

Bob Smith, personality, KGMB-AM-TV Honolulu, father of boy, Nov. 20.

Willie Peterson, pianist, WCCO Minneapolis-St. Paul, and Mrs. Peterson, known professionally as **Jeanne Arland,** vocalist with WCCO, parents of girl, Patty Ann.

NBC-TV CITES OWN PROJECT IN BEHALF OF AFFILIATES IN SMALLER MARKETS

CBS-TV's new Extended Market Plan is being scrutinized by ABC-TV and DuMont. NBC-TV last week said that its own similar plan had been reviewed last summer at an affiliates meeting in Chicago.

WHILE ABC-TV and DuMont had CBS-TV's newly-announced Extended Market Plan [B•T, Nov. 29] "under study" last week, NBC-TV asserted it already has been engaged in a similar program which was formulated and announced as early as last summer.

Basically, CBS-TV's formula is designed to extend tv network service to small market affiliates at rates varied from $50-100 per nighttime hour which the network believes will attract formerly-reluctant advertisers.

In answer to B•T's query, NBC-TV said its original plans were worked out in consultation with the NBC optional station subcommittee last August and presented to the affiliates at the Chicago meeting in September. The network said that while it considered itself "the first network to initiate action for developing more network programming and more network sales on affiliates in smaller markets," it felt still further effort was needed to enlarge stations' opportunities to increase network volume "without endangering their current revenues."

Toward this end, NBC-TV said it would continue to work closely with the committee representing the network's optional affiliates.

NBC-TV said it already "has made good progress" in its plan to develop more network programming and sales on smaller-market affiliates.

The network's optional affiliate set-up as developed at the meeting with affiliates had three basic avenues for action:

• Availability of *Home,* the *Imogene Coca Show* and *Howdy Doody* to optional affiliates not ordered by the advertiser for programming with network commercials deleted. Use can be made of these shows to build local audience and station revenue from local and spot sales, pending network orders. These three programs have been furnished to optional affiliates since October and NBC-TV said its *Today* show will be added next month to the three programs already being offered.

NBC-TV disclosed the *Home* program is being furnished to 31 optional stations, the *Coca* show to 21 optional stations, and *Howdy Doody* to 62 such outlets, including stations which have been ordered for one commercial segment of the program. Of the 62 stations being serviced the latter program, 30 stations are receiving them without network commercials. *Today* will be serviced to 35 optionals in January, NBC-TV said.

• Creation of a station sales unit "to concentrate full time on getting more NBC advertisers to order more optional stations." This specialized sales unit, NBC-TV said, has been set up under Richard H. Soule, who has been promoted from the network's sales force to serve as station sales representative.

• Offer of a group rate plan to affiliates in small markets who wish to take part. The stations would be available in territorial groups of five to eight stations at the reduced group rate which would run about 20% less than the total of their individual rates for advertisers ordering the entire group. These stations would continue to be available at their regular network rate to advertisers ordering them individually.

It was reported that NBC-TV initially received tentative acceptances from 12 optional stations, scattered territorially, on the latter proposal, but because of an inability to group the stations along territorial lines, the plan was not put into effect.

Individual network rates for stations participating in the CBS-TV plan will be set on a network fixed ratio to actual circulation. A special sales unit will be set up and advertisers using all stations in the group will be given a 10% discount which will not be passed on to the stations. CBS-TV will pay affiliates in the group 30% of their gross time charges, less usual deductions. These stations would pay CBS-TV $5 per commercial kine, or if they desire live programming, they would pay line costs for interconnecting them.

NBC-TV indicated in its comment that the "problem of increasing network commercial business on television affiliates in smaller markets" is "essentially a problem of advertising economics."

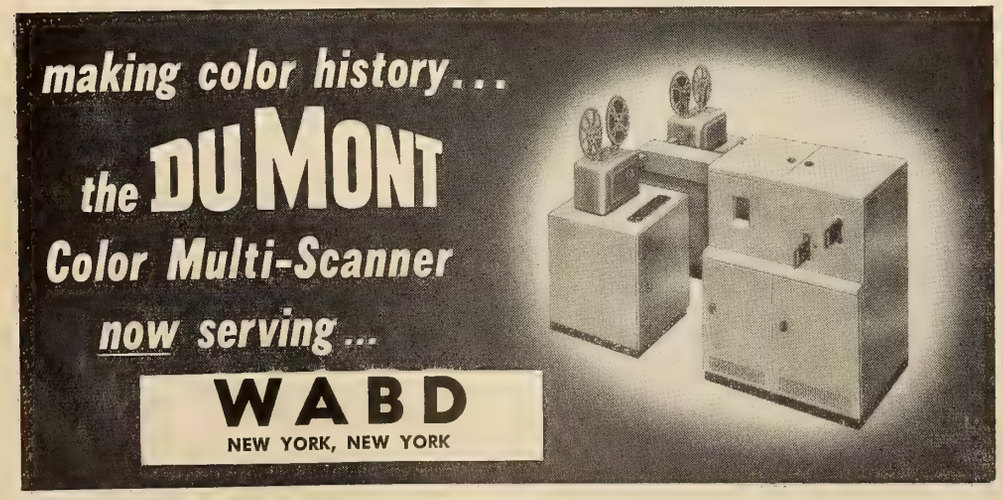
"As a result of our past efforts," NBC-TV claimed it "now averages a longer commercial lineup on its sponsored programs than any other television network."

First part of the plan—that of supplying commercial-less network programs for local sponsorship—was made to permit the small-market station to build circulation faster, and eventually to attract more network sponsors, NBC-TV indicated.

It also noted that its third phase of the plan —that of offering "special incentives"—was premised on the desire of encouraging network advertisers to use the stations but "without jeopardizing sound rate structures."

Miss Holm Withdraws

CBS-TV's *Honestly, Celeste* (Sun., 9:30-10 p.m. EST), starring Celeste Holm and sponsored by Bristol-Myers, was slated to end its short run with last night's performance. The network announced Thursday that Miss Holm had obtained release from further commitments to the show and had expressed gratitude to both CBS-TV and her sponsor for allowing her to discontinue. "Her live weekly shows at this point would not allow time for development of the proper show format to display her various talents most suitably," the network announcement said. A replacement show will be announced shortly.



Eight on Bandwagon

CBS-TV reported that as of late last week eight television stations had responded, all "favorably," to the network's Extended Market Plan offer [B•T, Nov. 29]. Under the plan, smaller-station markets would be enabled to obtain network service at prices which CBS-TV believes advertisers will find attractive. CBS-TV, which made the offer in a letter to 20 stations, listed the eight respondents as WMSL-TV Decatur, Ala.; KVEC-TV San Luis Obispo, Calif.; WINK-TV Ft. Myers, Fla.; KLIX-TV Twin Falls, Idaho; WFAM-TV Lafayette, Ind.; WBOC-TV Salisbury, Md.; WDXI-TV Jackson, Tenn., and KVOS-TV Bellingham, Wash. No contracts have been signed as yet.

ABC RADIO NAMES FAIRBANKS, CASH

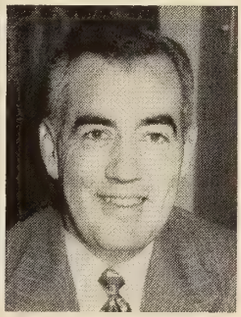
PROMOTION of two ABC Radio executives was announced Thursday by Charles T. Ayres, vice president in charge of the network.

Appointments were: William E. Fairbanks, eastern sales manager, to national sales manager, a newly-created post; Norman E. Cash, assistant sales manager, to the post vacated by Mr. Fairbanks.

Mr. Fairbanks, with ABC since Nov. 1950 as a radio account executive, was with NBC's Research and Sales Promotion Departments from 1933-1942. He then spent two years as network allocation chief with the Office of War Information Radio Bureau in Washington, leaving in 1944 to join Compton Advertising Inc. as manager of its Radio Timebuying Div. In 1945 he was made an assistant account executive at Compton. A year later he joined MBS



MR. CASH



MR. FAIRBANKS

as account executive and became director of planning. He was appointed eastern sales manager at ABC Radio in April 1952.

Mr. Cash, with NBC for 12 years as director of radio station relations, joined WLW Cincinnati where he was general sales manager before his appointment to ABC Radio in Nov. 1953 as assistant sales manager. Mr. Cash was credited by ABC as having "formulated the original plans for the Quality Radio Group" while with WLW.

ABC-TV Affiliations at 218

SIGNING of WBTV (TV) Charlotte, N. C., and KVEC-TV San Luis Obispo, Calif., as ABC-TV affiliates, bringing the network's total to 218 stations, was announced last week by Alfred R. Beckman, director of station relations. WBTV, ch. 3 outlet owned by Jefferson Standard Broadcasting Co. and operated under the general managership of Charles H. Crutchfield, affiliated with ABC-TV Oct. 15. KVEC-TV, ch. 6 station owned by Valley Electric Co. with Les Hacker as general manager, joined the network Nov. 17.



Advertisement

From where I sit *by* Joe Marsh

Going—Going—
But Not Gone!

Saturday they got set to auction off "Sis" Brown's house for non-payment of taxes. Buck Stone from Centerville was the auctioneer. Everybody who came to the auction knew that "Sis" is a war widow.

When Buck began the bidding he said, "Anybody can bid. Just remember that 'Sis' and three nice kids happen to live here. Now who's *going to start the bidding?"*

There was silence. "Sis," standing in back, got the point. She reached into her purse for just about all the money she had in the world. "I'll bid $75," she said. "Sold," bellowed Buck and "Sis" had her home back.

From where I sit, Buck Stone used a helping hand instead of a gavel. It was real neighborliness. You know, even in something as small as respecting another's choice of beverage, a person can be neighborly. You might like buttermilk. I'm "sold" on a temperate glass of beer. And I can't "buy" anyone's telling me I'm wrong.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

NO CRYSTAL BALL

#LIBEL#

can forewarn you of

LIBEL • SLANDER
PIRACY
COPYRIGHT VIOLATION

BUT our specialized INSURANCE covers these daily hazards ADEQUATELY • INEXPENSIVELY
DON'T RISK possible embarrassing loss while protection is readily available—but
DO RISK 5 minutes and 3c to write for details and a rate built for you.

WRITE FOR DETAILS AND RATES

Employers Reinsurance Corporation

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI



PIERRE MENDES-FRANCE, premier of France, is greeted by Brig. Gen. David Sarnoff, board chairman of RCA-NBC, at the RCA Bldg. in New York prior to Mr. France's appearance on NBC's *Meet the Press* program. L to r: Robert Sarnoff, executive vice president of NBC; Lawrence Spivak, owner-producer and permanent panel member of *Meet the Press;* Mr. France; Sylvester L. Weaver Jr., NBC president; Gen. Sarnoff, and Henri Bonnet, French ambassador to the U. S.

Holiday Grid Games Dot Network Schedules

EXTENSIVE slate of college football games throughout the nation will be offered by radio and television networks on New Year's Day.

NBC will present a simulcast of the Cotton Bowl Game in Dallas between U. of Arkansas and Georgia Tech, starting at 1:45 p.m. EST. Radio coverage will be sponsored by the Crosley Division, Avco Mfg. Corp., Cincinnati. At 4:45 p.m. EST, NBC Radio and NBC-TV will begin coverage of the Rose Bowl Game in Pasadena between U. of Southern California and Ohio State U. under the sponsorship of the Gillette Safety Razor Co., Boston. NBC will carry a telecast of the Tournament of Roses Parade from 12:15-1:45 p.m. EST and a radio broadcast at a time to be announced later under sponsorship of the Minute Maid Corp., New York.

Simulcast of the Orange Bowl Game from Miami between Duke U. and the U. of Nebraska will be carried by CBS, starting at 1:45 p.m. EST. Sponsorship will be by Gillette.

ABC will present a simulcast of the Sugar Bowl contest from New Orleans between Navy and U. of Mississippi, starting at 1 p.m. EST. Coverage will be sponsored by C. A. Swanson & Sons, Omaha; American Chicle Co., New York, and E-Z Popcorn Co., Detroit.

Mutual will present two bowl games during the holiday period, starting with the annual Blue-Gray (North-South) Game from the Cramton Bowl in Montgomery, Ala., on Christmas Day between teams to be selected, starting at 1:45 p.m. EST. The contest will be sponsored by Gillette. On Dec. 31 Mutual will carry the 'Gator Bowl Game between Auburn U. and Baylor U. from Jacksonville, Fla., starting at 1:45 p.m. EST.

NBC Appoints John Porter Advertising, Promotion Mgr.

APPOINTMENT of John Porter as manager of NBC's advertising and promotion department was announced Wednesday by Kenneth W. Bilby, NBC vice president for public relations.

Also announced by Mr. Bilby was the promotion of Edward Vane, formerly coordinator of tv network sales promotion, to manager of national sales promotion, the post vacated by Mr. Porter.

Mr. Porter joined NBC in 1950 subsequently rising to manager of national sales promotion.

Lewis to Far East

FULTON LEWIS jr., MBS commentator, is scheduled to leave today (Monday) on a two-week trip to the Far East, during which he will gather material for his nightly radio program (Mon.-Fri., 7-7:15 p.m. EST) and his General Teleradio weekly film program, which will be released next month. Among the highlights of the trip will be a visit with Chiang Kai-shek, in Tapei, Formosa, and a tour of the island of Quemoy, which has been under communist Chinese fire.

Ike's Christmas Message

LIGHTING of the nation's Christmas tree on the White House lawn and President Eisenhower's Christmas message, Dec. 17, will have almost complete radio-tv network coverage. The annual event will be carried by ABC-AM-TV, CBS Radio and Mutual at 5-5:30 p.m. EST, and by CBS-TV at 5:15-5:30 p.m. NBC-TV will telecast the program live, while NBC Radio's coverage will be taped and broadcast later in the evening. DuMont spokesmen said they did not plan coverage.

NETWORK PEOPLE

Leslie Urbach, producer, appointed executive director, DuMont-Tv's *They Stand Accused.*

Frank M. Figgins, engineering supervisor, NBC Hollywood, died Nov. 20.

Elbridge Nichols, researcher, *Hallmark Hall of Fame,* CBS Radio Hollywood, died Nov. 21.

CHNS

HALIFAX NOVA SCOTIA

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About the Maritimes Busiest Station

5000 WATTS

Booklet Being Published To Answer Facts Forum Critics

THE first booklet of a two-part *Case History of a Smear Campaign* is being distributed by Hardy Burt & Assoc., New York, in answer to critics of Facts Forum Inc.

Hardy Burt & Assoc. produces two shows (*State of the Nation* and *Answers for Americans*) of a series of radio and tv programs underwritten by Facts Forum.

The booklet criticizes a number of individuals, groups and newspapers, among them Rep. Wayne Hays (D-Ohio) who has asked that Facts Forum be removed from the list of tax-exempt foundations, and commentator Drew Pearson. The booklet said Facts Forum officials have discovered an apparent "propaganda campaign to destroy Facts Forum" which can be "traced back to the *Daily Worker*, the official daily organ of the Communist Party."

Facts Forum receives financial support from H. L. Hunt, wealthy Texas oilman. Its news release describes it as a "non-profit, nonpartisan public affairs organization."

Olmsted Opening Plant

OLMSTED SOUND STUDIOS, New York, with more than $300,000 invested in construction and equipment, officially opens Dec. 16 when a reception will be held for business leaders and newsmen, according to Henry Olmsted, president. Newly-built studios at 1 E. 45th St., Mr. Olmsted said, will handle all types of sound recording and are equipped for commercial film production. Olmsted Sound will do most of Princeton Film Center's commercial film work in addition to contracting with other firms, he said.

Lewis Sets Up PR Firm

GEORGE Q. LEWIS, talent coordinator for the United Cerebral Palsy campaign for the past two years, has resigned that post, effective Dec. 10, to specialize in radio-tv public relations work. Mr. Lewis, founder of the National Assn. of Gag Writers and former publicity director of WHN New York (now WMGM) and also former exploitation director for MBS, will headquarter at 360 First Ave., New York. Telephone is Spring 7-6210.

KBS Adds Five Stations

STATIONS in four states have joined Keystone Broadcasting System as affiliates, it was announced Tuesday. Stations are WGWR Asheboro, N. C.; KOGA Ogallala, Neb.; WMRE Monroe and WLFA Lafayette, both Georgia, and KSUE Susanville, Calif. Additions bring total number of KBS affiliates to 786, according to Blanche Stein, station relations director.

PROGRAM SERVICES PEOPLE

Gerald P. Rock, Muzak Corp., N. Y., appointed New York sales manager, succeeding **Curt H. Pfenniger,** resigned.

George S. Summers, territorial sales manager, Bigelow Carpet Co., Kansas City, to Tv Spots, Hollywood, as sales executive, headquartering in New York.

Walter H. Theiss, general controller, Clary Multiplier Corp., L. A., to Capitol Records Inc., Hollywood, is similar capacity; **Victor O. Bergquist,** treasurer, Capitol Records, resigns.

Introducing—
THE MYCALEX PARTS KIT

✳ For design projects

✳ For experimental use

✳ For emergency repairs

To acquaint engineers with the superior qualities of Mycalex glass-bonded mica—the world's most nearly perfect insulation—a conveniently packaged kit containing more than 30 Mycalex products has been assembled.

This assortment includes 46 miniature and sub-miniature tube sockets, terminal boards, rods and strips of fabricated Mycalex 400 and various Mycalex 410 injection-molded products such as connector sleeves, coil forms, stand-off terminals, rotors and rings, motor slot wedges and switch wafers. A handy reference table compares the superior physical and electrical properties of Mycalex glass-bonded mica with those of other insulating materials.



MYCALEX

✳ withstands extreme operating temperatures

✳ offers high arc resistances

✳ possesses low loss and power factors

✳ for permanent dimensional stability

The Introductory Mycalex Kit is being offered to qualified engineers and others who are interested.

Mycalex Corporation of America, Dept. 54G
Clifton Boulevard, Clifton, New Jersey
Please send me the new Mycalex Parts Kit at the introductory price of $10.00.
Enclosed find Check.....Cash.....Money Order.....
Name.....Title.....
Company.....
Street.....
City.....Zone....State.....

SINCE 1919 MYCALEX THE INSULATOR TRADE MARK REG. U. S. PAT. OFF.

Executive offices:
30 Rockefeller Plaza
New York 20, New York

MYCALEX CORPORATION OF AMERICA
World's largest manufacturer of glass-bonded mica products

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET

INTERCONNECTED
CBS-TV
DEC. 24th *

WEHT
makes no
rash promises,
no fabulous claims
in delivering the Evans-
ville, Indiana market . . .
Realistically scaled rates and
unduplicated CBS-TV coverage are
yours on WEHT
*and with network color too

REPRESENTED
Nationally by
MEEKER TV, Inc.
Regionally by
ADAM YOUNG
St. Louis, Mo.

WEHT Channel 50

BMI
"Pin Up" Hit

THERE'LL ALWAYS BE
A CHRISTMAS

RECORDED BY

AMES BROS. . . . . Victor
CLIFF AYERS . . . . . Monogram
THE ENGLISH KNIGHTS . . . Eagle
THE REGALS . . . . . MGM

PUBLISHED BY
LOWELL MUSIC CORP.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

DuMONT LABS SALES INCREASE FROM '53

SALES of Allen B. DuMont Labs for the 40 weeks ended Oct. 10 amounted to $67,593,000 as against $65,896,000 for the same period of 1953, the company reported last week.

Net profits for the 40-week period dropped from $935,000 in 1953 to $612,000 in 1954, and net profit after payment of preferred dividends totaled 22 cents per share of common stock as compared to 36 cents per share in 1953.

A comparative summary of earnings is provided in the following table:

	40 Weeks Ended	
	Oct. 10, 1954	Oct. 6, 1953
Sales	$67,593,000	$65,896,000
Net Profit	612,000	935,000
Common Shares—Outstanding at End of Period	2,361,054	2,361,054
Net Profit Per Share After Preferred Dividends	$.22	$.36

Hazardous Occupation

COMMENT from Dr. Albert Einstein that if he could live his life over again he would choose the occupation of plumber, recalled for Orrin E. Dunlap Jr., RCA vice president of press relations and institutional advertising, a similar anecdote in the life of Brig. General David Sarnoff, RCA-NBC board chairman. When Gen. Sarnoff began his electronics career in 1906, wireless was, to most people, only a fantastic dream. When neighbors inquired about the type of work her son was engaged in, Mrs. Sarnoff, embarrassed, would reply "wireless." Neighbors were confused and Mrs. Sarnoff lacked a complete explanation of the "mystery." "What shall I tell them?" she asked her son. "Well, mother," said young David, "just tell them I'm a plumber laying pipes in space." Mr. Dunlap adds: "Gen. Sarnoff has been 'plumbing' in space ever since."

Slow Color Sales in '55, Abrams Tells N. Y. Meeting

SALES of color receivers in 1955 will be small, although the year will see progress in the increased use of transistor-equipped radio and tv sets, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said Wednesday.

Mr. Abrams revealed that Emerson has discontinued its color set production because its 15-inch receiver already has become "obsolete." He said Emerson's color set production would be resumed when a satisfactory 21-inch tube is available. He said this should be some time in the early part of 1955. While Mr. Abrams did not elaborate on his statement, a spokesman indicated Emerson soon would release further details of its color tv plans. The firm first introduced its color receiver, housing a 15-inch color tube, in September 1953.

Mr. Abrams spoke at a special meeting of representatives of investment trusts, banks and insurance companies at the offices of Hayden, Stone & Co., New York.

He said "contrary to popular anticipation and to the views voiced by some members of the industry," he could not see color tv becoming an important factor next year because of continued high prices for receivers and failure to provide color programming on a substantial and sustained basis. He said it would not be until 1956 before color tv plays a vital role in the electronics industry.

Mr. Abrams hailed 1955 as the "introductory year for transistorized receivers" and predicted that within two or three years, the majority of radio and tv sets would contain transistors in place of vacuum tubes. He said radios with transistors will be introduced next year and perhaps some tv receivers. These radios, he noted, will be more compact and audible, and more economical to operate on their own power.

In general, he noted, the future of tv and air conditioning as industries is optimistic. His optimism extended to Emerson's aim to attain a strong position in both, referring the financial representatives to the firm's Six Year Plan that has a $300 million annual sales objective.

Friday night Mr. Abrams spoke at the Waldorf-Astoria in New York where in a joint-ceremony via a two-way electronics hook up between Rehovoth, Israel, and New York, the Benjamin Abrams Electronic Labs in the Weizmann Institute of Science, Israel, was dedicated [B•T, Nov. 29].

At the dinner, Mr. Abrams predicted that electronics would become the world's largest industry within two decades. Doors of the new laboratories were opened in Israel as a result of an electronics impulse started in New York by Mr. Abrams.

Retired A. F. General Heads RCA Defense Projects Group

MAJOR GENERAL William L. Richardson, U. S. Air Force (ret.), has been appointed manager of Defense Projects Coordination, Engineering Products Div., RCA, Theodore A. Smith, vice president and general manager of the division, revealed last week. Gen. Richard-

AM
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FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market
of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

son will be responsible for the overall coordination of the division's military programs and for policy planning which affects government-business operations.

The new RCA executive, who retired from military service last July, served as commander of the Air Force Missile Test Center, Patrick Air Force Base, Fla., from 1950 until his retirement. During World War II, he was commanding general of the Air Defense Command of the Ninth Air Force in Europe.

Construction of Tv Equipment Begun by New Fleetwood Corp.

FLEETWOOD CORP., a new firm which will engage in the production and supply of tv equipment for studios, remote and closed-circuit work, is to have its main manufacturing and development organization at 1037 Custer Drive, Toledo, Ohio, according to John W. McGee, company president and former general manager of the Willys Motors Inc. electronics division.



MR. McGEE

The company plans to produce a complete tv package including both camera and transmitter and expects to have regional showings of its products early next year.

A. R. Bitter will be consulting engineer and educational sales head and Homer Humiston will have the position of chief engineer. Both men held similar positions with Willys.

DuMont Announces New Video Monitor Package

ALLEN B. DUMONT Labs, Instrument Div., announced last week it is placing on the market an "inexpensive" video-signal monitor, primarily for use in tv broadcasting, which is made available by "packaging" the DuMont type 325 tv line selector and 327 cathode-ray oscillograph.

A DuMont spokesmen pointed out that virtually any cathode-ray oscillograph becomes a tv broadcast monitor when used in conjunction with the line selector, but said the monitoring performance of such a set-up "is necessarily limited by the characteristics of the oscillograph." He added that for these reasons these two new instruments "were designed to complement each other for use as a package in television work."

RCA Announces New Line Of Electron Receiving Tubes

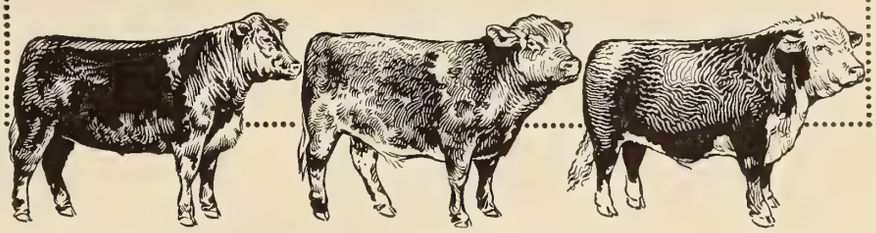
RCA's Tube Division last week announced a new line of electron receiving tubes which it described as "important to the efficient operation of a 21-inch home color television receiver."

It also announced as commercial products, six types of specially developed electronic components for the deflection and convergence of the three electron beams in the company's 21-inch color tv picture tube.

Lee Holleran, general marketing manager of the division, said the tubes and components are available to set manufacturers. Of the tubes—a beam power tube for use as a horizontal-

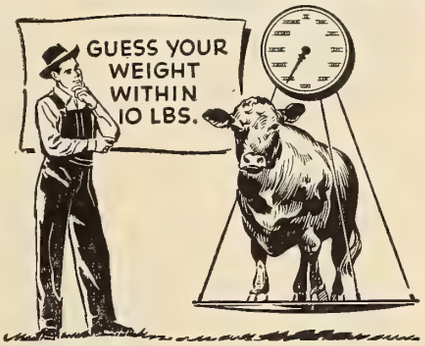
QUICK QUIZ for BEEFEATERS

If you know the answers, you are qualified to converse (or argue) with authority in the company of visiting cowboys, eminent economists or the waiter who serves you your steak.



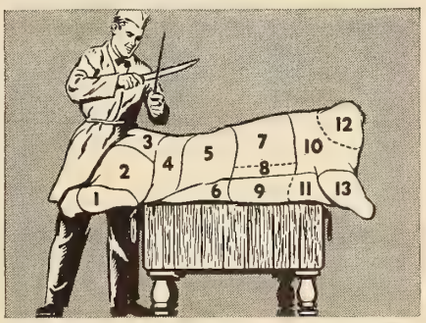
Q. Which steer will make choice grade beef?

A. The grade of the meat can't be established definitely until *after* the steer is dressed. But to be a buyer for a meat packing plant you'd have to be able to judge not only what the grade will be, but the meat yield within 1%.



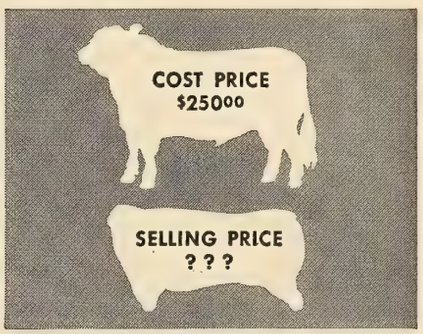
Q. How many pounds of beef in a 1000-lb. steer?

A. Dressing percentage varies from one animal to another but on the average, a steer that weighs in at 1000 lbs. "shrinks down" to 600 lbs. of dressed beef. A steer that brings 25¢ per lb. *on the hoof* (for example) actually costs the packer about 40¢ per lb. *for the beef.*



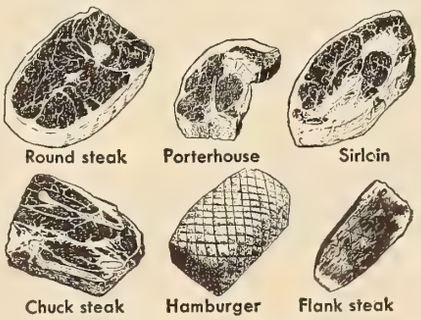
Q. Where does sirloin steak come from?

A. On the side of beef pictured, the sirloin section is No. 4. Only about 8% of a side of beef is sirloin. There is over 5 times as much pot roast, stew meat and hamburger in a side of beef.



Q. If the meat packer pays $250 for a steer, what can he expect to get for the dressed beef?

A. $250 or less. Meat packers frequently sell the beef for less than they paid for the animal on the hoof. Overhead costs and profit must come from recovery and sale of by-products, such as hides for leather, glands for medicine.



Q. Which is the best steak for broiling.

A. Opinions differ, but if you name Porterhouse as your first choice, remember there are only a few cuts of Porterhouse on a 300-lb. side of beef. That's why it naturally costs more.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

deflection amplifier; a sharp-cutoff beam triode for application as a shunt voltage regulator, and a half-wave vacuum rectifier for use as a damper diode—Mr. Holleran said they are designed specifically with operating characteristics that match circuit requirements of the RCA 21-inch color kinescope. He described the six components available as: a deflecting yoke; two types of dynamic-convergence inductor packs; a converging magnet assembly; a horizontal-output and high-voltage transformer, and a vertical-deflection-output transformer.

Three New Offices Opened By Mycalex Corp. of America

MYCALEX Corp. of America, Clifton, N. J., producer of glass-bonded mica products used in radio and television equipment, has announced the opening of new sales offices in Los Angeles, Chicago, and Minneapolis.

Kenneth V. Tindall will manage the Pacific Sales Div., 5657 Wilshire Blvd., Los Angeles, which covers California, Oregon, Washington, Utah, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Nevada.

Leslie F. Thompson was named manager of the Chicago branch, 6677 N. Northwest Highway, serving Illinois, Iowa, Indiana and Eastern Wisconsin.

D. A. Schultz heads the Minneapolis office, 801 S. E. 8th St., servicing Minnesota and Western Wisconsin.

Stromberg-Carlson Dividend

DIVIDEND of 56¼ cents per share on 4½% convertible preferred stock has been declared by the board of directors of Stromberg-Carlson Co., Rochester. Dividend is payable Jan. 1 to stockholders of record at close of business Dec. 15. The board also declared a dividend of 40 cents per share on common stock payable Dec. 31 to stockholders of record Dec. 15.

Raytheon Starts New Plant

RAYTHEON MFG. Co. started construction last week on a new $1.5 million electronics laboratory for engineering and research at Wayland, Mass., near Boston. When completed, the building will have 150,000 sq. ft. of floor space, according to Charles F. Adams Jr., Raytheon president.

GE Shifts Phase to Clyde, N.Y.

ENGINEERING and the manufacture of General Electric germanium rectifiers and diodes will be centered at GE's Clyde, N. Y., plant, H. Brainard Fancher, general manager of germanium products, said last week. He said engineering design and development of rectifiers and diodes will be transferred from Electronics Park in Syracuse to the Clyde plant. At the same time, James E. Kiester, GE's manager of engineering for germanium products, announced the appointment of Raymond A. York as manager of germanium diode and rectifier engineering.

MANUFACTURING PEOPLE

Alexander Kidd elected vice president, Stewart-Warner Corp. (radio-tv sets), Chicago.

J. J. Clark, Admiral, U.S.N. (ret.), appointed vice president, Radio Receptor Co., Brooklyn.



MR. CLARK

Frank G. Mullins Jr., formerly with Electronics Div., Westinghouse Electric, Corp., Baltimore, appointed manager of engineering and special counsel for Fairchild Recording Equipment Co., N. Y., **Robert G. Marshall,** chief engineer, Fairchild Recording, promoted to head recently established new product development group.

Paul G. O'Friel appointed director of labor relations, broadcasting div., Allen B. DuMont Labs, N. Y.

Fred L. Gordon, former advertising production manager, Necchi-Elna Sewing Machine Co., N. Y., named to newly-created position of advertising production manager, CBS-Columbia, Long Island City, N. Y.

E. Gordon Burlingham appointed to newly-created position, sales service manager, CBS-Hytron, Danvers, Mass.

Lou Smith appointed factory representative, Amperex Electronic Corp., Hicksville, L. I., N. Y., for metropolitan areas of Chicago and Milwaukee.

THE LATEST WCKY STORY

In Cincinnati—LOOK Before You Buy

	Share of Audience	Open ¼ hour Daytime Rate	Power
WCKY	**21%**	**$60.00**	**50,000 watts**
Sta A	14	70.00	250 watts
Sta B	27	80.00	5000/1000 watts
Sta C	13.5	263.50	50,000 watts
Sta D	17	60.00	5000 watts

* Pulse, Sept.-Oct., 1954
** Standard Rate & Data, Nov., 1954

For Audience, Cost and Power Invest your ad dollars WCKY-s-ly

WCKY CINCINNATI

CBC Sets Rate Increases For Tv Network Stations

RATE INCREASES for Canadian tv network stations, effective Jan. 1, have been announced by the Canadian Broadcasting Corp. at Toronto. Network rates on CBC-owned stations are up from 5 to 10%, and independent stations have had their network rates upped on CBC network. Advertisers are given protection to June 30, 1955, for the rates in force since Oct. 1, 1954. Total of 13 tv stations are affected by these new rate increases.

CBC stations affected are CBLT (TV) Toronto (with the highest Canadian tv rate of $950 an hour Class A time), CBOT (TV) Ottawa, CBMT (TV) and CBFT (TV) Montreal, CBWT (TV) Winnipeg, and CBUT (TV) Vancouver. Independent stations affected are CJCB-TV Sydney, CKCO-TV Kitchener, CFPL-TV London, CKLW-TV Windsor, CFQC-TV Saskatoon, CHCT-TV Calgary and CFRN-TV Edmonton.

Egyptian Proposes Use of Tv To Lessen Nation's Illiteracy

A PROPOSAL for using tv to attack illiteracy in Egypt, said to total about a third of its 22 millions of people, was advanced in New York last week by Mrs. Doria Shafik, lecturer, woman suffragist and a leading feminist in Egypt.

Mrs. Shafik, on a lecture tour, said that upon her return to Egypt soon she would present her proposal, which includes construction of a $10 million, six-station tv network, to the Egyptian Government. She said her program, already discussed with American tv engineers, calls for stations in Alexandria, Tanta, Cairo, Benesovef, Mineh and Assout. Reading and writing instructions would be telecast an hour daily over the network which would be financed by the Government. Telecasts would be received at several thousand "social centers" around the country. Mrs. Shafik's idea was a result of impressions in her U. S. travels in which she noted the possibilities of tv to reduce her country's high percentage of population that neither reads nor writes.

CBC-CARTB Talks Presage Spot Announcement Change

CHANGES in Canadian Broadcasting Corp. regulations regarding the number of spot and flash announcements in any one hour are expected as a result of discussions between CBC officials, including board chairman A. D. Dunton and General Manager J. A. Ouimet, and representatives of the Canadian Assn. of Radio & Television Broadcasters.

CARTB representatives asked that CBC regulation 7 (2) be changed to permit independent stations to average their daily number of spot and flash announcements, rather than the present limit of a set number per hour. Further meetings within the CBC are to be held on the subject, to be followed by more discussions between CARTB and CBC.

New Frankfort-Main Office Opened by A. C. Nielsen Co.

GERMAN and international clients will receive retail food and drug sales reports from a new office opened by A. C. Nielsen Co. in Frankfort-Main to serve West Germany, the market research firm announced Nov. 26.

The company's seventh foreign affiliate will be designated A. C. Nielsen G. m. b. H., with

headquarters at Hassengasse 25 in Frankfort-Main, and will include another office in Lucerne, Switzerland. The company will operate under Justin Power, a director of A. C. Nielsen Co. Ltd., Oxford, and under general supervision of Dr. E. L. Lloyd, vice chairman of the British outlet and executive vice president of the parent company in Chicago.

New German office opening marks the eighth country in which the Nielsen service has been set up, including the U. S.

New Market Reports Planned

A NEW series of radio and television reports will be issued monthly for three major Canadian markets, Toronto, Montreal and Vancouver, by International Surveys Ltd., Toronto. The surveys will combine radio-tv reports on panels of homes in these three markets with reports for daytime, late evening and Sunday listening and viewing. The reports will show audience flow to and from programs, unduplicated audiences of two or more programs, audience characteristics and other features. The reports are to be published monthly under direction of Paul Haynes, president of International Surveys Ltd., and Peter R. Culos, vice president and radio-tv director.

Baker, Canadian Adman, Dies

HOWARD F. BAKER, 50, vice president of Baker Adv. Agency, Toronto, died on Nov. 27 at his Toronto home after two heart attacks, caused by the excitement of watching on television final Canadian Grey Cup football game. Mr. Baker was born and educated at Toronto and for the past 31 years has been with the advertising agency founded by his father. Mr. Baker was a past president of the Canadian Advertising Agency Assn. He is survived by his wife, two daughters and two brothers. One brother, W. R. Baker, is president of the agency.

Strike Hampers CBHT (TV)

DESPITE a strike in the steel industry which has delayed erection of the 500-ft. RCA wavestack antenna for CBHT (TV) Halifax, the ch. 3 station plans to go the air with a temporary antenna before Christmas, according to W. E. S. Briggs, Canadian Broadcasting Corp. director of the Maritime Region.

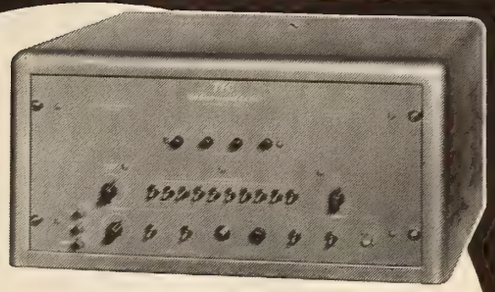
INTERNATIONAL PEOPLE

M. M. Schneckenburger, advertising manager, Distillers Corp.-Seagrams Ltd., Montreal, to Joseph E. Seagram & Sons Ltd., same city, as vice president.

R. W. McGall, director of radio, CBL and CJBC Toronto, to CBLT (TV) Toronto, as program director, succeeding **Robert Allen** who returns to former post, director of tv drama production, Canadian Broadcasting Corp. tv program headquarters, Toronto; **John Kannawin,** supervisor of radio presentations, CBC, to CBL and CJBC as acting director.

Larry Glover to CKCK-TV Regina, Sask., as production manager; **Lloyd Westmoreland,** formerly with CKOC Hamilton, Ont., to CKCK-TV as sales manager; **William Rees** to station as promotion director; **Lloyd J. Saunders** to station as sports director; **Jim McLeod** to CKCK-TV as news director; **Rita Spicer** to station as women's director; **E. A. Strong** and **Alex White** to CKCK-TV as chief engineer and assistant engineer respectively.

new
TEST INSTRUMENTS for COLOR TV



TYPE 1106
VIDEO SWEEP GENERATOR

- High Output
- Flat Frequency Response
- Stable Keyed Carrier Markers
- Low Harmonic Distortion
- 75-ohm Internal Impedance
- Ten Marker Frequencies*

$500.00 FOB Plant
(*Markers $10 ea. add'l)

specifications

RF OUTPUT:
2.0 V max. p-p from75-ohm source into 75-ohm load.
ATTENUATION:
0 to 63 db in 3, 10, 20 and 20 db steps plus 10 db variable.
SWEEP WIDTH:
6.5 mc.
MARKERS:
Keyed pulse-type markers on RF output; 0.01% accuracy; available externally, either polarity adjustable for Z axis modulation.
SAWTOOTH:
Locked to line frequency for horizontal sweep of oscilloscope.



TYPE 2123
CHROMATRAN

- High Output (0.2 volts peak-to-peak)
- Low Incremental Amplitude and Differential Phase Distortion
- Sound-Picture Carrier Difference Maintained within 1000 Cycles
- Available for any VHF Channel
- Video Modulating Signal DC-Restored
- Adjustable Sound-to-Picture Carrier Ratio

$600.00 FOB Plant

specifications

FREQUENCY:
Any single specified VHF Channel.
PICTURE-CARRIER ACCURACY: 0.005%.
SOUND-CARRIER ACCURACY:
4.5 mc ±1000 cps above picture carrier frequency.
INTERMODULATION DISTORTION (920 KC BEAT):
Better than 50 db below maximum picture carrier level at maximum modulation.
SOUND CARRIER MODULATION:
INTERNAL: at least ±25 kc deviation, 400 cycles.
EXTERNAL: Deviation sensitivity ±25 kc per volt. Maximum deviation ±50 kc.

Complete instrument catalog available on request.

TIC
Tel-Instrument Co. Inc.
728 GARDEN STREET, CARLSTADT, NEW JERSEY

SAG WOULD NARROW FILM, LIVE RATE GAP

Guild will ask minimum wage for each commercial made with payment at time services are performed.

FURTHER information on Screen Actors Guild demands in forthcoming negotiations with film producers in tv commercial and program fields [B•T, Nov. 22] was revealed last week by John L. Dales, SAG national executive secretary, in the monthly *Intelligence Bulletin* issued to members and the press.

In addition to general wage increases for film commercials, SAG will ask that actors be paid at least Guild minimum "for each and every commercial made in a day or a session," with payment at the time services are performed. SAG intends to bring film commercial rates "more closely in line with live commercial rates," Mr. Dales commented.

Guild also will seek to "tighten up" provisions in the present contract regarding editing privileges and to extend contract coverage to commercials filmed abroad. The tv film commercial contract expires March 1, 1955.

To eliminate the present producer practice of hiring actors for leading roles at minimum rates in tv entertainment films, Mr. Dales will seek both minimum increases and establishment of a "sliding scale" system of minimum payments. Elaborating on "sliding scale," he told members that, for example, different rates would prevail for minor roles with only a few lines than for more important parts.

The Guild will no longer agree to second runs for tv entertainment films without residuals to actors involved, the national secretary stated. Stressing that the financial condition of the tv industry has "improved greatly" since negotiation of the current contract, which permits first and second showings of such films for actors' initial salary payment, Mr. Dales stated, "The actor, at present, is giving away a second run of great value to the sponsor who shows it." The tv entertainment film contract expires July 20, 1955.

Also in the *Bulletin*, SAG officials revealed they have been discussing with H. R. Landon, U. S. Immigration and Naturalization Service district director, importation of foreign actors. In a published letter to SAG, Mr. Landon said, in part:

"The prospective employer who wishes to import an alien actor should be required to certify that the compensation to be paid to the alien's work here is sufficient to justify the phrase of the law, 'service of an exceptional nature requiring such merit and ability.' In our considered opinion, the compensation should be at least $1,500 a week. In this connection, we understand the New York district office . . . now requires that a non-resident alien must receive at least $1,500 for one performance in live tv in order to qualify under the "distinguished merit and ability' clause. Actors' salaries on live tv are somewhat lower than in theatrical motion pictures. It would also seem that the prospective employer should certify that the alien actor he wishes to import is to play a *starring or featured* (Mr. Landon's emphasis) role and not one which ordinarily would be played by a resident professional actor . . ."

Hollywood producer Bernard Tabakin and the syndicated tv film series *China Smith* are no longer on the SAG unfair list, the *Bulletin* further revealed. Guild has reached an agreement with Mr. Tabakin on residual payments due actors from previous series films and actors are now receiving payments, Guild officials said.

Two additional Cleveland film companies, Coleman Motion Pictures and Reynold & Howe Film Assoc., have refused to sign SAG contracts and are on the Guild unfair list, union officials noted. Griswold-Eshleman Co., Cleveland advertising firm, has signed the Guild code, leaving Foster & Davies Inc. the only one of 46 area agencies on the unfair list, according to the *Bulletin*.

SAG financial surplus for the period ended Oct. 31 reached $656,251, despite the fact that the year's operating expenses exceeded the income from dues and initiation fees by $9,323. However, the *Bulletin* states, "substantial" income from other sources, including $38,261 from dividends, interest and profits on investments, and $19,645 in damage settlements from employers in union security breaches, helped erase the deficit.

While Hollywood membership declined slightly, SAG has gained 225 members in other cities, raising the total of paid-up members from 8,213 last year to 8,370 this year.

Supervisors Strike Dropped

THE MONTH-long strike by Script Supervisors Guild against the Alliance of Television Film Producers has been called off as a result of meetings held under the auspices of the Hollywood AFL Film Council. Negotiations are to be resumed and "both parties are confident that mutual areas of understanding will be reached," according to a joint statement. The strike, which featured no picket lines, followed ATFP's refusal to grant the film industry-wide 5% wage increase.

duPont Awards

DEADLINE

December 31 is the final date for forwarding presentations in support of nominations for the 1954 radio and television awards of the Alfred I. duPont Awards Foundation.

Presentations should be addressed to the Curator. Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.



AT GRAND OPENING of Northwest Radio & Television School's new Hollywood branch, W. A. Sawyer (l), NRTS president, explains the various training programs offered by the school to Clifford Gill of Clifford Gill Agency, Los Angeles, and Mrs. Gill. The new school, located at 1440 N. Highland in a space formerly occupied by ABC, has been completely renovated and furnished with $27,000 worth of radio-tv equipment.

Chicago Museum to House WTTW (TV) Headquarters

CHICAGO's forthcoming non-commercial educational station will be located in the city's Museum of Science and Industry when it goes on the air sometime in 1955.

The Chicago Educational Television Assn., permittee of WTTW (TV), on ch. 11, reported it had signed a three-year pact with the museum, headed up by Maj. Lenox Riley Lohr, onetime NBC president, covering studios and office space. Announcement was made Tuesday by Dr. John W. Taylor, executive director of CETA.

The museum will set aside about 13,000 square feet for two studios, a master control room, a film studio and executive offices in its east wing. WTTW also will use a theatre in the west wing of the building, located on the shoreline of Chicago's south side. Theatre is equipped with coaxial cable.

Mesics Addresses RCA Grads

COMMENCEMENT exercises were held last week for 197 graduates of RCA Institutes Inc., New York, radio technical training school. Among the graduates were students from 10 foreign countries as well as the U. S. Members of the fall term class have completed courses in radio-tv broadcasting, servicing, advanced technology and radiotelegraph operating. Commencement address was delivered by Emil A. Mesics, director of personnel, RCA International Division.

THE SMART BUY IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

PAUL BUNYAN STATION

PAUL BUNYAN, for the past two years the advertising symbol of WCCO Minneapolis-St. Paul, is traveling to agencies and advertisers in a sheath of ad reprints of the station, symbolizing his bigness as WCCO's bigness. The nine Paul Bunyan ads, reprinted from leading broadcasting industry publications, all plug the station's largeness in some degree. They are contained in a yellow folder titled "Bigger than Bunyan," which includes a message from Larry Haeg, general manager of the station, who says " . . . *only* WCCO Radio has the power and coverage to bring you gigantic sales in the rich four-state Northwest."

EDUCATIONAL SERIES

RUTGERS U.'s educational tv series on WATV (TV) Newark, N. J., has been deemed a success by the school, as it reviewed its first year of telecasting. During its beginning year in which the programs featured were concerned with art, mathematics, conservation, geography, entomology and languages, the shows received a total of 3,824 letters from interested listeners.

KDKA CHICAGO FARM REPORTS

DAILY broadcasts from the International Livestock Exposition and the National 4-H Club Congress from Chicago were featured on the *Farm Hour* of KDKA Pittsburgh Nov. 29 through Dec. 3 by Homer Martz, the station's agricultural director. The special Chicago reports were presented through the cooperation of the Producers Livestock Cooperative Assn. of Pittsburgh, an organization which provides marketing and related services to livestock men of the Tri-State area. The reports consists of interviews with KDKA area exhibitors at the show and 4-H Club members who are winners of state and national awards and special features dealing with the two meetings.

WRC-TV 'SHADOW STUMPERS'

WRC-TV Washington, D. C., is featuring a five-minute each weekday night *Shadow Stumpers* program in which the shadow of some familiar object is flashed on a screen and the audience is required to identify the object before a buzzer sounds. Each program features a special shadow puzzle for which home viewers who send in correct identifications will be awarded $25 savings bonds.



VEE JAMES, women's editor of WCKY Cincinnati, and Rex Dale, conductor of *Make Believe Ballroom* over that station, stand beside WCKY's mobile unit when it was taken to the new six-million-dollar Western Hills Plaza Shopping Center in Cincinnati Nov. 15-20 to broadcast its formal opening. The 3,000-car parking lot of the center was filled each afternoon with people who came to inspect the 31 stores in the project and see WCKY personalities. The station originated its entire afternoon schedule from there during that period.

TWO WAVE CONTESTS

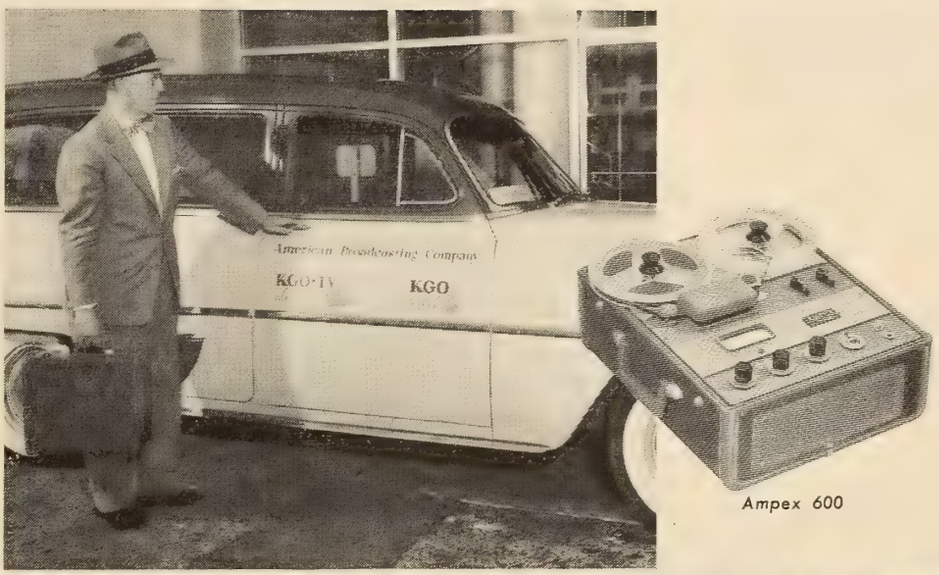
WAVE Louisville, Ky., is conducting two contests simultaneously to provoke listener interest in the station. Twenty-five portable radios are being given away to the listeners called at random who are able to identify the voice of the WAVE or NBC star which is being broadcast on station identifications throughout the day. Listeners also are being encouraged to write letters of 25 words or less for a radio-tv-phonograph combination or one of two resort vacations.

KSTV BOOTH

MORE than 10,000 visitors registered at the both of KSTV Stephenville, Tex., during the Stephenville Centennial. The station moved its United Press teletype to the celebration, and all news, weather and feature programs were originated from the booth. KSTV also gave away radios at the event and provided icewater to the visitors.

WBPZ COVERS FIRE

COMPLETE, on-the-scene coverage of a $1.5 million fire Nov. 21 was carried by WBPZ Lock Haven, Pa., Harris Lipez, general manager, has reported. Mr. Lipez made nine 15-minute newscasts between 5:30 p.m. and midnight from a store across the street from the fire, which destroyed a half-block section in the



Ampex 600

"OUR BEST PORTABLE RECORDER YET"

says Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is $498. In portable case it's $545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is $149.50.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.



Ampex 350

Bulletins on the low cost Ampex 600, the versatile 350, the 450 eight-hour reproducer and the Ampex Tape Duplicator are available on request. Write today to Dept. D-1881

AMPEX CORPORATION

Signature of Perfection in Sound

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Distributors in principal U. S. cities;
Canadian distribution by the Canadian General Electric Company.

45 45 45 45 45 45 45 45 45
MR. STATION OWNER:
Here is our answer to your problem,
WHERE TO PUT 45's
FOR 45's

Model GS0736 Shown
Model GS0724 - 24" wide - $69.50
Model GS0736 - 36" wide - $79.50
Model GS0748 - -48" wide - $89.50
Prices include Crating & Freight
ALSO CABINETS FOR ALL OTHER SIZES OF RECORDS
Freight prepaid by motor truck anywhere in U. S. A.
5% Discount if Check Accompanies Order
Wire or Write - Phone Service Not Available
GRINNAN FIXTURE CO.
MINERVA, OHIO

47% of all
remote control systems
in use are
rust systems.
* NARTB survey of September 15, 1954.
the rust industrial co., inc.
608 WILLOW STREET
MANCHESTER, N. H.

heart of town. The store's telephone was connected to the station's beep system. WBPZ interrupted its regular schedule for the fire coverage broadcasts. Feeds were made to WRAK Williamsport and to AP and UP news services.

'NBC TRAVEL BUREAU'

NBC Radio began a new program, *NBC Travel Bureau,* Nov. 20 (7-7:05 p.m. EST) and Nov. 21 (10:30-35 p.m. EST), serving as a twice-weekly clearing house for listeners who are prospective vacationers abroad. Horace Sutton, travel expert and author of a syndicated travel column appearing in the *Saturday Review* and various travel books, conducts the program, answering questions on methods of travel, expenses, budgets, sights to see, places to eat and even the amount of tip for a porter or rickshaw driver.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Dec. 8 (10-11 p.m.): *Best of Broadway,* "The Philadelphia Story," Westinghouse Electric Co. through McCann-Erickson.

Dec. 14 (9-9:30 p.m.): *Meet Millie,* Carter Products through Sullivan, Stauffer, Colwell & Bayles.

Dec. 19 (9-9:30 p.m.): *Fred Waring Show,* General Electric Co. through BBDO.

Dec. 23 (8:30-9:30 p.m.): *Shower of Stars,* "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 25 (4:30-5 p.m.): *Holy Night* (sustaining).

Dec. 26 (5-6:30 p.m.) *Omnibus,* Aluminum of Canada and Scott Paper Co. through J. Walter Thompson, Norcross Co. through Abbott Kimball.

Dec. 30 (12:45-1 p.m.): *Guiding Light,* Procter & Gamble Co. through Compton Adv.

NBC-TV

Dec. 9 (9:30-10 p.m.): *Ford Theatre,* "Charley C. Co.," Ford Motor Co. through J. Walter Thompson.

Dec. 13 (8-9:30 p.m.): *Producer's Showcase,* "Dateline," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Dec. 16 (9:30-10 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

Dec. 18 (9-10:30 p.m.): *Max Liebman Presents,* "Babes In Toyland," Oldsmobile Div. General Motors Corp. through D. P. Brother & Co.

Dec. 23 (9-9:30 p.m.): *Dragnet,* Liggett & Myers Tobacco Co. through Cunningham & Walsh.

Dec. 23 (9:30-10 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

Dec. 30 (9:30-10 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

CHCH-TV WOMEN'S SHOW

CHCH-TV Hamilton, Ont., has started an afternoon women's program, *The Teddy Forman Show,* between 1:30 and 2:30 p.m., Mondays through Fridays. It includes such features as decorating tips, interviews, fashions, hobbies and household hints. A guest chef daily prepares a main dish on the kitchen portion of the show. A special section of the program featuring Christmas decorations is being telecast during December.

SMOKE-EATING ANNOUNCER

WHEN a fire broke out in the Mohican Hotel, which houses the studios of WNLC New Haven, Conn., John Leffingwell, announcer at the station, broadcast a running account of the blaze while it burned around him. Mr. Leffingwell was airing a local news summary when the fire occurred, breaking out on the main floor and shooting up to WNLC's second floor studios. He continued his broadcast, giving a description of the hotel's evacuation and the progress of the fire fighting. Mr. Leffingwell, who had to shut off his microphone intermittently to cough from the heavy smoke, later was relieved by the station news staff. Damage to WNLC's studios was heavy, but all of the engineering equipment was intact, and the station continued on the air.

'RUTH LYONS FLIGHT'

EIGHTY-FOUR young men joined the "Ruth Lyons' Flight" when the WLWT (TV) Cincinnati personality staged a drive to aid Air Force recruitment in the area. The campaign, which was plugged between Nov. 11, Veteran's Day, and Nov. 25, Thanksgiving, was expected to recruit only 60 persons, and thus far has exceeded Air Force expectations. WLWT believes this is the first time an Air Force flight has been named for a tv personality.

WLOS-TV SET COUNT

COMPARISON by counties of the circulation of the *Asheville* (N. C.) *Citizen-Times* and the tv set count of WLOS-TV Asheville in the newspaper's circulation area has been prepared by the station. In the 20-county report, the families and tv sets of each and the paper's daily and Sunday circulation of each are compared side-by-side. The chart shows the station's total 20-county set count to be 50,923, based on a Nov. 1 report of the A. C. Nielsen Co. The paper's circulation, from the Sept. 20 ABC Audit Reports, is 54,997 daily and 49,887 on Sundays.

WJAG HOSPITAL PROGRAM

AN ANNIVERSARY has been celebrated by WJAG Norfolk, Neb., for a program which has been produced and directed by patients of the State Mental Hospital in Norfolk for the past 23 years. In 1931, Art Thomas, then manager of WJAG, happened to attend a musical show staged by the hospital, and decided to help it in producing a series of programs. Since then, the 15-minute musical and recreational therapy show has been aired continuously two Sundays a month. Mrs. Louis Young, director of music for the program, reports the series "has achieved nation-wide recognition among mental state hospitals" since its inception and believes it is the only continuous show of its type in the country.

KITE MAILING PIECES

AMONG the latest promotional mailing pieces of KITE San Antonio, Tex., are a plastic strainer and a hot pot holder. The strainer, made to fit the top of a cocktail shaker, car-

ried the sales admonition, "Don't strain your nerves—don't strain your eyes. Just relax and listen to Radio KITE, half past nine on any dial." The pot holder carries the kite emblem of the station with the "half past nine" (930 kc) reminder.

KGW EDITORIAL PROGRAM

NEW weekday program expressing the editorial opinions of KGW Portland, Ore., on public issues has been inaugurated by the station to answer " . . . a real need for clear, unafraid thinking on the part of radio as a respected member of this community." KGW reports long and careful planning preceded the show's debut, with the groundwork being laid by the formation of an editorial advisory board composed of local leaders to serve as a guide to the station's own editorial board in determining the issues and topics of the program. The board also serves as a resource of persons in widely varying fields for the editorial writer of the program. A "Backtalk" section is included in the program, expressing listener reaction to the public issues. The project is supervised by Thomas D. Rishworth, assistant manager of KGW.

PLANT DEDICATION COVERAGE

WKBR, WFEA, WMUR-AM-TV, all Manchester, N. H., and WBZ-TV Boston carried the dedication ceremonies of the Insuline Corp. of America building in Manchester. The company supplies about 2,000 different electronics, radio, tv and radar parts to private industry and the armed forces.

HOT SHOTS PARTY

THE HOT SHOTS, WTMJ-AM-TV Milwaukee western music group, celebrated their second anniversary with a five-hour party attended by 2,500 paying admirers at the largest ballroom in the city. Also featured at the party were entertainers who had appeared on The Hot Shots shows.

WHBC HOSTS FOOTBALL BANQUET

CITATIONS were presented to local football stars at the 10th annual High School Football Awards Banquet with WHBC Canton, Ohio, as host. Individual players, the most valuable player and the coach of the year all were selected for honors by the coaches of the county. Of the 117 people at the banquet, 44 were high school football players and the rest were school officials, coaches and sponsors of WHBC sports programs.

FOUR NEW WBAP-TV SHOWS

WBAP-TV Fort Worth, Tex., has instituted a program schedule which provides four new shows Monday through Friday. From 11 a.m. to noon, *Texas Living,* a women's show, is being presented, the station reports. At 12, Neal Jones, station personality, emcees *The Jones Place,* a low-pressure variety program, until 12:45 p.m. *Curtain Call,* featuring cartoons and movies, is presented from then until 2 p.m. *Tricks and Treats,* a children's program highlighted by cartoons, a film serial and magic tricks, is the fare from 4:30-5:30 p.m.

'SHERIFF SCOTTY' HONORED

PENNY, nickel and dime contributions from the young fans of *Sheriff Scotty,* KLZ-TV Denver, were donated for the purchase of an electric clock engraved with a note thanking the show's star, Ed Scott, for his contributions in the fight against juvenile delinquency. The presentation was made by a judge of the Denver Juvenile Court on behalf of the boys of the YMCA and the school children of the city.

Station Authorizations, Applications

(As Compiled by B • T)

November 24 through December 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,637	2,637	136	163	76
Fm	561	539	34	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	263	316	579[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	292	115	407
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	939	337	727	530	1,258[2]
Educational	55		28	27	55[3]
Total	994	337	755	557	1,311[4]

[1] One hundred-thirteen CPs (21 vhf, 92 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 612 already granted.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Wailuku, Hawaii—Hawaiian Bcstg. System Ltd. (KGMB-AM-TV Honolulu, KHBC Hilo, Hawaii), vhf ch. 3 (60-66 mc); ERP 1.49 kw visual, 0.9 kw aural; antenna height above average terrain 5,960 ft., above ground 74 ft. Estimated construction cost $24,435, first year operating cost $21,000, revenue $30,000. Post office address 1534 Kapiolani Blvd., Honolulu. Studio location 1534 Kapli Kapiolani Blvd., Honolulu. Transmitter location Kolekole Hill, Haleakala Crater, Hawaii. Geographic coordinates 20° 42′ 41″ N. Lat., 156° 15′ 35″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall, Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include Pres. **J. Howard Worrall;** Vice Pres.-Gen. Mgr. **C. Richard Evans;** Treas. **K. C. Wong,** and Vice Pres.-Sec. **Elmer R. Davis.** Programs will originate in KGMB-TV studios. Filed Nov. 26.

Anderson, Ind.—Great Commission Schools Inc., uhf ch. 61 (752-758 mc); ERP 24.44 kw visual, 12.22 kw aural; antenna height above average terrain 339.6 ft., above ground 370.5 ft. Estimated construction cost $71,000, first year operating cost $120,000, revenue $150,000. Post office address 204 Tower Bldg., Anderson. Studio and transmitter location to be determined. Geographic coordinates 40° 06′ 18″ N. Lat., 85° 01′ 01″ W. Long. Transmitter and antenna RCA. Consulting engineer A. R. Bitter, Toledo, Ohio. Principals include Pres. **Paul E. Billheimer;** Sec.-Treas. **Jenny Billheimer,** and **Edwin D. Messerschmidt.** Applicant is owner of Civic Bcstg. Corp., licensee of WCBC Anderson, is a nonprofit organization. Applicants proposes to buy all the equipment antenna and tower of WBKZ-TV Battle Creek, Mich., for $44,000. Filed Nov. 22.

APPLICATION DISMISSED

Logansport, Ind.—Logansport Bcstg. Corp. FCC dismissed bid for new tv station on ch. 10 as this channel is not assigned to Logansport. Dismissed Nov. 19.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Existing Tv Stations . . .

ACTIONS BY FCC

WSUN-TV St. Petersburg, Fla.—City of St. Petersburg granted mod. of CP for ch. 38 to change ERP to 245 kw visual, 132 kw aural; antenna height above average terrain 460 ft. Granted Nov. 26; announced Nov. 30.

WDAK-TV Columbus, Ga.—Tv Columbus granted mod. of CP for ch. 28 to change ERP to 206 kw visual and 121 kw aural. Granted Nov. 23; announced Nov. 30.

KCKT (TV) Great Bend, Kan.—Central Kan. Tv Co. granted STA to operate commercially on ch. 2 until May 3, 1955. Granted Nov. 19; announced Nov. 30.

WFMZ-TV Allentown, Pa.—Penn-Allen Bcstg. Co. granted STA to operate commercially on ch. 67 for the period ending Jan. 29. Granted Nov. 24; announced Nov. 30.

APPLICATIONS

KVAR (TV) Mesa, Ariz.—KTAR Bcstg. Co. seeks mod. of CP for ch. 12 to change ERP to 31.3 kw visual and 15.7 kw aural. Filed Nov. 29.

WMIE-TV Miami, Fla.—Storer Bcstg. Co. seeks mod. of CP to change from ch. 27 to ch. 23 contingent on grant of assignment of WMIE-TV to Storer. Filed Nov. 23.

WOKY Milwaukee, Wis.—Bartell Bcstrs. Inc. seek mod. of CP for ch. 19 to change ERP to 225 kw visual, 131.5 kw aural; transmitter location to Schroeder Hotel, Wisconsin Ave., between 5th & 6th, Milwaukee; antenna height above average terrain 573 ft. Application is contingent on grant of assignment of CP to CBS. Filed Nov. 23.

STATION DELETED

KPIC-TV El Centro, Calif.—William R. Ross & W. G. Ross d/b as Valley Empire Telecasters. FCC deleted tv station on ch. 16 for lack of prosecution. Deleted Nov. 18.

New Am Stations . . .

ACTIONS BY FCC

Colorado Springs, Colo.—Music Bcstg. Corp. granted 740 kc, 250 kw daytime. Post office address % John L. Buchanan, 445 Krameria Street, Denver 20, Colo. Estimated construction cost $9,368.49, first year operating cost $36,000, revenue $48,000. Principals include **John L. Buchanan,** secretary-treasurer KTLN Denver, Colo., president (100%); **Stella W. Buchanan,** housewife, vice president; **James W. Buchanan,** sales representative, KTLN, and owner, photography business, secretary-treasurer. Granted Dec. 1.

Adel, Ga.—Robert A. Davis, W. M. Forshee and W. T. Scott d/b as Cook County Bcstg. Co. granted 1470 kc, 1 kw daytime. Post office address % Robert A. Davis, 1301 10th St., S.W., Moultrie, Ga. Estimated construction cost $26,160, first year operating cost $30,761, revenue $55,000. Principals include **Robert A. Davis,** communications supervisor, Spence Field, Moultrie, Ga., station manager and chief engineer (30%); **W. M. Forshee,** banker and car dealer, general partner (35%); **W. T. Scott,** lumber and car dealer, general partner (35%). Granted Dec. 1.

Mt. Vernon, Ind.—Henry C. Sanders & Norman Hall d/b as Mt. Vernon Bcstg. Co. granted 1590 kc, 500 w daytime. Estimated construction cost $21,466, first year operating cost $25,000, revenue $40,000. Principals include **Henry C. Sanders** (75%), 75% owner WBNL Boonville and WBTO Linton, Ind., and **Norman Hall** (25%), 25% owner WBNL and WBTO. Post office address % Henry S. Sanders, Boonville. Subject to condition that permittee accept any interference that may be caused by operation of proposed Rollins Bcstg. Inc. in pending application for new am station on 1590 kc 5 kw daytime. Granted Dec. 1.

Morehead, Ky.—W. S. Sample, Robert S. Bishop, Claude L. Clayton, Roy Cornette d/b as Morehead Bcstg. Co. granted 1330 kc, 1 kw daytime. Post office address % W. S. Sample, Morehead. Estimated construction cost $20,680, first year operating cost $40,000, revenue $50,000. Principals in equal partnership include **W. S. Sample** (25%); **Robert S. Bishop** (25%); **Claude L. Clayton** (25%), and **Roy Cornette** (25%). Granted Nov. 24.

Pocomoke City, Md.—Walter F. Harris Jr. granted 1470 kc, 1 kw daytime. Post office address Box 269, Fredericksburg, Va. Estimated construction cost $27,595, first year operating cost $36,000, estimated revenue $42,000. Applicant is manager of station WFVA Fredericksburg, Va. Granted Dec. 1.

Laurel, Miss.—Carroll F. and D. N. Jackson d/b as American Southern Bcstrs. granted 1430 kc, 1 kw daytime. Post office address 118 W. Kingston St., Laurel. Estimated construction cost $3,900, first year operating cost $20,000, revenue $35,000. Principals include **Carrol F. Jackson** (½), pastor, and **Dr. D. N. Jackson** (½), president of Conway (Ark.) Baptist College. Granted Nov. 24.

Reno, Nev.—Thompson Magowan, Frederick V. Jones & James W. Harford d/b as Magowan, Jones & Harford granted 1450 kc, 250 w unlimited. Post office address 211 South 15th St., Las Vegas. Estimated construction cost $13,656, first year operating cost $20,120, revenue $35,000. Principals include **Thompson Magowan** (⅓), manager KBMI Henderson, Nev., and publisher of magazine *Las Vegas & Your Host;* **Frederick V. Jones** (⅓), wholesale electronics parts jobber, and **James W. Harford** (⅓), also wholesale electronics parts jobber. Granted Nov. 24.

The Dalles, Ore.—Radio Mid.-Columbia Inc. granted 1300 kc 1 kw daytime. Post office address % Chester J. Stuart, 2nd & Liberty Sts. Granted Nov. 24.

Wellsboro, Pa.—Farm & Home Bcstg. Co. (WFRM Coudersport, Pa.) granted 1570 kc, 250 w daytime. Post office address % John A. Fay, WFRM Coudersport, Pa. Estimated construction cost $6,197, first year operating cost $24,000, revenue $28,000. Principals include President **Cary H. Simpson** (48%); Vice President **John A. Fay** (4%), and Secretary-Treasurer **Vesta B. Smith** (4%). Granted Nov. 24.

Memphis, Tenn.—Tri-State Bcstg. Service granted 1430 kc 1 kw daytime, directional. Post office address % Sam C. Phillips, 706 Union Ave. Granted Dec. 1.

APPLICATIONS

Sulphur, La.—James A. West Jr., Elgie M. Risinger, Delvin R. White d/b as Southern Bcstg. Co., 1310 kc, 500 w daytime, directional. Post office address % J. A. West, 102 East Elm St., El Dorado, Ark. Estimated construction cost $22,721, first year operating cost $32,400, revenue $42,000. Principals in general partnership include **J. A. West Jr.,** ⅓ partner KDMS El Dorado; **E. M. Risinger,** dept. store employe, and **D. H. White,** student at radio school. Filed Nov. 22.

Mifflintown, Pa.—Lewiston Bcstg. Co. (WMRF-WLTN (FM) Lewiston, Pa.), 1220 kc, 250 w daytime. Post office address 5 West Market St., Lewiston. Estimated construction cost $6,600, first year operating cost $24,000, revenue $30,000. Principals include Pres.-Treas. **J. S. Woods** (37½%); **T. W. Metzger** (12½%), and **Marjory W. Matthews** (25%). Filed Nov. 26.

Cameron, Tex.—Milton F. Brown Jr., 1330 kc, 500 w daytime. Post office address 112 East First St., Cameron. Estimated construction cost $19,249, first year operating cost $35,000, revenue $35,000. Mr. Brown is sole owner and publisher of *The Cameron Herald.* Filed Nov. 22.

APPLICATION AMENDED

Oxnard, Calif.—J. Claude Warren, Paul E. Wilkins & J. Q. Floyd d/b as Pacific Bcstrs. amend bid for new am station on 1520 kc 250 w unlimited, directional day and night to specify 1220 kc daytime, directional. Filed Nov. 23.

New Albany, Miss.—Vernon K. Wroten & Wynez Wroten d/b as New Albany Bcstg. Co. amend bid for new am station on 1580 kc 250 w daytime to specify 1470 kc 500 w. Filed Nov. 26.

Existing Am Stations . . .

ACTIONS BY FCC

WMLT Dublin, Ga.—Dublin Bcstg. Co. granted CP to change from 1340 kc to 250 w unlimited to 1330 kc 1 kw daytime. Granted Nov. 24.

WSUI Iowa City, Iowa—State U. of Iowa granted permission to reduce hours of operation from unlimited to a minimum of 6 hours daily from Dec. 20 through Jan. 1, in order to observe U. vacation period. Granted Nov. 22; announced Nov. 30.

WHIL Medford, Mass.—Conant Bcstg. Co. granted CP to change from 500 w daytime to 1 kw daytime on 1430 kc. Granted Nov. 24.

WALD Walterboro, S. C.—Walterboro Bcstg. Co. granted CP to change from 1490 kc 250 w unlimited to 1220 kc 1 kw daytime. Granted Dec. 1.

KWIE Kennewick, Wash.—KWIE Inc. granted CP to change from 1 kw unlimited, directional night to 5 kw, unlimited, directional day and night on 610 kc. Granted Nov. 24.

KBRC Mt. Vernon, Wash.—Beckley Radio Co. granted CP to change from 500 w unlimited, directional night to 500 w night, directional, 1 kw day, unlimited on 1430 kc. Granted Dec. 1.

APPLICATIONS

WJKO Springfield, Mass.—Springfield Bcstg. Co. seeks CP to change from employing directional to non-directional on 1600 kc and to change transmitter and studio location to 567 Shaker Rd., East Longmeadow, Mass. Filed Nov. 23.

WKMH Dearborn, Mich.—WKMH Inc. seeks CP to change nighttime power from 1 kw to 5 kw on 1310 kc. Filed Nov. 23.

KWOR Worland, Wyo.—Joseph P. Ernst seeks CP to change from 1490 kc to 1340 kc. Filed Nov. 29.

Existing Fm Stations . . .

ACTION BY FCC

KSON-FM San Diego, Calif.—KSON Bcstrs. granted mod. of CP to change ERP to 14 kw; antenna height above average terrain 14 ft. Granted Nov. 23; announced Nov. 30.

KWOS-FM Jefferson City, Mo.—Capital Bcstg. Co. granted mod. of license to reduce ERP to 3.1 kw. Granted Nov. 22; announced Nov. 30.

WTAM-FM Cleveland, Ohio—National Bcstg. Co. granted CP to change ERP to 3.7 kw; transmitter location to Parma, Ohio; antenna height above average terrain to 900 ft. Granted Nov. 22; announced Nov. 30.

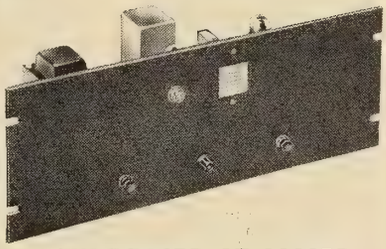
STATIONS DELETED

WCOV-FM Montgomery, Ala.—Capitol Bcstg. Co. granted request to cancel license and delete fm station on ch. 233. Deleted Nov. 22; announced Nov. 30.

WBZ-FM Boston, Mass.—Westinghouse Bcstg. Co. granted request to cancel license and delete fm station on ch. 225. Deleted Nov. 22; announced Nov. 30.

WBZA-FM Springfield, Mass.—Westinghouse Bcstg. Co. granted request to cancel license and delete fm station on ch. 246. Deleted Nov. 22; announced Nov. 30.

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Ownership Changes . . .

ACTIONS BY FCC

KRDO-AM-TV Colorado Springs, Colo.—Pikes Peak Bcstg. Co. granted voluntary transfer of control from Joseph H. Rohrer to William J. Gregory, Harry C. Roth and Harry W. Roth through sale of 50.3% interest for $24,500 plus cancellation of $13,000 note due Mr. Gregory. Purchasing group will now own approximately 86% interest. Granted Dec. 1.

WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations Inc. granted assignment of license and CP to WMT-TV Inc. through sale of 100,000 shares of $1 par value common voting stock. President is William B. Dolph. Granted Dec. 1.

KCOM Sioux City, Iowa—KCOM Bcstg. Co. granted voluntary assignment of license to a partnership d/b as Siouxland Bcstg. Co. for $120,000. Principals in the partnership include **William F. Johns Jr** (90%), 51% owner WOSH Oshkosh, Wis.; **W. F. Johns Sr.** (3½%), president-9% owner WSPT Stevens Pt., Wis., pres.-70% owner WSHB Stillwater, Minn., and 17% owner WOSH; **Patricia Johns** (3½%), and **Penrose H. Johns** (3½%), treas.-5% owner WSHB and 17% owner WOSH. Granted Dec. 1.

KOFO Ottawa, Kan.—James M. Jobes & Herbert M. Jobes d/b as Ottawa Bcstg. Co. granted voluntary assignment of license to Roderick B. Cupp and his wife Edwina W. Cupp d/b as Ottawa Bcstg. Co. for $40,000. Mr. Cupp is sales employe of KMBC-AM-TV Kansas City. Granted Nov. 24.

WJPD Ishpeming, Mich.—Ishpeming Bcstg. Co. granted involuntary transfer of control to Olive E. Deegan (51%), executrix of the estate of James P. Deegan, deceased. Granted Nov. 24; announced Nov. 30.

WMIN-AM-FM St. Paul, Minn.—WMIN Bcstg. Co. granted assignment of license to Franklin Bcstg. Co. for $75,000. Franklin Bcstg. is owned by William F. Johns and family, owners of WOSH Oshkosh, Minn. Granted Dec. 1.

WWOK Charlotte, N. C.—O. L. Freeman, J. L. Friedman and Paul Jones d/b as Queen City Bcstg. Co. granted voluntary assignment of CP to Rounsaville of Charlotte Inc. Robert W. Rounsaville, owner of WQXI-AM-TV Atlanta, Ga.; WLOU-WQXL-TV Louisville, Ky.; WCIN-WQXN-TV Cincinnati, WBAC Cleveland and 51% owner WBEJ Elizabethton, Tenn., pays $3,000 for 10% interest and receives 50% interest for managing the station. Granted Nov. 24.

WLOK-AM-TV Lima, Ohio—WLOK Inc. granted transfer of control to Northwestern Ohio Bcstg. Corp. through sale of all stock for $750. Northwestern Ohio is owner of WIMA-AM-TV Lima. On condition that the sale not to be consummated prior to the surrender of license of WLOK and CP for WIMA-TV. Granted Dec. 1.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. granted voluntary assignment to Richard F. Lewis Jr. Inc. of Carlisle. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WAYZ Waynesboro, Pa.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Waynesboro. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WSIG Mt. Jackson, Va.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Mt. Jackson. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WINC-WRFL (FM) Winchester, Va.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Winchester. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

KJR Seattle, Wash.— Mt. Rainer Radio & Tv Bcstg. Corp. granted transfer of control from Theodore R. Gamble and C. Howard Lane to John F. Malloy and Lester M. Smith through sale of all interest for $150,000. Mr. Malloy is owner of KVSM San Mateo, Calif. and 10% owner of KROY Sacramento. Mr. Smith is manager of KVSM. Granted Nov. 24.

APPLICATIONS

KCMJ Palm Springs, Calif.—Palm Springs Bcstg. Co. seeks voluntary assignment of license to Palm Springs Bcstg. Corp. for $130,000. Principals include Pres.-Treas. **David H. Margolis** (100%), minority stockholder WONE Dayton, Ohio. Filed Nov. 22.

KFSD-AM-FM-TV San Diego, Calif.—Airfan Radio Corp. seeks voluntary assignment of license to parent corporation KFSD Inc. Filed Nov. 23.

KUKI Ukiah, Calif.—Marguerite E. Sims executrix of the estate of Bartley T. Sims, deceased seeks voluntary assignment of license to Marguerite E. Sims (100%), sole heir to the estate. Filed Nov. 22.

WWCO Waterbury, Conn.—The Mattatuck Bcstg. Co. seeks voluntary assignment of license to New England Bcstg. Corp. for $67,500. Principals include Pres. **Lawrence Brandon** (2½%), importing and exporting; Vice Pres.-Treas. **Carol D. Brandon** (85%), and Vice Pres.-Sec. **Morris H. Bergree** (12½%), attorney and sec.-stockholder WTBO-AM-TV Cumberland, Md. Filed Nov. 26.

WSIR Winterhaven, Fla.—Citrus Belt Bcstrs. Inc. seeks voluntary assignment of license to Tom Moore, Lawrence A. Rollins, L. Orden Craig, Henry L. Jollay & Nellie H. Fowler d/b as Radio Station WSIR. No consideration involved as principals retain identical percentage of ownership. Filed Nov. 24.

WMIE-TV Miami, Fla.—WMIE Inc. seeks assignment of CP for ch. 27 to Storer Bcstg. Co. for $35,410. Filed Nov. 19.

WGAC Augusta, Ga.—Twin States Bcstg. Co. seeks voluntary relinquishment of control by Millwee Owens & G. R. Boswell through purchase of ⅓ interest by A. D. Willard Jr. for $45,000. Mr. Willard is pres.-general manager of WGAC. Filed Nov. 23.

WGBA Columbus, Ga.—L. H. Christian & C. A. McClure d/b as Christian & McClure seek voluntary assignment of license to WGBA Inc. No consideration involved as partners retain identical interests. Filed Nov. 22.

KFNF Shenandoah, Iowa—Capitol Bcstg. Co. seeks involuntary transfer of control to Ethel S. Abbott, LeRoy Abbott & Arthur J. Abbott, executors of the estate of C. J. Abbott (47%), deceased. Filed Nov. 17.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. seeks assignment transfer of negative control by Saginaw Bcstg. Co. (WSAM-AM-FM Saginaw, Mich.) to Gerity Bcstg. Co. through sale of ⅓ interest for $155,000. Gerity Bcstg., owner of WABJ Adrian and WPON Pontiac, both in Michigan, will now be sole owner. Filed Nov. 22.

KWNO-AM-FM Winona, Minn.—Maxwell H. White seeks voluntary assignment of license to Maxwell H. White, Edward M. Allen & H. R. Hurd d/b as Winona Radio Service through sale of 10% interest based on net worth of the company. Filed Nov. 22.

WJEL Springfield, Ohio—Champion City Bcstg. Co. seeks voluntary transfer of control to R. Stanley Lucas, William E. Bailey and Robert L. Yontz through sale of all stock by George R. Walker for $20,000 cash and assumption of liabilities. Principals include **R. Stanley Lucas** (⅓), attorney; **William E. Bailey** (⅓), attorney, and **Robert L. Yontz** (⅓), WJEL salesman. Filed Nov. 24.

WSTV-TV Steubenville, Ohio—WSTV Inc. seeks assignment of CP for ch. 9 to Columbia Bcstg. System for $3 million. Filed Nov. 19.

WUSN-AM-TV Charleston, S. C.—Southern Bcstg. Co. seeks voluntary relinquishment of control by J. D. Hastie, S. C. Hastie & C. N. Hastie Jr. through issuance of 40% interest in new treasury stock to local Evening Post Pub. Co., former licensee of WTMA-AM-FM there. Filed Nov. 22.

KRBC-AM-TV Abilene, Tex.—Reporter Bcstg. Co. seeks voluntary assignment of license to Lewis J. Ackers, Sybil Ackers, Dale Ackers & Jack Andrews d/b as Abilene Radio & Tv Co. No consideration involved as change is from corporation to partnership with each principal retaining ¼ interest. Filed Nov. 26.

KCOH Houston, Tex.—Call of Houston Inc. seeks voluntary transfer of control to Robert C. Meeker through sale of all stock for $86,000. Mr. Meeker is pres.-general manager of the station. Filed Nov. 26.

KFST Ft. Stockton, Tex.—Clyde E. Thomas & George T. Thomas d/b as Ft. Stockton Bcstg. Co. seek voluntary assignment of license to Clyde E. Thomas through purchase of ½ interest from G. T. Thomas for $1,500. Clyde E. Thomas will now be sole owner. Filed Nov. 22.

KANG-TV Waco, Tex.—Central Tex. Tv Co. seeks assignment of CP for ch. 34 to Texas Bcstg. Co. for $115,000 and assumption of $19,000 indebtedness. Texas Bcstg. is owner of KTBC-AM-TV Austin, Tex. Filed Nov. 22.

WVVM-AM-FM-TV Fairmont, W. Va.—Fairmont Bcstg. Co. seeks voluntary transfer of control to Donn D. Baer through sale of 75% interest for $72,500. J. Patrick Beacom retains 25% interest. Mr. Baer is owner-manager of Donn D. Baer Auditing Service Co., Cincinnati. Filed Nov. 22.

WRCO Richland Center, Wis.—Richland Bcstg. Corp. seeks voluntary transfer of control to Hala B. Peebles through sale of all stock for $75,000. Hala B. Peebles is employe for local A. H. Krouskop Co. Filed Nov. 24.

Hearing Cases . . .

FINAL DECISION

WEBK Tampa, Fla.—FCC granted the application of Hillsboro Bcstg. Co. to change operation of WEBK Tampa, Fla., from 1590 to 1300 kc, continuing with 1 kw power, daytime only, but with directional antenna and engineering conditions; denied mutually exclusive application of Gulf Beaches Bcstg. Co. for a new station at St. Petersburg Beach, Fla., to operate on 1310 kc, 1 kw, D., DA. Chairman McConnaughey not voting. Action Nov. 24.

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OTHER ACTIONS

Greenwich, Conn.—By Memorandum Opinion and Order the Commission granted petitions of the Chief of its Broadcast Bureau and WHOM Jersey City, N. J., and revised the issues in the proceeding involving application of Greenwich Bcstg. Corp. for new am station at Greenwich, Conn., to operate on 1490 kc, 250 w, U; further ordered that, after conclusion of the hearing, the hearing examiner issue an initial decision. Action Nov. 24.

Miami-Hollywood-Ft. Lauderdale, Fla.—FCC by Memorandum Opinion and Order, denied request of WINZ and WMFL-TV Miami-Hollywood, Fla., for temporary stay of Special Temporary Authorization granted Oct. 21 to WFTL-TV Fort Lauderdale, Fla., to operate on ch. 23 at a new transmitter site with 195 kw ERP and antenna height of 856 ft., pending determination of pending protest. Action Dec. 1.

Tv Assignments—Proposed Rule Making. FCC gave notice of proposed rule making to add and reserve for non-commercial educational use the following channels in Michigan: ch. 11 Alpena; ch. 49 Escanaba; ch. 25 Houghton; ch. 74 Kalamazoo, and ch. 35 Marquette. Comments are due on or before Dec. 23 and replies 10 days later. Action Nov. 24.

Houston-Galveston, Tex.—FCC by Memorandum Opinion and Order denied request of Gulf Television Co. (KGUL-TV), ch. 11, Galveston, Texas, that the Commission postpone the effective date of Nov. 17 grant of STA to Houston Consolidated Tv Co. to commence commercial operation of station KTRK-TV, ch. 13, Houston, pending consideration of and action on pleadings by KGUL-TV. Chairman McConnaughey not voting; Comr. Doerfer dissenting and Comr. Hennock concurring in result. Action Nov. 24.

5 Kw Uhf Transmitters—By Report and Order the Commission withdrew its proposed rule making of March 11 to require uhf television stations to employ transmitters with a rated power of at least 5 kw and terminated this proceeding. Action Nov. 24.

Routine Roundup . . .

November 24 Decisions

TV & AM BROADCAST ACTIONS

The Commission en Banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WARA Attleboro, Mass.; WHOW Clinton, Ill.; WGTM Wilson, N. C.; WADE Wadesboro, N. C.; WMAP Monroe, N. C.; WEEB Southern Pines, N. C.; WRCS Ahoskie, N. C.; WSJS Winston-Salem, N. C.; WSSC Sumter, S. C.; WTIK Durham, N. C.; WMFD Wilmington, N. C.; WCNC Elizabeth City, N. C.; WEYE Sanford, N. C.; WFMO Fairmont, N. C.; WIAS Jacksonville, N. C.; WSAT Salisbury, N. C.; WTOB Winston-Salem, N. C.; WWNC Asheville, N. C.; WCRE Cheraw, S. C.; WOIC Columbia, S. C.; WTND Orangeburg, S. C.; WFVG Fuquay Springs, N. C.; WACA Camden, S. C.; WDNC Durham, N. C.; WFNC-AM-FM Fayetteville, N. C.; WFNS (FM) Burlington, N. C.; WGNI Wilmington, N. C.; WGTL Kannapolis, N. C.; WGWR (FM) Asheboro, N. C.; WHCC Waynesville, N. C.; WHKP Hendersonville, N. C.; WISP Kinston, N. C.; WJMX Florence, S. C.; WJRI Lenoir, N. C.; WLBG Laurens, S. C.; WLON Lincolnton, N. C.; WPAQ Mount Airy, N. C.; WRRF Washington, N. C.; WRRZ Clinton, N. C.; WSYD Mount Airy, N. C.; WTNC-AM-FM Thomasville, N. C.; WTSB Lumberton, N. C.; WWGP (FM) Sanford, N. C.; WEWO-AM-FM Laurinburg, N. C.; WKFM-AM-FM Roanoke Rapids, N. C.; WNAO (FM) Raleigh, N. C.; WWIT Canton, N. C.; WTMA Charleston, S. C.; WTYC Rock Hill, S. C.; WUSC (FM) Columbia, S. C.; WVOT Wilson, N. C.; WSRC Durham, N. C.; WMSN Raleigh, N. C.; WNNC Newton, N. C.; WSIC-AM-FM Statesville, N. C.; WUSN Charleston, S. C.; WMYB Myrtle Beach, S. C.; WORG (FM) Orangeburg, S. C.

SSA

Extended special service authorizations of the following stations until Feb. 28, 1955:

WNYC New York, N. Y.; KFAR Fairbanks, Alaska; KWBU Corpus Christi, Tex., and WOI Ames, Iowa.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Painesville, Ohio, Somerset Bcstg. Co.—Granted petition for leave to amend its am application (Docket 11204; BP-9358) so as to provide revised program data.

Port Arthur, Tex., Smith Radio Co.—Granted petition for extension of time to and including Nov. 24 within which a reply may be filed to oppositions for petition for clarification of issues in re tv ch. 4 (Dockets 10285, 10352).

By Hearing Examiner William G. Butts

Bay Shore, N. Y., Key Bcstg. System Inc.—Denied motion requesting that certain supplemental engineering exhibit be accepted in re application for am facilities (Dockets 10379, 11014), and said exhibit was not accepted. Also denied motion requesting extension of time for filing certain material, and said material was not accepted.

Harlingen, Tex., Harlingen Radio System—Granted motion to continue without date the hearing scheduled for Dec. 6 in re Docket 11208.

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—Ordered that proposed findings in re application for tv ch. 5 be filed on or before Dec. 8 (Docket 10965).

By Hearing Examiner Herbert Sharfman

Knoxville, Tenn., Scripps-Howard Radio Inc.; WBIR Inc.—On motion by applicants, extended from Nov. 22 to Nov. 30 the time in which to reply to the "Response of Tennessee Tv Inc. to Joint Petition to Reopen Record," in re applications for ch. 10 (Docket 10512 et al.).

November 24 Applications

Accepted For Filing

Remote Control

KSO Des Moines, Iowa, Murphy Bcstg. Co. (BRC-586); KFXD Nampa, Idaho, Frank E. Hurt and Son, Inc. (BRC-587); WGPA Bethlehem, Pa., The Bethlehems' Globe Pub. Co. (BRC-584); WEMR Emporium, Pa., Elk-Cameron Bcstg. Co. (BRC-588); WAJR Morgantown, W. Va., West Virginia Radio Corp. (BRC-585). WABI Bangor, Me., Community Bcstg. Service (BRC-690); KSPR Casper, Wyo., Donald Lewis Hathaway (BRC-589).

Renewal of License

WNOG Naples, Fla., George Dewey Polly (BR-3025).

Applications Returned

WJRD Tuscaloosa, Ala., Wilhelmina Q. (Doss) Echols—Modification of license to operate transmitter by remote control from 2216½ Broad St., Tuscaloosa, Ala. (Signed by general manager.)

KLLL Lubbock, Tex., R. B. McAlister and Grady Franklin Maples d/b as McMa Agency—Voluntary assignment of license to Radio Station KLLL Inc. (1460 kc). (Assignee did not sign application).

Modification of CP

KAMD Camden, Ark., Camden Radio Inc.—Modification of construction permit (BP-9043), as modified, to make changes in the antenna system increase in height for extension of completion date. (BMP-6707).

Modification of License

WGGH Marion, Ill., George W. Dodds—Modification of license to change name of licensee to George W. Dodds tr/as Marion Bcstg. Co. (BML-1609).

WTBO Cumberland, Md., Tennessee Valley Bcstg. Corp.—Modification of license to change name of licensee to Cumberland Valley Bcstg. Corp. (BML-1608).

November 29 Decisions

Accepted For Filing

Renewal of License

WDSC Dillon, S. C., The Border Bcstg. Co. (BR-1274).

Modification of CP

KETV (TV) Little Rock, Ark., Great Plains Television Properties of Ark. Inc.—Modification of Construction Permit (BPCT-1169), as modified, which authorized new tv station to extend completion date to 6-29-55. (BMPCT-2628).

WTBO-TV Cumberland, Md., Tennessee Valley Bcstg Corp.—Modification of Construction Permit (BPCT-1146), as modified, which authorized new tv station to change corporate name to Cumberland Valley Bcstg. Corp. (BMPCT-2627).

WKNE-TV Keene, N. H., WKNE Corp.—Modification of Construction Permit (BPCT-1300), as modified, which authorized new tv station to extend completion date to 7-22-55. (BMPCT-2622).

WFPG-TV Atlantic City, N. J., Neptune Bcstg. Corp.—Modification of Construction Permit (BPCT-269), as modified, which authorized new tv station to extend completion date to 6-21-55. (BMPCT-2624).

WIBG-TV Philadelphia, Pa., Daily News Television Co.—Modification of Construction Permit (BPCT-119) as modified, which authorized new tv station to extend completion date to 11-21-55 (BMPCT-2628).

WKBT (TV) LaCrosse, Wis., WKBH Television Co.—Modification of Construction Permit (BPCT-1120) which authorized new tv station to extend completion date to 6-28-55 (BMPCT-2623).

November 30 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of November 26

Granted License

WDXN Clarksville, Tenn., Clarksville Bcstg. Co.—Granted license for am broadcast station; 540 kc, 250 w, D (condition) (BL-5519).

WDTV (TV) Pittsburgh, Pa., Allen B. DuMont Labs Inc.—Granted license covering changes in facilities of tv broadcast station and to change studio location (BLCT-244).

Actions of November 24

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WGPA Bethlehem, Pa.; WAJR Morgantown, W. Va.; KSO Des Moines, Iowa; KFXD Nampa, Idaho; KSPR Casper, Wyo.; WABI Bangor, Maine.

Actions of November 23

Modification of CP

The following stations were granted extensions of completion dates as shown: WTOP-TV Washington, D. C., to 6-15-55; WCET (TV) Cincinnati, Ohio, to 5-27-55.

Actions of November 22

WRCA New York, N. Y., National Bcstg. Co.—Granted six months' extension of authority to employ periodically during regular operation subaudible amplitude modulation not in excess of forty cycles per second. Maximum percentage of modulation not to exceed ten percent.

Granted License

KGDN Edmonds, Wash., Garden of the King Enterprises Inc.—Granted license for am broadcast station; 630 kc, 1 kw, D (BL-5517).

WADP Kane, Pa., Northern Allegheny Bcstg. Co.—Granted license covering change in frequency (BL-5511).

KAPB Marksville, La., Avoyelles Bcstg. Corp.—Granted license for am broadcast station; 1370 kc, 1 kw, D (BL-5515).

WDLP-FM Panama City, Fla., Panama City Bcstg. Co.—Granted license for fm broadcast station (BLH-803).

WHSA (FM) Madison, Wis., State of Wisconsin State Radio Council—Granted license covering changes in educational fm station (BLED-160).

Modification of CP

The following stations were granted extensions of completion dates as shown:

WDSM-TV Superior, Wis., to 6-14-55; KFXJ-TV Grand Junction, Colo., to 5-22-55; WHEN-TV Syracuse, N. Y., to 6-16-55; WAGE-TV Marquette, Mich., to 6-7-55; KGLO-TV Mason City, Iowa, to 6-14-55; KFWB Los Angeles, Calif., to 2-19-55; WICR Cruz Bay, V. I., to 5-30-55; WABJ Adrian, Mich., to 6-6-55.

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted extension of authority as mod. to modulate KMPC's transmitter with audio tones between 25 and 35 cycles with approx. 25% modulation in order to test a Civil Defense alerting Unit for the city of Los Angeles, for a period of 60 to 90 days from 11-15-54.

Western Network

$48,000.00

Regional station showing nice profits. Excellent market showing above average growth. A real opportunity for owner-manager to acquire quality station with low cash payment.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

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Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
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CONSULTING RADIO ENGINEER
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WELDON & CARR
Consulting
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Quarter Century Professional Experience
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WILLIAM E. BENNS, JR.
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serving the radio & tv industry
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COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities
*** 1953 ARB Projected Readership Survey**

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Service card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager, experienced in small radio station operation, needed immediately for Florida independent on east coast in profitable area. References and full background with recent photo in first letter. Box 407F, B•T.

Absentee ownership requires manager, strong on sales, for independent operation in Tennessee market. Send complete performance record, references, photograph. Box 537F, B•T.

Salesmen

Sales manager needed for established top ranking metropolitan independent in Great Lakes area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B•T.

Aggressive, top-flight salesman for top southern network affiliated station. Salary plus commission. This is an ideal opportunity for the right man. Send all details and photo first letter. All replies strictly confidential. Box 487F, B•T.

Florida—5000 watts, CBS affiliated—top station in major Florida market needs competent salesman. Past success and excellent references required. Active account list. Three months drawing account against commissions. Direct resume Box 508F, B•T.

Aggressive salesman—excellent draw and car allowance against liberal commissions. Send full particulars and photo to KCSJ Radio, Pueblo, Colorado.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

WE NEED A MANAGER
For AM Independent

The man we are looking for has a record of achievement as the Manager or Commercial Manager of a news and music station in a highly competitive market. His station has high ratings and top advertiser acceptance.

EMPLOYERS . . . .

Able executive direction is the key to station profits. Choose from a select group whose qualifications meet your requirements when management or staff vacancies exist in your organization.

HOWARD S. FRAZIER

TV and Radio Management Consultants

708 Bond Bldg.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Man with a gimmick. Well known major market station wants DJ with friendly personal style plus gimmick such as singing, piano, voice, impersonations, etc. Must have good record of proven success and stable personal habits. Must be presently employed, not in a rush to change jobs, but interested in advancement. Salary open but will be more than you are now paid. Send letter only. Box 384F, B•T.

Minnesota station needs sports announcer-salesman. Must be good play-by-play announcer. Good salary plus commission. Box 437F, B•T.

Announcer-salesman: New daytime station in southwest Louisiana desires announcer-salesman with car. Salary, commission and car expenses. No drunks or floaters. Box 516F, B•T.

Somewhere west of Erie and east of Laramie there is a man who is still old fashioned and likes to work. He doesn't have long hair and he isn't theatrical. He is a sound program man who builds his programming to the needs of his audience. He is interested not only in disc shows, but in serious programs concerning public events and issues of his community and area. He is capable of organizing and working with his announcing staff and he loves to be active in community affairs. He has a good strong voice which delivers newscasts well and does well as an emcee. A 1000 watt powerful midwest independent station in a rich farm area will pay a handsome starting salary to this man accepting this challenge and if he can sell, he can augment his income even more. This is a rare opportunity on one of America's most successful independent small stations. Give full information in first letter. Write Box 521F, B•T.

Announcer or announcer-salesman, south-southwest area. All types staff work. County seat market. Box 524F, B•T.

Staff announcer, experienced, dependable on 50kw CBS affiliate in Texas. Friendly voice, strong on records. Please send tape or disc which will be returned and letter with details and photo. Box 528F, B•T.

New fm good music station in New England metropolitan center needs announcer-engineer. Full or part time. Contact Box 549F, B•T.

Experienced staff announcer for music, news station. Family man preferred. KCFH, Cuero, Texas. Phone 5-3430.

Need two combination announcer-engineers, 1st class ticket. Send tape, list experience with application. KGHF, Pueblo, Colorado.

Experienced announcer for 1kw daytime station. Must be good pop and country music disc jockey. Send tape and complete details to WDBL, Springfield, Tenn.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Wanted—experienced hillbilly and gospel DJ for live-wire 1000 watt daytimer, some staff announcing, must have good background professionally and personally. No drifters. Contact Jonas Bridges, General Manager, WKMT, Kings Mountain, N. C.

Announcer with first class license. No engineering. $60.00 per week. Send tape, references, WSTU, Stuart, Florida.

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Wanted: Full staff for new 1000 watt independent combo station opening soon. Airmail complete details, past earnings to Box 87, Petersburg, Virginia.

Teacher to teach short course first phone license. State experience, education, references. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C.

RADIO

Help Wanted—(Cont'd)

Technical

Wisconsin station with tv affiliate has opening for first class operator, no experience necessary. Also opening for operator studying for license. Box 462F, B•T.

Chief engineer-combo; third class combo; copywriter; salesman. 250 indie. Send snapshot, complete background, salary requirements. KPAT, Pampa, Texas.

Experienced first class operator with some announcing ability, $75.00 per week start. Radio Station WHLN, Harlan, Kentucky.

Florida, Miami—WINZ, 50,000 watts day—10,000 watts night, requires a first class transmitter engineer. Good salary, and ideal living conditions. Highest references—prefer experience with Doherty amplifier. Full details to Rex Rand, President.

Production-Programming, Others

Good sharp girl to handle radio and tv traffic. Rocky Mountain area established metropolitan radio and television station. Send full particulars and required salary. Box 439F, B•T.

Advertising agency copywriter, man or woman, 25-35. Knowledge printed media helpful. Only top-caliber commercial writers considered. Good salary plus profit sharing. Ohio city. Box 513F, B•T.

Situations Wanted

Managerial

Experienced, mature PD interested in management opportunity. Small, medium market. Box 431F, B•T.

General manager—successfully managing small market, midwest. Desire permanency medium market. Will build your sales and station operation. Box 522F, B•T.

Hard working-selling, thoroughly experienced manager available due to sale of station. Not cheap but worth the price. $150 weekly or salary-commission. Guarantee profit. Interested in southern or western market under 50,000. Box 548F, B•T.

Salesmen

Expert in wired music business seeks connection with radio or tv. Can sell, manage, produce. If you are taking on a Musak franchise I'm your man. Box 535F, B•T.

Announcers

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 305F, B•T.

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 405F, B•T.

Negro DJ, with two years of commercial. A smooth salesman. Box 430F, B•T.

Sportscaster—5 years experience play-by-play all sports desires sports minded station. Good enthusiastic voice that'll sell product, sport and self. Presently employed sports-staff-sales. College grad. Family. Air checks. Box 457F, B•T.

Announcer. 3 years experience. Good DJ, news and sports. Also play-by-play baseball, basketball, football. Reliable and hard worker. Box 463F, B•T.

Announcer. 6 years plus tv experience. Versatile, good DJ, loyal, sincere. Eastern seaboard preferred. Write Box 504F, B•T.

Announcer, negro. Real crazy jive talk, some experience, tape available. Box 509F, B•T.

Experienced staff man, DJ., news man. Trained voice. First phone. Negro. Box 510F, B•T.

Vet—single—28—travel—1 year all-around experience. Did Canal Zone baseball play-by-play—will send tape on request. Box 512F, B•T.

Midwestern Broadcasting School graduate. Mature voice, dialects. Strong news and DJ. Married, dependable. Box 514F, B•T.

Young announcer—experienced—looking for steady job. Have third class. Can run board and do markets—news—DJ. Box 515F, B•T.

Staff announcer—negro, light experience, news, commercial, DJ. Single, will travel. Tape on request. Box 525F, B•T.

RADIO

Situations Wanted—(Cont'd)

Do you want a voice that will make people remember? Then you want my high but pleasantly different voice. Recent radio school graduate, light experience and good interpretation. Photo, resume, tape. Box 526F, B•T.

News staff announcer. Ten years experience radio-tv, journalism. Capable. Box 531F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 534F, B•T.

Staff announcer, four years experience, desires small, friendly station. Permanent. Box 539F, B•T.

Recent school graduate, good news and commercials, knowledge of sports, will travel. Box 540F, B•T.

Announcer-salesman—staff announcer; college and recent radio school grad; excellent sales management background; family. Box 542F, B•T.

Announcer—1st phone—staff; copywriter; desires strong announcing, light engineering. College, recent broadcasting school grad; family. Box 543F, B•T.

Staff announcer, ambitious, pleasant approach, lively news, write copy and deliver commercials that sell. Box 546F, B•T.

I ain't the best, so I work like hell! Authoritative news, informal DJ, positive commercials. $85.00 minimum. Box 551F, B•T.

Offer 20 years experience radio and tv. Will do friendly, humorous morning show and sports for right organization. Not less than $150 guarantee. Write Box 552F, B•T.

Attention small stations. Good but limited experience. Robert Daniels, Hoopeston, Illinois.

Radio-tv announcer desires position. Six years experience. 1952 summer man at WGAR, Cleveland—50,000 watts CBS affiliate. Held over for another 1½ years as substitute for serviceman 1954 summerman at NBC's Cleveland stations, WTAM and WNBK. Member of AFTRA. Excellent references. Contact: Guy Ewing, 12951 Lake Avenue, Lakewood 7, Ohio.

Mature—young woman desires work same station. Capable all phases radio. Free to travel. Tapes—resume upon request. Hadda Fassler, 415 A Clinton Avenue, Brooklyn 38, New York.

Staff announcer, good morning man, adlib and emcee, write copy, board work. Illinois, Michigan, Indiana, Ohio. Lee Ford, 737 11th Street, N.W., Washington, D. C. Me. 8-5255.

Mature woman—capable programming and other phases of radio. Free to travel. Tape-resume on request. Hadda Fassler, 415 A Clinton Avenue, Brooklyn 38, New York.

Young woman. Experienced all phases of radio. Free to travel. Tape-resume on request. Madeline Schreiner, 415 A Clinton Avenue, Brooklyn 38, New York.

Top flight—news; play-by-play; all sports; DJ; strong on commercials. 10 years radio-tv. Married, car, draft exempt. 5 years present station. Apt. 4W, 1320 N. Astor Street, Chicago. Delaware 7-4912.

Announcers - writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer—first class license—7 years experience, desires good position as chief engineer or maintenance engineer—no announcing—available immediately. Box 451F, B•T.

RADIO

Situations Wanted—(Cont'd)

1st class phone, 1½ years experience am, fm, tv. 2 years technical school, single, car. Box 502F, B•T.

First phone—experienced equipment, maintenance, console, recording and remotes. Box 511F, B•T.

Engineer—12 years 1st phone experience construction, maintenance operation, microwave and am equipment. 37 years old. Best references. Box 518F, B•T.

Tv-am engineer-chief, supervisor or staff. Capable in any position. Years of experience. Available immediately. Box 519F, B•T.

Experienced engineer, am all phases. Tv transmitter, switcher, microwave, camera, maintenance. Permanent only. Box 523F, B•T.

Experienced chief engineer, combo, installation, maintenance, all powers, interested in investment in radio station. I can put any station in good operating condition at minimum cost in short time. 15 years experience. Box 547F, B•T.

Ten years am; one tv transmitter experience. First phone, car, 30, single, available immediately. $60 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Thoroughly experienced program manager immediately available. Executive position, large market. Box 432F, B•T.

Program director, chief engineer, fine announcer—DJ. Entire staff wrapped up in one! Family man wants good permanent job with small am. Minimum $7800 yearly. Thoroughly experienced and competent. Box 438F, B•T.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Copywriter—production coordinator; presently employed 4-A advertising agency; 4 years experience radio-tv commercials; California coastal area only; references, samples of work. Box 454F, B•T.

Newsman seeks permanent connection network station. College, veteran, some experience. 24, capable. Prefer midwest. Box 470F, B•T.

Program director. Seven years experience, top-rated station, metropolitan market. Desire change. Box 477F, B•T.

50kw's worth of production, news experience. 3 years. Also handle board. Recordings. Tape editing. College grad. Box 506F, B•T.

Program director: Ten years, all phases radio. Age 33. Accent production, efficiency, quality. Good announcer, writer, salesman. Will go anywhere. College. Box 507F, B•T.

Program director-salesman for CBS or NBC station (radio or tv) in keenly competitive market. 14 years experience programming, announcing, selling, including 3 years television. College graduate, 30. Am aggressive, meticulous, conscientious. Know how to select and supervise competent personnel on limited budget. Excellent references. Seeking larger market which will offer better opportunities for earning financial advancement. Box 530F, B•T.

Newsman—experienced radio-tv. No announcing. Available January 1. Box 532F, B•T.

Talented writer. Radio school graduate. Commercial, creative ability. Preferably northeast, west. Typist, dictation. Box 544F, B•T.

Continued on next page

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:

- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

RCA Tmks. ®

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

TELEVISION

Help Wanted

Technical

Wanted. Experienced tv operating engineers. Pre-freeze 100 kw station wants top-notch tv operators with video switching, projection and camera experience. 1st class phone license. Good salary, other benefits. Airmail full resume your experience. Box 441F, B•T.

Experienced tv engineer for new General Electric 5 kw rig. Must do switching and maintain projectors also. Western college town of 25,000. Send full particulars, salary requirements, and photo to Box 469F, B•T.

Tv engineer for operation of progressive vhf station. Include experience and salary required in first letter. Chief engineer, WJBF-TV, Augusta, Ga.

Production-Programming, Others

Girl with executive ability. Experience in tv traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic department. Starting salary $350-$400 per month. Give experience, include photo. Box 440F, B•T.

Midwestern regional vhf offers unusual opportunity for newscaster. Send resume to Box 467F,

Promotion manager, vhf station, Denver. Must have tv experience. Box 501F, B•T.

Attention all assistant promotion managers. UHF-CBS station in Pennsylvania needs man to be its one man publicity-sales-promotion department. Must be capable of writing newspaper copy, layout and point of sales displays. Offering guaranteed salary plus commission. Contact Box 503F, B•T.

Situations Wanted

Managerial

Station — commercial-sales manager with outstanding uhf success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B•T.

Assistant manager. Five years supervisory experience radio-tv. Excellent record, references. Box 433F, B•T.

Producer-director worked up from cable carrier local to network shows. Former musician, photographer, actor. Presently production manager. Available due to sale of station. Box 529F, B•T.

Salesman

Syndicated radio-tv sales: Account executive with 5 years experience in syndicated radio and television sales. Have worked extensively through the south and southeast. Splendid connection with stations—agencies and clients. Now employed. Desirous of making change to either stations rep. or tv film syndication firm. Superior sales record and references. Box 527F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Puppeteer—puppet record show. One man operation. Profitable. Appealing. Details. Box 409F, B•T.

Experienced PD put two television stations on air. Immediately available for supervisory position, larger market. Box 434F, B•T.

Experienced tv continuity director desires similar position in major market. Box 435F, B•T.

Program director. Eight years experience in am's best, wishes tv programming, production, large market. Box 478F, B•T.

You'll make money with this sales-minded young man. Advertising honor graduate, N.Y.U. Training in copywriting and campaigns. Master's work in radio-tv films production. Scholastic average —A. Experienced selling to retailers. Training in public speaking. Experienced determining sales effectiveness of telecasts. Knowledge of consumers' wants and attitudes. Cash in immediately contacting this single veteran for your production staff. Box 541F, B•T.

Urgently desire tv work leading to music programming. Bachelor of Music in Theory and Composition, twelve years experience dance band and combo piano and solo Hammond. Four years choir directing. Two years wide variety organ on tv shows. College and commercial radio announcing and DJ. Details, references, tape on request. Box 545F, B•T.

Four years experience shooting and editing television films including one year newsreel work. Will gladly relocate. Marvin Barsky, 3300 Blodgett, Houston, Texas.

For Sale

Stations

Exclusive profitable tri-city 500 watts Ohio daytime independent. Retiring. Cash. Box 289F, B•T.

For sale, southern Illinois, 250 watt, independent. Box 550F, B•T.

ABC, local, metropolitan market in south. $75,000.00. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale, at a bargain, one brand new 446 ft. galvanized EMSCO type RT 27 tower, 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 296F, B•T.

For Sale—(Cont'd)

Gates 250C, 250 watt transmitter complete with 1240 crystal now in operation. Transmitter and tubes, $800 cash. Box 536F, B•T.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Used RCA type 250-E transmitter. Best offer before 1955 takes. KULE, Ephrata, Washington.

The following used or surplus equipment is now for sale at WCRB: Two 16" Robinson turntables for 78 and 33 in heavy plywood cabinets. One Raytheon antenna tuning unit for 1 kw. One auto-deyaire dehydrator. One new Gates tower lighting choke. Approximately 100' RG-19U coaxial cable. Two used Gray model 601 equalizers. Approximately 400 lbs. #10 soft-drawn copper wire. One WE #707 A crystal unit, 5.64575 kc for use on 92.5mc in WE 503 or 504 fm transmitter. One RCA cutting lathe with magnetic head for 16" table. One Raytheon VU panel for rackmount, including 4" illuminated meter, range switch and line selector key. One EKO tape-recorder for 3¾ IPS. One Revere tape recorder for 3¾ IPS. Make offer for shipment FOB Waltham, Mass., on any or all items to: Chief Engineer, WCRB, Waltham 54, Massachusetts.

For sale. Used 1⅝" coax of various lengths. Also elbows and other fittings. WCSC-TV, Charleston, South Carolina.

WE transmitter—presently operated at 2500 kw, original 5000 kw. No reasonable offer refused. Write Bill Masi, WHBI, Newark, N. J., or call SO 3-1146.

Wanted to Buy

Stations

Pennsylvania television owner-operator still has some cash, wants return to radio immediately. East coast preferred. Confidential. Box 500F, B•T.

Have losing money station in Florida? Want to sell? Successful operator interested in am station. Confidential, you deal direct with buyer. Box 520F, B•T.

Radio property New York, Pennsylvania or New Jersey. No broker. Well financed. Details. M. LaBarr, Box 89, Elmira, New York.

Radio station, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Exchange Broker, Box 811, Tulsa.

Equipment Etc.

Wanted: Used 5kw am transmitter in good condition. Please give full details and price in first letter. Box 505F, B•T.

Good fm transmitter, frequency monitor, antenna, new or used, state price and details. Box 533F, B•T.

Wanted used 5kw am transmitter and used 1kw am transmitter. Send all information and price to Box 538F, B•T.

Used 35mm television projector. State price and condition. Chief Engineer, WPIX, 220 East 42nd Street, New York 17, New York.

Miscellaneous

Tower Maintenance Co., 410 7th Avenue, N.E., Glenburnie, Md., day phone, Glenburnie 2401, night phone, Severna Park 18-J. Painting, inspection, repairing, relamping, coaxial, antenna repairs, tower erection, dismantling, emergency service. Yearly maintenance contracts.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

RADIO

Help Wanted

Salesman

IDEAL OPPORTUNITY

Top Southern Network station has opening for aggressive, experienced salesman. Good salary plus commission. This is a fine opportunity. If interested send all details and photo first letter. All replies will be kept in the strictest confidence.

Box 488F, B•T

Production-Programming, others

HELP WANTED!

Needed at once: Two ace promotion assistants. Company operating the top radio station and the top television station in one of the nation's biggest markets needs two assistant promotion directors. Ambitious, able young men well grounded in sales promotion are invited to send complete information to

Box 517 F, B.T

IDEA MAN

For the top copy writing position with large AM metropolitan network affiliate. Not just a writer—but someone with sense of showmanship and production who can combine clever ideas with special effects to build unusual sales approaches in transcribed spot copy. This newly created position is available immediately. Send resume and sample material to Jack Black, Radio Sales Manager, WTAR, Norfolk, Virginia.

TELEVISION

Help Wanted

TV Transmitter Technician

Immediate opening for licensed technician with minimum of one year experience, maintenance and operation of VHF transmitter. Permanent position, excellent working conditions, good pay, other benefits with new basic CBS affiliate. Maximum power, channel 5, 1179 foot tower, now telecasting network color—local color equipment on order. Drifters need not apply. Applicants must be settled, ambitious, sober and men of good character. Write or call: Chief Engineer, WLAC-TV, Nashville, Tenn.

(Continued from page 100)

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

St. Louis, Mo., 220 Television Inc.—Granted petition for extension of time to Nov. 29 within which to file a petition for review of certain rulings made by the Examiner in re proceeding for ch. 11 (Docket 8809 et al.) (Action taken 11/29).

Chief Broadcast Bureau—Granted petition for an extension of time to Nov. 29, within which replies may be filed to certain petitions in proceeding re applications of Jackson Bcstg. & Tv Corp., et al., for ch. 10 in Parma, Mich. (Dockets 11169 et al.) (Action taken 11/29).

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

Wanted to Buy

Equipment

WE WANT

To buy a 10 kilowatt used FM RCA or GE transmitter. Reply to Radio Station XEAW, Box 628, Monterrey, Nuevo Laredo, Mexico.

Miscellaneous



Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

Chief Broadcast Bureau—Granted petition for an extension of time to and including Dec. 6 within which to file comment to petition for reconsideration and grant without hearing filed by WGMS Bethesda, Md. (Docket 11105) (Action taken 11/23).

By Hearing Examiner Charles J. Frederick

Ordered that the submission of rebuttal exhibits and written testimony heretofore set for Dec. 10 in re applications of Westinghouse, et al., for ch. 11 in Pittsburgh, Pa., be accomplished on or before Jan. 7, 1955, and the reconvening of the hearing heretofore scheduled to occur on Dec. 15, is postponed to Jan. 17, 1955 (Dockets 8694 et al.).

By Hearing Examiner Annie Neal Huntting

By Memorandum Opinion and Order, denied request for admissions and for order to take depositions, filed by Smith Radio Co., Port Arthur, Tex., without prejudice to the right of Smith Radio to take depositions of appropriate persons, who do not give oral testimony at the hearing in re ch. 4 (Docket 10285, 10352); dismissed supplemental request filed by Smith Radio on March 24.

November 30 Applications

ACCEPTED FOR FILING

Renewal of License

WHED Washington, N. C., Pamlico Bcstg. Co.—(BR-2142).

WLAT Conway, S. C., Coastal Bcstg. Co.—(BR-1221).

Applications Returned

Fernandina Beach, Fla., Marshall W. Rowland and Carol C. Rowland d/b as Fernandina Beach Bcstrs.—CP for a new standard broadcast station to be operated on 1220 kc, with power of 250 w, Daytime hours only (Exhibits & Engineering dated after Section I).

KOOK Billings, Mont., The Montana Network—CP to make changes in the Directional Antenna pattern (Engineering not notarized).

Carrizo Springs, Texas, Ben L. Parker—CP for a new standard broadcast station to be operated on 1450 kc, with power of 250 w, Unlimited hours of operation (not notarized).

Renewal of License

WNDB-FM Daytona Beach, Fla., News-Journal Corp.—(BRH-56).

WJAX-FM Jacksonville, Fla., City of Jacksonville—(BRH-365).

WQAM-FM Miami, Fla., Miami Bcstg. Co.—(BRH-208).

Modification of CP

WMAZ-TV Warner Robbins, Ga., Southeastern Bcstg. Co.—Mod. of CP BPCT-473) as mod. which authorized new tv station extension completion date to 2-1-55 (BMPCT-2631).

KANG-TV Waco, Tex., Central Texas Television Co.—Mod. of CP (BPCT-1072) as mod. which authorized new tv station extension completion date to 6-15-55 (BMPCT-2630).

KWK-TV St. Louis, Mo., KWK Inc.—Mod. of CP (BPCT-324) which authorized new tv station for extension completion date to 3-21-55 (BMPCT-2629).

KCBD-TV Lubbock, Tex., Bryant Radio and Television Inc.—License to cover CP (BPCT-1088) as mod. which authorized a new tv station and to change description of studio & transmitter location to 5600 Ave. A, Lubbock, Tex. (not a move) (BLCT-252).

WKZO-TV Kalamazoo, Mich., Fetzer Bcstg. Co.—License to cover CP (BPCT-865) as mod. which authorized changes in facilities of existing tv station (BLCT-253).

WHAT Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BP-9034) as mod. which authorized change in transmitter and studio locations and side mount fm antenna on am tower for extension of completion date (BMP-6709).

Remote Control

KWNA Winnemucca, Nev., Northwest Radio and Television Corp.—(BRC-591).

WTRN Tyrone, Pa., Tyrone Bcstg. Co.—(BR-592).

Renewal of License

WWWW Rio Piedras, P. R., Frank A. Gandia—(BR-2486).

WSTA Charlotte Amalie, V. I., William N. Greer—(BR-2499).

December 1 Decisions

TV & AM BROADCAST ACTIONS

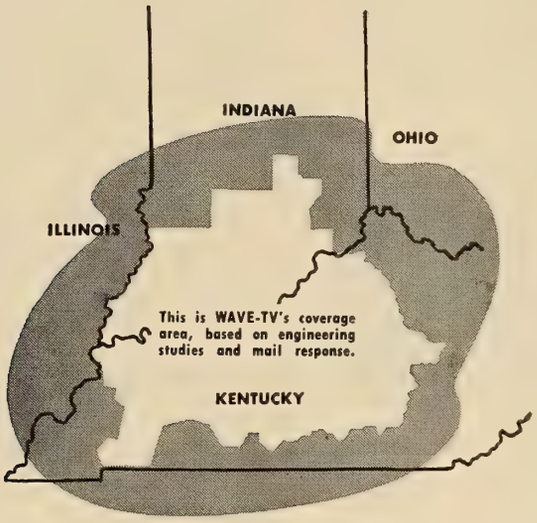
The Commission en banc
Renewal of License

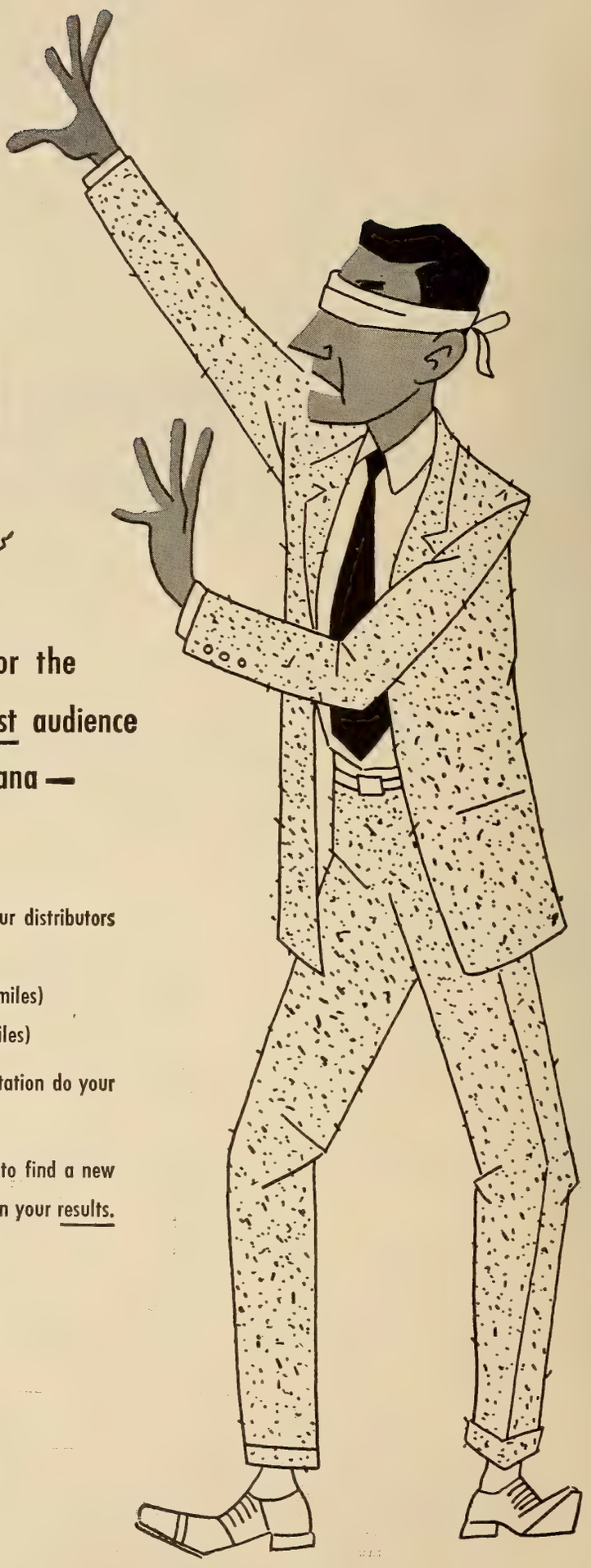
The following stations were granted renewal of licenses for the regular period:

WSOC-FM Charlotte, N. C.; WSTP-FM Salisbury, N. C.; WORD-WDXY (FM) Spartanburg, S. C.; WHAN Charleston, S. C.; WOXF Oxford N. C.; WDSC-AM-FM Dillon, S. C.; WBCU Union, S. C.; WGSW Greenwood, S. C.; WJOT Lake City, S. C.

Haines City, Fla., KWK Inc.—Denied request for assignment of call letters WFCC to its new am station (BP-8718) because of connotation with initials of Federal Communications Commission.

GROPING?





IF you're feeling around in the dark for the TV station that gives you the biggest audience in Kentucky and Southern Indiana —

ASK YOUR REGIONAL DISTRIBUTORS!

Pick up your telephone and call your distributors in Louisville—

—and Evansville (101 air miles)

—and Lexington (78 air miles)

Ask them all, "What Louisville TV station do your neighbors prefer?"

Make the calls now. It'll cost you a few bucks to find a new light on the subject, but it will save you many on your results.

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

TELESTATUS

December 6, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,494
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 20,100
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/15/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 105,570
►KPHO-TV (5) CBS, DuM; Katz; 101,523
KTVK (3) Weed; 6/10/54-1/15/55
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 34,886
►KVOA-TV (4) ABC, NBC; Raymer; 34,866
Yuma†—
►KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 81,258
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) 11/4/54-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 82,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,000
Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,955,185
►KHJ-TV (9) DuM; H-R; 1,955,185
►KNXT (2) CBS; CBS Spot Sls.; 1,955,185
►KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (c)
►KTLA (5) Raymer; 1,955,185
►KTTV (11) Blair; 1,955,185
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC. DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,016,110
►KPIX (5) CBS; Katz; 1,016,110
►KRON-TV (4) NBC; Free & Peters; 1,016,110
►KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 76,715
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
►KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
►KBTV (9) ABC; Free & Peters; 253,596
►KFEL-TV (2) DuM; Blair; 253,596
►KLZ-TV (7) CBS; Katz; 253,596
►KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, DuM; Holman; 6,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

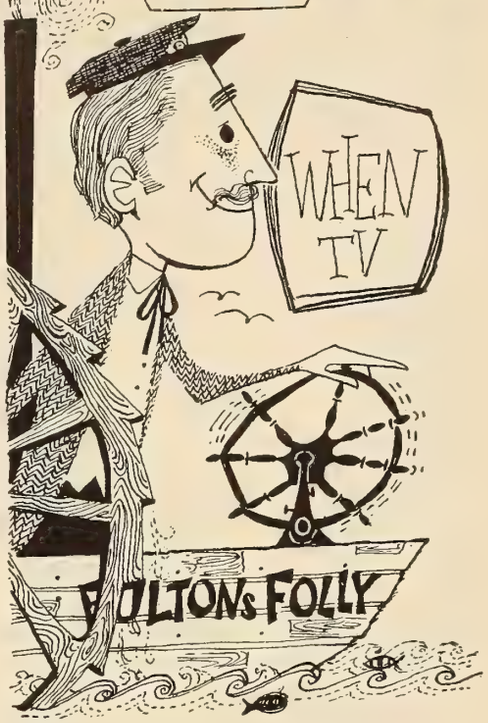
Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 203,670

Total stations on air in U. S. and possessions: 415; total cities with stations on air: 276. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,218,312.
* Indicates educational stations.
† Cities NOT interconnected to receive network service.
(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,-544 on July 10, 1952.
(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton. Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.
(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

EVEN FULTON WATCHES

W·H·E·N



Drop the compass overboard—the skipper's eyes are better than radar for keeping him straight and true on Channel 8.



Most folks in Fulton, N. Y., can't tell a mizzenmast from a main bearing, but one thing they're sure of — WHEN-TV is the greatest thing since the invention of water-wings.

In Fulton, as in 250 similar communities, people love their daily cruise on Channel 8. And they get really steamed up about the goodies they see on their travels. Buy everything in sight, they do!

Want to be a port of call on the most heavily traveled route in upstate New York?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...



Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of December 1
100 micro-volt contour . . . 112,572

Represented by Weed Television

LEE STATIONS
National Sales Offices
WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM
KHQA-TV, WTAD-AM-FM — Quincy, Ill.

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (33) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 81,000
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 287,600
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (c)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/55
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, ABC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,130
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 110,000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,341
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

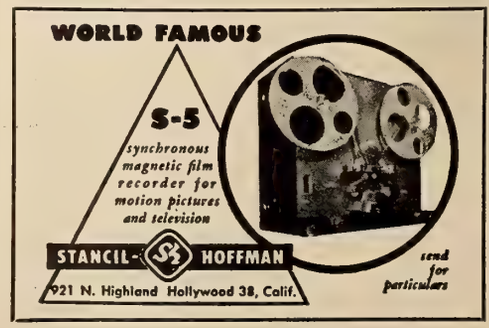
Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 37,075
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,150
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 34,692
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 214,837
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker; 584,843 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 74,776
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 665,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown



Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 203,520
Terre Haute—
► **WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267**
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 104,345

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 247,590**
Cedar Rapids—
► **KCRG-TV (9) ABC, DuM; Venard; 116,333**
► **WMT-TV (2) CBS; Katz; 245,120**
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► **KGTV (17) ABC; Hollingbery; 76,500**
► **WHO-TV (13) NBC; Free & Peters; 286,000**
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► **KQTV (21) ABC; Pearson; 42,100**
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 112,572
Sioux City—
KCTV (36) 10/30/52-Unknown
► **KTIV (4) NBC; Hollingbery**
► **KVTV (9) ABC, CBS, DuM; Katz; 120,123**
Waterloo—
► **KWWL-TV (7) NBC, DuM; Headley-Reed;** 140,763

KANSAS

Great Bend†—
► KCKT (2) Bolling
Hutchinson—
► **KTVH (12) CBS, DuM; H-R; 151,726**
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 70,197
Topeka—
► **WIBW-TV (13) ABC, CBS, DuM; Capper Sls.;** 388,142
Wichita—
► **KAKE-TV (10) ABC; Hollingbery**
► **KEDD (16) NBC; Petry; 124,311**
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► **WEHT (50) CBS; Meeker; 62,075**
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-1/15/55
Louisville—
► **WAVE-TV (3) ABC, NBC, DuM; NBC Spot** Sls.; 414,755
► **WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)**
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► **KALB-TV (5) Weed**
Baton Rouge—
► **WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000**
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 30,000
Monroe—
KFAZ (43) See footnote (c)
► **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R;** 176,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412**
► WJMR-TV (61) ABC, CBS, DuM; Bolling; **108,992**
Shreveport—
► **KSLA (12) ABC, CBS, NBC, DuM; Raymer;** 65,100
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104**
► **WTWO (2) Venard**
Lewiston—
► **WLAM-TV (17) DuM; Everett-McKinney; 21,707**
Poland Spring—
► **WMTW (8) ABC, CBS, DuM; Harrington,** Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC; Weed; 141,504
► **WGAN-TV (13) ABC, CBS; Avery-Knodel**
► WPMT (53) DuM; Everett-McKinney; 50,100

MARYLAND

Baltimore—
► **WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174**
► **WBAL-TV (11) NBC; Petry; 575,174**
WITH-TV (72) Forjoe; 12/18/52-Unknown
► **WMAR-TV (2) CBS; Katz; 575,174**
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► **WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760**

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,239,424
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,239,424
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► **WTAO-TV (56) DuM; Everett-McKinney;** 178,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 156,000
► WWLP (61) ABC, NBC; Hollingbery; 156,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 67,401

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



"Join the parade of successful advertisers," is WINDY's advice to you!

WINDY, the guiding spirit of TV in Central Kansas, knows that prestige accounts now using **KTVH** as an advertising medium will promote better results for you.

WINDY says, "There are still openings in this Blue Ribbon list. *Better investigate, today!*"

KTVH
HUTCHINSON

VHF
240,000
WATTS

CBS BASIC — DUMONT
Represented Nationally by H-R Representatives, Inc

CHANNEL 12

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 533,000
► WTCN-TV (11) ABC; Blair; 533,000
Rochester—
► KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 533,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 108,450
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
► KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls., 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Forjoe; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed, 17,500
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 51,716
► KGGM-TV (13) CBS; Weed; 49,289
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,642

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown

WMUR-TV
THE STATE STATION
VHF CHANNEL 9 MANCHESTER N. H
THE BEST SIGNAL—AND LOCAL COVERAGE FROM WITHIN THE MARKET

9 out of 10 New Hampshire counties	113,825 TV families
PLUS—*Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area*	235,063 TV families
PLUS—*Coverage of southern and eastern Vermont*	13,200 TV families
PLUS—*York County, Maine*	19,250 TV families
Total PRIMARY coverage	381,338 TV families

4 Million People Live in This Area



REPRESENTED BY WEED TELEVISION CORPORATION

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 301,890
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) Young; 12/2/53-12/1/54 (granted STA Nov. 18)
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 18,000
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 395,400
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,000
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 430,276
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 245,189
► WTOB-TV (26) ABC, DuM; H-R; 75,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

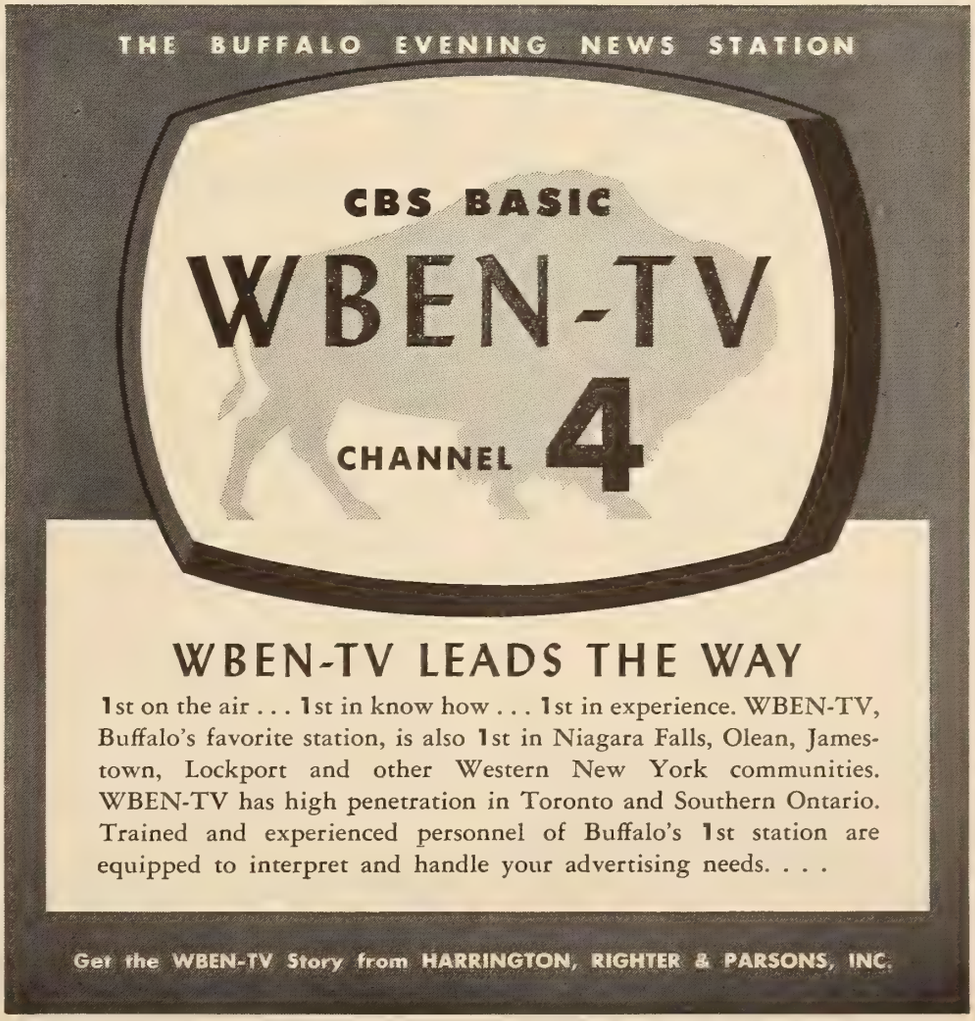
OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,063,000
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) Initial Decision 11/8/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,500
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 196,856
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) 7/16/53-12/4/54 (granted STA Nov. 24)
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 47,043
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,-201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson (Greenville)—
► WAIM-TV (40) CBS; Headley-Reed; 76,121
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC, DuM; H-R; 138,000
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 133,542
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000
Greenville—
► WFBC-TV (4) NBC; Weed; 317,226
► WGVL (23) ABC, DuM; H-R; 101,200
► WAIM-TV (40) See Anderson
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 109,834
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 306,199
► WMCT (5) ABC, NBC, DuM; Branham; 306,199
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 60,902
► KGNC-TV (4) NBC, DuM; Katz; 60,902
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 60,602
► KTSM-TV (9) NBC; Hollingbery; 56,766
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,626
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 63,843
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
Forest Capital Bcstg. Co. (9) Venard; 11/17/54-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 220,777
► WOAI-TV (4) NBC; Petry; 220,777
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 94,292
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 54,000
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 44,626
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 93,971
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (c)
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 470,108
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
KPKR-TV (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 387,300
► KOMO-TV (4) NBC; Hollingbery; 387,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 387,300
► KTNT-TV (11) CBS, DuM; Weed; 387,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown

Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 47,320

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 448,382
WHTN-TV (13) 9/2/54-Spring '55

Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000

Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette

La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 40,000
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 65,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 378,340
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 722,178
► WTVW (12) ABC, DuM; Petry

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.

Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 37,500

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► KTVA (11) NBC, DuM; Feltis; 10,000

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed

Edmonton, Alt.—
► CFRN-TV (3)

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000

London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed; 10,000

Rimouski, Que†—
► CJBR-TV (3) CBC; CBC

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 11,249

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
► XETV (6) Weed; 260,550

UPCOMING

DECEMBER

Dec. 6: Rhode Island Radio & Tv Bcstrs. Assn., Crown Hotel, Baltimore.

JANUARY

Jan. 10: BAB Clinic, Miami, Fla.

Jan. 11: BAB Clinic, Jacksonville, Fla.

Jan. 12: BAB Clinic, Birmingham, Ala.

Jan. 13: BAB Clinic, Atlanta, Ga.

Jan. 14: BAB Clinic, Augusta, Ga.

Jan. 19: First meeting, Broadcast Advertising Council of Chicago.

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 22-23: Third annual Retail Advertising Conference, Sheraton Hotel, Chicago.

Jan. 24: BAB Clinic, Chattanooga, Tenn.

Jan. 25: BAB Clinic, Nashville, Tenn.

Jan. 26: BAB Clinic, Columbia, S. C.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

Jan. 27: BAB Clinic, Charlotte, N. C.

Jan. 28: BAB Clinic, Raleigh, N. C.

Jan. 30-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

FEBRUARY

Feb. 7: BAB Clinic, Phoenix.

Feb. 8: BAB Clinic, Los Angeles

Feb. 9: BAB Clinic, Fresno, Calif.

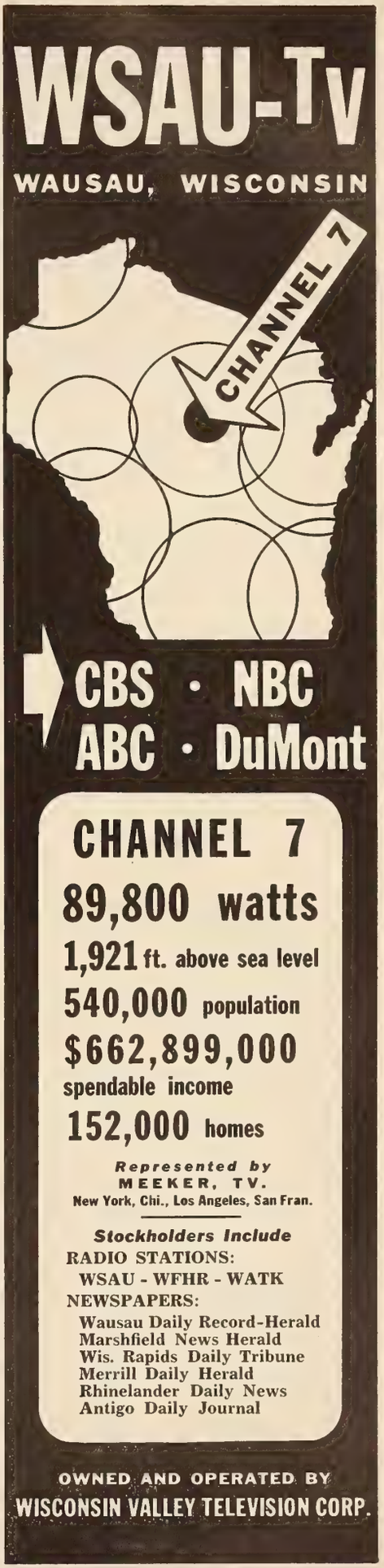
Feb. 10: BAB Clinic, San Francisco.

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 11: BAB Clinic, Sacramento.

Feb. 13-19: National Advertising Week.





What's the Rush?

IN PETITIONING for quick authorization of subscription television, Zenith Radio Corp. has asked the FCC to rush a decision on an issue which should be examined with deliberation and utmost care.

Not since it issued its television allocations report, ending the long freeze and opening the way for vast tv expansion, has the FCC had before it an issue of such profound importance as subscription tv. It is an issue vital to the future of television broadcasters, advertisers, agencies and others associated in the business. It is also a matter of significant public concern.

The introduction of subscription tv service would inevitably affect the status of television as an advertising medium, disturb conventional viewing habits of the television audience and influence the basic economic structure of the medium.

We do not know—nor does anyone else—whether these effects would be good or bad, would constitute a net improvement or degradation of the U. S. television system, would provide the public with an increase in the number and variety of tv programs or a loss.

To date the only extensive comment on the subject of subscription television has come from interests associated with the technical development of subscription tv. If others have thought about the subject, they have kept their thoughts quiet. At this stage the FCC has an absolutely one-sided case to consider.

In its petition for early approval of pay-as-you-see television, Zenith said that there was now an absence of empirical knowledge of the effects that might be generated by such a system. That is undeniable as is also the fact that opinion on the subject would of necessity be speculative.

But even speculation can be valuable if it comes from people of intelligence and experience in television broadcasting and advertising. It can be particularly valuable if it comes from a good cross-section of interests in the field.

If the FCC is to act in the public interest in this case, it should invite comments before it acts. And the best minds in the business should accept the invitation as a command performance.

Nine Out of Ten . . .

NINE OUT of ten in the business of broadcasting ask: "Is the FCC more political under Eisenhower than it was under Truman?"

The answer is that it probably would be if the GOP politicians had their way. But the eyes of Congress are upon it—probing, penetrating Democratic eyes.

There's no question about the original intent of the party political leaders, out to make up for 20 years of patronage famine. They saw in television, patronage rewards that would make pygmies of those postmasters, public works, rivers and harbors and other erstwhile spoils that belong to the victors.

But they didn't reckon with the opposition. Hardly an action of the FCC escapes the notice of Capitol Hill. If the Senators or Congressmen themselves do not get the word at first-hand, their assistants or the committee experts on communications do. The Bricker network investigation committee, whatever its ultimate fate, watches the FCC's every move. And what the legislators don't learn at the staff level they're almost certain to get from broadcaster competitors of those about to be annointed.

Politics, to a greater or less extent, has been a factor with every Commission since regulation of communications began in 1927. It has been more brazen with some commissions than with others. That is a situation not peculiar to the FCC; it has permeated most of the regulatory agencies. Usually the only ones who talk about it out loud are the political adversaries of those in office for the nonce. It works the same way in reverse, Republican or Democratic.

The point is that the GOP team, whatever its intent, has goofed aplenty. Stalwart Republicans, who were with Ike before Chicago, are disillusioned. Among them are many newspapers who feel the Republican FCC has out-dealed the New Deal on the newspaper-ownership philosophy, under the guise of "diversification" of media. Many GOP job-hunters are still looking.

The stunning blow was the loss of the Nov. 2 elections and the imminent return in January of a Democrat-led Congress. Irate Republicans are pointing the finger at the patronage battery of GOP Chairman Leonard W. Hall and Assistant to the President Sherman Adams. We wouldn't know how they've done on the whole front, but in the communications sector, they haven't won many contests.

Doubtless that's the reason there's talk of a new battery when early training begins for the new Congressional season in January.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"This show is a natural for a lumber company . . . we'll call it *Saw It Now!*"

Does Biggest Mean Best?

"*THE dollar volume of advertising in newspapers is greater than that of all . . . radio, magazines, tv put together*": *Statement by James Gediman, executive vice president, the* American Weekly *and* Puck, The Comic Weekly.

"What is frequently forgotten is that both tv and radio tend to be used with thoroughgoing frequency and adequacy. Newspapers and magazines are paid the doubtful compliment that a little goes a long way": IBID.

"Certainly we should not embrace the newspaper as the best merely because it is the oldest. But I suggest it is equally judicious not to embrace television as the best merely because it is the newest": IBID.

There is a delightful inconsistency of argument in this assemblage of observations, relatively factual though each may be. They are culled from a speech by Mr. Gediman at the American Assn. of Advertising Agencies eastern annual conference in New York a fortnight ago [B•T, Nov. 29].

Taking his reference to the magnitude of newspapers' advertising volume, is it his point that newspapers are best because they're biggest? If this is his standard, we are constrained to observe that the broadcast media have made whopping strides and are still eating up the distance despite newspapers' hundred-year jump. If so, again, what is the point about the "frequently forgotten" fact that "both tv and radio tend to be used with thoroughgoing frequency and adequacy"? Is this a slur on their effectiveness as advertising media, and on the business judgment of the advertisers?

As for the basis to be used in selecting media to "embrace," as Mr. Gediman puts it, would it not be most sensible to embrace the ones with demonstrated ability to sell most for least? Like radio and tv, for instance.

Mr. Gediman also noted that among $25,000-and-more advertisers last year, 57% of those who used network radio at all used it to the tune of $1 million or more for time only (56% in the case of tv). Would it be out of line to suggest that these advertisers have found the broadcast media worth the money and that their broadcast advertising, in the national spot as well as network fields, have contributed to their success and their ability to put more and more into broadcasting?

AN EXPERT SHOW...
because all the stars are experts

HOMEMAKERS' INSTITUTE

Each personality on Homemakers' Institute is an expert in her own field, chosen for this show because she is an expert. This brings talent, knowledge and entertainment to thousands of housewives in the WBAL-TV audience.

Monday thru Friday, 1:30 to 2:30 PM . . . what housewife isn't ready to relax at this hour? It's lunch time . . . the time they sit down for an hour and treat themselves to learning more about everything that interests them most.

Known as the "Women's Magazine of the Air", Homemakers' Institute combines all the factors usually found in several different magazines. It's a 60 minute, fast moving session, divided into three sections; cooking and kitchen demonstrations—news for women, including interviews with famous guests—fashion highlights.

And better yet, Homemakers' Institute is backed by merchandising to help food brokers, appliance distributors and sales representatives.



MARY LANDIS
Cooking Expert
This culinary genius stresses variety in meals. Her famous recipes have been collected on her travels throughout the world.



MOLLIE MARTIN
Homemaking Expert
Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.



KITTY DIERKEN
Fashion Expert
Interviewing a famous guest or selling a product . . . it's her contagious enthusiasm that makes her so famous.



BOB JONES
Expert Announcer
Bob adds continuity from one set to another . . . keeps the show moving. When he does a commercial, he sells, BUT GOOD!

NBC AFFILIATE • TELEVISION BALTIMORE

Nationally Represented by
EDWARD PETRY & CO.

WBAL-TV

WEED

Television

TELEVISION STATION REPRESENTATIVES

NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA · HOLLYWOOD

DECEMBER 13, 1954 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

...ions Decry 'Waste' At Conventions
Page 31

...etworks' Yearend ...ales At New High
Page 32

...oldsmith Develops ... System for Ratings
Page 35

...RE-TV's 1,000 Kw Ready to Start
Page 84

...EATURE SECTION
Begins on page 39

24TH year

THE NEWSWEEKLY OF RADIO AND TV

KPRC-TV HOUSTON FIRST WITH

489 Years* of TV EXPERIENCE

To be first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 469 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

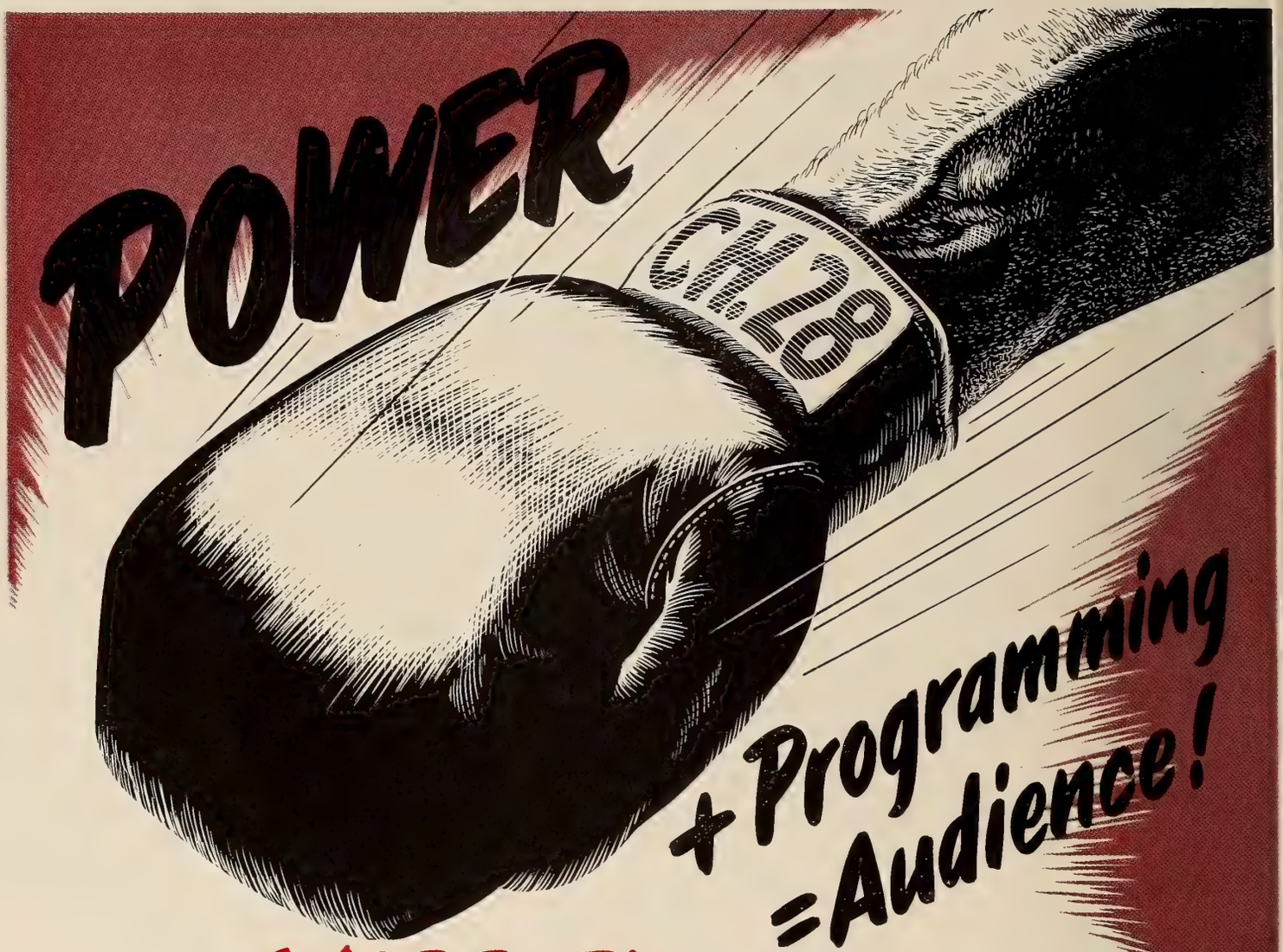
* aggregate TV experience total

KPRC-TV Channel 2

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.



YOUR BEST COST-PER-THOUSAND BUY!



WBRE-TV NOW AMERICA'S MOST POWERFUL STATION WITH

One Million Watts

POWER . . . . . PUNCH . . . . . PERFORMANCE . . . . . PERFECT PICTURE . . . . . PROGRAMMING . . . . . PERSONNEL . . . . . PERSONALITIES . . . . . PULLING POWER . . . . . PEOPLE ! ! And now . . . . . a MILLION WATTS of power to make even our previous achievements seem picayune.

WBRE-TV has to its record some outstanding "Firsts" but none greater than being the FIRST MILLION WATT TV STATION IN THE NATION. WBRE-TV applied for and received the first million watt tv station grant from the F.C.C. It is a source of satisfaction that we have been able to fulfill this grant in less than two years.

The thirty years of great engineering, programming and selling know-how that went into our remarkable radio record is now achieving phenomenal feats of merchandising and selling for our TV clients. Full schedule of NBC shows in black and white and color . . . outstanding local shows . . . news and sports coverage of local, regional and national interest makes WBRE Channel 28 the Powerful, Programming, Audience-delivering buy in Television.

WBRE-TV Ch. 28 **Wilkes-Barre, Pa.**

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.



you'll

MISS
PROVIDENCE

without
WHIM!

Largest Daily Audience of
Any Providence Station

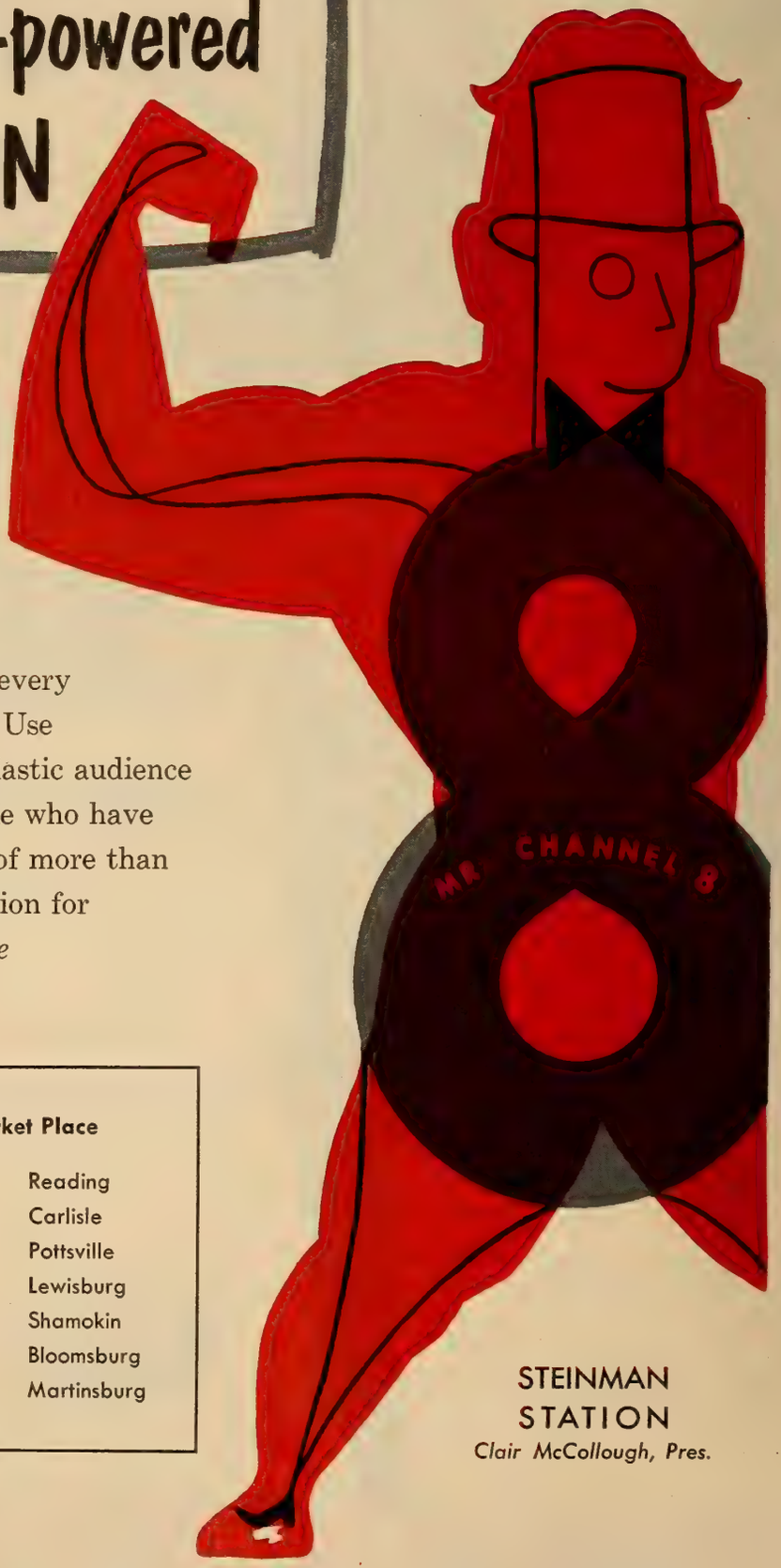
—Pulse, October, 1954

WHIM
PROVIDENCE

REPRESENTED BY HEADLEY-REED
KETTELL-CARTER OF BOSTON

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Presenting the Super-powered CHAMPION



WGAL-TV

NBC CBS DuMONT

LANCASTER, PA.

316,000 Watts

WGAL-TV makes every blow tell, every advertising dollar you spend *count.* Use WGAL-TV to reach a vast, enthusiastic audience —three and a quarter million people who have an annual effective buying income of more than $5 billion, who spend almost $3 billion for retail goods annually. *Win everytime with WGAL-TV.*

The Channel 8 Mighty Market Place

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Sunbury	Pottsville
Chambersburg	Lewistown	Lewisburg
Waynesboro	Lock Haven	Shamokin
Hazleton	Westminster	Bloomsburg
Frederick	Hagerstown	Martinsburg

STEINMAN STATION

Clair McCollough, Pres.

Representatives

MEEKER TV, INC. NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO

closed circuit.

BINGO QUESTIONED • Tv bingo type show, called *Play Marco,* is under FCC microscope. Commission planned to make formal inquiry via "McFarland letter" fortnight ago of KTLA (TV) Hollywood, one of stations carrying show, then decided to let staff write first. Reply is pending. KTLA claims format avoids lottery aspect, already has been cleared by local legal authorities.

B•T

HALF-DOZEN radio-tv executives of Biow Co., plus clerical aides, resign effective Jan. 1 to join McCann-Erickson which at that time formally takes over $5 million-plus Bulova account under direction of C. Terrence Clyne, who becomes senior vice president of M-E. Among them: Christian Valentine, senior tv producer; Tom Byrne, account executive on administration; Mildred Fulton, chief timebuyer; Ferd Ziegle, account executive for sales promotion; Bruce Enderwood, tv creative supervisor, and Herman Zwada, art director.

B•T

SECOND LOOK • Subscription tv was discussed by FCC for second time within fortnight at meeting last Tuesday. Result: Matter will come up again at first meeting in January, with prospect that very broad statement will be issued eliciting comments on box office proposals preparatory to consideration of rule-making proceedings, if any.

B•T

WHAT WOULD be cost merely to experiment with subscription tv in one or two major markets on a commercial basis? Best guess is it would entail $10 to $20 million. Hence it's concluded that even if FCC authorized "commercial experimentation" as proposed by Zenith's Phonevision, it would take many months before even single market could be readied.

B•T

MILWAUKEE REVISITED • New chapter in "Milwaukee story" involving tv may be written shortly. Acquisition of WTVW (TV) (ch. 12) which went on air Oct. 27 by Hearst (WISN) reportedly is in negotiation. If it jells, Hearst will drop application for ch. 6 at Whitefish Bay, Milwaukee suburb, leaving two applicants contesting for facility: Cream City Broadcasting Co. (WMIL) and Independent Tv Inc. (Jack Kahn, president).

B•T

WGAR CLEVELAND and CBS have gotten together on regular two-year renewal of affiliation contract, effective next April 1. There had been speculation that Cleveland affiliation would shift to WJW, recently purchased by Storer Broadcasting Co., in light of impending shift of CBS Tv from WEWS (TV) (Scripps-Howard) to WXEL (TV) (Storer) on March 1. Contract offered last week and will be signed today (Mon.) in New York by Herbert E. Evans, vice president and general manager, Peoples Broadcasting Corp., and Wm. A. Schudt, CBS Radio vice president for station relations.

B•T

RENEGOTIATION • Though not on agenda, renewal of contract of Harold E. Fellows as president of NARTB may be brought up at joint board meetings of trade association in Hollywood Beach, Fla., Jan. 26-28. Although Mr. Fellows' five-year contract does not expire until June 1956 and is subject to renegotiation one year earlier, number of board members nevertheless feel that conversations should be undertaken promptly. Mr. Fellows is believed willing to negotiate new contract despite rigors of past three years.

B•T

ASSOCIATED Tulsa Broadcasters, which has incubated several projects to sell radio on local level with considerable success, plans to move into national field, citing fact that local radio sales generally are good if not zooming. New national pitch will be: "Every sale is a local sale—no matter who pays the bill."

B•T

SWITCHES IN SENATE • Two subcommittees—important to welfare of broadcasting—may be named shortly by Sen. Harley M. Kilgore (D-W. Va.) who becomes chairman of Judiciary Committee at next session. Sen. Kilgore can name himself chairman of Anti-Monopoly Subcommittee headed last session by Sen. William Langer (R-N. D.) but Sen. Estes Kefauver (D-Tenn.) is angling for chairmanship. If Sen. Kilgore takes monopoly chairmanship then Sen. Kefauver presumably will be named chairman of Juvenile Delinquency Subcommittee headed last session by retiring Republican Sen. Robert C. Hendrickson of New Jersey.

B•T

IF SENATE Judiciary Committee decides on communications "monopoly inquiry" proposed by Sen. Kilgore, among those in forefront for consideration as committee counsel will be Leonard H. Marks. Howard L. Chernoff, asked by Sen. Kilgore to consult with him on probe, arrived in Washington last weekend for conferences with Sen. Kilgore and Mr. Marks, among others. (Story page 76.)

OLD FACES • Nostalgic note may be introduced at upcoming Radio Pioneers banquet to be held in Washington in conjunction with NARTB convention, week of May 22. Radio greats of yesteryear may be asked to return to mikes (some to make their tv debuts). Among these would be Correll and Gosden, Jessica Dragonette, as well as those durable old timers, Jack Benny, Bing Crosby, Frank Parker, etc. Plan is simply in formative stage, but is bound to develop impetus.

B•T

EFFECT of illness of Alabama Governor Gordon Persons on campaign by his friends for FCC commissionership next June in doubt last week. Gov. Persons, former operator of WSFA Montgomery, suffered coronary thrombosis last Thursday, but was reported making swift comeback. Alabama broadcaster's friends have urged him to seek post now held by Comr. Frieda B. Hennock, when her term expires June 30. He is brother of Maj. Gen. Wilton B. Persons, deputy assistant to President Eisenhower, and retires as governor Jan. 1.

B•T

JOINERS • All of Westinghouse Broadcasting Co.'s radio and tv stations will become members of NARTB effective Jan. 1. Currently only KDKA Pittsburgh, WPTZ (TV) Philadelphia and KPIX (TV) San Francisco are members. New members will be: WBZ-WBZA Boston-Springfield and WBZ-TV Boston, KYW Philadelphia, WOWO Fort Wayne and KEX Portland, Ore.

B•T

IT'S understood that number of stations confused by Life Music Inc. solicitation of music licenses (see story page 99) have contacted BMI for clarification. As consequence, BMI plans to write inquirers, explaining numbers BMI has deleted and giving specific information on its titles.

B•T

PI SQUELCH • One group station operator figures he has answer to off-rate card and bargain basement pitches. When large agency suggested five spots per day with payment for three only, he agreed with understanding that company represented by agency would give him utility service it provided at three-fifths of going rate.

B•T

MAJOR exposition of broadcasting's public service achievements slated for 1955 NARTB convention in Washington next May. This first display of radio-tv contributions to nation's welfare will include series of special showings for Congressional guests and high Washington officials.

DON'T USE KTHS *IF YOU SELL A*

"Limited Market"

(Little Rock ONLY, for instance)



DO USE KTHS *IF YOU SELL*

most or all of Arkansas!



Daytime, the Station KTHS primary (0.5MV/M) area has a population of 1,002,758. More than 18%, or over 100,000, do not receive primary daytime service from any other radio station.

KTHS interference-free daytime coverage extends to the 0.1MV/M contour, except in the southwest quadrant — has a population of 3,372,433.

IF you want the "white-tie-and-tails set" alone, in your National Spot Campaign,—*don't* use KTHS in Arkansas!

KTHS is 50,000 watts—CBS—broadcasts from Little Rock, the State Capital, in the *center* of Arkansas.

Automatically, KTHS could deliver a big and important audience throughout practically *all* the State. And KTHS *does* deliver because our News, Farm, Music and other departments supplement network fare with tremendously effective *State-wide* programming.

So we repeat. *Don't* use KTHS if you want to reach only a small market. *Do* use KTHS if you want a big Arkansas audience—big Arkansas results. Ask your Branham man for all the facts.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

KTHS

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

at deadline

McCANN-ERICKSON, MARSCHALK & PRATT MERGE TO 'BROADEN CLIENT SERVICES'

McCANN-ERICKSON and Marschalk & Pratt Co., both New York, will merge Jan. 1, it was announced jointly last Friday by H. C. Marschalk, founder of Marschalk & Pratt, and Marion Harper Jr., McCann-Erickson president. Marschalk & Pratt will remain intact and operate as division of McCann-Erickson. It was said to be first time that large general-service agency has undertaken to run specialized advertising agency as division of company, and first time agency has set up another agency to operate as division in same city.

Estimated billings totaling roughly $120 million per year represented by two firms—about $6 million for Marschalk & Pratt and approximately $115 million for McCann-Erickson.

Purpose of merger is to diversify and broaden client services of merged operations, officials said. Marschalk & Pratt will bring specialized knowledge in industrial and business advertising to McCann-Erickson, while at same time having advantages to be gained from large agency with many specialized departments. New division will have access to central departments of McCann-Erickson, including research, television and radio among others.

Merger unites two of oldest agencies in field today. McCann-Erickson was founded in 1901 and Marschalk & Pratt in 1923.

Mr. Marschalk becomes chairman of new division; S. L. Meulendyke, formerly executive vice president of M&P, will be president of division; S. H. Giellerup, former vice president, becomes senior vice president. Curt A. Peterson and R. H. Jones remain as vice presidents of division. Messrs. Marschalk and Meulendyke also become vice presidents of McCann-Erickson.

Division will continue to operate at 535 Fifth Ave.

M&P brings following clients to McCann-Erickson: Esso Standard Oil Co., Flintkote Co., Globe Automatic Sprinkler Co., Hartford Fire Insurance Group of Companies (which includes Hartford Fire Insurance Co., Hartford Accident & Indemnity Co. and Hartford Live Stock Insurance Co.), International Nickel Co., National Lead Co., Newport News Shipbuilding & Dry Dock Co., Sargent & Co., Standard Oil Co. (N. J.), Tile-Tex Co., and Western Maryland Railway.

Of the Marschalk & Pratt accounts, three have been users of radio-television—Esso, International Nickel and Standard Oil of New Jersey.

"In the design of this merger," Mr. Harper said, "McCann-Erickson had no hesitation in breaking with agency traditions and forming a separate agency division whose identity is preserved. We see no reason why the various forms of corporation organizations are not as readily applicable to the advertising agency business as they have been to other businesses and professions."

Eastern Colleges Support NCAA Football Control

EASTERN Collegiate Athletic Conference voted Friday to adopt restricted tv football program similar to National Collegiate Athletic Assn. program in effect past three seasons, but suggested that sponsors and/or networks be permitted to select "game of the week" as late as five days before game's playing date. In resolution, ECAC stated it supported "the theory that maximum damage is done to a game's attendance by the telecast of an important contest in the same general area."

Since Big Ten and Pacific Coast conferences have gone on record as favoring change to regional tv, heated discussion is expected to develop at NCAA convention in New York in January when football tv policy for 1955 will be formulated.

New and Renewed Sales Reported by NBC, DuMont

NINETEEN advertisers have renewed programs on NBC Radio for another 52 weeks for estimated gross billings total of nearly $18 million, it was disclosed Friday. Advertisers listed include Allis-Chalmers, American Tobacco Co., Chevrolet Div. of General Motors, Colgate-Palmolive, DeSoto Div. of Chrysler, Liggett & Myers, Miles Labs, Mytinger & Casselbarry, Procter & Gamble, R. J. Reynolds, Richfield Oil, Sterling Drug, Skelly Oil, Standard Oil of Calif., White King Soap Co., W. P. Fuller, General Mills, Coast Fisheries and Lewis Foods.

At same time, almost $7 million in gross business, new and renewed, is being announced today (Mon.) by John H. Bachem, DuMont Television Network's general manager, who described period since Nov. 1 at DuMont to be "one of the most active in the network's sales history." (For complete DTN listing of these renewals and new sales see story page 32.)

'Look' Awards Load NBC-TV

NBC-TV, with seven winners, led television networks in *Look* magazine's fifth annual tv awards, announced as follows:

NBC-TV: George Gobel, best comedian; Fred Coe, best producer; Jack Webb, best director; *Camel News Caravan,* best news program; *You Bet Your Life,* best quiz or panel program; *Ding Dong School,* best children's program, and *Cavalcade of Sports,* best sports program.

CBS-TV: *Omnibus,* best educational program; *Garry Moore,* best master of ceremonies; *Toast of the Town,* best variety program, and *See It Now,* best public affairs program.

DuMont: *Life Is Worth Living,* best religious program.

ABC-TV: *U. S. Steel Hour,* best dramatic program.

• BUSINESS BRIEFLY

KING SIZE CAMPAIGN • P. Lorillard & Co. (Old Gold filter king size cigarettes), through Lennen & Newell, N. Y., placing radio-television campaign in 60 markets starting Jan. 24 for six weeks.

BETWEEN GAMES • R. J. Reynolds Tobacco Co. (Camel cigarettes) will sponsor, for second year, *Sports Highlights,* film review of American sports events in 1954, on NBC-TV between coverage of Cotton and Rose Bowl football games on New Year's Day. Rose Bowl game slated to begin on NBC-TV at 4:45 p.m. EST.

BEFORE GAME • R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., will sponsor program on ABC Radio and ABC-TV on Jan. 1, 1:45-1:55 p.m. EST, immediately prior to networks' coverage of Sugar Bowl football game. Agency: Wm. Esty Co., N. Y.

DRAMA FOR POND'S • Though Kraft Foods is giving up its hour-long *Kraft Tv Theatre* on ABC-TV, another J. Walter Thompson Co. client, Pond's Extract Co. (women's toiletries), N. Y., is expected to pick up same time spot (Thurs., 9:30-10:30 p.m. EST) with same type of dramatic series.

DRAW EIGHT • Liebmann Breweries, N. Y. (Rheingold beer), to sponsor New Year's Eve Guy Lombardo show on eight New York stations: WRCA, WABC, WINS, WMGM and WOR, 11:30 p.m.-12:30 a.m. EST; WNEW, 11:35 p.m.-12:30 a.m.; WMCA, 11:30 p.m.-12:05 a.m., and WCBS, 11:30-11:59 p.m. Agency: Foote, Cone & Belding, N. Y.

SHULTON RENEWS • Shulton Toiletries, N. Y., through Wesley Assoc., N. Y., renewing spot announcement campaigns in its 10 basic radio markets.

JELLO ON TV • General Foods (Jello pudding and pie filling) planning television spot announcement campaign to start Jan. 17 for six weeks, using evening and daytime. Agency is Young & Rubicam, N. Y.

VASELINE ON RADIO • Vaseline Hair Tonic, through McCann-Erickson, N. Y., buying one-minute E. T.'s for early-morning radio spot announcement campaign to start Jan. 1 and run for 26 weeks in number of markets. Firm also is placing test saturation spot campaign in two cities for 12 weeks.

EVEREADY SPOTS • Eveready Batteries, through Ruthrauff & Ryan, N. Y., is planning radio spot announcement campaign to begin Jan. 17.

NBC Signs Cy Howard

CY HOWARD, after 15-year association with CBS and producer of *My Friend Irma* and *Life With Luigi,* has been signed by NBC to develop new comedy series which will originate in Hollywood, NBC is announcing today (Mon.). Fred Wile Jr., vice president in charge of programs at NBC Pacific Division, said Mr. Howard's approach will represent "an entirely new departure in tv comedy."



NOW . . . .

Toledo's WSPD-TV has maximum power!

Audio

160,000

~~24,000~~ watts

Video

316,000

~~48,000~~ watts

Maximum Power in this billion dollar market means 30% increased coverage for SPeeDy's advertisers.

Watch for complete market facts soon to be released.

A STORER STATION

WSPD RADIO TELEVISION TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT SALES DIR., 118 E 57th STREET, NEW YORK

at deadline

Green Bay Broadcaster Heads MBS Affiliates

JOHN M. WALTER, WJPG Green Bay, Wis., elected chairman of Mutual Affiliates Advisory Committee at meetings held Thursday through Saturday morning at Boca Raton, Fla. Ray Butterfield, WLOX Biloxi, Miss., elected vice chairman and J. W. Betts, WFTM Maysville, Ky., elected secretary. Meeting, described by MBS authorities as devoted to routine matters, was attended by Mutual delegation including President Thomas F. O'Neil; Vice Presidents J. Glen Taylor, Robert A. Schmid, E. M. (Pete) Johnson and B. J. Hauser; Station Relations Director Robert Carpenter, and Station Relations representatives Charles King and Tom Duggan.

WWSW Protests CBS Purchase, Move of WSTV-TV

CBS' $3 million purchase of WSTV-TV Steubenville, Ohio, and proposed move of ch. 9 outlet to Florence, Pa., just outside Pittsburgh, met with new opposition Friday as WWSW Pittsburgh petitioned FCC to dismiss applications. Joining protest filed earlier by WJAS Pittsburgh, WWSW attacked CBS proposal as illegal [B•T, Dec. 6, Nov. 29, 22].

WWSW and WJAS are remaining contestants for Pittsburgh ch. 11 after withdrawal of bid by Westinghouse Broadcasting Corp., operator KDKA there, which has bought ch. 2 WDTV (TV) Pittsburgh from DuMont for $9¾ million, subject to FCC approval (story page 68).

"The proposed assignment and modification are nothing more than palpable attempts by CBS and WSTV-TV Inc. to subvert the Commission's rules and its nation-wide plan of television assignments," WWSW charged. "The transaction and modifications proposed are an illegal scheme to give CBS an owned and operated television station in Pittsburgh by moving to that city a television channel which has been assigned elsewhere. CBS hopes to accomplish this without being annoyed by the Commission's rule-making procedures through the device of modifying an outstanding construction permit to provide for changes in studio and antenna locations," it continued.

Auto Dealers Heavy Spenders

BETWEEN January and October 1954 U. S. new car retailers spent more than $139 million on home-town advertising, the National Automobile Dealers Assn. reported today (Mon.). Average dealer spent $3,485 locally for first nine months averaging $36.60 per new car sold. Figures, which include all local media (no breakdown was available), do not include co-op ads or national radio-tv shows.

Permit Revocation Asked

FORMER applicant for ch. 11 at San Jose, Calif., Fm Radio & Tv Corp., petitioned FCC Friday to revoke permit of ch. 11 KQXI (TV) there and re-issue grant to Fm Radio. Petition charges all original stockholders of KQXI save its president have dropped out and contends prospective KQXI coverage is far less than that proposed by Fm Radio.

NEW NETWORK

MINIATURE radio network was set up by Radio Division of Bendix Aviation Corp. to help launch *U.S.S. Forrestal,* world's largest aircraft carrier, which was to be christened last Saturday at Newport News, Va. Because of ship's size, communications problem arose which was solved by Bendix with packsets which were operated by men at three strategic control points, one on "island" superstructure of *Forrestal,* another on deck and another on dock. Packsets were tuned to same frequency, as was transmitter-receiver equipment on dozen tugs involved in the launching, in "a tightly knit communications network, to help assure a precise operation."

'Globe-News' Surrenders Lubbock Vhf Grant

PERMIT for ch. 5 KFYO-TV Lubbock, Tex., was surrendered to FCC Friday for deletion. Owner Globe-News Pub. Co. explained it is not economically practical to continue construction of station since two already are operating there, ch. 11 KCBD-TV and ch. 13 KDUB-TV. Globe-News Pub. Co. also owns KGNC-TV Amarillo and is principal owner of KFYO and KGNC radio.

Concurrently, permit for ch. 35 WIMA-TV Lima, Ohio, and license for WLOK-AM there were surrendered to Commission pursuant to condition attached by FCC to grant for purchase of WLOK-AM-TV by WIMA-AM-TV [B•T, Dec. 6, Nov. 1]. WIMA radio is retained and application pends for switch of WLOK-TV, operating on ch. 73, to ch. 35. Operation is expected to continue under WIMA call. WLOK-TV is ABC, CBS and NBC affiliate.

Syracuse Dismissal Sought

WSYR-AM-FM-TV Syracuse, N. Y., asked FCC Friday to dismiss for want of supporting evidence protest filed earlier by WNDR Syracuse which charged restraint of trade [B•T, Nov. 8]. WNDR petition had asked Commission to revoke WSYR licenses on ground owner Samuel I. Newhouse, through his control of WSYR outlets as well as only local daily newspapers, was engaged in a "combination and conspiracy to monopolize" trade. WSYR answer contended WNDR's revocation plea is only reiteration of pending court suit brought by WNDR on same charges which it already has denied.

AFTRA Votes Network Pact

AMERICAN Federation of Television & Radio Artists announced Friday that its members have voted to ratify contract with radio and television networks. Contract, which sets up industry-financed pension and welfare plan for tv performers [B•T, Nov. 22], is expected to be signed as soon as agreement is reached on language of pact.

PEOPLE

FRANK H. BARTHOLOMEW, United Press first vice president, promoted to UP president and general manager succeeding **HUGH BAILLIE** who becomes chairman of board.

WES GALLAGHER, Associated Press general executive, and **HARRY T. MONTGOMERY,** AP traffic executive, both promoted as AP assistant general managers, it was announced Friday.

JOSEPH J. KEENE (Morton Salt account), **JAMES L. ISHAM** (S. C. Johnson & Son), and **JOHN S. NAGEL,** members of account executive staff at Needham, Louis & Brorby Inc., Chicago, elected vice presidents of agency.

HERBERT MANELOVEY, Benton & Bowles, N. Y., and **ALTON B. COPELAND,** Lever Brothers, N. Y., to BBDO, N. Y., in media department.

BOB STERN, publicity director, Jay Lurye Assoc., Duluth, Minn., to WMIN-TV Minneapolis-St. Paul as promotion manager.

WILLIAM P. ROSENSOHN elected president of Box Office Television Inc., N. Y., producer of closed-circuit tv meetings. Formerly executive vice president, he replaces **MILTON MOUND,** now chairman of board.

ALBERT THAYER, formerly with J. R. Mathes, N. Y., to NL&B, N. Y., as production manager. **PHYLLIS ANN SHARER** and **NAOMI BUNDSGAARD** to NL&B, Chicago, office as writers.

AFTRA Talks Hit Snag

NEGOTIATIONS between Chicago local of American Federation of Television & Radio Artists and WGN-AM-TV that city reported Friday to have hit snag over pension-and-welfare and other issues. Stalemate developed in wake of ratification by AFTRA local membership of pacts with ABC, CBS, NBC and agencies in Chicago for radio-tv performers late Thursday evening. Contracts are for two years and retroactive to Nov. 16. Local AFTRA board slated to discuss WGN Inc.'s latest offer at meeting Tuesday. Negotiations with WLS Chicago still in progress.

Dealers to Hear Carmine

JAMES H. CARMINE, president of Philco Corp., and other electronics leaders will address annual convention of National Appliance & Radio-Tv Dealers Assn. in Chicago Jan. 9-11. Other speakers to include David Hopkins, CBS-Columbia, on sales techniques, and Mort Farr, NARDA board chairman, on color tv prospects for dealers.

Voice Quarters on Display

TOUR of new Voice of America headquarters in Washington was made Friday afternoon by FCC Chairman George C. McConnaughey and Comrs. Frieda B. Hennock, John C. Doerfer and Robert T. Bartley. Host was J. R. Poppele, VOA director. Earlier, D. C. Chapter of American Women in Radio & Tv recorded half-hour program in new VOA headquarters studios, featuring interviews with officials of VOA and parent organization, U. S. Information Agency. Tape is available to other AWRT chapters. Elinor Lee, WTOP Washington, was m.c.

Tour of VOA facilities was arranged for AWRT by Ann Hagen, USIA radio-tv officer; Florence Lowe, AWRT D. C. chapter president, and Elizabeth Colclough and Gertrude Broderick, program co-chairmen.

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B•T's annual authoritative survey of leading agencies and billings . . . Dec. 20 issue

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*Reg. U. S. Patent Office

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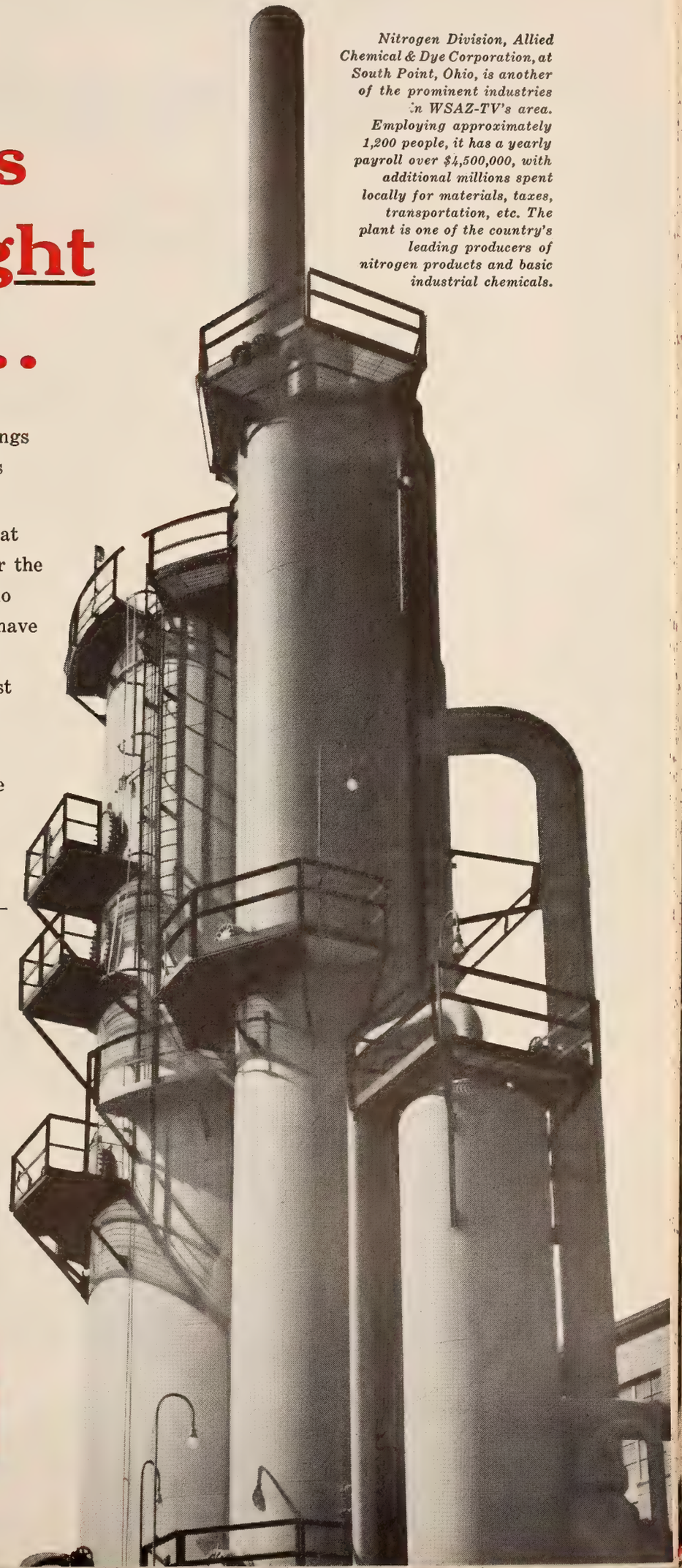
all it takes is the right catalyst...

A catalyst, you'll recall, is an agent that brings about a change in other things – yet remains as-good-as-new itself.

This is a rather accurate definition of what WSAZ-TV has been doing so admirably for the sales of so many products here in our big Ohio River Valley market. Their manufacturers have learned how effective an advertising catalyst we are – pervasive *and* persuasive in almost half a million television homes across five states!

Here is an area where sales-making can be a highly productive effort. Nowhere in the nation will you find such a vast profusion of factories, plants, shops, mills, and works – running at prosperous full-throttle – as in this industrial heart of America. Thanks largely to their activity (and resultant payrolls), an economic pressure of nearly *four billion dollars' buying power* will pile up this year.

Converting a bigger share of this into more sales for yourself is easy when you call upon the catalytic power of the *only single medium* covering our whole 116-county beehive. How easy (and at what reasonable cost) is a formula awaiting your inspection at any Katz office.



Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,200 people, it has a yearly payroll over $4,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Huntington-Charleston, West Virginia
CHANNEL 3
100,000 watts ERP
NBC BASIC NETWORK
affiliated ABC & Du Mont

WSAZ

TELEVISION

also affiliated with Radio Stations WSAZ, Huntington WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

For the **right** start in **Color**–TV...

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "*must*" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

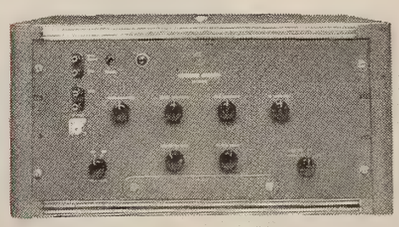
The 6 functions shown here represent the testing facilities required to attain and maintain the highest standards in color operation

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

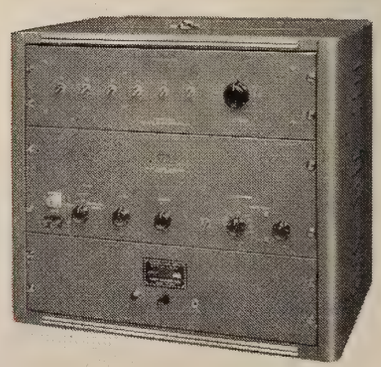
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.

You will need all of these 5 instruments for color test and measurement...

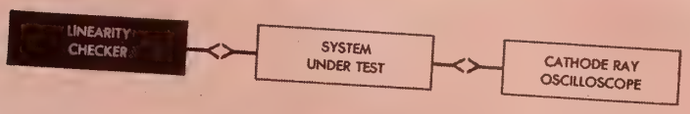


LINEARITY CHECKER
WA-7B

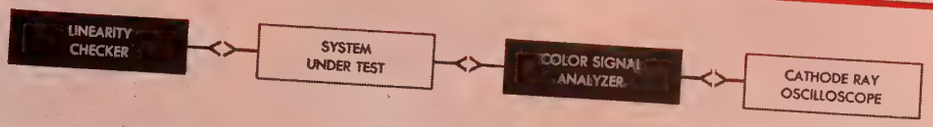


COLOR SIGNAL ANALYZER
WA-6A

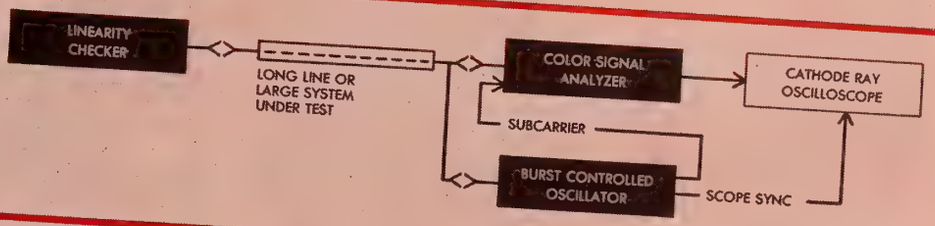
1 Linearity Checker and Oscilloscope test for differential gain.



2 Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.



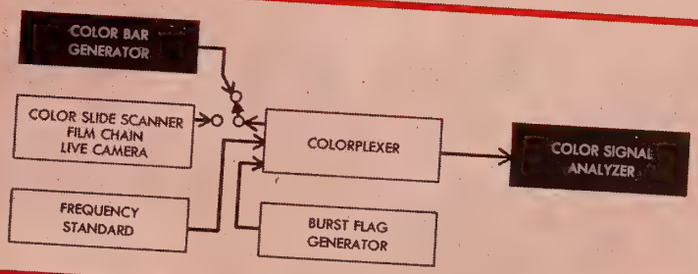
3 Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.



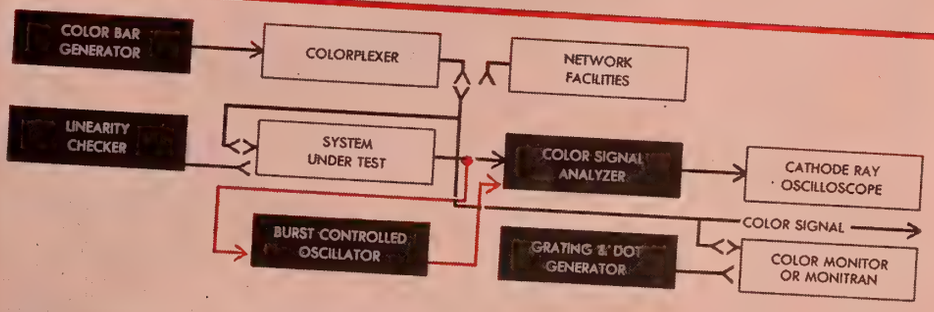
4 Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.

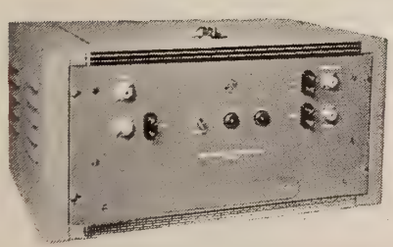


5 The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.



6 Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.

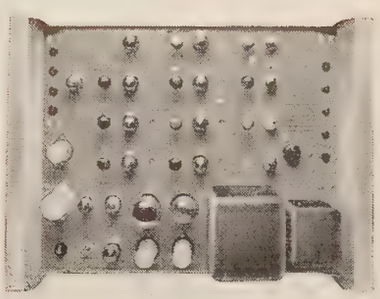




BURST-CONTROLLED OSCILLATOR
WA-4A



GRATING AND DOT GENERATOR
WA-3B



COLOR BAR GENERATOR
WA-1D

63.5%

of the viewing audience

chooses **WTRF-TV**

between 12 noon and midnight in the

WHEELING-STEUBENVILLE MARKET

The September, 1954 Telepulse Survey in the Wheeling-Steubenville Market shows:

Tuned in audience 12 noon to midnight

WTRF-TV 63.5%

Station B.....18.5%

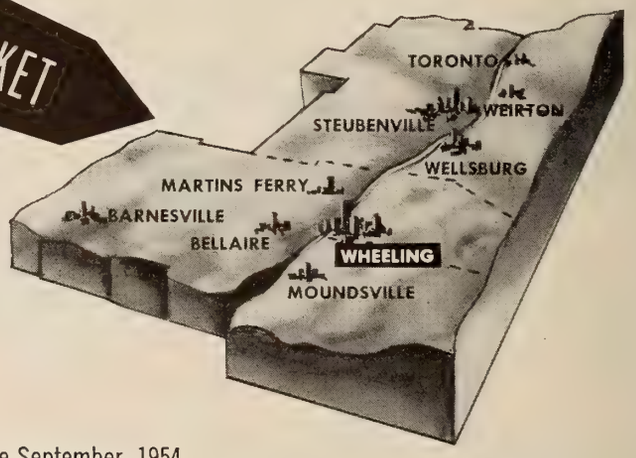
Station C.....17.0%

What's more—of the top 25 program ratings

ALL 25 WERE ON WTRF-TV

If ever a station dominated its market, WTRF-TV does—not by a small margin—but by a sweeping majority. Better programing, better promotion and a more powerful signal makes WTRF-TV the big buy—the station necessary in this important market.

WTRF-TV
WHEELING, W. VA.



The September, 1954 Telepulse Survey was conducted in the Wheeling-Steubenville market including the following counties:

Brooke, Hancock, Ohio & Marshall Counties, W. Va.
Belmont and Jefferson Counties, Ohio

In the WTRF-TV listening area there are more than 387,000 families owning approximately 275,000 TV receivers, and spending more than a billion dollars annually in retail sales.

Channel 7 • 316,000 Watts
NBC Primary • ABC Supplementary • Represented by Hollingbery
Robt. Ferguson • VP & Gen. Mgr.
Telephone WHeeling 1177 • Now equipped for network color

FACE THE NATION

IN THE five weeks it has been on the air, *Face the Nation* has gone through an evolution in reverse. Starting as a variant from conventional news conference programs, it has now been changed to conform.

At its outset, *Face the Nation* utilized a panel of newsmen in Washington and in at least two other cities. Those in the other cities could follow the program on their own monitors and be cut in to ask questions on an audio-video pickup. The obvious virtue of that procedure was to obtain regional angles that are lacking when panels are confined to the Washington correspondents' corps.

Face the Nation, like many of its counterparts, is back in the capital again. The pickups have been abandoned and newsmen from other communities deprived of the chance to become television stars. On the whole the greater loss is *Face the Nation's.* In format and approach, the program has become indistinguishable from many others.

In fairness, it must be said that the show does rise above the general level of its species by keeping on top of the news. It has been alert to choose itnterviewees who were involved in timely developments and interviewers who knew what to ask. On the whole it has managed to subordinate controversy in favor of enlightenment, a claim not all such programs can make.

The suppression of rough-and-tumble may be partly due to the presence of Ted Koop as moderator. Off hours, Mr. Koop is among the most convivial habitues of the National Press Club, where conviviality has the status of an art. (He was club president last year.) On camera he is formidably austere, conveying the impression that at any moment he may take a fractious reporter to the woodshed. Presumably he will unbend as he becomes comfortable in his new tv surroundings and will allow his natural amiability to project.

It is also to be hoped that CBS-TV will reconsider the use of reporters from other cities than Washington.

Production cost: $5,200 per program.
Sustaining on CBS-TV, Sundays, 2:30-3 p.m.
Recorded and rebroadcast on CBS Radio, Sundays, 10:30-11 p.m.
Moderator: Ted Koop.
Panel: Three newsmen.
Producer: Ted Ayers.
Director: Robert Quinn.

BING CROSBY SHOW

THE BING CROSBY radio fans—and as one who eschewed the glittering attractions offered by television at 8 o'clock of a Sunday evening through the 1953-54 season to listen to Der Bingle, this reviewer counts himself a loyal Crosby fan—have come to expect three things from a Crosby broadcast: first, his inimitable crooning of old and new popular songs; second, an interlude of fast and clever dialogue with Ken Carpenter and the guest of the evening; and third, the commercials delivered by Mr. Carpenter, with or without his star's assistance.

The new Crosby series on CBS Radio (9:15-9:30 p.m. EST, Monday through Friday) meets only one of those expectations: the Crosby voice after all these years sounds as fresh as ever; Bing's manner of putting over a song is as relaxed as if he were rehearsing instead of broadcasting; all the anticipated enjoyment is provided in the song department.

But the chatter part of the program is a sad let-down. Instead of the carefree, casual banter which Bing and Ken used to exchange so amusingly, the opening programs of this season's Crosby series found Bing stumbling through inept monologues. If Bill Morrow really wrote those scripts, as CBS maintains, he's in a slump and should be relieved until he pulls out of it. He can do better, as the record shows.

Finally, this Crosby series is being broadcast sustaining (and how could one better epitomize the plight of network radio than by the single sorry fact that the whole high-powered CBS sales staff was unable to find



a sponsor for a man whose products are still top sellers in record shops and movie houses?). With no commercials to deliver and nothing to do but sign the program on and off, Ken's absence from the talk part of the show is all the harder to understand. There was a wistful note in his voice on the first broadcast, when, at the conclusion of the show Bing wondered audibly if he hadn't been talking too much and Ken murmered, "Not to me." Many listeners must have been wondering with him.

Estimated production cost: $2,700 per 15-minute program.
Broadcast on CBS Radio, Mon.-Fri., 9:15-9:30 p.m. EST; transcribed in Hollywood.
Star: Bing Crosby.
Producers: Bill Morrow and Murdo Mackensie; director: Mr. Mackensie; writer: Mr. Morrow.
Announcer: Ken Carpenter.
Music: Buddy Cole Trio.

BOB HOPE SHOW

IF GREAT BRITAIN, which promises soon to become a little less austere in providing tv fare, is, as we hear, starving for tv entertainment, it's understandable.

Bob Hope, General Foods and NBC-TV demonstrated how bad things can get last Tuesday in a one-hour, unspectacular variety show which was produced and filmed in England with BBC's assistance. For this reviewer *"The Bob Hope Show"* fell flatter than a cake baked without Swans Down or, indeed any flour. (The program was sponsored by General Foods.)

Advance hoopla from Mr. Hope's camp had promised something in the manner of entertainment that would be a tantalizing taste of the continental talent cuisine which could be had for the asking if only somebody (as Mr. Hope did) would hustle over there and get it on film. If NBC-TV, CBS-TV and other network musical and comedy attractions of this season can be considered to be tv's filet mignon even without color additive, last week's *Bob Hope Show* must be classed as warmed over hamburger.

All of the "acts" in the "Continental Revue" apparently took place at the London Palladium, with Mr. Hope's introduction of each act conveying an impression of a rather secondary *Toast of the Town* without the latter's quality production. The only real "continental" look in the entire show was an imaginative sequence



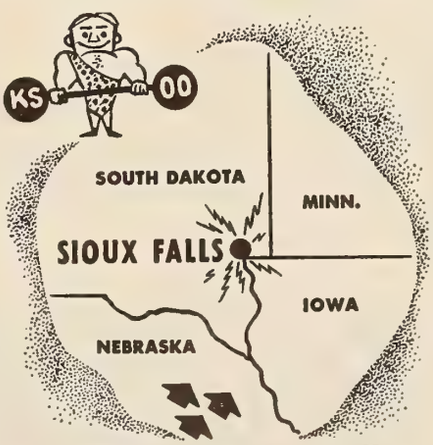
"Red" Stangland (left) KSOO's Radio Farm Director interviews Warren Friessen (center) 1954 South Dakota "Single Row" champion, Bill Friessen, Warren's father and 1953 South Dakota and National Single Row Champion.

11,000 Farm Folks turn out for RADIO-KSOO Mechanical Corn Picking Contest

Radio-KSOO started it in 1952. The winner goes to the National Contest. Objective: to stress efficiency and safety in using mechancial corn pickers. Implement and seed companies tie-in with displays. This annual State Contest is only one of many outstanding promotions "Red" Stangland takes to farmers in the Radio-KSOO coverage area. Others are Farm Study and Vacation Tours, State-Wide Farm Safety Program, State-Wide Farm Information Service. Plant your advertising dollars where they'll produce the greatest sales yield.

Things Happen When KSOO Sells!

One of the MANY Reasons the Farmer Regards KSOO as His BEST Farm Friend



KSOO

Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

KPHO-TV



now 45th* Metropolitan Market
in Population and Retail Sales

Among U. S. METROPOLITAN MARKETS Phoenix ranks —	
23rd	in Building Material-Hardware Store Sales
34th	in Drug Store Sales
34th	in Filling Station Sales
34th	in Home Furnishing Store Sales
38th	in Supermarket Sales
42nd	in Eating and Drinking Places Sales

*SRD Consumer Markets '54

- Population 423,400
- Retail Sales $515,290,000

Phoenix' sharp gains in population and retail sales make sense. The whole vital market is GROWING. New people are streaming in . . . finding jobs, buying homes and cars, establishing businesses. In fact, Phoenix is the hub of a network of prosperous communities which make a definite contribution to Phoenix' retail sales. It's a market worth dominating — and you can dominate it through the complete coverage of KPHO and KPHO-TV. They take your sales story right into the homes you most want to reach!

SOLD ~~reached~~ most effectively through . . .

KPHO-TV and KPHO

YOUR MEREDITH STATIONS

Channel 5 • CBS Basic
First in Arizona since '49

Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

KPHO

showing the fleeting film footage of Mr. Hope on London and Paris busy streets.

Maurice Chevalier was billed as a "special added attraction" and as making via tv his first U. S. appearance in the many years since he wowed 'em with his movie wooing. Last Tuesday's show proved Monsieur Chevalier still a great performer, but there's little resemblance to the Great Chevalier of the thirties.

Britain's Beatrice Lillie and Moira Lister (stage and screen star) went through their paces in good British style—if that is what the U. S. tv audience has been crying for these past few years. Liana Dayde, prima ballerina of the Paris Opera is as good as other famed ballerinas who have performed on tv in the past.

Mr. Hope's humor hewed to the comedian's practice of tailoring his routine to the locale—and for that reason a good quantity of it was lost for the average U. S. viewer. His performance on the whole, however, was up to par, proving that, abroad or at home, Mr. Hope is a master of pulling laughs from an audience.

Both the quality of film and the camera work were disappointing. It was so, particularly, to those in this country who have been hearing of unusual techniques and alleged superiority of tv film in Britain. Some of the limitations apparently can be traced to the lackluster staging.

Somebody connected with the show had a creative thought that since it was "veddy" British, a name British actor in Hollywood ought to do a commercial. Reginald Gardiner, an accomplished thespian, handled the chore on a Swans Down commercial (originating in the U. S.). This seemed to be a waste of talent, particularly with the believability factor in mind, for seeing Mr. Gardiner as a male Betty Furness who urged housewives to "demahnd" the product at the local grocery, was as bizzare as it was novel.

Production cost: $100,000 to $150,000.

Broadcast on NBC-TV, Dec. 7, 8-9 p.m. EST.

Sponsor: General Foods Corp. (Swans Down Cake Mix, Jello Instant Pudding and Minute Rice).

Agency: Young & Rubicam.

Produced on film in England for showing in U. S.

Star: Bob Hope, with cast including Beatrice Lillie, Liana Dayde, Moira Lister, the Cologne Male Choir, Jerry Desmond, Doreen Dawne, Shirley Eaton.

Added attraction: Maurice Chevalier.

Producer: Jack Hope.

Director: Jim Jordan Jr.

Production Supervisor: Leonard Hole.

Associate Producer: George Habib; BBC Associate Director: Bill Ward.

Music: Eric Robinson and BBC Orchestra.

Writers: Mort Lachman, Bill Larkin, Martin Ragaway, John Rapp, Lester White, with added material by Gig Henry and Chet Castellan.

Announcer: McDonald Hobley.

Technical Supervisor: Charlie Townsend; Audio Supervisor: John Pawlek.

Set Designer: Richard Greenough.

★ ★ ★

BOOKS

TAKING HOLD OF TELEVISION, by Roger S. Hall. National Publicity Council for Health & Welfare Services Inc., New York. 120 pp. $2.

THIS slender volume is required reading for those concerned with promotion and educational activities for health and welfare agencies, school, church and civic organizations, who will find it a down-to-earth guide for their tv use. The author, assistant national director, Visual Aids Service, National Council, Boy Scouts of America, has completed 13 shows made in Hollywood for national tv use.

with WAVE

you don't buy the hive—

YOU BUY THE HONEY!

One radio station — WAVE — gives you precisely what you need in Kentucky!

KENTUCKY'S BEST MARKET—AT THE RIGHT COST!
WAVE's 50% BMB daytime area practically coincides with the rich Louisville Trading Area, *which accounts for a whopping 42.5% of the total effective buying income of Kentucky!*

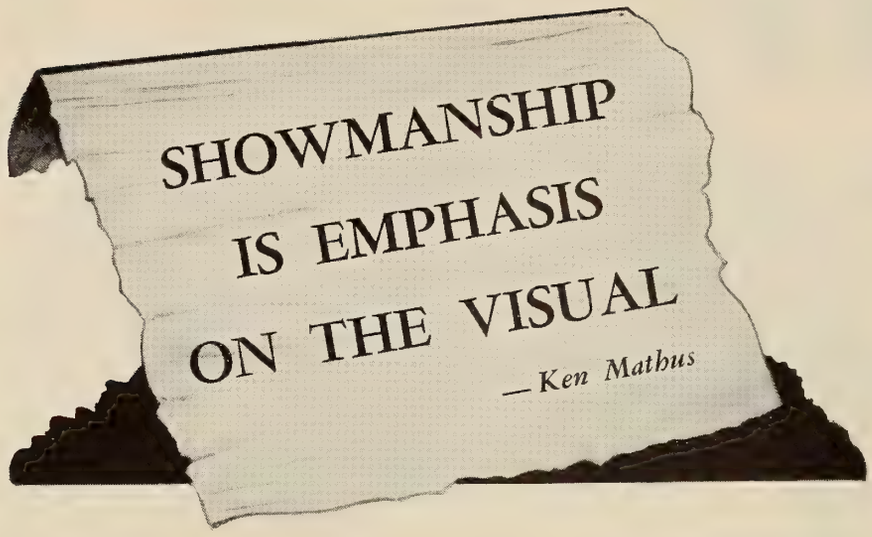
THIS AREA'S TOP PROGRAMMING—NETWORK *AND* LOCAL!
WAVE is the *only NBC station* in or near Louisville.
In addition, WAVE spends the dough to do top *local* programming — uses 44 people exclusively for on-the-air *radio* activities.

Don't buy the hive. Buy the honey — but get *all* the honey *without* getting stung. NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives





And WBNS-TV Showmanship Sells

WBNS-TV *Programming*



rated tops in Central Ohio, the station schedule has been built on popular CBS programs and high rated local productions. Because of this, WBNS-TV remains an undisputed leader, consistently carrying 9 out of 10 top rated multi-weekly and 12 out of 15 top rated weekly shows. (Sept. 1954 Telepulse).

WBNS-TV *Facilities*



include the finest engineering equipment in the country as well as a stand-by transmitter and antenna system to guarantee continual audience reception.

WBNS-TV *Public Service*



covers many features for the betterment of our city and country. Our public service activity has been nationally recognized by the Alfred I. DuPont, Zenith, Headliners and Sigma Delta Chi awards.

WBNS-TV *Market*



covers 33 Central Ohio counties with a set circulation of 423,000 and over 2½ billion dollar effective buying income in America's fastest growing and leading test market area.

Such factors have largely contributed to WBNS-TV's recognition as one of the most outstanding television stations in the country.

WBNS-TV

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

IN PUBLIC INTEREST

Promoting Safe-Driving

IN ANTICIPATION of National S-D Day (Safe-Driving Day), Wednesday, Mutual is presenting special programs with highway safety as the theme. Cooperating with the Mutual Life Insurance Co. of New York, MBS will broadcast "The Fifth Horseman—Death at the Wheel" tomorrow (Tuesday). On Jan. 11. "The Search That Never Ends" will be presented in cooperation with the Institute of Life Insurance.

Seven Hours, $100,000

KGUL-TV Galveston, Tex., on Thanksgiving Day raised nearly $100,000 in cash, pledges, and gifts of land during a seven-hour telethon for funds for the Council of Retarded Children. Funds and pledges are to be used to build an "Opportunity Center".

Diversified Music

RELIGIOUS music is featured on a 25-minute weekly KABC Hollywood *Brotherhood Through Music* program which features Protestant, Catholic and Jewish liturgical music together with short talks by civic leaders.

Radio Essay Contest

WNAX Yankton, S. D., is presenting the station's 18th annual radio essay contest in cooperation with the South Dakota Tuberculosis and Health Assn. Six high school students from different towns in South Dakota will read their original essays, already prize winners in their individual school contests, on the air. The essays, which review 50 years of progress in the prevention and control of tuberculosis in connection with the golden anniversary of the National Tuberculosis Assn., will be rated by judges listening on radios in various parts of the state.

WMRI (FM) Raises Donors

HOSPITAL officials report gratifying results from an emergency drive for blood donors which WMRI (FM) Marion, Ind., carried on for the Marion General Hospital when its blood bank was suddenly depleted. Eleven donors from the small community responded almost immediately to the call, although it took place on a Sunday evening and only over the fm outlet.

'Smogcasts'

WITH smog an ever-increasing problem in Southern California, KFOX Long Beach, Calif., has started programming smog forecasts tape-recorded by a staff member in a Navy blimp which flies over the area daily.

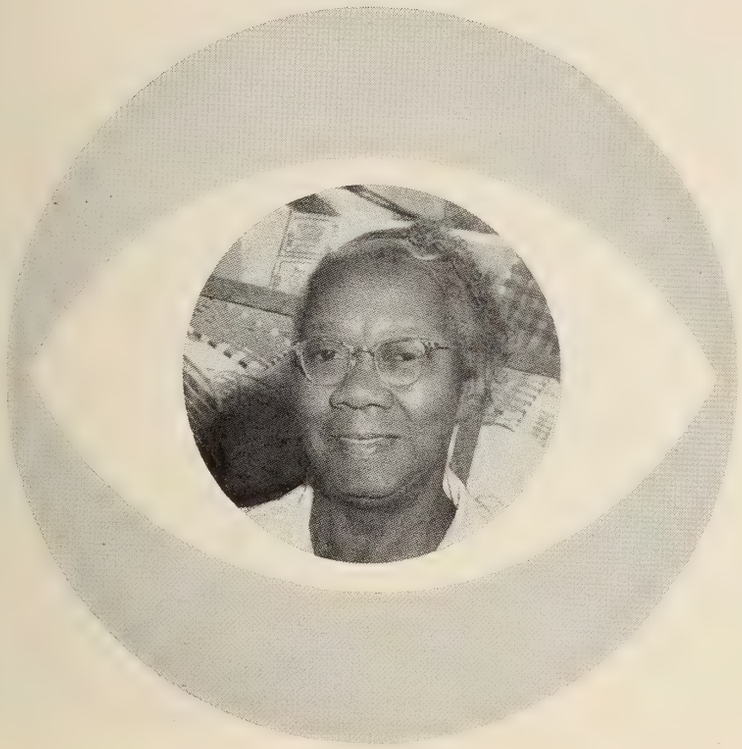
MD Telethon

WTTG (TV) Washington, D. C., has conducted its third annual telethon in behalf of the Muscular Dystrophy fund drive. The telethon, which last year raised $89,000, was co-emceed by Art Lamb, WTTG personality, Henry Morgan and Duncan Rinaldo (The Cisco Kid).

Olympic Funds

KCCC-TV Sacramento, Calif., has scheduled a telethon to raise funds for the U. S. entry in the 1956 Olympic Games, an event financed through public subscription. The station is attempting to help Northern California meet its quota as determined by a national Olympic committee.

To sell anything used in a kitchen, let Eudora go to work for you.



Southern Cookin' proves that the way to the Greater Nashville area's heart is through

WLAC-TV

Nashville's newest, maximum powered, highest towered station offers coverage of 62 Tennessee and Kentucky counties with Nashville's newest, highest powered afternoon show. Eudora is Nashville's leading cateress. Wonderful cook and terrific personality, she's able to impart her knowledge of food preparation with just the right touch of Southern accent.

Data: Mon. thru Fri. 4-4:30 p.m. Regular participating rate for one min. applies; add $5 per spot (commissionable) if Eudora does full or part commercial. With three-a-week purchase, product is stocked in Eudora's kitchen on exclusive-for-category basis.

Further details from national reps, the Katz Agency.

WLAC-TV

100,000 watts Channel 5
CBS Basic Affiliate
National Representatives:
The Katz Agency

SPURRED for ACTION



With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
** Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

Sequel Semantics

EDITOR:

We were surprised and troubled to read of the untimely demise of an old and valued friend of ours in the feature, "Film Maker, Reid H. Ray," in the Nov. 8 B•T. Especially since the corpse is still a living, healthy veteran of six years in television.

You stated that Mr. Ray broke new ground in the tv program field, beginning production of 52 half-hour *Walt's Workshop* films. They're fine films, worthy to take their place beside the "live" version of *Walt's Workshop* which, in a few months, will head into its sixth consecutive 52 weeks on WNBQ (TV) Chicago, all under the sponsorship of the 27 retail yards of Edward Hines Lumber Co.

Consequently, Mr. Ray's films cannot possibly be a "sequel" to the successful "How-to-do-it" program that "ran live" in Chicago. Uncle Walt of *Walt's Workshop* still faces the cameras in-the-flesh every Friday at 7:30 p.m. in Chicago. And, do you know what? We think *Walt's Workshop* will be a "live" Friday night fixture in Chicago television for another six years.

John K. Cole, Radio-Tv Dir.
The Buchen Co., Chicago, Ill.

[EDITOR'S NOTE: B•T's well-thumbed office dictionary defines "sequel" as "that which follows or comes after; specif.: a. A succeeding part. b. Logical consequence, conclusion, inference." We believe Mr. Cole will agree that the "Walt's Workshop" films did not precede the live tv series and also that it probably is a logical consequence of the live series.]

129 for 6 at WCKY

EDITOR:

May we get into the act, please?

My chapeau's off to WMAZ [OPEN MIKE, Dec. 6] and the youngsters at KMMJ [OPEN MIKE, Nov. 15], but I'd suggest that they get some years aboard before they start to crow.

Here at WCKY (we celebrated our 25th anniversary in September) our five oldest (in point of service) add up to 111 years. Actually, we have two at 18 years so we should count the tie, with a total of 129 years for 6.

And if they want to count to 12, here's the score:

C. H. Topmiller, president and general manager, 24 years; Mrs. Jeanette Heinze, secretary, 23 years; George Moore, sales, 25 years; Arthur Gillette, engineering, 21 years; Bud Spenlin, engineering, 18 years; Thomas Ware, maintenance, 18 years. Total 129.

Plus: Mrs. Essie Rupp, continuity, 17; Adrian Lentz, engineering, 14; Alec Sanford, maintenance, 13; R. M. Fleming, promotion director, 13; John Murphy, news director, 12; Paul Sommerkamp, news writer, 11. Grand total 209.

Now, who's next?

R. M. Fleming, Promotion Dir.
WCKY Cincinnati

One of the Finest

EDITOR:

I read with considerable interest your text of the speeches made by George Kern and Robert Reuschle on buying and selling at the Radio & Television Executives Society's seminar meeting [B•T, Dec. 6].

I was extremely pleased that BROADCASTING • TELECASTING published both these speeches which give two views of these important facts of the broadcasting industry. As a seller of time, I was particularly impressed with Mr. Reuschle's remarks setting forth some of the basic problems which beset the time salesman. Most important, however, were his remarks concerning the cost-per-hour in reception rooms per salesman.

I believe the text of his speech was one of the finest published articles on the "frustrations of time selling."

Bernard Howard, Pres.
Stars National Inc.
New York, N. Y.

Tv Fan Magazines

EDITOR:

Thanks for your kind permission to reprint the tv [fan] magazine article [B•T, Nov. 22]. Everyone felt that it was an excellent reporting job, so good that we mailed it out to our entire list of advertising agencies and advertisers.

Morton E. Grossman
Advertising Promotion Manager
TV Guide
Philadelphia

Death Warrant

EDITOR:

Enjoyed very much the article "An Elder Statesman Looks at Advertising" [B•T, Nov. 29].

Although we at a small town radio station are not so concerned with "hucksterism" as we are with many other copy problems, the trends and innovations of competitive advertising have their immediate effect upon us.

Television, along with such outstanding advertising agencies as J. Walter Thompson Co., has taught us two big things: (1) that the sales message can be entertaining and (2) that children wield a tremendous influence on the buying habits of the American family.

The problem of how, why and if one product is superior to another is gradually giving way to the oftentimes more perplexing one of providing a new approach—a different appeal—nestled in the proper matrix of each advertising medium.

I believe the trend toward creative advertising is slowly but surely signing the death warrant of bulldozing tactics of "hucksterism" and, if not curing, at least transferring the "Copywriter's Strain" mentioned in Mr. Young's article to a more intelligent and rewarding effort.

Don Lamb
WHIS Bluefield, W. Va.

Tv for the Blind

EDITOR:

So much criticism is directed at television that praise may be welcome. It may strike you as somewhat unusual that praise, in this case, should come from an [fund-raising] agency for the blind. For what use can blind people make of television?

The answer is—a great deal, indeed. In fact, there are a number of prominent agencies for the blind all over the nation who use television often. But a survey made by us revealed that more than half of the agencies working for the blind do not . . .

The American Foundation decided to create a hand-book and reproduce run-down sheets especially for [their] use . . . I approached all tv stations and asked them if they would help. More than 100 program directors . . . responded, some of them with very lengthy suggestions . . .

So, from America's 314,000 blind people and the hundreds of thousands who are working for and with them come sincere thanks to the program directors who took time out from a



This G-E Portable Camera chain converts to COLOR at less than half the cost of a new one!

PYRAMID PLAN FOR COLOR TV

Buy this camera chain now for black and white programming—and adapt it quickly and easily when you're ready for color pick-up. Basically, all you do is add a color wheel to the camera and to the camera control monitor. Then, make the necessary changes in the circuitry. Once this is done, you've taken another smooth, easy step forward in the Pyramid Plan for color TV!

Immediate use on black and white TV pick-ups quickly demonstrates the versatility of all units. Remotes are a pleasure to handle with this lightweight equipment. And, in the studio, picture quality is greatly improved. Yes, anyway you look at it, a General Electric portable camera chain is best for your station.

Get detailed features from your local representative, or write: *Section X2124-13, General Electric Co., Electronics Park, Syracuse, N. Y.* In Canada, write: C.G.E. Electronics, 830 Lansdowne Ave., Toronto.

Progress Is Our Most Important Product

GENERAL ELECTRIC

STRENGTH
all the way up

EMSCO TV towers

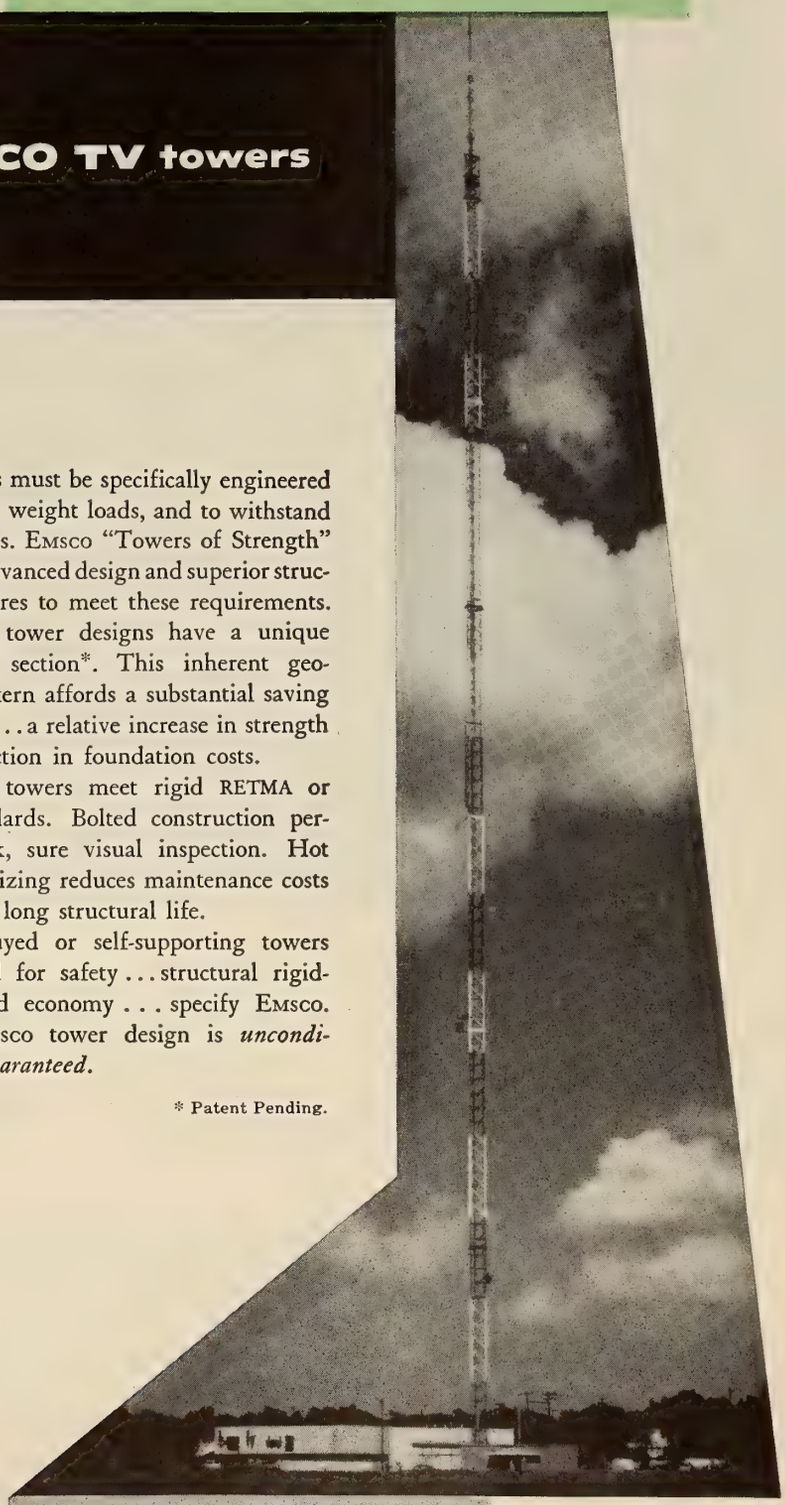
TV towers must be specifically engineered for height, weight loads, and to withstand high winds. Emsco "Towers of Strength" have the advanced design and superior structural features to meet these requirements.

Emsco tower designs have a unique beam leg section*. This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Emsco towers meet rigid RETMA or AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy . . . specify Emsco. Every Emsco tower design is *unconditionally guaranteed.*

* Patent Pending.



Typical Emsco guyed TV tower, Houston, Texas

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

E-183

busy schedule to give some very definite, detailed instructions—instructions which they must have known would create more work for them . . .

We thought you'd like to know how we feel about tv. We feel GOOD about it.

George Ziemer
Director of Public Education
American Foundation for the Blind
New York

Was This 'Traipse' Necessary?

EDITOR:

I was not "traipsing" around the halls of Congress; "trudging" is the word, and it's hell on the feet.

And if you ever tasted any Chautauqua lemonade, you wouldn't be so loose in your similes. The subourbon circuit is much better.

Millard C. Faught
The Faught Co.
New York

[EDITOR'S OTNE: B•T, in a Dec. 6 Closed Circuit on subscription television, noted that "Zenith's Millard (Tex) Faught, who has been one-man Chautauqua for past three years on Zenith Phonevision, traipsed about Capitol Hill last week. . . ."]

NAB—New Style

EDITOR:

I can readily understand how broadcasters might be wary of any groups having to do with programming because of sad experiences in the past. The National Audience Board has been set up by a veteran in the radio field (1932) and contemplates representation by the industry as well as the public.

The Board's articles of incorporation state that the purposes for which it is formed are: "to express and reflect public opinion regarding the industry of television and radio broadcasting; to render aid to groups in communities and regions organized for a like purpose." Our California Committee has already initiated this policy.

I can think of no better recommendation for the Board than the one contained in the following remarks on a KNXT (TV) Los Angeles (CBS-owned) news program: "That's the background that makes the National Audience Board look so promising. Its plan for working cooperatively with the television industry is a breath of fresh air. Instead of a threat or a boycott it's an honest American approach."

Peter Goelet, Pres.
National Audience Board
New York, N. Y.

[EDITOR'S NOTE: In an editorial [B•T, Nov. 22] commenting on the formation of the new NAB, B•T described Mr. Goelet as "a free enterpriser, who abhors censorship or government interference in business," but expressed ourselves as "still from Missouri" because of "past experience with pressure groups and do-gooder projects."]

U. of Minn. Men Prefer Bands

EDITOR:

With the football bowl games approaching we would like to ask the telecasters, through your Open Mike column, to please don't bore us with dull halftime interviews when you could be showing us the marching bands and majorettes. Ninety per cent of the fans will agree with us.

Our college library has your magazine and we appreciate it immensely.

Don Potts
U. of Minnesota
Duluth, Minn.

WKRC-TV

316,000 watts

on Channel 12

CBS CINCINNATI, OHIO

MAXIMUM POWER

Soon

MAXIMUM POWER

WTVN-TV

100,000 watts

on Channel 6 COLUMBUS, OHIO

Don Chapin
Mgr. New York Office,
550 Fifth Avenue

Ken Church
National Sales Manager

REPRESENTED BY THE KATZ AGENCY

"KMOX, of course!"





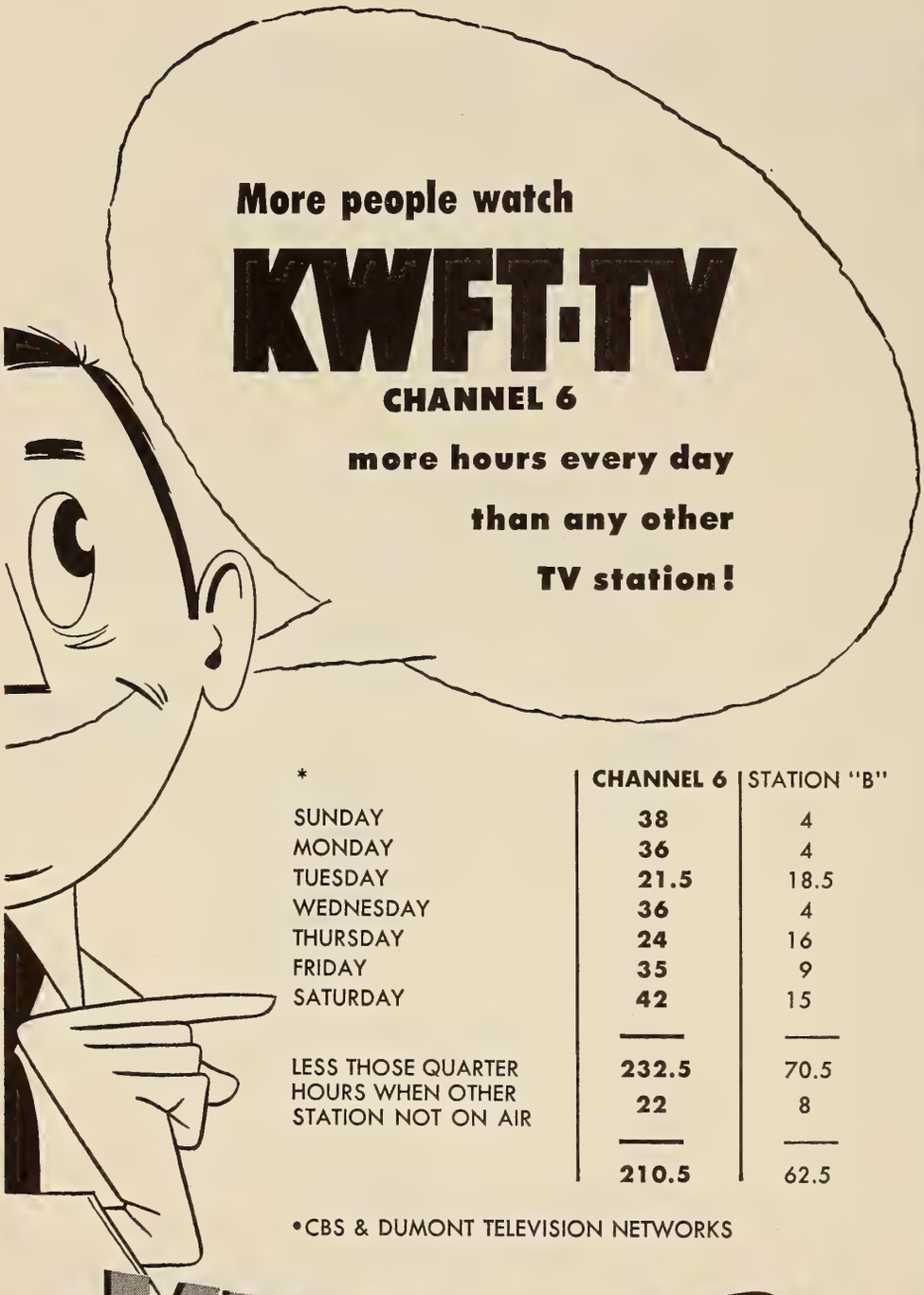
It happens month after month, year after year after year. Every study shows that KMOX wins far-and-away the biggest audience in all St. Louis radio. The most recent Pulse, for example, shows that the KMOX average share of audience is now *50% greater than that of any other station!*

And look how this smashing lead measures up in terms of quarter-hour wins. KMOX wins bigger audiences in 4 out of every 5 weekday periods. Bigger audiences in 3 out of every 5 weekday evening periods. Bigger audiences in more weekend periods than all other stations combined. In fact, throughout the entire week, *KMOX wins more than twice as many quarter-hour firsts as all other St. Louis stations combined!*

If you want to get your product into homes up and down the length and breadth of the rich Mid-Mississippi Valley market, tell your sales story on the station with the biggest audiences. *Of course that's...* **KMOX**

"The Voice of St. Louis"
CBS Owned
Represented by CBS Radio Spot Sales

Pulse Reports* in Wichita Falls, Texas



*	CHANNEL 6	STATION "B"
SUNDAY	38	4
MONDAY	36	4
TUESDAY	21.5	18.5
WEDNESDAY	36	4
THURSDAY	24	16
FRIDAY	35	9
SATURDAY	42	15
LESS THOSE QUARTER HOURS WHEN OTHER STATION NOT ON AIR	232.5	70.5
	22	8
	210.5	62.5

•CBS & DUMONT TELEVISION NETWORKS

KWFT-TV
CHANNEL 6

Represented by **BLAIR TV, Inc.**

MILESTONES



DUQUESNE LIGHT Co., one of the oldest sponsors on KDKA Pittsburgh, is on hand as the Westinghouse station celebrates its 34th anniversary. Herbert Briggs Jr. (c), Duquesne manager of advertising and publicity, congratulates L. R. Rawlins (l), KDKA general manager, and John Stilli, the station's sales manager, who holds an old carbon microphone.

► KFUO St. Louis, *The Gospel Voice,* is celebrating its 30th year on the air.

► RAY LLOYD, WIP Philadelphia engineer, is celebrating 28 years with the station; GERRY MAHONEY and DEL DENGATE, WIP engineers, are observing their 16th anniversaries with the station.

► ROBERT H. SMITH, producer-director, WOOD-AM-TV Grand Rapids, Mich., is observing 25 years of service with the am outlet.

► PAUL W. MORENCY, general manager, WTIC Hartford, Conn., and vice president, Travelers Broadcasting Service Corp., is observing his 25th anniversary with the station.

► CBS RADIO's *Ma Perkins* and VIRGINIA PAYNE, star of the show since it first went on the air in 1933, are celebrating their 21st broadcasting anniversary.

► WRGB (TV) Schenectady, N. Y., is marking 15 years of regularly-scheduled tv broadcasting.

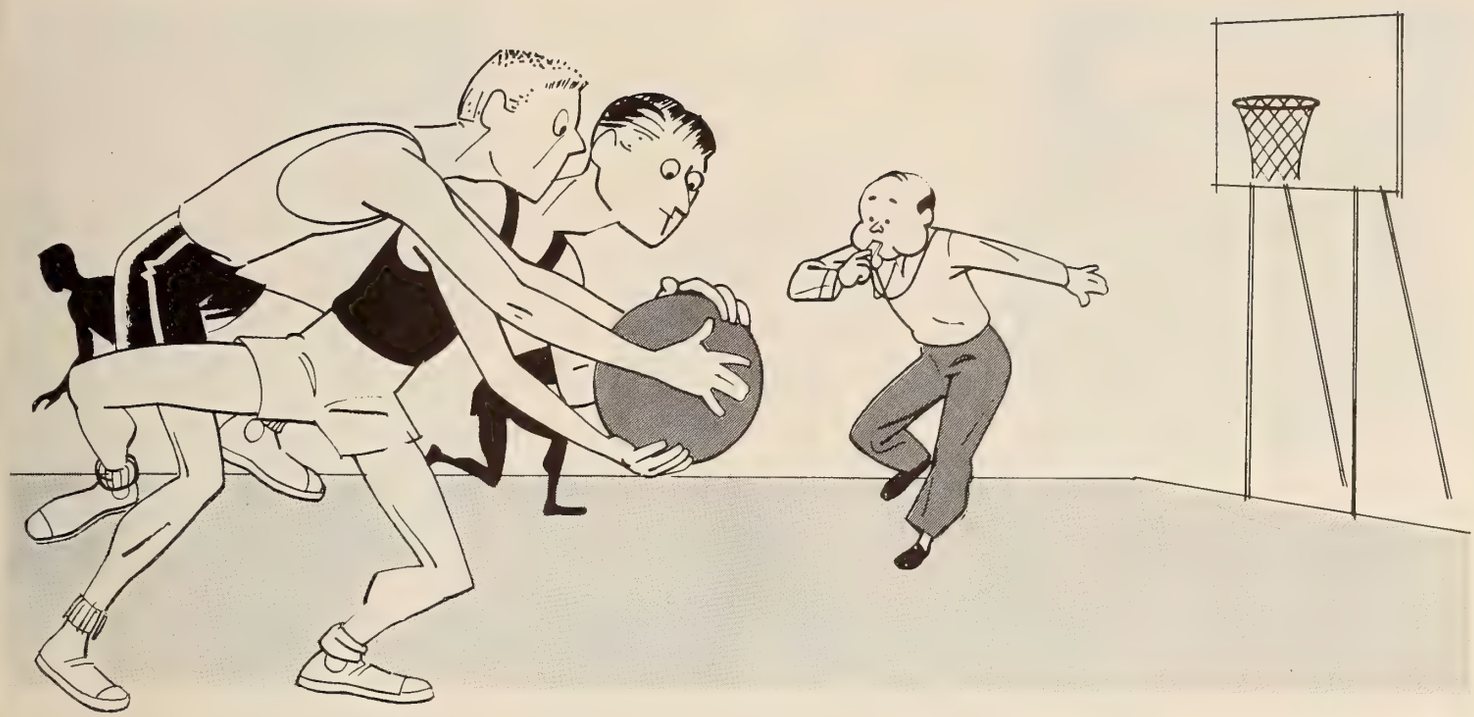
► WALTER WINCHELL, newsman, is observing the beginning of his 23d year in broadcasting.

►WSPB Sarasota, Fla., is beginning its 15th year of broadcasting.

► DICK HAYNES, disc m.c., KLAC Hollywood, has begun his ninth year on the station.

KOA Plans 30th Birthday

KOA DENVER plans to turn back the clock on its 30th anniversary. On Dec. 15 the station has scheduled an as-near-as-possible-duplication of the hour-long program that KOA signed on with in 1924, broadcasting it in the same 8-9 p.m. slot. Other anniversary plans are for all night broadcasts Dec. 12-15 featuring congratulatory long distance calls from other stations which will be both recorded and live. Telegrams also will be acknowledged on the air. On other days KOA has scheduled an "Agency and Client Cocktail Party" and a "Kid's Christmas Party" at Denver's City Arena.



It's No Draw...in Omaha

KMTV continues to beat its own records as Omaha's most popular TV station. *That* you may already know. But did you know that KMTV is also the favorite television station in an area that includes 65 percent of all the people in Nebraska?

It's true indeed. KMTV's Class A signal covers *both* of Nebraska's two major population areas, Omaha and Lincoln.

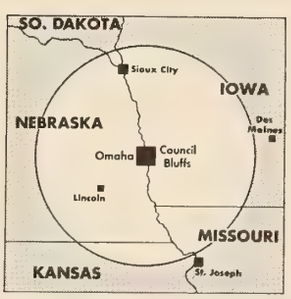
And . . . an independent survey shows that KMTV has a 3-to-1 leadership ratio as the *one* most-watched television station within a 100-mile radius of Omaha.*

This KMTV coverage area of nearly a million-and-a-half people provides you with a market more populous than the states of North Dakota, South Dakota and Wyoming combined . . . more populous even than such cities as Baltimore, Cleveland or Washington, D. C. There are more people in the KMTV coverage area than there are in the entire state of Nebraska.

KMTV is able to cover this wide and prosperous region so effectively because of an unbeatable combination: (1) KMTV's strategic location in the more heavily populated eastern section of the state, (2) KMTV's low channel 3 and maximum power, and (3) the flat Iowa-Nebraska terrain.

But, happily enough, area coverage is only half the story. Audience surveys report that *people prefer to watch KMTV*. In the latest Omaha area survey (ARB Survey—Oct. 14-21) viewers gave KMTV 10 of the top 10 weekly shows . . . and the area's favorite multi-weekly and locally-produced show. The most recent Pulse survey (Sept. 7-13) gave KMTV 11 of the top 15 shows.

To profit from this leadership, contact KMTV or your Petry man today.



Survey name and statistics upon request.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

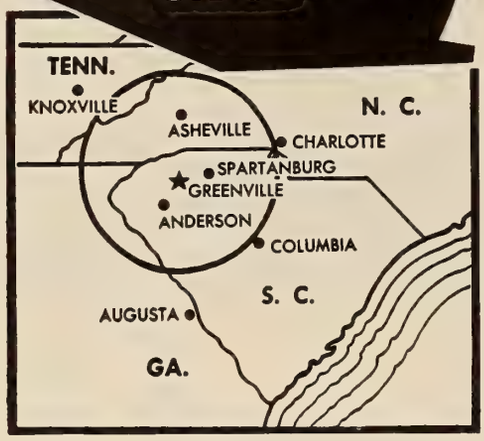
TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO

WFBC-TV

100KW POWER
2204 FT. ANTENNA

"Giant of Southern Skies"



. . . boasting more people and larger income within 100 miles radius than Atlanta, Jacksonville, Miami, or New Orleans, WFBC-TV is truly the "Giant of Southern Skies," and a powerful new advertising medium in the Southeast.

HERE'S THE WFBC-TV MARKET
(Within 100 miles radius)

Population	**2,924,625 People**
Income	**$3,174,536,000**
Sales	**$2,112,629,000**
Television Homes	**277,622***

Market Data from Sales Management
*TV Homes: Figures from CBS Tel. Res. Dept., compiled by A. C. Nielsen Co. as of Nov. 1, 1953—plus RETMA set shipments in the 100 mv. contour since Nov. 1, 1953.

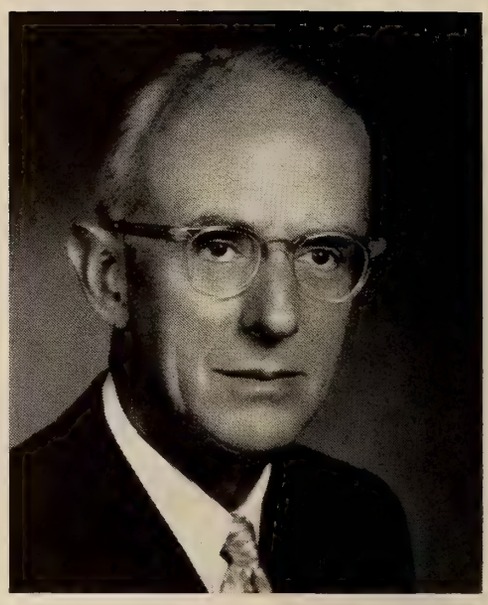
Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

our respects

to JOHN HENRY PLATT



IN HIS 35 years at Kraft Foods Co., John Henry Platt has built a reputation as one of the broadcast media's most forthright critics and solidified himself as a shrewd buyer of radio and tv time—all because of a childhood philosophy that "there must be a better way" to do things.

Kraft's success with judicious use of the twin broadcast media through the years has been largely the result of activities by a man who was literally born into the food business. Mr. Platt says frankly: "My business is to sell food."

Kraft has not been content to rest on its laurels. As evidenced the past fortnight, the company juggles around its radio-tv properties to obtain the most for its advertising dollar. Under Mr. Platt, vice president and director of advertising and public relations, Kraft has collected a number of "firsts" in radio and television dating back to 1933 when it started the *Kraft Music Hall* as network radio's first variety show.

Jack Platt has been a lifelong believer in brand name goods from the day he waited on customers in his father's retail store and rode the trucks with his father's salesmen. He was born in Chicago on June 29, 1897.

While at Robert Waller High School in Chicago, he launched his own business, the Elko Printing Co., complete with power presses, a stock of type fonts and other necessities. In school he became editor of the paper and chief printer and distinguished himself in oratory. Even then young Mr. Platt was showing a penchant for originating ideas, which he sharpened with study at Kent College of Law in 1917 and jobs in the automobile tire business. In 1918 he joined the wholesale division of Marshall Field & Co.

After service in the Navy during World War I, Jack Platt took a refresher course in Pierson's Business College in 1919 and landed a job with the young Kraft Cheese Co. as an assistant in the advertising department. He was appointed advertising manager in 1924.

Under his guidance Kraft was the first to place a national full-page ad for cheese. In the early '30s, John Platt sensed the value of radio as a major advertising medium, and the two-hour *Kraft Music Hall* was begun with Bing Crosby.

On May 7, 1947, when WNBT (TV) (now WRCA-TV) New York was claiming 8,000 set owners and a coverage range of some 50 miles, Mr. Platt booked the *Kraft Television Theatre* and it has been on ever since. Mr. Platt believed in television to the point of prophesy: He predicted 1.5 million sets along the eastern seaboard and a network jutting as far west as Chicago and St. Louis by the end of 1948.

He also felt strongly that tv commercials should be in good taste and adhere to the rules of showmanship. As a result, Kraft commercials were pace-setters for quality.

Mr. Platt's reputation as a critic in tv advertising is well-grounded. One May day in 1952 he addressed the Chicago Television Council on "evils" of the industry (viz., offensive programs, mugging tv newscasters, high costs, standards and ethics).

He warned that "we've had a reasonably long time to get our television house in order—several years, in fact, of trial and error." He closed with this gem: ". . . Being on television is like living in a glass house, with the whole world looking in the windows. And you know the old bromide—people who live in glass houses shouldn't take a bath in the daytime."

Mr. Platt was promoted to vice president and director of advertising and public relations in 1940 and has been a member of Kraft's executive committee for the past nine years.

Kraft has shifted radio and television properties with the dexterity of a juggler these many years. In the past fortnight, it dropped the *Kraft Television Theatre* from ABC-TV, picked up a series of short newscasts vacated by S. C. Johnson & Son on MBS, bought *Tom Corbett, Space Cadet* on NBC-TV and re-examined its shows in a realignment that kept network executives moving on the double.

While Mr. Platt feels strongly about broadcast media, he has been a good friend of printed media, which gets its share of Kraft's overall budget. Recently the Audit Bureau of Circulation appointed him board chairman (he joined ABC in 1935). He is a member of the Assn. of National Advertisers and Advertising Federation of America, and is a director of the Brand Names Foundation.

Jack Platt enjoys fishing, hunting and golf but his heart lies in table tennis (he has competed against former champion Coleman Clark), which he has played for over 30 years. His hobbies also include collecting rare and first editions of books, and woodworking.

Mr. Platt married the former Arlene Katherine Prochnow in June 1920. They have four children—Robert, John Jr., James and William—and live in Winnetka, Ill. Among other associations he belongs to the Off-the-Streets Club, Evanston Hospital Assn., National Council of Churches (of which he became assistant treasurer Dec. 2), Sunset Ridge Country Club, Economic Club, Glenview Club and Lake Shore Club.



It's Better when it's **BIG!**

The BIG station in Hawaii is

K P O A

Honolulu

KPOA leads in more quarter-hour periods of the broadcast day ON ALL ISLANDS than any other Honolulu Station.

The BIG Station in Eastern Michigan is

W T A C

Flint

First in audience in the morning among all stations according to the latest Hooper.

Expect and get BIG sales results with the BIG Stations

KPOA Honolulu
5000 watts at 630
nationally represented by
George P. Hollingbery Co.

WTAC Flint
1000 watts at 600
nationally represented by
The Bolling Company, Inc.

RADIO HAWAII, INC.



Photo Courtesy of Burlington Mills

North Carolina Leads The Nation In Textile Product Manufacturing

North Carolina is America's top textile state. In both the natural and man-made fibers, this state is without a peer. From its modern and highly diversified plants literally flow billions of dollars worth of goods each year. And that's only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, buying market is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 KC

FREE & PETERS
National Representative

R. H. MASON, General Manager . *GUS YOUNGSTEADT, Sales Manager*

BROADCASTING TELECASTING

December 13, 1954 Vol. 47, No. 24



THEY'RE COSTING U. S. BROADCASTERS $3.5 MILLION EACH YEAR

THE HALLOWED American custom of going to meetings is costing the nation's broadcasters $3.5 million a year.

And that's a rock-bottom figure for what the owners of U. S. commercial radio and tv stations spend each year to send their executives to NARTB national conventions and district meetings, to state association gatherings and other industry get-togethers.

It ignores completely the meetings outside the broadcast industry which many station executives attend each year; for instance, the presence of many station engineers at IRE's annual meeting in New York. Also omitted from the total are the convention bills of the radio and tv networks, which would give the amount a sharp upward hike.

This amazing figure of what convention attendance costs broadcasting stations comes from the stations themselves—from top station management—from the men who authorize the absence of executives from station duties to go to these industry meetings and who okay their expense accounts when they get back.

Inspired by a mounting flood of comments about the number of meetings station personnel are invited to attend, and an increasing quantity of queries whether "all these meetings are really necessary," B•T last month went directly to the men who in the end determine industry policy and asked them what meetings they or their staffs attended during 1954 and what this cost amounted to in lost man-days and in out-of-pocket expenses.

A simple one-page questionnaire was sent to managers of all U. S. commercial tv stations and to a representative sample of some 600 radio station managers. Usable replies were received from 236 radio stations and 152 tv stations, including 115 joint radio-tv operations.

Analysis of the replies indicates that together the nation's station operators shell out more than $2.2 million each year for hotel rooms, railway and plane fares, food, drink and entertainment and other convention expenses.

Even more startling is the industry figure of 59,048 man-days spent away from the station and at industry meetings during the year.

There is no average station executive salary figure obtainable from either the FCC or the NARTB, so B•T arbitrarily selected the sum of $125 a week or $25 a day as an average, purposely taking a figure so low—some said "absurdly" low—that there could be no accusation of inflation.

The 59,048 man-days at $25 a day produces a total of $1,476,200 or nearly $1.5 million in executive time paid for by the stations but spent for the overall benefit of the broadcasting industry at meetings and conventions.

The $2.2 million plus $1.47 million is well over the $3.5 million tagged as the annual convention bill of U. S. broadcasters.

But that's only half the story and to stop there might lead to the hasty and quite wrong conclusion that the broadcasters would like to do away with meetings altogether. That's just not so. Station manager after station manager commented in returning his questionnaire that he felt attendance at these industry meetings had great value for himself and his staff.

What the station managers do feel, according to their answers to B•T's questions, is that the time devoted to attending meetings might be more profitably spent if changes were made in the present organization of these meetings.

One major recommendation, by a better than two-to-one ratio, was to combine the NARTB district meetings and the state association meetings into joint sessions.

This would pose a problem, a number of station managers pointed out, because not all broadcasters are members of both NARTB and state associations. This seems like a hurdle not too difficult to clear, however, in view of the desire of most broadcasters for a merger. The continuance of both state and district meetings was overwhelmingly favored, but many of the affirmative votes were footnoted with such comments as "only if combined."

Several broadcasters suggested that both state and district meetings be retained, but that this be done only if the NARTB enlarge its districts to take in much more territory and many more stations than they presently do. A sizable minority also urged that the BMI and BAB clinics be combined with district or association meetings.

A second recommendation, even more strongly urged, is that the agendas of broadcaster meetings be divided into radio-only and tv-only sessions. This action was favored by 80% of all station managers who filled out questionnaires and by a wide majority of each group. Even the operators of combined radio-tv stations voted five-to-two in favor of holding separate radio-only and tv-only sessions in preference to combined radio-tv meetings.

By a narrower majority, the station managers expressed the sentiment that the meetings be broken up into specialized sessions on sales, programming, etc., rather than kept general, covering all phases of station operation. Qualifying their answers, many station managers proposed that each meeting include one or more general sessions on problems of overall station management interest.

Retention of the present annual NARTB conventions was favored by a four-to-one majority, although there were a number of individual comments that these conventions are "too large to accomplish anything," that they are "a waste of time," that "it's cheaper to get drunk at home" and others of that nature. A few broadcasters urged the abolition of national meetings altogether.

To a lesser degree, each other type of meeting—NARTB district, state association, BMI and BAB clinics—was a target for a barrage of caustic comment. The station attendance at each type of meeting in 1954 was appreciably larger than the number of station managers who felt such attendance essential. In every type, however, the majority of stations represented at the meeting this year

WHAT BROADCASTERS WANT

- Fewer meetings
- Combined meetings
- Radio-only meetings
- Tv-only meetings
- Emphasis on business
- Less "socializing"

TIME, MONEY & CONVENTIONS ..... AN EDITORIAL

THREE and a half million dollars is a lot of money.

In today's market, it will buy a respectable television station or several respectable radio stations. Invested that way, $3.5 million is virtually certain to produce handsome returns.

The question which broadcasters must now seriously consider is whether the $3.5 million they are spending annually to attend meetings is a wise investment. Do they get $3.5 million worth of benefit as a result?

To judge by their answers to B•T's questionnaire, many of them feel they don't. The trouble, they think, is that there are too many meetings. It is the great number that runs up the bill.

We agree.

In general they think that most of the established meetings—the NARTB annual convention, the district meetings, state association meetings, BMI and BAB clinics—are worthwhile.

We agree.

But they think that some of these meetings can be consolidated to save time and traveling expenses. Beyond that, they vote by a significant majority for separate meetings for radio and television, as a further means of cutting down on waste time.

The consolidation and streamlining of all meetings have been advocated repeatedly by this publication. We have applauded recent resolutions by district meetings urging a reduction in such assemblies. We are immodest enough to believe that our discovery of the true costs of meetings will precipitate widespread demand for reform.

As we say, $3.5 million is a lot of money. Broadcasters could spend less and get more if more realistic meeting schedules were worked out.

felt that such representation is essential for their station.

The station comments revealed a strong sentiment for "broadcasting meetings for broadcasters only," with film and transcription salesmen, labor representatives and others who deal with broadcasters kept on the outside.

Many broadcasters objected more or less strenuously to the number of meetings they are required, or at least feel, it advisable to attend. These are the ones who most vigorously urge a consolidation of meetings. State association meetings should be held annually instead of twice a year, some say. Divide the meetings into "small market" and "big market" sessions and so avoid a waste of time by both factions, say others.

More pre-planning of meetings, with the social aspects trimmed to the bone was frequently advocated. "Streamlined meetings, with fewer parties, less drinking and more business" is asked by one station executive.

"It is my considered opinion," wrote another broadcaster, "and since I am a state association president I have given it much thought, that it would be well for the NARTB district meetings, state association meetings, BMI clinics and BAB clinics to be held at one time. The subject matter could be so arranged that everything having to do with sales, for instance, would be on a particular day so that the sales staffs of the area stations could attend; everything on programming on another day so that the program staffs could attend those meetings, and possibly have management in attendance at the full meeting."

Larger districts, with a minimum of 50 to 75 tv stations in each, were urged by a tv station operator, and the same idea was presented also by radio station managers and those in charge of combined radio-tv operations. "We'd like to see the U. S. divided into eight or ten districts with NARTB meetings held therein, together with brief meetings of each state included in that district," another manager wrote, as then "the NARTB session could be more than the present 'pitch' but an actual business meeting with voting that would count in determining overall questions. This would certainly get a larger cross-section of opinion than is now possible at a national convention."

He suggested that in that way the business of the organization could be transacted on this regional basis, ballots from each meeting being held secret until all meetings have been canvassed. The national meetings, he said, could then "become an exposition of new equipment and partying for those who want such things and those of us who have outlived that day could stay home."

Several broadcasters proposed that all meetings be eliminated and replaced with "our own facilities, closed circuits, transcriptions or tapes," being used to distribute pertinent information among NARTB members. "The people on NARTB's staff, working to promote radio, would be able to report once a month intelligently to station managers, program directors and other radio personnel. The technical cost should not be great."

A number of operators of radio stations without tv properties asserted the belief that at present too much attention is focused on television, not enough on radio. They urged that not only the meetings but the NARTB itself be divided into two sections, one all radio, the other all tv, an "NARB and an NATVB," as one broadcaster put it. "Radio and tv have nothing in common. We are definitely competitors," another wrote. "Very little is done for radio. Tv gets the big play. If this keeps on our station will drop out of NARTB."

"I believe that a federated industry organization is the answer to our problem," still another declared, "but even under a federation some of the same problems would be encountered."

Despite the criticisms of many of the characteristics of industry meetings today, no station manager suggested the possibility that the industry get along without some kind of organization and some kind of meeting of its members. "My station is isolated from the metropolitan centers so we are anxious to get with other broadcasters to talk shop," said one broadcaster, and many others echoed that sentiment.

"Next year, when the NARTB convention is held in Washington, we plan to send more people than ever before," declared the manager of a radio and a tv station. "Possibly the main reason for this is the fact that our business with television is so much larger than when only radio existed, that in order to have depth in our organization we must have people better informed."

ADVERTISERS & AGENCIES

RADIO, TV NETWORK SALES SOAR IN YEAR-END BUYING

Record highs are in the making for network tv, while radio figures promise better times ahead. Spot, too, has an optimistic outlook.

A YEAR-END burst of new sales and renewals in both radio and television topped the broadcast business scene last week, as all networks reported activity on the sales front.

This flurry, which reflected billings mounting into the millions of dollars on the network level alone, came at a time when annual gross billings in network tv headed to what will be a record all-time high—and when network radio was entering a period described by CBS Radio last week as one in which national advertisers were displaying a renewed faith in the medium.

While this sales outburst was recorded among the networks, prospects were held for a good year in both spot radio and spot tv. In a special statement to B•T, Kevin B. Sweeney, president of Broadcast Advertising Bureau, said:

"While it's difficult to see much, if any, gain for national spot during the first quarter of 1955, there is no question that 1955 will be a good year for spot.

"BAB has had more inquiries in the past six weeks from advertisers anxious to explore or re-explore radio than at any time in our history.

"We have pronounced interest from advertisers in the tobacco, automotive, household specialties fields for campaigns running into several million dollars in 1955, and this is only a small part of the interest we are certain is being manifested to other sellers of time."

T. F. Flanagan, managing director, Station Representatives Assn., said there were early indications of a spot radio comeback with advertisers who formerly diverted funds into spot tv now returning to "re-use" of the aural medium. Total expenditures—of both radio and tv—of many spot advertisers, he said, are expanding.

Advertiser faith in radio's selling power was hailed by CBS Radio last week in announcing renewals representing more than $18 million gross billings.

The renewals are for 22 programs by 13 national advertisers and include continuation by Procter & Gamble of all of its daytime business on the network (seven Monday-through-Friday serials), according to John Karol, CBS Radio vice president in charge of network sales.

Mr. Karol said these renewals of network time, both day and evening, by major clients give "emphatic proof of radio's strength. No advertiser buys a medium unless he gets an audience—gets circulation—and moves his product. That he gets these results with radio is clearly demonstrated by his decision to continue in the medium."

Procter & Gamble renewals: *Rosemary* and

Perry Mason through Benton & Bowles; *Road of Life, Guiding Light* and *Young Dr. Malone* through Compton Adv.; *Ma Perkins* through Dancer-Fitzgerald-Sample and The Biow Co., and *Brighter Day* through Young & Rubicam.

List of other sponsors, programs and agencies: Hallmark Cards Inc., *Hallmark Hall of Fame,* Foote, Cone & Belding; Metropolitan Life Insurance Co., *Allan Jackson and the News,* Young & Rubicam; P. Lorillard Co., *Two for the Money,* Lennen & Newell; Philip Morris & Co., *My Little Margie,* The Biow Co.; Lever Bros., *Aunt Jenny,* Foote, Cone & Belding; *Arthur Godfrey Time* segments, McCann-Erickson.

Also, General Foods Corp., *Renfro Valley—Sunday Mornin' Gatherin',* Young & Rubicam, and *Galen Drake,* Benton & Bowles; Bristol-Myers Co., *This Is Nora Drake,* Doherty, Clifford, Steers & Shenfield; Liggett & Myers Tobacco Co., *Perry Como Show,* Cunningham & Walsh; Thomas J. Lipton Inc., *Arthur Godfrey's Talent Scouts,* Young & Rubicam; Continental Baking Co., *Make Up Your Mind,* Ted Bates & Co.; William Wrigley Jr. Co., *Gene Autry Show,* Ruthrauff & Ryan and *FBI in Peace and War,* Arthur Meyerhoff & Co.; Ford Div. of Ford Motor Co., for its portion of *Edward R. Murrow with the News,* J. Walter Thompson Co.

Also announced last week by CBS Radio was renewal by Chevrolet Dealers of sponsorship of 12 five-minute news broadcasts with Allan Jackson and Robert Trout for another 26 weeks. Agency for Chevrolet is Campbell-Ewald Co., Detroit.

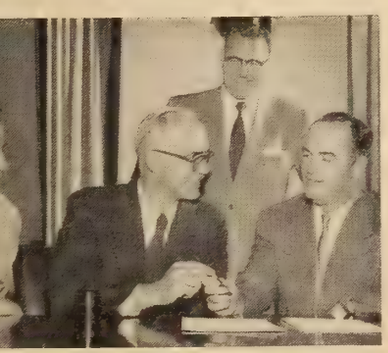
A few days after CBS Radio reported its list of renewals, ABC Radio reported that, going into the first quarter of 1955, it had sold more in commercial time that it had at this time last year.

Charles T. Ayres, vice president in charge of ABC Radio, said that in using an average week during the month of January for comparison, commercial hours next year will total about 31 hours, 15 minutes compared to 29 hours, 45 minutes for an average January week of 1954.

Mr. Ayres said: "The ABC Radio Network for the first 10 months of 1954 was fractionally ahead of the corresponding period for 1953 and, from all indications, this trend will be maintained into 1955."

New business reported in the past few weeks by ABC Radio included:

The Texas Co., 17 Saturday performances of the Metropolitan Opera, which began Dec. 4 (starting at 2 p.m. EST); Christian Science Publishing Society, *Christian Science Monitor Views the News,* which increases its stations from 28 to 350 starting Jan. 4 when the program moves from Tuesdays, 9:40-9:45 p.m., to 9:25-9:30 p.m. the same day; Olson Rug Co., Monday portions of *Breakfast Club,* effective Jan. 10; Rockwood & Co., Wednesday and Friday portions of *Breakfast Club,* effective Jan. 12; American Federation of Labor, *Edward P. Morgan,* Mondays through Fridays, 10-10:15 p.m., effective Jan. 3; Bankers Life & Casualty Co. of Chicago, *Paul Harvey News,* Sundays, 10-10:15 p.m., effective Jan. 2; Allstate Insurance Co., *Sports Today with Bill Stern* (alternating), Monday through Friday, 6:30-6:45 p.m. EST, effective Dec. 13; Mutual of Omaha, for Tuesday portions of *Breakfast Club,* effective Jan. 11; Studebaker-Packard for saturation five-minute news campaign, Mondays, Wednesdays, Thursdays and Fridays, effective Jan. 10.



HIS 25th year of religious broadcasting and his 14th consecutive year on the *Voice of Prophecy* program over MBS is signed for by Dr. H. M. S. Richards (2d l) and Thomas F. O'Neil (r), MBS president. Elmer Walde (seated, l), *Voice of Prophecy* executive, and Paul Wickham, vice president of Western Adv. Agency Inc., witness the signing.

Among renewals reported by ABC Radio: Goodyear Tire & Rubber Co., *Greatest Story Ever Told,* Sundays, 5:30-6 p.m., effective Jan. 2 for 52 weeks; Assemblies of God, *Revival Time,* Sundays, 10:30-11 p.m., effective Dec. 12 for 52 weeks; Anheuser-Busch Inc., *Sports Today with Bill Stern* (alternating), effective Dec. 14; Aero-Mayflower Transit Co., *Aero-Mayflower News* (12 five-minute newscasts weekly Tuesday through Friday), effective Jan. 4; Carnation Co., *When a Girl Marries,* Mondays through Fridays, 10:45-11 a.m. EST, for 52 weeks effective Jan. 3.

Regional Sales

Regional sales (Pacific Coast Network): Tide Water Associated Oil Co., western regional basketball games on the Pacific Coast Network, Jan. 8 through Feb. 26; Eugene Stevens Inc., *How to Save Money on Your Car;* General Products Corp., *Christmas Story Teller.*

Among other ABC sales in the past month was a simulcast of the Sugar Bowl game (Navy vs. Mississippi) to three sponsors: C. A. Swanson & Co. (frozen food products), Omaha, through Tatham-Laird, Chicago; Top Pop Products Co. (E-Z Pop popcorn), Detroit, through W. B. Doner & Co., Detroit, and American Chicle Co., New York, through Dancer-Fitzgerald-Sample for Dentyne and Beeman's chewing gum.

ABC-TV's new business during the period also includes a special *Kukla, Fran & Ollie* presentation (by the program's creator, Burr Tillstrom) of James Thurber's fairy tale, "Many Moons," which will be telecast Christmas Day. Gordon Baking Co. (Silvercup bread), Detroit, is the sponsor on WBKB (TV) Chicago, WABC-TV New York and WXYZ-TV Detroit. Agency: D'Arcy Adv. Co., New York. *Kukla,* reports ABC-TV, now is available to 36 stations across-the-board. The program is sponsored weekly on the Chicago, New York and Detroit stations by Gordon Baking.

ABC Radio reported one-time shots by Stanley Home Products, *Boys Time Choir* (Sunday, Dec. 19, 3-3:30 p.m. EST) and National Business & Property Exchange, *Paul Harvey Comments* (same day, 6:15-6:30 p.m. EST).

CIBA Pharmaceutical Products Inc. (various drug and medicinal products) is sponsoring *Lifeline,* a documentary-type show, which was to have premiered yesterday (Sunday) 9:15-9:30 p.m. EST on ABC-TV. Agency is Kiesewetter, Baker, Hagedorn & Smith Inc., New York. Its latest new business list includes the *What's Going On* program now on the network, Sundays, 9:30-10 p.m. EST, under sponsorship of Revlon Products Corp. (Silken-Net hair spray, Lanolite lipstick). Agency for Silken-Net is Sullivan, Stauffer, Colwell & Bayles, for Lanolite, William H. Weintraub & Co.

DuMont reported renewals in the past month to include (all on 52 week basis) Miles Labs Inc., *Morgan Beatty and the News;* Lentheric, *Chance of a Lifetime;* Pharmaceuticals Inc., *The Stranger;* Serutan Co., *Life Begins at Eighty;* Walter H. Johnson Candy Co., *Captain Video.*



DURING his visit to address the San Francisco Ad Club [B•T, Dec. 6], Sylvester L. (Pat) Weaver Jr., NBC president, witnessed the signing of a contract by Star-Kist Foods Inc. of Calif. for once-weekly participations on the NBC-TV *Today, Home* and *Tonight* programs and the NBC Radio *Mary Margaret McBride* program for 52 weeks beginning Jan. 5. L to r: Walter G. Tolleson, account supervisor, NBC Western Div.; Robert O. Davis, partner, Rhoades & Davis Advertising, San Francisco, servicing Star-Kist; Mr. Weaver, and Tom Scholts, partner, Rhoades & Davis, Los Angeles.

New business on DuMont includes Emerson Drug Co. for *Chance of a Lifetime;* Libby, McNeil & Libby and Swift Co. for *All About Baby;* Western Union for *Down You Go;* Admiral Corp. for *Life Is Worth Living* (the latter for 26 weeks).

Adding to these, DuMont also sold Thanksgiving football to Plymouth Motor Corp. (division of Chrysler Corp.), and pro football games on Dec. 19 and 26 to Atlantic Refining Co., Carling Brewing Co., Miller Brewing Co. and Buick Motor Div. of General Motors Corp.

New crop of sales and renewals on NBC-TV were announced Wednesday by Edward R. Hitz, vice president in charge of television network sales (Central Div.). Included were: International Shoe Co., through D'Arcy Adv., for *Ding Dong School* (10-10:30 a.m. EST) for five consecutive Tuesdays, beginning March 1; C. A. Swanson & Son (foods), through Tatham-Laird, to sponsor the fourth quarter of the Cotton Bowl telecast Jan. 1; Hallmark Cards Inc., through Foote, Cone & Belding, *Hall of Fame* (Sundays, 5-5:30 p.m. EST), beginning Jan. 2; Kraft Foods Co., through J. Walter Thompson Co., renewal of *Kraft Television Theatre* (Wednesdays, 9-10 p.m. EST) for 52 weeks, effective Jan. 5.

Kraft Foods Co. for its caramel products also will sponsor NBC-TV's *Tom Corbett, Space Cadet* (Saturdays, 11:30 a.m.-noon EST), starting Jan. 1.

An 80% sell-out level was reported by NBC-TV for its *Home* show, with more than $3.5 million in business signed for 1955. According to NBC-TV, for six weeks preceding Christmas, 187 of the show's 240 "commercial positions" were sold.

Fourth-quarter time and billings of *Home* will amount to $1.9 million with 1954 billings

totaling more than $3.2 million, NBC-TV reported. During the year, the network added, *Home* signed 38 advertisers and has a current client list that includes Aluminum Co. of America; Avco Mfg. Co.; Dow Chemical Co.; E. I. duPont; Glidden Co.; H. J. Heinz; Necchi Sewing Machine Co.; Northam Warren; Pepperell Mfg. Co., and Sunbeam Corp.

At the same time, Matthew J. Culligan, NBC national sales manager, announced more than $900,000 in participations in NBC-TV's *Today, Home* and *Tonight* programs by Star-Kist Foods Inc. He said this was a record-high purchase for a single client on the "magazine" package.

The Star-Kist contract begins Jan. 5 for a once-a-week participation on the three shows. The company also bought a Wednesday participation on the *Mary Margaret McBride* five-minute commentary on NBC Radio. The three-program package sale was handled by Walter G. Tolleson, NBC account supervisor for network sales (Western Division). Rhoades & Davis Adv. was the agency. Another newly-reported sale by NBC-TV for its "T-H-T" three program package was Sealy Inc.'s purchase, through Weiss & Geller Inc., of one participation per week for seven weeks, beginning April 11.

New business and renewals, representing nearly $9 million in annual gross billings (all contracts for 52 weeks), were reported by MBS as having been signed in the past month. Not included was an almost $1 million additional in five one-time sports broadcasts sponsored by Plymouth Div. of Chrysler Corp.; Buick Div. of General Motors; Gillette Safety Razor; Miller Brewing Co., and Mutual of Omaha.

New business signed by Mutual included: Kraft Foods (through Needham, Louis & Brorby), 25 minutes daily, Monday through Friday; National Biscuit Co. (Kenyon & Eckhardt), *Rin Tin Tin,* 30 minutes weekly; American Home Products (Sullivan, Stauffer, Colwell & Bayles), *Gabriel Heatter,* 15 minutes Friday; Billy Graham Evangelistic Assn. (Walter F. Bennett & Co.), *Billy Graham,* 30 minutes weekly; First Church of Christ, Scientist (Hoag & Provandie), 15 minutes Sunday; Esso Standard Oil Co. (Marschalk & Pratt), *Esso Reporter,* effective Dec. 27, 9-9:05 p.m. Monday through Friday.

MBS renewals included: American Home Products (through Sullivan, Stauffer, Colwell & Bayles), *Gabriel Heatter,* 15 minutes, Monday-Wednesday; P. Lorillard & Co. (Lennen & Newell), *Queen for a Day,* 75 minutes, Monday through Friday; R. J. Reynolds Tobacco Co. (William Esty), multi-message programs, 10 weekly; Radio Bible Class (J. M. Camp), 30 minutes Sunday; Christian Reformed Church (Glen, Jordan, Stoetzel Inc.), 30 minutes weekly.

CBS-TV renewals included: Westinghouse Electric Corp., *Studio One,* for 52 weeks, starting Jan. 3, through McCann-Erickson; Lehn & Fink, re-runs of *I Love Lucy* films to be programmed Sunday at 6 p.m.; Maytag Co. (through McCann-Erickson) and Amana (through Morey, Lee & Marshall), Big Ten basketball, effective this month; Aluminum Co. of America, *See It Now,* through Fuller, Smith & Ross; A. E. Staley, through Young & Rubicam, for a portion of the *Garry Moore Show;* Simoniz Co., through Sullivan, Stauffer, Colwell & Bayles, for a segment of the *Bob Crosby Show;* Gillette Safety Razor Co., through Maxon Inc., for the Orange Bowl; Pet Milk & Carnation, *Red Skelton Show* which will replace *Life With Father;* Bristol-Myers Co., which will sponsor a film series; Thomas J. Lipton Co., *Arthur Godfrey Talent Scouts;* National Dairy, *Big Top,* effective Jan. 22; Norwich Pharmacal, *Sunday News Special,* effective Jan. 9, through Benton & Bowles.

Hamm Brewing Co. and American Oil Co., alternate sponsorship of *Person to Person,* with Campbell-Mithun, Minneapolis, handling for Hamm, and The Joseph Katz Co., for American; American Oil, *Years of Crisis;* General Electric, *General Electric Theatre* and *Jane Froman Show,* both through BBDO; Lincoln-Mercury Dealers, *Toast of the Town,* through Kenyon & Eckhardt; Electric Co.'s of America, alternate sponsorship of *You Are There;* C. H. Masland & Sons, segment of the *Garry Moore Show* on alternate Mondays, through Anderson & Cairns; Bristol-Myers, alternating with Masland on *Garry Moore,* through Doherty, Clifford, Steers & Shenfield; Colgate-Palmolive Co., *Millionaire,* through Ted Bates Agency.

New sales by CBS-TV included Pharmaceuticals Inc., *Meet Millie,* through Edward Kletter & Assoc.; Zenith Radio Corp., segment of *Omnibus,* through Young & Rubicam; Procter & Gamble, *My Favorite Husband,* through Young & Rubicam.

ARB

(NOVEMBER REPORT—TV)

	Program & Network	Rating
1.	I Love Lucy (CBS)	51.8
2.	You Bet Your Life (NBC)	48.9
3.	Toast of the Town (CBS)	48.7
4.	Jackie Gleason (CBS)	48.1
5.	Dragnet (NBC)	44.7
6.	Two for the Money (CBS)	40.6
7.	This Is Your Life (NBC)	38.5
8.	Talent Scouts (CBS)	37.9
9.	Your Hit Parade (NBC)	37.2
10.	What's My Line (CBS)	36.4

	Program & Network	Viewers
1.	Toast of the Town (CBS)	45,910,000
2.	Jackie Gleason (CBS)	43,030,000
3.	I Love Lucy (CBS)	41,450,000
4.	You Bet Your Life (NBC)	38,320,000
5.	Dragnet (NBC)	34,270,000
6.	Disneyland (ABC)	30,810,000
7.	Your Hit Parade (NBC)	29,260,000
8.	Two for the Money (CBS)	28,870,000
9.	Private Secretary (CBS)	27,460,000
10.	Talent Scouts (CBS)	25,720,000

PULSE

RADIOPULSE*
TOP EVENING

	Program Average Rating Sept. Oct.	July Aug.
My Little Margie (CBS)	5.8	5.6
J. Dollar, Miss Brooks (CBS)	5.7	
Juke Box Jury, Misc. (CBS)	5.5	5.0
Edgar Bergen (CBS)	5.2	
Groucho Marx (NBC)	5.2	4.5
FBI in Peace & War (CBS)	5.1	
Lux Theatre, Misc. (NBC)	5.1	
Mr. Keene, Crime Photographer (CBS)	4.9	
21st Precinct (CBS)	4.9	
Barrie Craig, Dragnet (NBC)	4.7	
Godfrey's Talent Scouts (CBS)	4.7	4.5
Meet Millie, Suspense (CBS)	4.7	5.2

TOP MONDAY-FRIDAY DAYTIME

	Program Average Rating Sept. Oct.	July Aug.
Helen Trent (CBS)	6.2	6.6
Our Gal Sunday (CBS)	6.1	6.6
Arthur Godfrey (CBS)	6.0	6.3
Guiding Light (CBS)	6.0	6.6
Ma Perkins (CBS)	6.0	6.6
Road of Life (CBS)	6.0	6.6
Aunt Jenny (CBS)	5.9	
Perry Mason (CBS)	5.9	6.6
Wendy Warren (CBS)	5.9	6.4
Young Dr. Malone (CBS)	5.9	6.6

TOP SATURDAY & SUNDAY DAYTIME

	Program Average Rating Sept. Oct.	July Aug.
City Hospital (CBS)	3.9	4.1
Stars-Hollywood, Sat. Theatre (CBS)	3.9	4.4
True Detective Mysteries (MBS)	3.9	4.0
The Shadow (MBS)	3.8	3.9
Robert Q. Lewis (CBS)	3.6	
Romance (CBS)	3.6	3.9

* Weighted programs average for 19 regular Pulse markets.

Florida Citrus Buys More Tv to Up Sales

THE FLORIDA Citrus Commission dipped into its reserves Wednesday to buy an additional $200,000 worth of television time designed to help put some life in lagging fresh fruit demand.

Three one-minute spots per week will be purchased on the CBS *Morning Show* and one spot per week will be purchased on the NBC *Today* show, each for a 13-week period. The commission already is sponsoring *Twenty Questions* on ABC at a cost of some $750,000 for 44 weeks, and recently completed another turn on *Today* with Dave Garroway.

In other advertising action, the commission appropriated $10,000 for advertising fresh citrus fruits in several European markets, and added $6,000 to the budget set up for promotion of citrus pulp cattle feed.

The commission has budgeted approximately $3.5 million for consumer advertising this season in all media.

October Radio, Tv Sales Top 1953 Retail Figures

ALTHOUGH retail sales of radio and tv sets in October declined from September because of the difference in length of reporting periods, sales were considerably above October 1953, Radio-Tv-Electronics Mfrs. Assn. reported last week.

During October 799,164 tv sets were retailed, compared to 986,136 in September and 621,768 in October 1953. Tv set sales for the first 10 months of the year were at the highest point on record, RETMA said, totaling 5,444,227, compared with 4,922,128 for the 1953 period.

October radio sales, excluding auto sets, totaled 570,285, compared to September's 763,589 and 385,229 in October 1953. A total of 4,602,989 radios was retailed from January-October, compared with 4,911,415 during the 1953 period.

Chrysler's Quinn Stresses Effective Use of All Media

BUSINESSMEN should shoot at two objectives to give the American economy the forward look in 1955—take a bigger bite out of the market and put more "thrust" in selling, E. C. Quinn, president of Chrysler Div., Chrysler Corp., told the Adcraft Club of Detroit last Friday.

He said that competition which aims only for a larger slice of the existing market means limited sales goals.

Reaching out for greater markets, Mr. Quinn asserted, requires wider, more effective use of all advertising media, and warned businessmen that taking on a new medium, in order to reach new groups of people, should not be at the expense of a medium that is already doing an effective job.

He said that when Chrysler Div. signed a national tv show the money was made available by increasing the entire budget, not by cutting back on other types of advertising.

"Thrust" in selling means making selling a creative service, Mr. Quinn declared. "It means making people want the product more than they did before we talked to them by giving them emotional reasons as well as logical justifications for buying right now."

Advertising is the "first step in selling," Mr. Quinn said.

GOLDSMITH DEVISES NEW TECHNIQUE FOR RADIO-TV AUDIENCE MEASUREMENT

Noted inventor in the field of electronics will unveil "centercasting" process Thursday before the National Television Film Council in New York. System may enable large audience's reactions to be defined quickly, but possible similarity to CBS experiment which failed leaves some in doubt.

A NEW SYSTEM, which in wide use might revolutionize the field of audience measurement, has been developed by Dr. Alfred N. Goldsmith, noted inventor, who said last week it not only would measure tune-in but could compile viewers' or listeners' reactions to a program in a matter of 30 to 60 seconds.



DR. GOLDSMITH

Additional breakdowns showing such factors as the economic levels, nationalities and residential locations of the audience could be provided in a relatively few additional seconds, it was reported.

As seen by Dr. Goldsmith, who is slated to describe the system publicly for the first time this week, the technique—called "centercasting"—would be useful in far more ways than just audience measurement. Advertisers, for instance, would find it useful in determining reaction to a new package or a new product; political and other organizations could use it to measure public opinion on major issues.

"We have heard much about 'the voice of the people,'" Dr. Goldsmith said. "Here we are attempting to find out what 'the voice of the people' says."

Holder of many basic patents in radio-tv, motion picture and allied fields, including a patent for the tri-color television picture tube employed in RCA's compatible color system, Dr. Goldsmith described "centercasting" as "a very high-speed polling system" that can be worked either by wirelines or by radio.

Dr. Goldsmith anticipates the use of microwave radio. Tune-in would be measured automatically without the knowledge of the audience. To get audience reaction, a push button arrangement would be installed in the homes making up the sample and the viewer or listener would punch one of five to indicate his feelings. The five buttons would range from "emphatically yes" to "yes," "neutral," "no," and "emphatically no."

In a sample adequate, by research standards, to measure the New York metropolitan area, Dr. Goldsmith said, the system could get all the answers in half a minute to a minute. The speed thus would make it possible not only to measure reaction to programs, but to different portions of the same program.

Dr. Goldsmith did not estimate the cost of a "centercasting" operation except to say it would be of about "the same order of magnitude" as a small television station. He envisions it as being financed jointly by networks, stations, advertisers and other commercial organizations, business and professional groups, and those who would find applications of the service useful to them.

He said the prospects are being explored with major factors in the field but that he was not at liberty to identify them at this time. Nor did he go into details of the workings of the system, which he is scheduled to make public on Thursday at a luncheon meeting of the National Television Film Council in New York.

The NTFC announcement of the meeting described "centercasting" as "a device which automatically polls television audiences for stations, indicating what programs are being listened to . . . the duration of the listening period . . . and the reactions of those who are listening."

(While the announcement related it only to television stations, Dr. Goldsmith said it could be used in radio measurement as well, and, indeed, could be installed in homes having neither radio nor television in order to get the views of these people on non-broadcast questions. He observed, incidentally, that he did not anticipate use of the system to forecast election results.)

NTFC's report said " 'centercasting,' if widely applied, would greatly help in solving the questions raised by the conflicting reports and surveys provided by many research agencies and poll-takers.

"It also poses the question of what would happen to this segment of the industry if, hereafter, all audience polls are rendered automatically, largely via the television receiver and radio receiver on which the programs are received."

Survey Men Hesitant

First reaction of existing measurement services queried on the development was to wait for further details before commenting, although the apparent expense involved in "centercasting" was cited.

It also was recalled that another system of instantaneous-type measurement was evolved several years ago but never put into general use, partly because of the expense factor.

This was IAMS (for Instantaneous Audience Measurement System), developed by CBS on the principle of radar [B•T, Nov. 24, 1947]. As subsequently described and demonstrated to the Institute of Radio Engineers by Dr. Peter Goldmark, now president of the CBS Labs, and other engineers responsible for its development, IAMS worked as follows [B•T, Jan. 24, 1949]:

At the New York transmitter an inaudible signal was mixed in with the program material being broadcast. This impulse went to transceivers installed in pre-selected homes. When the home receiver was in use, the transceiver would in turn broadcast an impulse of its own. A later impulse indicated to what station the home set was tuned.

Impulses from all the transceivers were received and electronically counted at a central point (the CBS-built counter was capable of counting 250,000 units per second). The counted information was then coded and transmitted by phone line to CBS headquarters where it was translated into a value and recorded on a coder, using a paper tape. The record thus produced showed, in graph form, the percentage of sets in use and tuned to a particular station at a particular time.

IAMS also employed a subsidiary device, using push buttons, enabling the listener to vote "yes" or "no" at a given time.

Tums Tv Test

TELEVISION spot announcement campaign will be launched today (Monday) on WCBS-TV New York for Tums, a product of the Lewis-Howe Co., St. Louis, which has never before used tv spot announcements. The drive includes a saturation schedule of 26 10-second announcements a week on the station in the form of time service spots with "Tums Time" as a copy theme. If the campaign is successful it may be expanded to tv markets throughout the country, according to Frank Shakespeare Jr., general sales manager of WCBS. Ruthrauff & Ryan, St. Louis, is the agency representing Tums.

C-P Buys 'The Millionaire' To Replace 'Strike It Rich'

COLGATE-PALMOLIVE Co.'s Wednesday night *Strike It Rich* program on CBS-TV, 9-9:30 p.m. EST, will be replaced by *The Millionaire*, a new tv film show acquired by the company last week. The series will make its debut on Jan. 19. *Strike It Rich* will continue for Colgate in its daytime radio-tv schedule.

Negotiations were handled for C-P through Ted Bates & Co., New York, with MCA, which represents Don Fedderson and John R. Jacobs Jr., Tido Inc. Shooting on the films will begin immediately in Hollywood with Mr. Fedderson serving as producer. The two film companies will work on the series simultaneously. Advance scripts have been written by Mary McCall Jr., James Webb, Charles Hoffman, Bert Granet and Packard & Davis.

General format of the series will be to show the effect of receiving a million dollars on people from all walks of life. Two roles will be permanent. The other roles will change with each story.

Three to Sponsor Cub Games

THREE advertisers, two of them in the national field, have signed to sponsor radio broadcasts of all Chicago Cubs games on WIND Chicago for 1955, the station announced last week. Sinclair Refining Co. on alternate days will sponsor the games of the Cubs (and other National League teams when the Cubs are not playing), while Coca-Cola and General Finance, Chicago, will divide sponsorship on the other days. Agencies are D'Arcy for Coca-Cola, Gordon Best for General Finance and Morey, Humm & Johnstone for Sinclair.

McDermott Named Ayer V.P.

THOMAS J. McDERMOTT, of the New York office of N. W. Ayer & Son, has been elected a vice president in connection with radio-television of the agency.



MR. McDERMOTT

Mr. McDermott has been with the firm since 1933 and has handled radio-television work since that time, including accounting, contracts, timebuying, planning and liaison work with other Ayer departments.

AD EXPENDITURES GOING UP—DOHERTY

Tv-radio management consultant sees a moderate expansion in all segments of the economy for 1955. He says that advertising outlays should gross $8.7-$8.9 billion.

THE NATION'S overall advertising expenditures, which rose from about $7.8 billion in 1953 to $8.3 billion this year, will continue to increase throughout 1955, bringing the gross to between $8.7 and $8.9 billion for expenditures in all media, according to Richard P. Doherty Television - Radio Management Corp.



MR. DOHERTY

In *The Economic Outlook for 1955,* latest of an annual series issued by the Doherty organization, "a process of moderate overall expansion within practically all segments of the business economy" is foreseen during the year ahead. "The recession which began in 1953 flattened out early in 1954. There followed a ten-month period of stability and balance. All discernable evidence now points to the conclusion that a period of moderate expansion is already underway and will persist throughout 1955."

Pointing out that the $8.3 billion spent for advertising during 1954 "was only 2.3% of the gross national product" (of $356 billion) and that "a 1955 expenditure as high as $8.9 billion will be only 2.5% of the anticipated gross national product for next year," the Doherty report comments that if advertising were being placed at the pre-World War II basis of 3% to 3.3% of the gross national product, 1954's advertising bill would have been "some $10 to $11 billion in 1954."

New High in '55

Stressing the point that "advertising outlays are definitely not out of line with the total economy and established practices," the Doherty report states: "1955 will find advertising expenditures rising to a new high level in dollars spent with a combined advertising media."

The report's section on wages and labor relations notes that while average hourly earnings in manufacturing have risen in the past year from $1.78 to $1.84, fringe benefits in the same interval "added at least 5 cents per hour to the worker's true compensation," with the expectation that "fringe benefits will continue to mount by another 4-6 cents per hour" in the year ahead.

"Many radio and television operators have been kidding themselves about the industry's ability to hold wages fairly stable during 1954," the Doherty forecast declares. "Unionized station operators should honestly figure what they have given in fringes against what they did not give in weekly wages. There has been an increasing tendency of late for radio and tv management to boost established benefits or to add new "innocuous" benefits. Non-unionized stations increasingly feel the impact of these union accomplishments.

"Consider, for example, the signal gain of AFTRA in regard to its network negotiation for pensions. This provision, new to broadcast union contracts, will spread ripples throughout future negotiations. The payment (to a pension fund) of 5% of wages adds to labor costs at a slightly higher rate than a 5% rise in base hourly or weekly scales."

Tatham-Laird Combines All Media Into One Unit

TATHAM-LAIRD Inc., with estimated broadcast billings of about $9.5 million for this past year, will realign its organizational structure in 1955, combining radio, television and other branches under one media roof.

Adhering to the account grouping system, similar to that adopted by Leo Burnett and other agencies, Tatham-Laird has drawn an operational chart calling for an overall media director, an executive assistant, two media supervisors, and various radio-tv, print and other specialists.

George Bolas, present radio-tv director, will head the media department. George Stanton, media chief at Dancer-Fitzgerald-Sample, Chicago, will join the agency as his executive assistant. Paul Schlesinger, a radio-tv account manager, becomes media supervisor and Leroy Boyer, media supervisor at Leo Burnett Co., shifts over to T-L in a similar capacity.

Under the new system, effective Jan. 1, radio-tv, print and other specialists will be assigned to each account under a supervisor. Tatham-Laird handles products for Toni Co., Wander Co., General Mills and C. A. Swanson & Sons, among others.

Geyer Adv. Appoints New Executive Committee

A NEW executive committee has been formed by Geyer Adv. to broaden the distribution of management responsibilities within the agency, B. B. Geyer, president, announced last week.

Sam M. Ballard, executive vice president and general manager, will serve as chairman of the newly formed committee. Other members are: Mr. Geyer, Ralph C. Roberson, vice president and marketing director; Amedee J. Cole, vice president and creative director; Winslow H. Case, vice president, and John R. Kunz, treasurer.

"Agency policy, established by our existing operations committee, will be put into execution by this new committee," Mr. Geyer said.

The operations committee includes the members of the executive committee, and Donald G. Gill, vice president; Frank Kearney, vice president; Arthur A. Suring, vice president and art director; Harvey N. Volkmar, vice president, and John R. Geyer, assistant secretary and assistant general manager.

Ward Heads BBDO Copy Dept.

ALAN M. WARD, vice president in charge of the Buffalo office of BBDO, has been named head of the copy department (space) in the New York office. Dale G. Casto, executive in charge of account services in the Buffalo office, will succeed Mr. Ward. Charles H. Brower, who has been acting copy chief, will continue to be executive vice president in charge of creative departments for the agency.

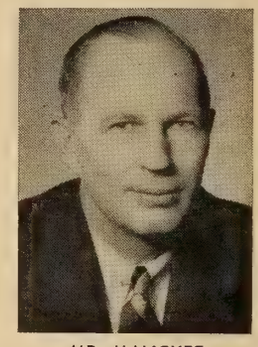
Auto SRO

INDICATIVE of current intense automobile advertising and the continuing sales value of radio was an advertisement placed last month in *Rocky Mountain News,* Denver daily, by KOA there. While congratulating the automobile industry in general and Denver dealers in particular, the advertisement, signed by KOA manager Don Searle, regretfully reported, "KOA is completely SOLD OUT on automobile advertising availabilities this week. We wish we could accommodate those of you who have requested KOA advertising time."

MANCHEE ELECTED BY ARF DIRECTORS

BBDO's executive becomes chairman of tripartite board of directors with Wildroot's Maurer named vice chairman.

FRED B. MANCHEE, executive vice president and treasurer of BBDO, was elected chairman of the tripartite board of directors of the Advertising Research Foundation last Thursday following the election of directors at the fourth annual meeting of ARF subscribers in New York.



MR. MANCHEE

J. Ward Maurer, director of advertising, the Wildroot Co., was chosen vice chairman, and Edward P. Seymour, vice president, Crowell-Collier Pub. Co., was re-elected treasurer.

Edgar Kobak will continue to serve as president of the foundation. Marion Harper Jr., president of McCann-Erickson, who served as ARF board chairman the past year, will serve as a director by virtue of being the immediate past chairman. Edward F. Herrick of the ARF staff was re-elected secretary.

Membership of the ARF board is tripartite, with representation of advertisers, advertising agencies and advertising media.

In addition to Mr. Maurer, the advertiser members of the board are: Ben R. Donaldson, Ford Motor Co.; William A. Hart, E. I. du Pont de Nemours & Co.; Frank W. Mansfield, Sylvania Electric Products; D. P. Smelser, Procter & Gamble, and Paul B. West of the Assn. of National Advertisers. This leaves one advertiser directorship to be filled later.

In addition to Messrs. Harper and Manchee, the advertiser agency members are: Frederic R. Gamble, American Assn. of Advertising Agencies; B. B. Geyer, Geyer Adv.; Fergus Meade, The Buchen Co.; Charles A. Pooler, Benton & Bowles Inc.; Henry Schachte, Bryan Houston Inc., and W. H. Wulfeck, William Esty Co.

The media members of the board, in addition to Mr. Seymour, are Robert E. Kinter, ABC (for tv); Adrian Murphy, CBS Radio; Walter C. Kurz, *Chicago Tribune;* Paul Montgomery, McGraw-Hill Publishing Co.; Vernon C. Myers, *Look,* and John C. Sterling, *This Week.*

The officers and directors will hold office for one year.

Kobak Describes ARF Work, Urges More Research Funds

GOOD ADVERTISING research is needed to help advertisers cut marketing costs and thus help sell more goods more economically, Edgar Kobak, president of the Advertising Research Foundation, told a joint meeting of the Akron Chapter of the American Marketing Assn. and the Akron Advertising Club last Tuesday.

"Good advertising research can rip off the blindfold and enable the advertiser to size up a situation more clearly and to deal with it more effectively," Mr. Kobak declared. "Smart advertisers can—and are—using good advertising research . . . They're not stumbling around in the dark. They're making good use of data being developed by the Advertising Research Foundation."

He dealt at length with the work being done by the ARF Committee on Motivation Research, which he described as being devoted to helping the advertising industry understand the "whys" of behavior and the "triggers" to action. He added that the committee is now in the second phase of its work, attempting to evaluate the techniques and methods used in motivation research as a prelude to trying to establish sound criteria in the advertising field.

Mr. Kobak urged companies which have become "successful through advertising" to set aside "a sizable sum each year" to improve advertising research. He suggested that they "plow back some of the profits and be prepared to make grants, through the ARF, for special projects which will increase the efficiency of advertising"

September Daytime Listening Tops Radio's 1953 Period

DAYTIME radio audience in both the morning and afternoon hours was larger in September 1954 than 1953, according to the latest *Nielsen Newscast,* distributed last week by the A. C. Nielsen Co. The Nielsen Radio Index shows 5,333,000 homes using radio during morning hours in September 1954 as compared to 5,169,000 last year, and 7,324,000 radio homes in the afternoon this year, as against 6,952,000 homes last year.

The *Newscast* reports that the northeastern area of the U. S., as of Oct. 1, still leads the country in tv saturation with 86% of the radio homes in these states owning tv sets, as compared with 70% in the east central states; 57% in the west central; 60% on the West Coast, and 43% in the South. National average was listed at 63.9%.

Ratings of daytime television serial programs were "virtually even" with other daytime programs, according to the *Newscast,* which noted that as of Oct. 1 the NTI Report listed 15 daytime serials with an average 6.8 Nielsen-Rating while the same number of weekday non-serials averaged 6.3.

Gray, 4A Unit Head, Sees 12,000 Adv. Job Availabilities

NEXT YEAR more job opportunities in the advertising field will be open to young people than at any previous time. This is the opinion expressed by E. A. Gray, vice president of Fletcher D. Richards (adv. agency) and chairman of the Committee of the New York Council of the American Assn. of Advertising Agencies which currently is conducting examinations for young people interested in advertising careers. Last Saturday was the final day on which the examinations were given for this year.

Mr. Gray, in a statement prior to the examination, said that within the next 12 months there will be "at least 12,000 new jobs, with 3,000 of them in agencies and 9,000 in company advertising departments, magazines, radio-television, newspapers and department stores." Of the total, Mr. Gray predicted that some 6,000 would be open to newcomers.

Mr. Gray said that because of the large demand for new personnel "the agency business is putting greater and greater emphasis on the exam program." He pointed out that all successful results, with the permission of the test takers, are sent to all major agencies and advertisers.

Lehn & Fink Top Prize Goes to WILK-TV's Albee

DOROTHY ALBEE, director of advertising and promotion of WILK-TV Wilkes Barre, Pa., won first prize of $250 cash in the Lehn & Fink Products Corp.'s station promotion managers contest for her part in promoting and merchandising the products featured on Lehn & Fink's *Ray Bolger Show* on ABC-TV.

The three other winners of the contest were: second place, Robert Baldrica, WXYZ-TV Detroit, who won $150; Heywood Meeks, WMAL-TV Washington, who received $100 for third prize, and Ken McClure, KROD-TV El Paso, Tex., $50 for fourth place. All contestants received a black and gold beer mug with his name and station call letters inscribed.



FIRST PRIZE money, a check for $250, is presented to Dorothy Albee, director of advertising and promotion, WILK-TV Wilkes-Barre, Pa., by Albert Plaut, advertising and promotion manager of Dorothy Gray Ltd., a division of Lehn & Fink. Mrs. Albee won top honors in Lehn & Fink's station promotion managers contest on behalf of promoting and merchandising the company's products.

Lehn & Fink Corp. is handled by Lennen & Newell, New York.

George Addresses Ad Group

EDWIN B. GEORGE, economist for Dun & Bradstreet, will discuss "The General Business Outlook for Agencies in 1955" at a luncheon meeting of the League of Advertising Agencies on Dec. 14 at the Advertising Club of New York. Meeting is open to agency principals and executives and non-league members.

C&W COUNT SHOWS VIDEOTOWN'S RADIOS

Final report on summary issued last October is released by Cunningham & Walsh, which has conducted sample town survey for seven years.

HALF of the tv homes in "Videotown" have more than one radio set, but among tv-less homes the multiple radio set ownership total is only 34%.

This finding is shown in Cunningham & Walsh's seventh annual "Videotown" report [B•T, Oct. 11], published in final form last week. Main theme of this year's report, as indicated in the preliminary summary in October, is that television viewers this year, for the first time, have rearranged their schedules to accomodate more leisure activities—including more radio listening — without reducing the amount of time spent with tv.

A radio set census, included in the 1954 study for the first time, showed "94% of all families had one or more radios, very near the national average." Television homes averaged two radios each; non-tv homes, 1.7. The report continues:

"In multiple-radio homes, which also had tv, radios were equally distributed, with 51% having a radio in the living room, 50% having one in a bedroom, 54% in the kitchen. In single radio homes, which also had tv, only 32% had a radio in the living room (along with the tv set); 18% had a radio in a bedroom, and 43% had a radio in the kitchen.

"In non-tv homes about 75% have a radio in the living room, and less than 25% have one in the kitchen. This change in placement of the radio set helps explain the increase in the number listening to radio in tv homes.

"One potential weakness is developing. The amount of time spent listening to radio, when they do listen, is showing a slight downward trend. The increased number of listeners is holding total hours up. In other words, the trend is for more people to listen to radio a shorter time."

The report also notes that "the size of the average tv family has been decreasing each year from 4 people in 1948 to 3.64 in 1954. At present, with saturation at almost 80%, the size of the tv family is approaching that of the average family in Videotown (3.40). Average family size of new owners is 3.42; for non-owners, 2.43. The non-owner family is very low in children, is often limited to 1 or 2 adults."

Radio ownership is reflected in the following tables:

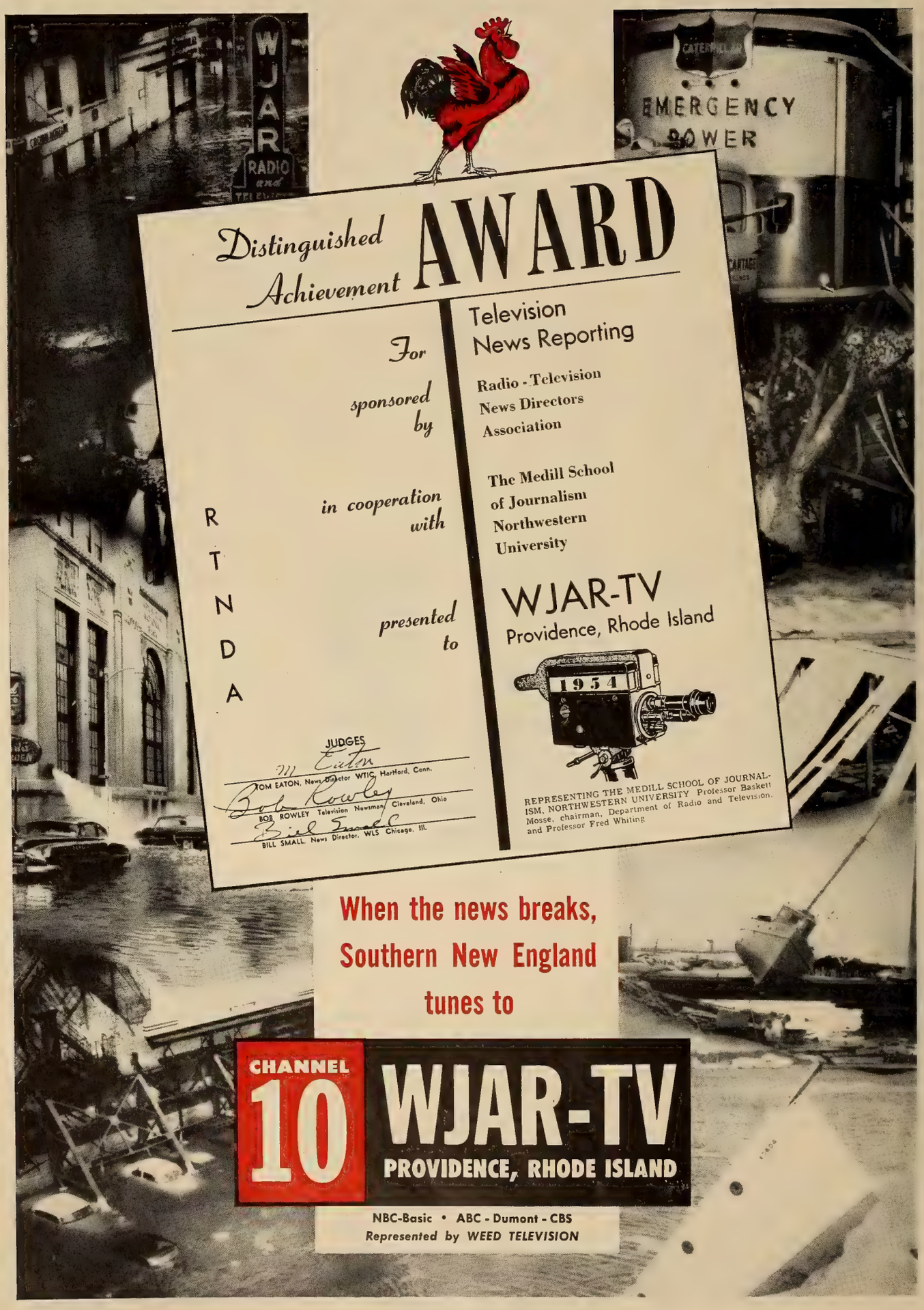
No. of Radios	Tv Homes	Non-Tv Homes
0	5.7%	8.3%
1	44.3	58.0
2	31.5	27.6
3 or more	18.5	6.1

CAR RADIOS

	Tv Homes	Non-Tv Homes
Own a car	72%	33%
% cars with radios	80%	70%

Cunningham & Walsh has been surveying Videotown, revealed two years ago to be New Brunswick, N. J., a town of 39,800 located 30 miles from New York and within the good service range of New York's seven tv stations, each year for the past seven as a means of appraising the size, characteristics and habits of the tv audience.

(A&A continues on page 55)


WJAR
RADIO
and
EMERGENCY
POWER
Distinguished Achievement AWARD
For
sponsored by
in cooperation with
presented to
R T N D A
Television News Reporting
Radio-Television News Directors Association
The Medill School of Journalism Northwestern University
WJAR-TV
Providence, Rhode Island
1954
JUDGES
TOM EATON, News Director WTIC, Hartford, Conn.
BOB ROWLEY Television Newsman, Cleveland, Ohio
BILL SMALL, News Director, WLS Chicago, Ill.
REPRESENTING THE MEDILL SCHOOL OF JOURNALISM, NORTHWESTERN UNIVERSITY Professor Basket Mosse, chairman, Department of Radio and Television, and Professor Fred Whiting
When the news breaks,
Southern New England
tunes to
CHANNEL 10
WJAR-TV
PROVIDENCE, RHODE ISLAND
NBC-Basic • ABC - Dumont - CBS
Represented by WEED TELEVISION

WHO SPONSORS WHAT IN SYNDICATED TV?

JUST ABOUT EVERYBODY, ACCORDING TO B•T'S LATEST SURVEY

By Bruce Robertson

WHO SPONSORS television's syndicated film programs?

Butchers and bakers and breakfast food makers; brewers and soft drink bottlers and the purveyors of popcorn; banks and public utilities and insurance companies; dealers in automobiles and auto service and gasoline and motor oil; manufacturers and retailers of household appliances and just about every type of business concern there is, from skating rinks to funeral parlors, according to a survey just completed by B•T.

Queried by the media director of a major advertising agency as to what kind of advertisers sponsor what kind of syndicated tv film shows, B•T passed the question on to the tv broadcasters, sending them a list of 30-minute syndicated programs and asking them to check those broadcast on their stations the week of Nov. 1-7, noting the type of sponsorship and whether the sponsor is a local, regional or national advertiser. The limitation to half-hour programs (considered representative) was to keep the questionnaire to a reasonable length; even so, it ran eight pages.

The form was sent to all commercial tv stations in the U. S. and Canada. Replies were received from 303 tv broadcasters, approximately 75% of all commercial tv stations and a more than adequate base for projecting the results to the full list. Of the replies, 292 came from stations inside the continental boundaries of the United States; three from Hawaii; two from Alaska; one from Puerto Rico and five from Canada. Replies from stations outside the continental U. S., incidentally, showed no significant differences from those of U. S. tv broadcasters.

Major findings of the survey are that, during the first week of November 1954:

● The 303 stations reported broadcasting 221 different half-hour syndicated film programs during the week.

● The average tv station broadcast 11 such programs.

● The average half-hour film program was telecast by 5% of all commercial tv stations.

● Slightly more than three-fourths of these half-hour syndicated film programs were broadcast under sponsorship, with local and regional advertisers accounting for nearly two-thirds of the total number, national advertisers for a little more than a quarter and about 7.5% of the commercial telecasts made with participating sponsorship by a number of advertisers of all categories.

● Producers and distributors of foods and food products are the heaviest users of half-hour syndicated films, accounting for about one-fifth of the total number of commercial station telecasts. Brewers rank second, comprising approximately one-tenth of the total. Consumer services (banks, moving and storage, gas and electric and telephone companies, etc.) and automotive advertisers each make up about 5% of the total, with household equipment firms sponsoring nearly that per cent of the commercial telecasts of these half-hour syndicated film programs.

● Soap companies and cigarette manufacturers, two of the major types of sponsors of tv network programs, are virtually nonexistent as sponsors of syndicated films, together accounting for only 1% of the total air time of these film shows.

● Adventure-mystery programs are by far the most numerous of half-hour film shows on tv, accounting for 38% of the air time used by all 30-minute films, more than twice the 17% devoted to the second-ranking dramatic shows. Westerns rank third with 12%, these three program types together getting more than twice the time devoted to all other types of half-hour syndicated film shows.

● Some types of advertisers and some types of filmed shows seem to go naturally together, such as breakfast foods with westerns, autos and gas and oil with sports, lumber yards with *Walt's Workshop,* offering instruction in home woodworking.

● Tv broadcasters seem to agree with advertisers in their selection of half-hour syndicated film programs. Of these shows that are broadcast by stations without sponsorship, adventure-mysteries are first by a wide margin, with dramatic programs second and comedies third.

● *Liberace* is the most-broadcast single half-hour syndicated film program, carried by 49% of commercial tv stations and accounting for more than 4% of the total time given to all these programs.

Of the 10 most-telecast half-hour film programs (see table), it is noteworthy that, aside from the unique and to some viewers the incomprehensible pianist, Liberace, the list contains four westerns, four adventure-mysteries and one dramatic series. It is also worthy of mention that *Badge 714,* second in point of distribution, comprises reruns of a top-ranking network series, *Dragnet.*

Looking at the types of companies sponsoring these leading syndicated film telecasts shows that Liberace's sponsors run the gamut from breweries to funeral homes, with at least one company from nearly every advertiser category. Sponsors of *Badge 714* also represent a wide diversity of businesses, from jewelers to plumbers. For both of these programs, the sponsors are predominantly in the local retail class.

Most of the telecasts of *I Led Three*

THE TOP 10 ON FILM

Program	% of All Tv Stations Carrying	% of Total Time for ½ hr. Film Shows
1. Liberace	49.0	4.21
2. Badge 714	46.0	3.95
3. I Led Three Lives	36.4	3.13
4. Annie Oakley	31.8	2.73
5. Mr. District Attorney	30.1	2.59
6. Cisco Kid	28.5	2.45
7. Hopalong Cassidy	27.8	2.39
8. City Detective	26.2	2.25
9. Favorite Story	25.8	2.22
10. Range Rider	25.1	2.16

HALF-HOUR SYNDICATED FILM SHOWS

	% of Total Air Time
Commercial	76.7
Sustaining	23.3
	100.0%

	% of Commercial Air Time
Local	39.8
Regional	24.1
National	28.6
Participating	7.5
	100.0%


COMING
A great
Homer Bell widower, lawyer, judge, and head of a rollicking household. Gene Lockhart makes Homer Bell real, believable, lovable!

SOON



Maude, Homer's housekeeper. Knows all the local gossip. She's quick with a wisecrack and argues with Homer like an opposing attorney.

This is Homer's niece **Casey** (Cassandra, for long). She's 15, quite a tomboy . . . but in the process of discovering she's very much a woman.

ew human interest comedy for syndicated TV!

His Honor, Homer Bell"

starring **Gene Lockhart**

A happy, heart-warming show with the broadest audience appeal ever offered for local sponsorship. Each of the 39 filmed episodes is a light-hearted portrayal of goings-on in a typical American household. It's refreshing entertainment the whole family will enjoy!

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Illinois
Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

Per Cent of Program Type Sponsored by Each Class of Advertiser

	Adventure-Mystery	Children's	Comedy	Documentary	Dramatic	Educational	Interview	Musical	News-Commentary	Quiz-Panel	Religious	Sports	Travel	Western	Woman's	Total
Apparel, Footwear & Accessories	0.9		2.1		0.9	4.8		2.3	3.4			1.6		0.9		1.2
Automotive, Accessories & Equipment	4.6		3.6	8.2	4.9			1.8	10.3			22.6		0.5		4.9
Beer & Wine	18.3		8.0	6.2	9.1			4.1	13.8			12.4		4.3		10.8
Building Materials, Equipment & Fixtures	1.2		1.4	4.1	2.2	61.9		2.0				3.3		0.2		1.9
Confectionery & Soft Drinks	0.9	3.6	2.8	1.0	0.2							0.4		21.6	50.0	3.3
Consumer Services	4.1	3.6	3.8	40.0	4.2	11.9	25.0	16.8	13.8		5.9	4.6		0.5		5.4
Department Stores	0.9		1.1	2.1	1.2			4.3		3.5		0.4		1.0		1.3
Drugs & Toiletries	3.0		2.2		4.9			10.5				0.9		0.2		3.1
Food & Food Products	18.7	60.7	30.3	5.1	13.2	9.5	25.0	22.3		1.7	5.9	5.7		48.6	7.1	21.1
Gasoline, Lubricants & Other Fuels	5.8		1.7		1.2			0.4	3.4			12.4		0.2		3.5
Household Equipment & Supplies	3.8		4.1		7.1		25.0	4.7	17.3		5.9	6.0		1.6	28.7	4.4
Household Furnishings	3.1		2.9		1.8			5.3				0.4		0.2		2.2
Insurance	0.3		0.3	2.1	1.0	2.4		0.2			11.8	1.9		0.2		0.5
Jewelry & Optical Goods	2.6		1.8		2.8			3.4				0.2		0.2		2.0
Newspapers	0.4		0.6		0.2			0.4								0.3
Office Equipment, Stationery & Writing Supplies	1.7				1.1					1.7	5.8	0.2				0.9
Radios, Tv Sets, Phonographs & Musical Instruments	1.1		1.8	2.1	1.7			1.7				2.4		0.2		1.1
Real Estate	0.1		0.6	2.1	0.2							0.9				0.2
Smoking Materials	0.1		0.6		0.4			0.8				0.9				0.3
Soaps, Cleansers & Polishes	0.4		1.3		0.5			1.3						2.9		0.8
Sporting Goods & Toys	0.3											1.3				0.2
Transportation, Hotels & Resorts	0.1				0.3			0.4				0.4				0.1
Miscellaneous	1.4		2.7	2.1	1.9			1.9		1.7	11.8	1.9		0.6		1.7
Participating	4.0		5.5	2.1	6.6			3.9	20.8	1.7		5.8		4.5	7.1	5.5
Total Sponsored	77.8	67.9	78.2	77.3	67.6	90.5	75.0	88.5	82.8	10.3	47.0	87.6	0.0	88.4	92.9	76.7
Sustaining	22.2	32.1	21.8	22.7	32.4	9.5	25.0	11.5	17.2	89.7	53.0	12.4	100.0	11.6	7.1	23.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Lives, City Detective and *Favorite Story* are sponsored by breweries, while bakers and dairies make up the main body of sponsors of the three western series, *Cisco Kid, Hopalong Cassidy* and *Range Rider,* in which audiences can be assumed to be comprised chiefly of the under-10 bread-and-milk set.

The two remaining programs of the top 10 syndicated half-hour films are utilized chiefly by national advertisers for spot tv campaigns. In each case, there are two national sponsors splitting the bill: Carter Products and Samsonite Luggage for *Mr. District Attorney;* Canada Dry Ginger Ale and Tv Time Pop Corn for *Annie Oakley.*

Analysis of half-hour syndicated films according to the amount of air time given each type produces the following table:

Adventure-Mystery	**38.0%**
Children's	**0.8**
Comedy	**11.0**
Documentary	**1.5**
Dramatic	**17.0**
Educational	**0.7**
Interview	**0.1**
Musical	**7.8**
News-Commentary	**0.9**
Quiz-Panel	**1.8**
Religious	**0.5**
Sports	**6.9**
Travel	**0.2**
Western	**12.4**
Women's	**0.4**

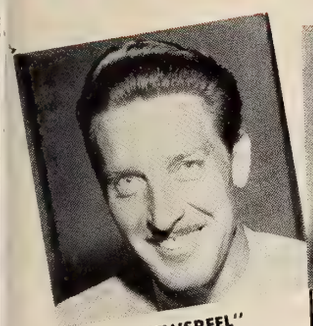
Admittedly, that arbitrary classification of tv program types is not particularly suited to half-hour film shows. Most news programs, for example, are daily quarter-hours rather than weekly half-hour programs. The list seems, however, to achieve its purpose of showing how these half-hour syndicated programs fit into television's overall program structure.

A different way to analyze these program types is by their sponsorship by types of advertisers. This is attempted in the table above, which shows for each type of program the percentage of time utilized by each type of commercial sponsor and what part is unsponsored.

WICHITA and the MILLION in a BILLION-DOLLAR, 42-COUNTY MARKET

LOVE THAT KAKE MAN!





"NEWSREEL"
Guy Runnion

Rating	18.2
Station "B"	5.9
Station "C"	13.2



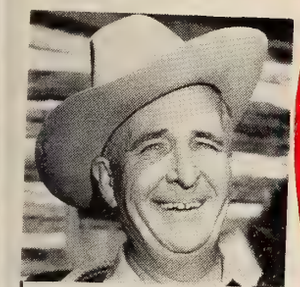
"OPEN HOUSE"
Ethel Jane King

Rating	8.4
Station "B"	7.5
Station "C"	6.4



"WEATHER SCOPE"
John Froome

Rating	16.8
Station "B"	5.5
Station "C"	10.0



"DEPUTY DUSTY"
Dusty Herring

Rating	12.5
Station "B"	5.2
Station "C"	12.2

ABC BASIC



"STOP THE MUSIC"
Bert Parks

Rating	20.0
Station "B"	7.8
Station "C"	19.5



"NEWS"
John Daly

Rating	16.8
Station "B"	2.3
Station "C"	2.7



"WHAT'S THE SCORE"
Jack Miller

Rating	16.8
Station "B"	5.5
Station "C"	10.0



"KUKLA FRAN and OLLIE"

Rating	12.3
Station "B"	1.8
Station "C"	5.5

COMPLETE LOCAL ACCEPTANCE!

38 LOCAL ADVERTISERS SOLD

18½ HOURS PER WEEK IN THE FIRST FOUR WEEKS OF OPERATION

KANSAS GREATEST POWER (316,000 WATTS)

KANSAS HIGHEST TOWER (1079 FEET)

KAKE-TV HAS ONLY ONE RATE CARD
SEE THE KAKE-MAN TODAY AT . . .

From the very first day (Oct. 19, 1954) the ARB TELEVISION REPORT shows that Wichita and the Million in the Billion-Dollar, 42-County Market "LOVE THAT KAKE MAN." Wichita's only VHF station with Complete Studio Facilities and Production Imagination that SELLS the Heart of the Kansas Market.

GEORGE P. HOLLINGBERY CO.,
National Representative

DON WALDRON
Regional Sales Manager

MARTIN UMANSKY
General Manager

BRYCE BENEDICT
Local Sales Manager

KAKE-TV Channel 10

204 NORTH WACO
WICHITA, KANSAS
AMherst 7-1239

WICHITA—LARGEST CITY IN KANSAS

TV FILM EMPLOYMENT

IT'S GOING UP FROM COAST TO COAST, SCREEN ACTORS REPORT

By Leo Kovner

FROM HOLLYWOOD, where on a clear day a trend can be spotted at quite a distance, comes an indication of tv film's growing importance to the acting industry.

The Screen Actors Guild, representing all film actors, has completed its first survey among members to determine how much work tv film provides them, as contrasted to theatrical pictures.

Results show conclusively both a major increase in tv film production and the growing part it plays in the income of the acting profession. They also show a notable increase in all motion picture production, both tv and theatrical.

Questionnaires covering the past 18 months were sent to SAG members last June, with actors requested to break down their days of employment into theatrical feature, tv entertainment film, tv film commercial and other (religious, educational, industrial) motion picture production categories. The survey was confined to film work only, Guild spokesmen emphasize.

Although membership throughout the nation was queried, with most motion picture production concentrated in Southern California, the tabulated replies of the Hollywood SAG branch gain special significance.

In short, these show that a steady increase in tv film production now provides those Hollywood SAG members earning to $7,500 annually—a group which comprises 70% of total Guild membership—with 46% of their professional employment, when a year ago only 38% of their working hours were spent in video film.

Of 3,910 Class A (senior) members, earning to $7,500 yearly, 1,192 returned the questionnaires. Of these, 156 members stated they had not worked in any picture during the 18-month period. However, the remaining 1,036 actors reported a total of 4,036 days spent in tv entertainment film production and 380 days employment on tv commercials during the first half of 1954, compared with 3,094 days of tv entertainment film and 226 days of tv commercial work during the identical 1953 period.

At the same time, theatrical film employment rose from 5,096 days during the first six months of 1953 to 5,570 days in the same 1954 period, while educational and other film employment fell from 437 days during July-December 1953 to 395 days in January-June 1954.

Over the 18-month period, these 1,036 Hollywood actors totaled 28,214 days of employment in all fields, averaging a little over 27 days of work per actor. However, 78 respondents actually worked only one day during that time.

With a smaller membership in New York, 331 replies, or 24%, were received by SAG headquarters from 1,376 questionnaires mailed to senior members. Of these, 56 reported no picture work during the 18 months. However, the remaining 275 actors worked 858 days in tv entertainment films and 464 days on tv commercials during the first six months of 1954 compared with 343 days of theatrical picture employment. Fig-



THE DAYS ACTORS WORK IN FILM PRODUCTION

Income to $7,500 annually [70% of Class A (Senior) membership]

	TELEVISION Days Worked During			NON-TV Days Worked During		
	Jan.-June 1954 ▼	Jan.-June 1953 ▼	July-Dec. 1953 ▼	Jan.-June 1954 ▼	Jan.-June 1953 ▼	July-Dec. 1953 ▼
HOLLYWOOD						
(3,910 Questionnaires Mailed—1,192 Replies—156 No Picture Work)						
Tv Entertainment	4,306	3,094	3,119	Theatrical Film	5,570	5,096	4,990
Tv Commercials	380	226	293	Other (Educational, Industrial, Religious)	395	307	437
Total	4,686	3,320	3,412	Total	5,965	5,403	5,427
NEW YORK						
(1,376 Questionnaires Mailed—331 Replies—56 No Picture Work)						
Tv Entertainment	858	397	954	Theatrical Film	343	196	483
Tv Commercials	464	289	365	Other	429	291	401
Total	1,322	686	1,319	Total	772	487	884
OTHER CITIES*						
(599 Questionnaires Mailed—115 Replies—34 No Picture Work)						
Tv Entertainment	39	42	33	Theatrical Film	6	91	75
Tv Commercials	181	188	192	Other	373	244	319
Total	220	230	225	Total	379	335	394
For SAG Members Earning $7,500 - $15,000 Annually						
HOLLYWOOD						
(133 Replies—22 No Picture Work)						
Tv Entertainment	774	918	725	Theatrical Film	1,144	2,667	2,333
Tv Commercials	70	96	79	Other	79	62	58
Total	844	1,014	804	Total	1,223	2,729	2,391

(Other city returns not statistically important)

* Boston, Chicago, Cincinnati, Cleveland, Detroit, Pittsburgh, San Francisco





WBZ-TV wins top TV award presented by Radio-TV News Directors' Association in 1954!

". . . for the outstanding special event or news feature televised in 1954 . . ." 30-minute documentary hurricane film, *The Stories of Carol and Edna.*

The people of New England evidently share the feeling of the Awards Committee. Our news shows have long been among the most talked about television features in this area. WBZ-TV devotes 14% of its air time to news programming!

Local news attracts viewers . . . news about the home town, the neighboring town, the nearby state. That's why 27 correspondents cover Massachusetts, New Hampshire, Vermont, Maine and Rhode Island for WBZ-TV. That's why we run as many as 248 local news film clips in just one month . . . presented by well known New England newscasters such as Jack Chase (*New England Today* and *News at Noon*), Victor Best (*Your Esso Reporter*), Arch Macdonald (*Shawmut Nightly Newsteller*) and John Day (*11th Hour News*).

The big news on YOUR channel is what this alert WBZ-TV programming can do for you with New England's biggest audience. In the Boston area alone, there are more than 1,000,000 sets. (Within our entire coverage area, 1,239,424 sets.) There are still a few availabilities on *New England Today* and *News at Noon* as well as on week-end programs. Call Herb Masse, WBZ-TV Sales Manager, at ALgonquin 4-5670, Boston, or Eldon Campbell, WBC National Sales Manager at PLaza 1-2700, New York.

WBZ·TV

CHANNEL 4 • BOSTON

WESTINGHOUSE BROADCASTING COMPANY, Inc.

WBZ-TV • **WBZ+WBZA,** *Boston;* **KYW** • **WPTZ,** *Philadelphia;* **KDKA,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

WBC National Representatives—Free & Peters, Inc.; KPIX Represented by The Katz Agency, Inc.

RED-HOT and READY

LAUGHS! STARS! SONGS!

Dazzling MUSICAL REVUES!

Hilarious COMEDY STORIES!

ELABORATE! BIG! LAVISH!

WITH EDDIE CANTOR
YOUR STAR, YOUR HOST
YOUR PRODUCER!

Something different and exciting every week . . .

to capture the most responsive audience in TV history! With Cantor alone, the show would be terrific! Add music, girls, dancers, starlets and guest stars like Brian Aherne, Don DeFore, Pat Crowley and many more, and the series is absolutely irresistible! Here indeed is a most magnificent triumph in TV entertainment!



MUSIC...
all special arrangements
by **DAVID ROSE**
(of "Holiday for Strings" fame)

o make sales sizzle for you!

ZIV's

GLORIOUS NEW TV EXTRAVAGANZA

"THE EDDIE CANTOR COMEDY THEATRE"

HURRY! Capitalize on the Cantor name and fame NOW before your market is closed.



ZIV TELEVISION



In Movie & TV Circles it's

Editing • Processing • Printing • RCA Sound Recording • Capital Film Studios

CAPITAL
FILM LABS, INC.
Formerly McGeary-Smith
1905 Fairview Ave., N.E.,
Washington 2, D.C.

ures for the first half of 1953 show 397 days of tv entertainment film and 289 days of tv film commercial work, against 196 days in theatrical motion picture production. Other film employment rose from 401 days during the second six months of 1953 to 429 days in January-June 1954.

The trend toward more tv film work is reversed among higher paid actors in Hollywood, the survey shows. In the group earning from $7,500 to $15,000 annually, after elimination of 22 replies reporting no film work during the 18 months, the remaining 111 answers reveal 774 days of employment on tv entertainment films and 70 days on tv film commercials during the first half of 1954. During the first half of 1953, employment reached 918 days in tv entertainment film and 96 days of tv film commercial work. Theatrical feature work also declined, from 2,667 days in the first half of 1953 to 1,144 days during the like 1954 period, while other film work in this income grouping increased from 62 days to 79 days.

Despite the decline in hours worked, the percentage of tv hours rose from 27% during the first half of 1953 to 33% in the first six months of 1954 in this SAG income bracket.

Among members earning from $15,000 to $25,000 annually, tv film provides only 24% of working days in Hollywood, with an even more rapid decline among actors earning over $25,000 annually.

This data does not indicate a general rise in tv film acting income, Screen Actors Guild cautions. While the survey did not touch on dollar earnings, from personal conversations with members, Guild executives find the average actor earns less in tv motion pictures than while working on theatrical features. SAG attributes this to several reasons.

While Guild minimums are identical in both tv and theatrical film, actors who can demand above-scale compensation in theatrical pictures will accept the Guild minimum, or, at any rate, a lesser sum than their feature film demands, in tv entertainment films, union spokesmen state.

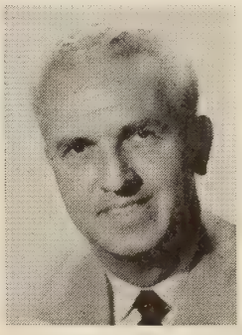
Also, "radio thinking" has invaded the tv field and is responsible, in large part, for lower income levels among video actors, SAG feels. In radio, the Guild points out, minimum pay scales set by the American Federation of Tv & Radio Artists tend to become maximums. SAG hopes to establish "sliding scales" in future negotiations with tv film producers to counter this tendency. These proposed scales would set at least three categories of minimums for tv entertainment films with compensation for actors based on the number of lines spoken and the importance of the part.

While the Guild notes that actors in tv entertainment film earn comparatively less money than in theatrical motion pictures, they add that in the lucrative field of filmed tv commercials, most income is concentrated among singers and announcers, also SAG members.

At present, residual payments do not take up the slack between tv film earnings and higher compensation from theatrical feature employment, SAG states, although admitting the additional payment program has been in effect only 10 months. However, in forthcoming tv film negotiations with producers, the guild intends to press for re-run payments starting with the second re-run of the tv entertainment films, instead of with the third showing as the current contract provides, to augment income of the tv film actor. What figure will be asked for second-run residuals has not been disclosed by Screen Actors Guild executives.

film maker

ONE movie fan who made his hobby pay off is Chester Howard Glassley. Starting in 1936 with an 8mm movie camera and projector with which to record vacation trips, he progressed to winning first prize from Amateur Camera League, New York, in 1940. This marked the first time an 8mm movie ever received the prize.



MR. GLASSLEY

Much happened, however, before Chet Glassley joined Five Star Productions Inc., Hollywood, of which he has been president since May 1954.

Born in South Whitley, Ind., April 7, 1906, he moved to Dallas at the age of 4 and lived there until 1942. After graduating from the U. of Texas in 1928 with a business administration major, he worked for a bank, Ford Motor and an electrical utility company as part of a geo-physical crew exploring for oil in East Texas. He joined Stanley W. Foran, Dallas advertising agency, in 1936 as head of production and space buyer.

Four years later he produced his prize-winning "The Will and the Way." After a review described it as having "the Capra touch," Frank Capra, then at Warner Bros., wrote Mr. Glassley asking to see the film. Shortly thereafter, on a vacation, he showed his film to the producer who arranged to have it screened before the Motion Picture Academy of Arts and Sciences.

In the audience was Arch Obler, who contacted Mr. Glassley for the film rights, intending to combine it with one of his radio scripts for a feature film. But, Pearl Harbor intervened. Early in 1942 Mr. Glassley joined the Navy.

When the carrier, *U.S.S. Shangri-La,* put him ashore in California in February 1946, Lt. Glassley gave himself a year to make good. After making the rounds he met Harry Wayne McMahan, then Five Star president and now vice president of McCann-Erickson. Mr. Glassley joined Five Star as a script writer and production assistant in February 1947.

Five Star numbers among its major accounts W. A. Sheaffer Pen Co., Maybelline Co., Pet Milk, Grand Prize beer, Del Monte foods, Tea Council, Standard Oil and Raleigh cigarettes. The firm has received many awards; latest: Sylvania Award for creative effort for commercials (Sheaffer Pen).

To a TV sales manager who's blowing his top





PATRICIA MORISON



GINNY SIMMS



TONY PASTOR



NAT "KING" COLE



JUNE HUTTON



FLORIAN ZABACH



If failure to land sponsors makes you flip your lid, Studio Telescriptions will take your time off sustaining.

Nothing draws sponsors like the high ratings and low costs of programs built with Studio Telescriptions. With the Studio Telescription Library you can offer your clients the nation's top musical artists on film, in lavish production settings, in a variety of lively program formats . . . all without the usual high production and talent costs.

To help you make sales fast, Studio Films provides a complete sales and merchandising service with your library. Find out today how Studio Telescriptions can attract new sponsors to your station.

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

TV'S PUPPET SALESMEN

GLOBAL TELEFILMS' WINSOME PUPPETS FROM BAVARIA MAKE SELLING COMMERCIALS FOR U.S. ADVERTISERS

By Patricia Kielty

A NUMBER of agile, ingratiating little people, life-like and charged with personality and salesmanship, are making their way into national and regional film commercial spots on television. They convincingly stage a boy-meets-girl sequence after boy grooms his hair properly with Brylcreem, sing the praises of National shoes, extol the creamy richness of Jane Logan and Abbotts ice creams, recite in song the wonder of the Picope toothbrush, and spread appetizing news about Ronzoni food products.

These little people appear as American as the commercial concept itself. Their flawless English would never betray that actually they are Bavarian puppets from Munich, Germany.

Their appearance on America's telesets can be traced to an idea that was conceived some three and a half years ago. WOV New York, an outlet which places heavy emphasis on Italian-language programs, maintains studios in Rome as a source of transcribed broadcasts of interest to the large Italian-speaking population of New York. The craftsmanship and quality of puppets created by a German film company in Munich was noticed by WOV staffers in Rome. They passed the word along to Arnold Hartley, WOV vice president and program director, as a potential source for the production of tv film commercials, and Mr. Hartley in turn discussed the matter with the two other principals of WOV, Richard E. O'Dea, president, and Ralph N. Weil, general manager and executive vice president.

"At that time," Mr. Weil told B•T, "the puppet firm in Munich which had attracted Mr. Hartley's attention was shooting film for theatre showing only. The head of the company was about to retire and his film business was up for sale. We looked at some sample films and decided the quality of the puppet work plus the need for clever commercial material spelled a sound investment."

The WOV owners, all seasoned radio broadcasters, felt it essential to supplement their business interest in the property they were about to acquire with the know-how of someone experienced in the film business who would act as technical head of the new operation. The man who joined the WOV threesome in that capacity was William L. Snyder, an American importer of foreign films. Together, Messrs. O'Dea, Weil, Hartley and Snyder formed Global Telefilms Inc., with executive offices in New York and production headquarters in Munich.

Since the purchase of the foreign company, now making film commercials with a different twist for American consumption, Global has produced spots for six different advertisers "and we haven't had a complaint yet," Mr. Weil stated. He feels that Global has attracted these clients for three specific reasons: quality film with "painstaking attention paid to detail and agency suggestions, the puppet's versatility which enables it to be used alone or as a supplement for live-action or animation and reasonable price in the light of soaring tv production costs.

Global shoots spots—all in 35mm—up to one-minute in length. "We recommend that advertisers order one-minute commercials," Mr. Weil commented, "because it's to their advantage. A client can always excerpt a portion of a one-minute spot for a 20-second break if that's necessary."

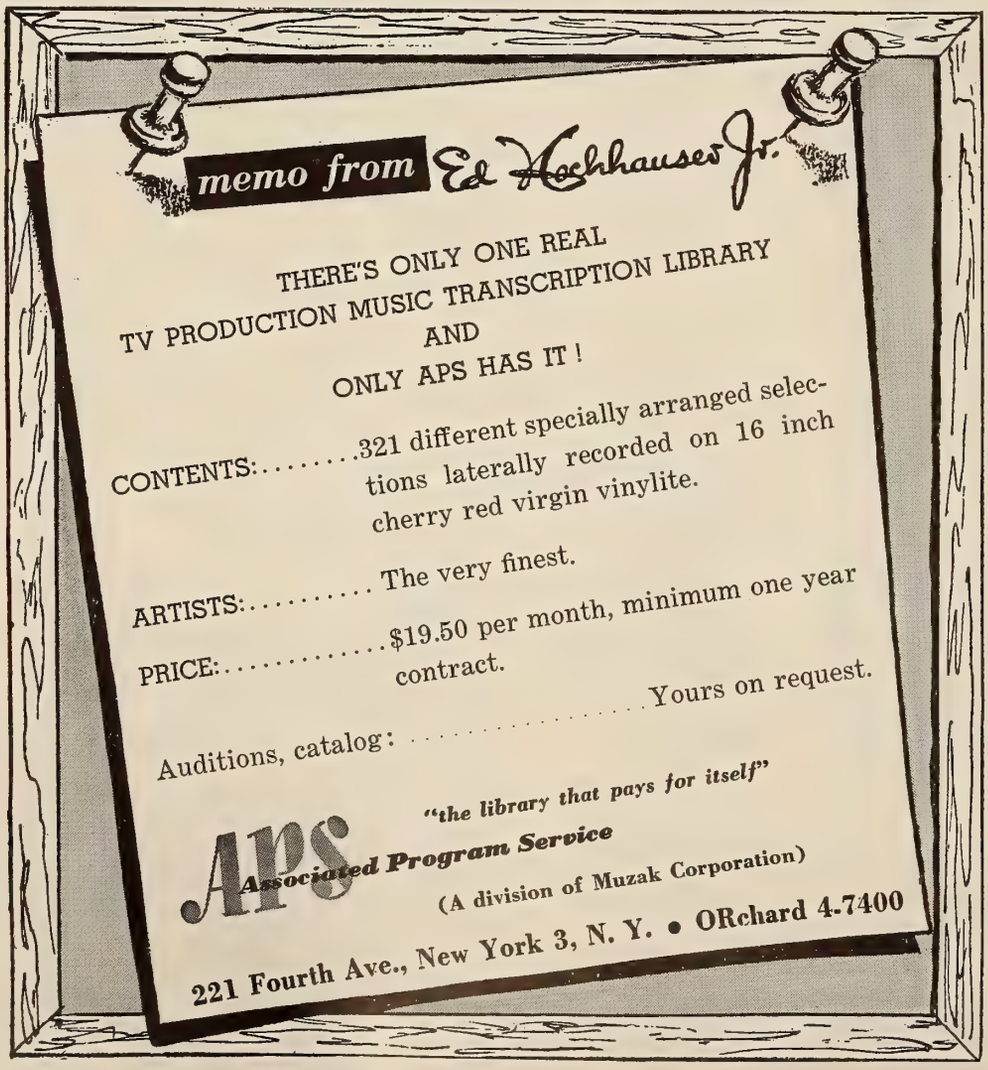
In reply to B•T's question on the specific cost of Global's production, Mr. Weil explained that a one-minute spot of complete motion runs "in the neighborhood of $4,500." This price quotation includes three puppets created to agency story-board specification, their costumes, their motion, the set and lip synchronization. The cost of a 20-second spot is $2,500, "so you see it's to the financial advantage of the advertiser to have one-minute commercials made, too," Mr. Weil added. "They are less expensive in the long run and more satisfactory."

In regard to color, he estimated that on the basis of three experimental color spots filmed by the company, costs will run about 25% higher than in black-and-white.

The entire price structure of Global is "highly competitive," Mr. Weil pointed out. One-minute spots of domestic origin using the stop-motion technique with only one puppet can go "to $10,000 and sometimes over that," he said.

As production director of Global and liaison for the firm between New York and Munich, it was Mr. Snyder who explained the intricate process of puppet-making in stop motion. Puppets fall into three distinct categories: the hand puppet, manipulated by hand motion from beneath the figure as illustrated by Burr Tillstrom's Kukla and Ollie, who have delighted tv audiences in their performances with Fran Allison; the string puppet, such as Howdy Doody, moved about his set from above by the use of strings, and the stop-motion puppet "who moves by magic, which in the film business is a synonym for hard work," Mr. Snyder says.

A stop-motion puppet is actually a three-dimensional doll, Mr. Snyder explained. In spite of the high costs and technical problems which stop-motion puppets present, as opposed to hand and string puppets which are easily constructed and not as costly, they are ideal for film commercial use "because their very existence depends on film." An audience can watch hand and string puppets on a stage—"live," so to speak—but the





THIS bell-bodied puppet carries out the "ring the bell" theme of the National Shoes jingle used in all commercials.

stop-motion puppet as he comes to life in a one-minute commercial framework is really a series of photographs. Every flick of an eyelash, twist of the wrist, nod of the head or step means a new picture or more.

The stop-motion puppet is a complex little character, born of mathematics as well as artistry. Mr. Snyder, explaining the puppet's lithe movements, stated the film-maker brings an inanimate object to life by multiplying 90 by 16, in the following way:

"In 35mm film, there are 16 frames to a foot. Ninety feet of film go into a one-minute commercial. When you multiply 90 by 16 you arrive at 1,440—the minimum number of separate set-ups or single clicks of a camera required for a one-minute spot. And that takes into consideration only one puppet. In the same scene, maybe another little guy off in left field is throwing a ball or jumping rope with a friend. It's the coordination of all movement that's the big thing." Mr. Snyder believes that Global's production personnel does a remarkable job in this respect.

In Munich a staff of 10 artists and puppet-makers sees to it that the puppets they create in stop-motion all but live and breathe. When asked if the same method is used in giving mobility to the face of each puppet as is employed in body motion, Mr. Snyder said frankly he was not in a position to say. "On this point I have been committed to secrecy. The facial movement of our puppets, particularly with regard to lip sync action, is top secret. Not even all 10 of the people working for us in Munich know how this is done."

Typical of the way in which films are produced by Global is the assignment handled by the film firm for National Shoes, a retail shoe store chain with 110 shops throughout New York, New Jersey, Connecticut and Massachusetts. When National entered tv about five years ago it made the move as a veteran radio advertiser which had increased sales volume year after year with a catchy radio jingle appealing to the listener's desire to be well dressed. National's decision to use television was prompted by its past success with radio and a plan to add visual impact to its already-established aural trademark, according to Milton Gut-

if you must use a slide rule to buy radio...

you still get the same answer in the Oklahoma City market that the boys at the head of the class* came up with a long time ago:

KOMA + 50,000 W + CBS = { BETTER PROGRAMMING / BIGGER AUDIENCE } + KOMA MERCHANDISING = $ INCREASED SALES of PRODUCTS SERVICES

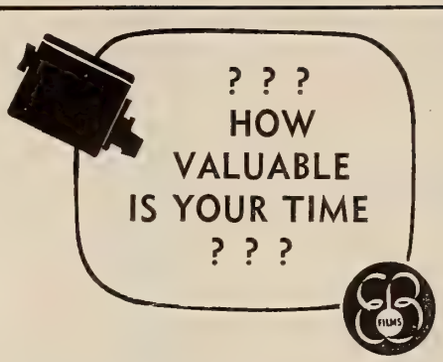
or the best radio buy in Oklahoma City is:

koma

50,000 WATTS • CBS-RADIO
AFFILIATED MANAGEMENT KWTV
REPRESENTED BY AVERY-KNODEL, INC.

EDGAR T. BELL, EXECUTIVE VICE PRESIDENT
GENE RIESEN, SALES MANAGER

* The boys at the head of the class, bless 'em, turned out to be the smartest time buyers—anywhere!



If you've ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it's like finding a needle in a haystack. It's darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—"the works" priced at only $19.50 a month on a minimum one year contract.

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FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!

tenplan, vice president of Emil Mogul Co., New York, the agency which has handled the National account for 14 years.

To date, Global has made three spots for National, each using the same three puppets who sing the jingle on one spot "for all smart children," on the second "for all smart 'Debbies' " and on the last of the three "for all smart women" who want to dress well, depending on the age group National wishes to reach in a specified time period. The same puppets are used in all three commercials with only a word change to alter the message. The sets are different, however, and with the change of set, Mr. Guttenplan believes that the puppets seemingly change too.

All three spots are 20 seconds in length, despite Global's preference for one-minute films. The length, Mr. Guttenplan explained, was determined exclusively by the jingle. "Promoting the jingle was and still is our chief aim." The spots were made a year and a half ago and are still in constant use by National in what Louis Freed, president of the shoe chain, thinks is "an effective visual framework for the jingle which has played a large part in building our shoe business."

From the conference table at Emil Mogul's through production of the films up to the on-the-air date took about two months, Mr. Guttenplan recalls. He mentioned that "in reality Munich is not so far away. It would take that long—possibly longer—to shoot films of this quality right here in the States."

In the planning stages of the new stop-motion films, Mr. Guttenplan remembers that after a lengthy search for a doll representing the type of puppet which National had in mind, the hunt was terminated right in the shoe company's own back yard. National's window display manager had been working with a doll which he intended to use in his department. It was that doll which served as the pattern for the National puppet, now as familiar to tv viewers in the greater New York area as the jingle has been for years on radio.

Four men from the Mogul organization worked directly on the puppet film project. The story boards, detailed drawings of puppet action, position and set and costume suggestions, were drawn up by William Jacoby, vice president and agency art director. Production on the films was supervised by Nat B. Eisenberg, Mogul's radio and television production director. Copy was handled by Myron Mahler, creative director, who composed the singing commercial for National when the firm's radio campaign was launched in 1940. The entire project was under the overall direction of Mr. Guttenplan, who has handled the account since he joined Emil Mogul six years ago.

When the story boards were completed they were sent on to Munich, where the puppets were made and recorded on film in the stop-motion technique described by Mr. Snyder. Throughout the puppets' creation, photographs were submitted to Emil Mogul to check each scene as it neared completion. These photographs served as a substitute for so-called "rush" prints. Corrections, if they were necessary, were made from the pictures. "It saved time and money to catch an occasional error through photographs rather than wait until an entire rush film could be delivered," Mr. Jacoby said.

Along with the story board, a sound track of National's jingles was sent to Munich to properly coordinate lip and song. The story board contained suggested positions for the puppets in relation to the copy as they danced out and sang the jingle. "A minor musical alteration solved what we thought might turn into a big problem," Mr. Mahler told B•T, "when we realized that a second of video had to both precede and follow the musical portion. Our jingle was a perfect 20-second spot. Luckily there were 2 seconds of introductory music at the top of the tune. They were cut and we had a perfect time length without disturbing the text of the jingle."

In terms of style, each of National's three commercials is a miniature ballet. The puppets' action along with the set changes also help to make them appear different, Mr. Guttenplan believes. In the "kiddie" commercial, "child" puppets in a playground act out the sequence. Their props are sliding boards and teeter-totters which in reality are youngsters' patent leather shoes. To promote co-ed footwear, the puppets take on a teen-age appearance as they dance on a turntable set. The fountain in front of New York's Hotel Plaza served as the setting for the women's shoe commercial in which the puppets do a somewhat more "classic" ballet. Mr. Eisenberg, commenting on Global's minute attention to detail, said that "the set was re-created from a photograph of the New York scene right down to the cracks in the sidewalk."

National, whose shoes range in price from $2.99 to $4.99 per pair, places a "sizable" portion of its advertising budget in the broadcasting media because of the mass audience which radio-tv afford the advertiser. Mr. Guttenplan said his client is "most pleased" with the results of the puppet films. "In addition to accomplishing what we set out to do in tv, we have added considerable entertainment value to our jingle," Mr. Guttenplan said. "And," he added, "we find that these films have a fine remembrance quality. They retain their interest."

Emil Mogul has been so impressed with the puppet technique used at Global that the agency is encouraging other clients to go into puppet films. Last summer, a 20-second commercial was completed for Ronzoni Macaroni Co., a spot advertiser in the New York market. The film is extended to a one-minute commercial with a live action segment featuring Arleyne Grey who has been doing Ronzoni commercials on radio for four years and for the past year on tv as well. Again, the purpose of using tv for Ronzoni was to dramatize the company's radio jingle.

A clever twist has been used in the Ronzoni case to produce a close relationship between the puppet and the live action techniques. The "star" of the puppet portion bears a striking resemblance to Miss Grey who appears later in the live segment. Mr. Guttenplan said that this particular puppet had been fashioned from a photograph of Miss Grey which was sent to Munich to assure as great a facial similarity as possible.

A spot film for Pycope toothbrush was







THE Brylcreem Story in miniature: Shaggy-haired boy chases unwilling girl; enter Brylcreem; shaggy-haired boy is now well groomed, ready for a more successful try.

ordered from Global by Cecil & Presbrey about a year ago. In this instance, production varied in that the puppet film was made not from a story board but from an actual animated commercial which Pycope had been using and which had stimulated "a sharp increase in sales" for the product from the time it went on the air, according to Arch Foster, who at that time handled the account for C & P. The commercial was used in a hitch-hike position on a number of network shows being sponsored by Amm-i-dent which included *Blind Date, Name That Tune* and *Danger*. The decision to have the puppet film made was based on what the agency considered a necessity "to freshen up" the animated film.

In one respect, Mr. Foster pointed out, the decision was in error. Techniques used in animation and puppet commercials are so very different that "you can only do puppets justice by starting from scratch," he said. "Had we used a story board as a point of departure, rather than a film, the puppets would have had more freedom."

Brylcreem, another Global client, has been in tv about three years on a national spot basis. John P. Atherton of Atherton & Currier, New York, which handles the Brylcreem account, told B•T that "Brylcreem used a number of tv techniques before it went into puppet films as a somewhat different way of getting our jingle and sales message across." The puppet film for Brylcreem currently is being used in five markets. It is a 12-second spot supplemented by live action. Its strongest appeal, Mr. Atherton stated, lies in the fact that "it lends considerable believability to the live portion of the spot and to the copy as well."

Currently in the works at Global are three spots for Robert Hall Clothes Inc., retail clothing chain. "We are working on production details now with Frank B. Sawdon [the New York Agency for Robert Hall]. In a week or so, they will be completed. At the moment we know only that the films will be in black-and-white," Mr. Weil said. "And," he added, "when they are completed they will be put on the air in a national spot campaign."

Your rating is only as good as your



WELCOME

It's the parents who control the tv dials these days. That's why the shows leaping ahead in the ratings are those which combine SOLID ENTERTAINMENT with FAMILY ACCEPTANCE. Here are two syndicated shows that are making rating records by earning the welcome of viewers — whole family groups of them.

26 Half-Hour Plays

THE *Amazing Tales of*

HANS CHRISTIAN ANDERSEN

"A refreshing breeze in the television air."

...SAN FRANCISCO EXAMINER

The Talk of the Airwaves!

Perfect for 'any length, any time' programming...



THE LITTLE RASCALS

Filmland's famous comics . . . the world's heartiest laughter!

Interstate TELEVISION CORPORATION

NEW YORK: 1560 Broadway PLaza 7-3070

CHICAGO: 1250 S. Wabash WAbash 2-7937

HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181

NOW! the new Gray telop III

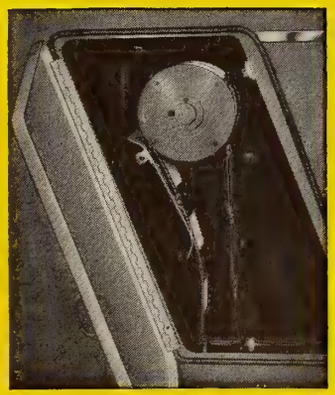
Eliminates extra manpower requirements

opaque and transparency projector



REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III. . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides. . .One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

(A&A continued from page 37)

Churches Sponsor Cagers

A GROUP of churches has turned sponsors at WMIQ Iron Mountain, Mich., to sell the "Religion in American Life" theme outlined in a current Advertising Council campaign, it was learned last week.

The novel venture got underway Dec. 3 with the first in a series of basketball broadcasts sponsored by 15 non-sectarian churches in that area on a sort of religious-institutional basis. Plans were revealed by William C. Johnson, commercial manager, and Conrad Nelson, sports director of the station.

Envelopes were distributed in church pews soliciting voluntary contributions to finance the broadcasts. The "commercials" which tell listeners to "worship together this week" are devoid of any preachments, it was reported. Material was supplied by the Advertising Council, Chicago, at Mr. Johnson's request.

Other stations in the area reportedly have shown interest in the project as well. The basketball games cover teams in Iron Mountain, Kingsford and Norway, all Michigan, and in Niagara, Wisconsin.

The idea reportedly grew out of a situation some seasons back when a brewery sponsored the contests (presumably high school) and drew protests from a local minister. Recalling his chance remark that churches would be better sponsors than a beer concern for the moral welfare of youth, the station got the churches to band together in a pool effort.

M-G-M Buys Dec. Schedule On Blair Saturation Group

CONTRACT, covering a schedule for the month of December, with the National Saturation Group, radio stations represented by John Blair & Co., New York, was signed last week by M-G-M. The contract was negotiated by Evelyn Jones, Donahue & Co., and Bill Tilenius of Blair.

The Blair saturation plan offers the advertiser 24 participations weekly on each of the stations it represents. M-G-M plans to use the schedule to promote its new musical, "Deep in My Heart."

NEW BUSINESS

Anheuser-Busch Inc., St. Louis, through D'Arcy Adv., same city, has signed for co-sponsorship of *Sports Today With Bill Stern,* ABC Radio (Mon.-Fri., 6:30-6:45 p.m. EST), on alternate day basis, starting today (Mon.). Other sponsor is Allstate Insurance Co., Chicago [AT DEADLINE, Dec. 6].

Gordon Baking Co., Detroit, will sponsor telecast of Burr Tilstrom adaptation of James Thurber fairytale, "Many Moons," on ABC-TV's WBKB (TV) Chicago, WABC-TV New York and WXYZ-TV Detroit outlets on Christmas Day (6-7 p.m. EST). Program available for local sponsorship in other markets. Agency for Gordon Baking: D'Arcy Adv., Detroit.

R. J. Reynolds Tobacco Co. (Winston cigarettes), Winston-Salem, N. C., signs for new film series, *The Bob Cummings Show* (Sun., 10:30-11 p.m. EST) on NBC-TV effective Jan. 2, replacing *Dragnet* (Sun., 8-8:30 p.m. EST) on alternate weeks. Agency: William Esty Co., N. Y.

Q-Tip Sales Corp., Long Island City, N. Y., will sponsor *Mary Margaret McBride* (Mon.-Tues., 10-10:45 a.m. EST) on NBC Radio, effective Jan. 31 [B•T, Nov. 29]. Agency: Lawrence C. Gumbinner Adv., N. Y.

A&A PEOPLE

Maurice Blond, merchandise manager, Katz Drug Co., Kansas City, Mo., elected vice president and general merchandise manager; **Marvin Katz,** special promotion director, elected vice president and promotional director; **O. J. Erickson** elected secretary and accounting manager.

E. K. Foster, vice president and administration committee member, Bendix Aviation Corp., Detroit, named group executive in charge radio div., tv & broadcast receiver div., York div. and Cincinnati div.; **Howard Walker,** plant manager, York div., promoted to general manager of division; **Maurice W. Horrell,** director of engineering and assistant general manager, computer div., promoted to general manager of division.

M. J. Warnock, vice president and treasurer, Armstrong Cork Co., Lancaster, Pa., appointed overall director of company's financial affairs and in charge of coordinating and strengthening employe and public relations activities; **Walter E. Hoadley Jr.,** company economist and commercial research manager, additionally succeeds Mr. Warnock as treasurer; **A. Hugh Forster,** assistant to president, will serve as assistant to Mr. Warnock in employe and public relations activities; **W. N. Hartman,** general credit manager, elected assistant treasurer.

Edwin F. Wirsing appointed advertising manager, Union Bank & Trust Co., L. A., succeeding **Rod McLean,** named assistant vice president in charge of customer relations and business development.

Tom Cunning, former executive vice president, Earl J. Smith & Assoc., Detroit, to Hal Short & Co., Portland, Ore., as account executive.

Ken Drager to Mark Schrieber Adv., Denver, as radio-tv director and account executive.

Harvey L. Kneeland, vice president, Cecil & Presbrey, N. Y., to Anderson & Cairns, same city, as account executive, effective Jan. 1.

Sam Hunsaker, copy chief, Lewis Edwin Ryan Adv., Washington, appointed account executive; **James W. Gould,** formerly advertising manager, Virginia Metal Products, Orange, Va., to copy staff.

Constance Boland, formerly with J. Walter Thompson Co., N. Y., to account executive dept., Sullivan, Stauffer, Colwell & Bayles, same city.

Don Leonard, station relations dept., Marschalk & Pratt, N. Y., appointed radio-tv timebuyer.

Christain Valentine Jr., executive coordinator and creative color head, tv dept., Biow Co., N. Y., to radio-tv dept., McCann-Erickson, same city, as tv art director; **Bess Harrison,** business manger, radio-tv talent operations, McCann-Erickson, Hollywood, named administrative assistant and office manager, consolidated L. A. office.

David H. Grigsby, formerly with Zenith Radio Corp., Chicago, appointed range and water placing sponsorship of *The Hunter,* now telecast in that time period. Agency: William Esty Co., N. Y.

FOUR extras for extra sales

WIBG

Car Cards
with sponsor credit appear throughout the year and cover the entire city.

24-Sheet Billboards
blanket the complete Philadelphia market area, promoting WIBG programs.

Window Displays
of sponsors' products face directly on midtown Walnut Street—the only such display on this busy thoroughfare.

Direct Mail
goes regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

These extra promotion bonuses are a special service which WIBG gives to all its sponsors. Our main objective is to SELL YOUR MESSAGE to the public as we are doing for such national advertisers as Creamettes, Guild Wines, Halo Shampoo, Robert Hall Clothes, Salada Tea, Sleep-Eze, Old Spice and Waltham Watches.

season's greetings

W I B G

10,000 Watts
Philadelphia's most powerful independent.

Represented by
RADIO REPRESENTATIVES, INC.

COMPARATIVE NETWORK TV SHOWSHEET

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SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Omnibus Aluminium Co. of Cana. Scott Paper Zenith Norcross		Revere alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt. with) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L
8:15				
8:30	The Big Picture F			7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:45				
9:00	Gruen-Amr. Safety Razor Winchell	Gen. Elect. GE Theatre F Fred Waring 12/19 only	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Ciba Horizons			
9:30	Revlon What's Going On?	Bristol-Myers TBA L	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Father Knows Best		P&G Loretta Young Show F
10:15		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds The Hunter F
10:30				
10:45		Norwich Sunday News Spec.		
11:00				
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	Tide Water Oil Daly–News		7:15-7:30 Miles Labs. Morgan Beatty and the News	Toni Co. Tony Martin Show L
7:30	Ralston Purina Name's the Same L	Amer. Home Prod.-News		Camel News Caravan L
7:45		Ligg. & Mys. Perry Como L		
8:00	Studebaker Packard Tv Readers Digest eff. 1/17/55	Carnation (alt.) Goodrich Burns & Allen L		Producers' Showcase (1 wk. of 4) Ford Motor Co. RCA
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00	*Christmas Season Programs*	Philip Morris I Love Lucy F		Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30				
10:45			Co-op At Ringside	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	*John Daly News*		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	*Red Skelton*	Admiral Corp. Life Is Worth Living	Buick Berle Show (20 shows)
8:15				M. Raye Show
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	H. Bishop (10 shows) Bob Hope Show (6) Gen. Foods TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15		Nash-Kelvinator alt. wks. Block Drug Danger L		
9:30	U.S. Steel United States Steel Hour alt. weeks			Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour	Pet Milk Co. alt. wks. S.C. Johnson Life With Father		
10:00				Truth or Consequence P. Lorillard L
10:15	Exquisite Form-Quality Goods (alt. wks.) Stop the Music			
10:30		Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	*Kukla, Fran and Ollie*	
7:15	Tide Water Oil Daly–News	
7:30	American Motors American Dairy Derby Foods Disneyland	Bendix D Avco Mf News
7:45		Ligg. & M Perry Co L
8:00	Liggett-Myers The New Stu Erwin Show	Toni Godfrey & His Friends
8:15		
8:30	Remington Rand-Knomark Mfg. (Alt. wks.) Masquerade Party	Frigidair (alt. wks Pillsbur
8:45		
9:00		Colgate Strike It Rich L
9:15	*Enterprise USA*	
9:30		R. J. Reynold I've Go A Secre L
9:45		
10:00		Pabst Sal Blue Ribb Bouts
10:15		Westingh Best of Broadwa every 4th 10-11 P.
10:30		
10:45		*Sports Sp*
11:00		Longine Chronosc
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM			N.Y.Times Youth Forum	*M. Beatty News* L
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		*American Inventory* L
12:45				
1:00			*Johns Hopkins Science Review*	Youth Wants to Know L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Philco Corp. Breakfast Club (M., W. & F.) Quaker Oats (Tu & Th)	The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				General Mills, Fri. Ding Dong School L Gerber Prds. Thursdays
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		*A Time to Live* L
10:15				3 Steps to Heaven P&G L
10:30				
10:45				Participating Sponsor Home L
11:00		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:15				
11:30		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		
11:45		Amer. Home Products Love of Life		*Betty White Show* L
12:00 N		P&G Search for Tomorrow		
12:15 PM		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:30		Gen. Foods Portia Faces Life		
12:45		P&G Road of Life		
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Brown Shoe Smilin' Ed's Gang	*Winky Dink and You*		
10:45				
11:00	Ralston Purina Nestle (alt. wks.) Space Patrol	Wander Co (alt. wks.) Gen. Mills Captain Midnight F		
11:15				
11:30		Campbell Soup Abbott & Costello		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

DA

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	*Colleg Press Conferen* L
4:45	
5:00	
5:15	Kellogg (5-5:30
5:30	Mars In (5:30- Super Ci L
5:45 PM	

FOR DECEMBER 1954

THURSDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie		Walter H. Johnson & Co. Capt. Video	
John Daly News		7:15-7:30 Miles Labs. Morgan Beatty and the News	
General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		Dinah Shore Chevrolet L
	Gen. Electric Jane Froman		Camel News Caravan L
The Mail Story L	General Electric Ray Milland Show F	Consolidated Cosmetics Inc. They Stand Accused	DeSoto-Plymouth Groucho Marx F
Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars L		Borden Justice L
Brillo—So You Want to Lead a Band		DuMont Labs What's the Story	Chesterfield Dragnet F
Kraft Foods Kraft TV Theatre	Singer Sew'g, alt. wks. Parker Pen Four Star Playhouse		Ford Theatre F
	Philip Morris Public Defender F		Lever Bros. Lux Video Theatre L
	Carter Prods Alt. Whitehall Name That Tune L		

FRIDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie		Co-op Capt. Video	
Tide Water Oil Daly-News		7:15-7:30 Miles Labs. Morgan Beatty and the News	
National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
Lambert Hotpoint (alt.) Ozzie & Harriet F	Ligg. & Mys. Perry Como L		Camel News Caravan L
Lehn & Fink Ray Bolger L	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
Mogen David Wines Dollar a Second	R. J. Reynolds Topper F		Gulf—Life of Riley 9/18 F
Sterling Drug The Vise	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. The Stranger	Simoniz & Amer. C&C Big Story F
	General Foods Sanka Our Miss Brooks F	*One Minute Please*	Campbell Dear Phoebe F
	Brown & Williamson The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
	American Oil Hamm Brewing (alt. wks.) Noxzema Person to Person		Greatest Moments in Sports Mutual of Omaha F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
	Wrigley Gene Autry Show		*Mr. Wizard* F
Compass	Sylvania Beat the Clock L		Sunbeam Ethel & Albert L
The Dotty Mack Show	Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship) L		Pillsbury-Green Giant Mickey Rooney Show F
Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L	Participat'g Sponsors Professional Football	Place the Face Toni Co. L
Fight Talk	Intnl. Silver alt. wks. Simmons My Favorite Husband		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
Gemex The Stork Club	Chrysler Plymouth Div. That's My Boy L		Texaco Star Theatre J. Durante L (alt.) O'Connor F
	General Mills Willy F	11:05 Boyle-Midway Sports Showcase	Geo. Gobel Show Armour (alt.) Pet Milk L
		Co-op Wrestling from Chi	Am. Tobacco Warner Hudnut Your Hit Parade L

TIME

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
Face the Nation		
Now and Then	Participat'g Sponsors Professional Football	
Adventure		*American Forum* L
The American Week		*Out On the Farm* L
The Search		Quaker Oats Zoo Parade L
		Hall Bros. Hall of Fame L
		Background 3 of 4 *Hall of Fame* 1 of 4 (1 hr. show)

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See footnote)	All About Baby (see footnote)	
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Participat'g Sponsors Paul Dixon Show	*The Greatest Gift* L
	Bob Crosby (See footnotes)		P&G Golden Windows L *One Man's Family* L
	P&G The Brighter Day		P&G L Concerning Miss Marlowe
	Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		*Hawkins Falls* L
	P&G On Your Account 4:30-5		First Love Jergens Co. L
	Gen. Mills Barker Bill's Cartoons W&F 5-5:15 p.m.		World of Mr. Sweeney L
	Longines Thnksgvg D Festival 11/25 only 5-6 p.m.		Modern Romances Col.-Pal. L
			Pinky Lee Show L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
	What in the World		
	Youth Takes a Stand		
American Chicle C. A. Swanson Top Pop Products Sugar Bowl Game Navy vs. Mississippi Jan. 1 only	Maytag Co. Amana Refrigeration, Inc. Big Ten Basketball	Greatest Pro Football Plays of the Week	*NBA Professional Basketball Games*
	Longines-Wittnauer Christmas Festival 12/25 only		To Come

Explanation: Programs in italics sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co, Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Bristol Myers alts. Masland Tue. Alka-Seltzer, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Economics Labs.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Converted Rice

Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-45 a.m. M. & W. Bristol Myers, Tu. & Thu. Frigidaire.
10:45-11 a.m. M. & W. Scotch Tape, Tu. & Thu. Kellogg.
11:00-11:15 a.m. M. & W. Lever Bros., Tu. & Thu. Toni.
11:15-30 a.m. M.—Thu. Pillsbury.

Robert Q. Lewis — 2-2:15 p.m., Tue. Alka-Seltzer, Wed. Best Foods, Thu. S. C. Johnson.
2:15-30 p.m. Tue. Helene Curtis, Wed. General Mills, Thu. Swanson, Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 Tue. Toni, Thu. Swanson, Fri. Englander, Alt wks. S.O.S.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

Fellows,

J. B. CONLEY, *Station Manager, KEX, Portland.* "Renewals are the best in history . . . we've added over 100 new advertisers . . . local schedules up plenty over last year! Business is *good* at KEX!"



W. C. SWARTLEY, *Station Manager, WBZ-TV, Boston.* "Vigorous is the word for WBZ-TV business. 1954 sales are up 34% over 1953. It's a banner year in Boston!"



PHILIP G. LASKY, *Station Manager, KPIX, San Francisco.* "420 advertisers on KPIX so far this year! To date 1954 is 28% greater than the like period for 1953. Need we say more?"



FRANK TOOKE, *Station Manager, KYW, Philadelphia.* "Business couldn't be better unless we put more hours in the broadcast day. Our problem is not selling time, but finding availabilities. 1954 will be our all-time top!"



L. R. RAWLINS, *Station Manager, KDKA, Pittsburgh.* "Our advertisers are spending much more money than they ever have before. KDKA is right in the middle of Pittsburgh's building boom. Local sales are up 57%. Ratings are up, so is listening. It's been a great year at KDKA, America's first station."



CARL W. VANDERGRIFT, *Station Manager, WOWO, Fort Wayne.* "WOWO's sales are the highest in the history of the station. Advertisers know that out here people listen to WOWO . . . and are motivated by what they hear."





how's your business?

ROLLAND V. TOOKE, *Station Manager, WPTZ, Philadelphia.* "Business at WPTZ is just fine . . . and getting even better! Every month of this year we've set an all-time sales record! To date our gross sales are more than 21% ahead of 1953. Yes, business is just fine!"



PAUL E. MILLS, *Station Manager, WBZ-WBZA, Boston.* "The last quarter of '54 is the biggest local quarter in our 33-year history—62% above 1953. So far this year, we have added 105 new accounts. Business is booming in Boston."



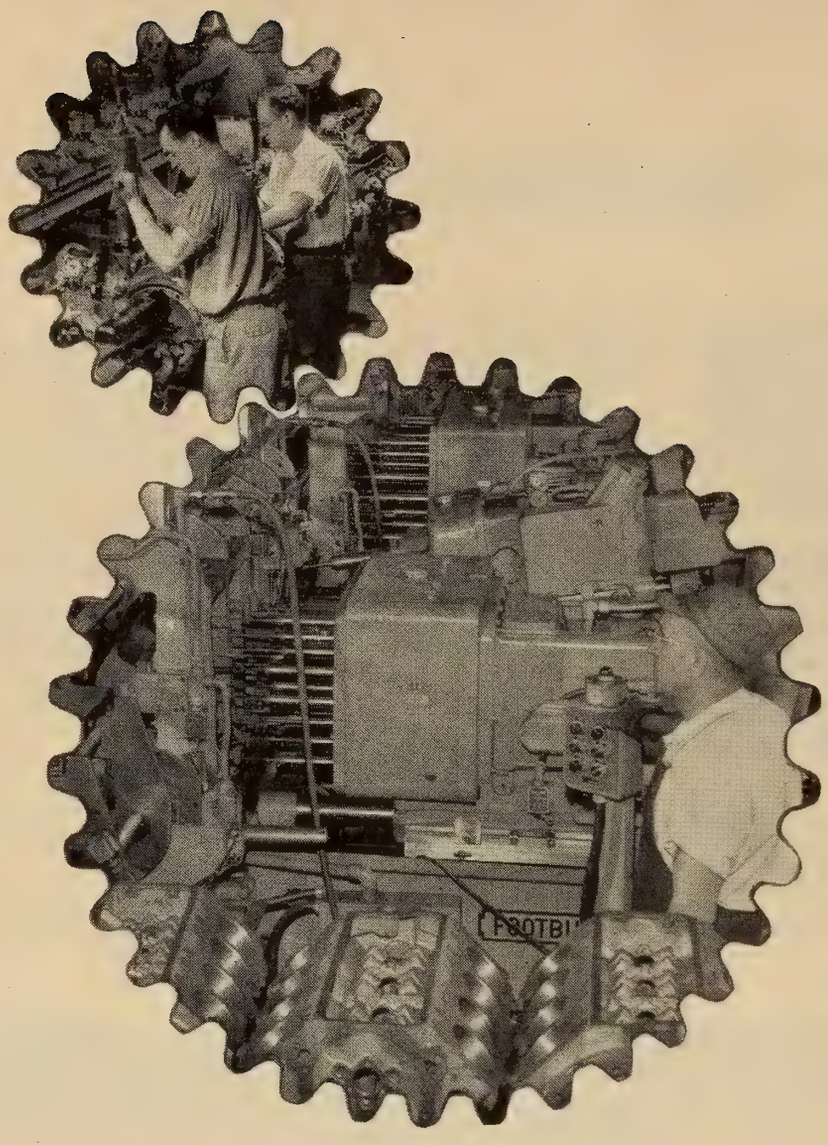
In one of the most competitive years in the broadcasting industry, these sales gains mean just one thing: WBC stations are doing a whale of a job for advertisers. How's *your* business, by the way? Could you be doing more in any or all of these markets? Remember, WBC stations are the biggest, most tuned-to stations in their areas. Buy one or all . . . either way, the hottest outfit in the business is working for you. For information and availabilities, call your nearest WBC station or Eldon Campbell, National Sales Manager, at PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.; WBC National Representatives: FREE & PETERS, INC.





Flint . . . geared for sales

Flint factories are set for their biggest year ever. The new Buicks and Chevrolets are in full production here in Flint, and that means more work than ever for our 73,673 General Motors employees (38% more than just two years ago). More work means more spending in this largest GM plant city in the world . . . and even now retail sales are 62% above the national average.* You can get your share of this big industrial dollar in '55 by calling the Katz Agency now. They can give you the full story on how WFDF makes your budget buy more and sell more in Flint.

*1954 Consumer Markets

wfdf

Our 32nd year of service to Flint

FLINT·MICHIGAN

nbc affiliate

REPRESENTED BY THE KATZ AGENCY Associated with: WFBM, AM & TV Indianapolis—WEOA Evansville—WOOD, AM & TV Grand Rapids

heater merchandising manager, Hotpoint Co., same city; **James E. McCarthy,** formerly with General Electric Co., Schenectady, N. Y., to Hotpoint as Chicago district manager; **A. E. Lacey,** formerly sales promotion manager, General Electric Supply Co., Chicago, appointed zone manager, Minneapolis-Milwaukee territory; **Hugh Daley,** formerly with General Electric Supply, named Boston zone manager; **V. P. Owen** appointed Philadelphia district manager.

Clare R. Wolf, assistant manager-reseller, Minneapolis-St. Paul sales div., Standard Oil Co. (Ind.), Chicago, appointed assistant advertising manager of company, succeeding **Robert K. Byars,** resigned.

Peggy Rayborn, formerly with KIOA Des Moines, to radio-tv dept., Lessing Adv. Co., same city.

William Jordon Wolff, former producer and writer, radio-tv div., Chicago Board of Education, to tv-radio dept., Guenther-Bradford & Co., Chicago.

Marvin Shore, former advertising manager, Associated Grocers of Central Pennsylvania, York, Pa., to copy dept., Feigenbaum & Wermen, Phila.; **Edward Bates** and **McKee Albright,** to art dept. of agency.

Norman S. Brett, sales promotion manager, DuMont Tv, to Moselle & Eisen Adv. Agency, N. Y.

Lonnie Hudkins, oil editor, *Denver Post,* to Mathews Roberts & Co., new advertising firm, same city, with offices at 201 Kittredge Bldg.

Vaughn Shedd, vice president, Moeller & Shedd Adv., L. A., forms own agency with offices at 139 S. Beverly Dr., Beverly Hills, Calif.; telephone; Crestview 1-3342.

Norm Moeller, partner, Moeller & Shedd Adv., Hollywood, and **Thomas G. Somermeier Jr.** form Moeller & Somermeier Inc., with offices at 6630 Sunset Blvd.; telephone: Hollywood 2-7451.

Joseph S. Trum, vice president, KTRM Inc., Beaumont, Tex., resigns to open Trum Adv. Agency, Goodhue Bldg., Beaumont.

Joseph B. Bell, treasurer, Ruthrauff & Ryan, N. Y., resigns effective Dec. 31.

Charles E. Patrick, account supervisor, Emil Mogul Co., N. Y., resigns effective Jan. 1.

Harold H. Weber, vice president, Foote, Cone & Belding, Chicago, appointed general chairman, National Junior Achievement Week in that area starting Jan. 30, 1955; **Tom Ward,** public relations representative, U. S. Steel Corp., N. Y., appointed radio-tv chairman.

Bank Officials Star

PIONEER BANK of Chattanooga (Tenn.), in an effort to break down the public's misconceptions of bankers as remote, austere, pompous and unfeeling individuals, presented its officers and branch managers to the audience viewing *Mr. District Attorney* sponsored by the bank over WDEF-TV there.

George M. Clark, Pioneer president, reports that the advantage of having bank people recognized and better known by potential customers more than offsets any lack of polish on the part of the amateur announcers.

SPECIAL GIFTS for special people

Charlie Arndt's doing it again this year.

Not much doubt about Charlie's taste in holiday giving, is there? Catch that satisfied expression—and select armful! From experience he knows BROADCASTING • TELECASTING is top choice of business associates and friends in radio/tv. Charlie is well aware that B•T will come week after week as a live and useful reminder of his thoughtfulness.

Take a page from Charlie's book—list names and addresses on the reverse—at money-saving holiday rates:



Holiday gift subscription list

BROADCASTING & TELECASTING Yearbooks may be included with these subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription, Yearbooks are $3.00 each.) These rates apply only in the United States, Possessions and Territories. Add $1.00 per year on all foreign subscriptions.

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1954

Please send 52 issues of **BROADCASTING • TELECASTING** as my gift to:

one for $7.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

two for $13.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

three for $19.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

four for $25.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

five for $30.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

Additional Subscriptions may be listed separately at $5.00

BROADCASTING • TELECASTING
1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 3rd issue.

Please enter ____ subscriptions.

$____ enclosed ☐ bill in January

Name_____

Firm_____

Street_____

City_____ State_____

Hollywood Tv Service To Offer 27 Features

Will sell block of Republic Pictures' 1940-48 films to tv, including some of Republic's highest-budgeted movies. Sale of litigated Autry-Rogers films reportedly is imminent.

BLOCK of 27 feature films produced by Republic Pictures between 1940 and 1948, and each costing from $600,000 to $1,250,000 then, will be offered to television on a regional basis after Jan. 1 by Hollywood Tv Service, Republic tv subsidiary, Earl Collins HTS president revealed last week.

Except for one feature, the block is part of the studio's "Diamond Group," among the highest-budgeted pictures in Republic's history, none of which has been shown on tv before. Included are "Earl Carrol Sketchbook," "Change of Heart" (previously "Hit Parade"), "In Old Wyoming" and "In Old Sacramento" with such stars as Alan Ladd, Dennis Day, Joe E. Brown, Eddie Albert, Tito Guizar, Anne Jeffreys and Judy Canova. One is a Ken Murray short feature ("Bill and Coo") utilizing trained birds, while one of the offered 27 films is not part of the high-budget "Diamond Group" HTS executive emphasized.

Meanwhile Hollywood Tv Service expects to announce the sale to tv of a block of old Gene Autry and Roy Rogers pictures produced by Republic "within a week to 10 days," Mr. Collins commented. After prolonged court litigation the U. S. Supreme Court last October refused to consider appeals by the cowboy actors from the previous U. S. Ninth District Court of Appeals decision which gave Hollywood Tv Service the right to sell these pictures to video [B•T, Oct. 25]. The Supreme Court action thus removed the final barrier to the sale.

SCREEN GEMS INTRODUCES NEW AGENCY FILM UNIT

Under new 'personalized' service, producers will be assigned exclusively to an advertising agency to handle its film requirements.

INTRODUCTION of a "personalized" service for agencies, designed to expedite the filming of tv commercials, was announced last week by Screen Gems Inc., New York, which has established a new production department subdivision entrusted with responsibility for this new service.

Ben Berenberg, executive producer of Screen Gems and head of the new subdivision, called the Producers Group, explained that under the "personalized" system, a producer will be assigned exclusively to an advertising agency to handle its film needs. He said that as an example, he will head the unit producing film for BBDO, with Lee Goodman as associate producer on the account. Mr. Goodman, recently appointed to the staff, has been an independent motion picture director and also has directed tv spot commercials. Sonny Chalif, supervisor of production, will head the unit servicing Kenyon & Eckhardt, with Don Hershey as associate producer.

Other subdivisions in the Screen Gems' production department are Preparation, headed by Ben Kranz; Animation, Volus Jones; Shooting, John Gilmour; Editing, Dan Heiss, and Completion, Bob Horowitz. Each of these units will work directly with the producer in charge of an agency's film production, according to Mr. Berenberg.

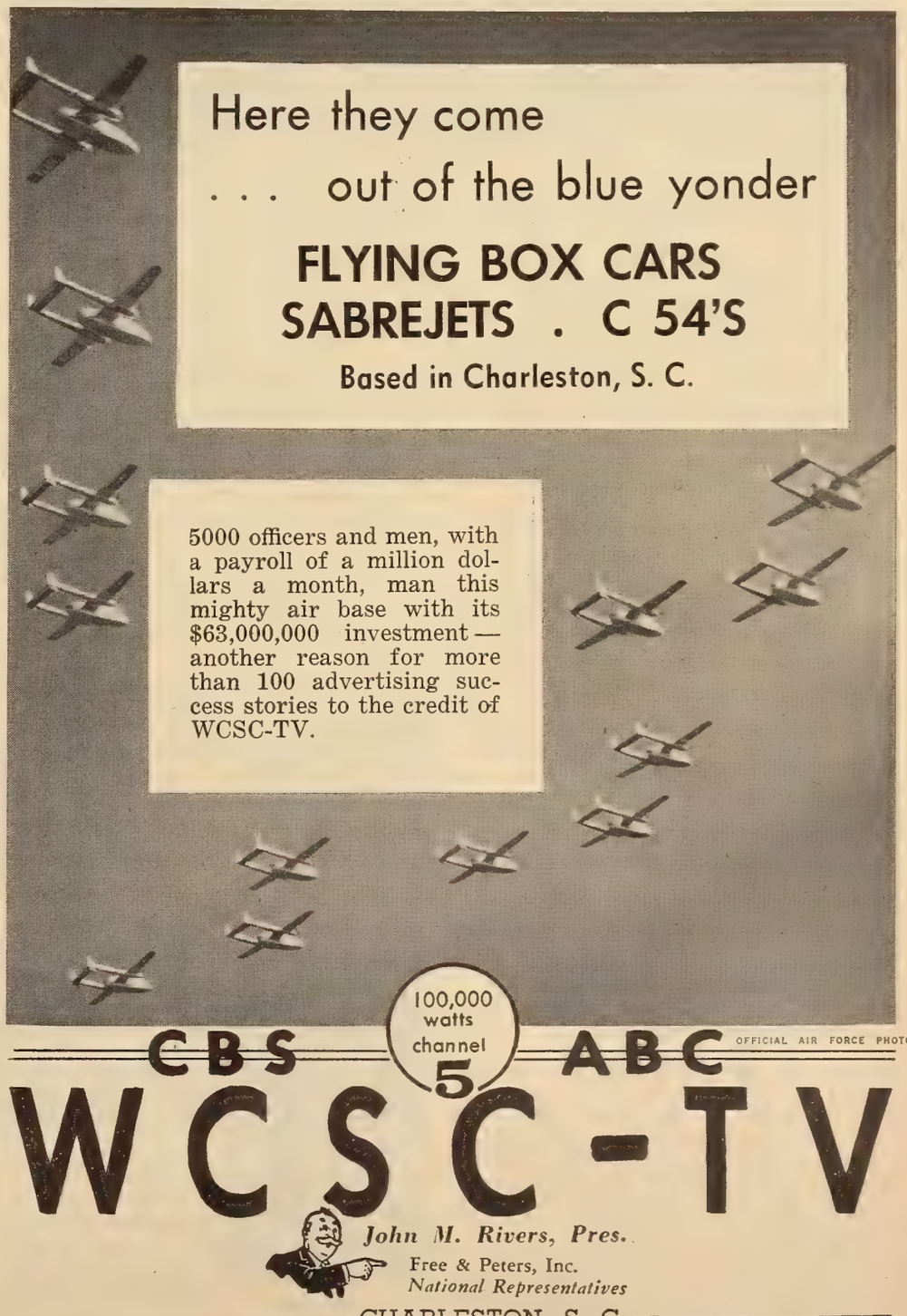
Mr. Berenberg also announced that Ben Blake has joined Screen Gems as a producer and has been assigned to the new sub-division. Mr. Blake has been an independent motion picture producer.

At the same time, John H. Mitchell, vice president in charge of sales, said James Kelly had joined the staff of the commercial department to service advertising agencies. Mr. Kelly formerly was merchandising manager of WABC-TV New York and previously had been on the sales staff of P. Ballantine & Sons and the White Rock Beverage Co.

Ziv Television Programs Sales Expansion Planned

PLANS for "substantial" expansion of the sales force of Ziv Television Programs Inc. were announced last week by M. J. Rifkin, vice president in charge of sales, in preparation for doubling the production of tv films within the coming year.

Mr. Rifkin observed that earlier this fall John L. Sinn, president of Ziv Tv, had announced plans for producing a total of 14 half-hour film series in 1955, composed of its current six features and eight new properties. To meet this increased production, Mr. Rifkin said, Ziv Tv now is conducting preliminary interviews for personnel to be added in the Ziv Sales Div. Final plans for the expansion, he said, will be announced later this month. Ziv's national sales force now is 26 men.





EXECUTIVES of Vitapix Corp. and Guild Films Co. formalize the working agreement between the two companies which sees Vitapix continuing on station spot matters and Guild handling production, service and sales, while a new company, Vitapix-Guild Programs Inc., takes over current Vitapix properties for continued syndication. Signing in Washington last week were (l to r): seated, Frank E. Mullen, president, Vitapix-Guild Programs; Reub Kaufman, president, Guild Films Inc. and board member, Vitapix; Kenyon Brown (KWFT-TV Wichita Falls, Tex.), president, Vitapix Corp.; standing, Charles B. Seton, Socolow, Stein & Seton, general counsel, Guild Films, and secretary, Vitapix-Guild Programs; John E. Fetzer (WKZO-TV Kalamazoo, Mich., and KOLN-TV Lincoln, Neb.), chairman, Vitapix Corp., chairman, Vitapix-Guild Programs, and director, Guild Films; Paul A. O'Bryan, Dow, Lohnes & Albertson, secretary and general counsel, Vitapix Corp., treasurer-board member, Vitapix-Guild Programs.

Screen Gems Increases Commercial Color Production

PROGRAM of expanded production of commercial films in color was announced last week by Ben Berenberg, executive producer of Screen Gems Inc., New York, in releasing details of a 15-minute color film being prepared for RCA for use on tv.

Mr. Berenberg will produce the film, together with a longer version that will be produced for 16mm non-theatrical release. John Capsis is writing the screen play and Howard Magwood will direct. Production will start after the first of the year for release in May. Kenyon & Eckhardt, New York, is the agency.

The RCA film, Mr. Berenberg said, will dramatize the importance of color and how it affects daily living; point up how the "almost impossible task" of developing color television was overcome, and provide a glimpse into the future of color television.

Among other color commercials that Screen Gems is producing are five 90-second spot announcements for Eastman Kodak, through J. Walter Thompson Co., New York, for use in forthcoming *Norby* tv color show; two commercials for Ansco, through Biow Co., New York, and a spot announcement and a 30-minute public relations film for American Tobacco Co. (Lucky Strike cigarettes) through BBDO.

MCA, UTP Draft Pact

CONTRACTS are being drawn up to conclude Music Corp. of America's purchase of United Television Programs' catalog of tv film packages. Dec. 20 is set as target date for contract signing. In the works for the past few weeks [B•T, Nov. 22], the merger reportedly will give MCA more video film products than any other syndication company. While the sale price has not been released, UTP recently announced over $10 million will go into its 1955 catalog.

Guild Films Co. Declares 10¢ Common Stock Dividend

DIVIDEND of 10¢ per share on its common capital stock was declared last week by Guild Films Co., New York. The dividend is payable on Jan. 3 to shareholders of record at the close of business on Dec. 20.

Guild Films Co. became a publicly-owned company on Oct. 5 when 250,000 shares of its common stock issue of 700,000 shares were offered to the public at $4 per share. The offering was said to be "heavily oversubscribed."

The company was organized in June 1952 to produce, distribute and service tv filmed programs. Last month, Guild entered into a close working agreement with the Vitapix Corp., an organization of television stations in leading markets in the country, whereby Guild Films will make available its programs to Vitapix stations, and Vitapix will arrange time clearance for national spot advertisers.

Lip-Synchronizing Process Developed by Gillette

NEW process called Syncro-Vox, whereby any object, animate or inanimate, can be made to talk with perfect lip synchronization, has been perfected by cinematographer Edwin Gillette. To market the process a production company has been formed with Jerry Courneya, and distribution rights have been awarded to United Producers Distributors, Hollywood.

With Syncro-Vox a face may be made to talk with realistic, accurate and completely synchronized lip-movement and accompanying voice. Such a face, according to Mr. Courneya, may be part of a trademark or decoration on the side of a box, bottle or other container. In the first tests Mr. Gillette used the method on a box of Quaker Oats to show the familiar trademark promote the product. By means of matching, masking and gadgets for projectors and cameras, lips are superimposed, Mr. Courneya says.

Additionally, he adds, Syncro-Vox is fast, labor-saving, simple and inexpensive. Compared with hand-drawn animation, there reportedly is a labor-saving of approximately 85%.

Gen. Teleradio Names Buch

APPOINTMENT of Richard P. Buch, formerly with CBS-TV Film Sales, as an account executive in charge of the newly-created Southeastern office, in Atlanta, of General Teleradio's Film Div., was announced last week by Peter M. Robeck, sales manager. Prior to CBS-TV Film Sales he was with Consolidated Tv Sales, Jerry Fairbanks Inc. and was a director of motion picture productions at E. I. du Pont de Nemours & Co.

FILM PEOPLE

Al Madden, sales manager, Sportsvision Inc. (delayed sports film), S. F., appointed president and general manager, succeeding **William J. Parry Jr.,** named Pacific Coast Conference radio-tv representative.

Norman S. Ginsburg, formerly advertising and promotion manager, DuMont Tv, appointed director of advertising and sales promotion, Studio Films Inc., N. Y.



MR. GINSBURG

Bill Fisher, formerly producer - writer, Radio - Tv Council, Chicago Board of Education, appointed production supervisor, Academy Film Productions, Chicago.

George Green, formerly with KGO-TV San Francisco, to George Bagnall & Assoc. Inc. (tv film distribution), Beverly Hills, Calif., as sales representative covering 11 western states, headquartering in firm's new Beverly Hills office, 8827 Olympic Blvd.; telephone: Hollywood 5-5171.

Jack Russell and **William C. Vidas** appointed midwestern sales representatives, Advertisers' Television Program Service Inc. (tv filmed program distribution), N. Y.

J. Peter Whitehead, associate producer, Mercury International Pictures, Hollywood, to Jerry Fairbanks Productions, same city, as representative to West Coast clients and agencies.

Richard H. Rogers, formerly with United World Films, N. Y., to sales staff, Sterling Television Co., same city, covering southeastern territory.

Robert Givens, formerly with United Productions of America, Burbank, Calif., to creative staff, Tv Spots, Hollywood.

BUYER, SALESMAN MAKE THEIR POINTS

Ruth Jones and Lewis Avery offer further views in RTES' continuing timebuying and selling seminar.

RELATIONSHIP of timebuyer and time salesman was discussed at last Tuesday's Radio & Television Executives Society luncheon held at Toots Shor's restaurant in New York. The luncheon was one of a continuing series of timebuying and selling seminars.

Speakers Ruth Jones, broadcast supervisor of Compton Adv., and Lewis H. Avery, president of Avery-Knodel Inc., expanded on points made a fortnight ago by George Kern of Lennen & Newell and Robert M. Reuschle of WHUM-TV Reading, Pa. [B•T, Dec. 6].

Miss Jones, speaking for the agency timebuyer, asserted that no "good timebuyer" buys radio or tv solely on costs and ratings, adding that this applied to Procter & Gamble [Compton handles a portion of P&G] as well, although many people possibly do not have that impression.

In making his sales presentation to the buyer, Miss Jones said the time salesman must be equipped with all possible data. The salesman ought to keep in mind the competitive factor when submitting availabilities, she said. In this regard she stressed adjacencies. Thus, she said, it would be of particular help to the timebuyer if the station sales representative eliminates those availabilities which run up against this competitive factor.

Miss Jones stressed the personal relationship between the timebuyer and the salesman, and in some cases, the station operator as well.

Miss Jones outlined three things for the time salesman to improve his relationship with the agency: (1) know the agency and client, (2) create ideas, and (3) give good service. Her advice to the timebuyer: the timebuyer should remember that the salesman is his best friend and if the timebuyer is learning the business the station sales representative "can be of invaluable aid."

Mr. Avery said the timebuyer has an obligation to the station salesman in letting him, or the station he represents, know the names of the advertiser and the product involved when discussing campaign plans.

One of the main ingredients in buying, Mr. Avery said, is that of availabilities. These should be submitted in detail by the salesman, and the timebuyer, on his part, must make prompt decisions. Three rules on availabilities were cited by Mr. Avery: they should be handled promptly, understood quickly and purchased carefully.

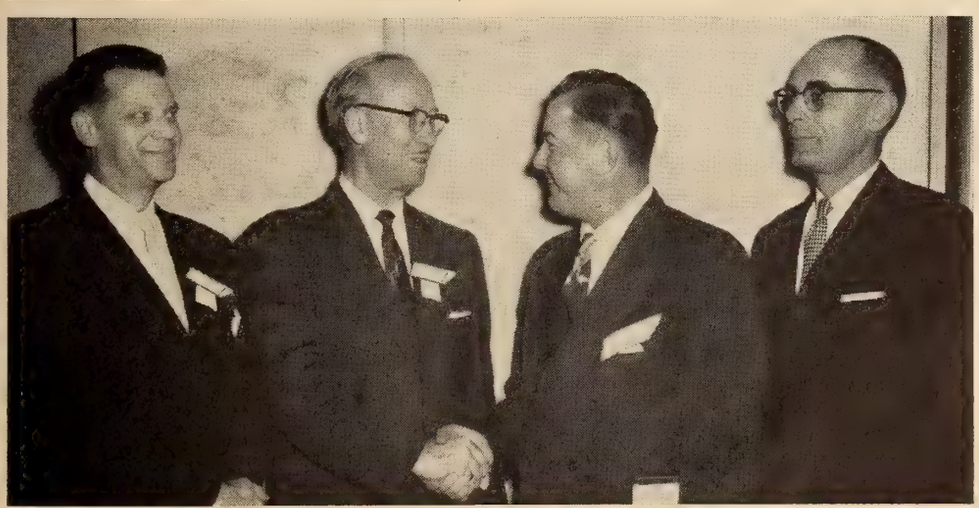
San Diego Radiomen Form Own Trade Group

FORMATION of the San Diego Radio Council, with the resignation of all stations in the city from the Southern California Broadcasters Assn., has been announced after an organizational meeting.

While denying dissatisfaction with SCBA, the statement issued by the new Radio Council said:

"As one of the three billion-dollar markets in California, and as the fastest-growing billion dollar market of them all, it is our unanimous opinion that the size and scope of our market area makes it mandatory that we form a council which will have as its sole consideration the needs of our clients and listeners. Out of 197 metropolitan areas in the United States, San Diego ranks 22nd in buying income and has a population which has increased 60% since 1944. At the same time, our people's effective buying income has risen 71% above the national average. These are only a few of the many considerations of national importance which have guided our decision."

At the meeting were: Stan Norman, Mr. and Mrs. Fred Rabell, all KCBQ owner-managers; Matt Barr, KCBQ sales manager; Wilson Edwards, KSDO manager; Bill Goetze, KFSD general manager; Marion Harris, KGB owner-manager; Arthur M. Mortensen, KFMB station manager, and George Whitney, general manager, Wrather-Alvarez Broadcasting Inc. interests in San Diego (KFMB-AM-TV).



NEWLY-ELECTED officers and directors of the Tennessee Assn. of Broadcasters at the annual meeting Nov. 21-22 in Chattanooga's Hotel Patten [B•T, Nov. 29] are (l to r): John Hart, WBIR Knoxville, director; Earl Winger, WDOD Chattanooga, retiring president and now director; H. W. Slavick, WMC Memphis, president, and F. C. Sowell, WLAC Nashville, director. Other officers who were elected but not present when the picture was taken are Hoyt Wooten, WREC Memphis, secretary-treasurer, and Frank Corbett, WGAP Maryville, vice president.

criterion in the carolinas



"THE HITCHHIKER"

Departing from the usual format, WBT has come up with a DJ-road show which is truly unique.

The Hitchhiker thumbs a ride late every weekday afternoon with a motorist who is unheard but provides numerous conversational topics. The Hitchhiker discusses all the latest motoring information, items which appeal to the housewife, and, of course, the car in which he is riding always has a radio to provide the best in popular music.

Here, too, is the zenith of integrated commercials. The Hitchhiker may casually mention his wife's enthusiasm for a new detergent . . . or the smooth ride which he's enjoying in the motorist's car . . . or how he happened to try a new cigarette which he's now smoking.

Carolinians go for a clever DJ show and The Hitchhiker timespot is enjoying a powerful 12.1 Pulse rating and 48% share-of-audience.

For your ride to bigger sales, thumb along with The Hitchhiker by calling:

CBS RADIO SPOT SALES

WBT

CHARLOTTE, N.C

A Jefferson Standard Station

Hey Joe look at K-JOE



HOOPER
SHARE OF AUDIENCE
OCT.-NOV. 1954

	Sunday 11 AM-6 PM	MON. THUR. FRI. 8 AM-Noon	Noon-6PM
KJOE	**29.0**	**15.6**	**17.9**
A	14.7	35.4	28.2
B	9.0	13.1	11.0
C	15.7	12.2	17.5
D	7.8	10.4	5.8
E	9.0	8.7	14.2
F	14.7	4.4	5.2

ONLY 2½ MONTHS ON THE AIR!

A BIG 1st and a BIG 2nd In Share of Audience
(October-November Hooper)

1st Place Sunday 11 a.m.-6 p.m.

2nd Place Monday-Friday 8 a.m.-6 p.m.

Why Pay $$$ for the Extra Costs $$$ of "Big Station" Operation, When Nearly 75% of Spendable Income in This Fabulous, Rich Oil & Gas Market Is Within 20 Miles of the K-JOE Transmitter?

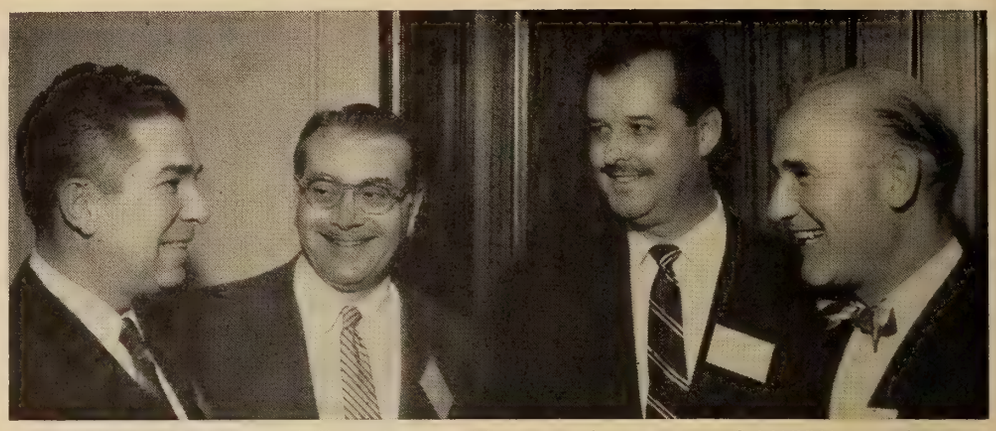
Get Big-Station Results at Small-Station Rates!

1480 KC 1000 Watts

K-JOE

The Joe Monroe Station
Represented by Forjoe & CO.

SHREVEPORT, LA.



RETIRING PRESIDENT William Beaton (r), general manager of KWKW Pasadena, congratulates the 1955 officers of the California State Radio and Television Broadcasters Assn., elected at the group's annual meeting in San Francisco (l to r): George Greaves, KNBC San Francisco, new president of CSRTBA; Philip G. Lasky, KPIX (TV) San Francisco, CSRTBA vice president, and Gene De Young, KERO-AM-TV Bakersfield, re-elected as CSRTBA secretary-treasurer. Named as vice president representing Southern California (but not at the meeting) was Frank Burke, KFVD Los Angeles.

Calif. Broadcasters Name Greaves for '55

GEORGE GREAVES, general manager of KNBC San Francisco, was elected president of the California State Radio & Television Broadcasters Assn. at its annual meeting in San Francisco Dec. 3. He succeeds William Beaton, general manager, KWKW Pasadena.

Named as 1955 vice presidents were Philip G. Lasky, general manager, KPIX (TV) San Francisco, and Frank Burke, general manager, KFVD Los Angeles. Re-elected as secretary-treasurer was Gene De Young of KERO-AM-TV Bakersfield.

Murle Shreck, the association's legislative counsel, gave the annual legislative report, speaking on the necessity for all association members to stay alert for any proposals affecting broadcasting. He warned that although no proposals had been submitted regarding the restriction of beer and wine advertising that broadcasters could expect such proposals at the next session of the legislature in January.

Elected as members of the board of directors were Mr. Lasky; Knox LaRue, KSTN Stockton, and George Whitney, KFMB-AM-TV San Diego. Directors retaining seats on the board are Messrs. Greaves and Beaton; Richard Sampson, KPAL Palm Springs, and Charles Grant, owner of KDON Salinas.

Meagher, Kirk Take Heart Fund Media Posts

APPOINTMENT of NARTB Vice President John F. Meagher and of Myron P. Kirk, Kudner Agency vice president, as respective chairmen of the Radio and Television Committees for the 1955 Heart Fund was announced last week by Dr. E. Cowles Andrus, American Heart Assn.'s president.

Organizational meeting of the committees was held Thursday in New York with Sylvester L. Weaver Jr., NBC president and chairman of the Heart Assn.'s Public Relations Committee, presiding. Tv and radio materials produced for the fund were studied and plans formed for industry-wide radio and tv cooperation in the 1955 campaign, which will be conducted next February.

Serving with Mr. Meagher on the radio group are Charles T. Ayres, ABC Radio vice president; Ted Cott, NBC vice president; Hal Davis, Kenyon & Eckhardt vice president; Adrian Murphy, CBS Radio president; Eleanore Scanlan, BBDO timebuyer; L. T. Steele, Benton & Bowles vice president; J. G. Taylor, MBS vice president; William B. Templeton, Bryan Houston vice president for radio-tv, and John K. West, NBC vice president in Hollywood.

With Mr. Kirk on the tv committee are Harry Ackerman, CBS-TV vice president in charge of network programs (Hollywood); Ted Bergmann, DuMont Television Network managing director; Alfred L. Hollender, Grey Adv. vice president; Cornwell Jackson, J. Walter Thompson Co. vice president in Hollywood; Alvin Kabaker, Dancer-Fitzgerald-Sample vice president for radio-tv; Ben Park, NBC network program manager (Chicago); Roger Pryor, Foote, Cone & Belding vice president for radio-tv; J. L. Van Volkenburg. CBS-TV president, and Paul Whiteman, ABC vice president.

UCP Lauds Radio-Tv For Fund-Raising Work

RADIO-TV were cited for their efforts in helping raise funds for United Cerebral Palsy by the group's fifth annual report, published under the supervision of Leonard H. Goldenson, UCP president and president of American Broadcasting-Paramount Theatres Inc.

"The telethon, UCP's prime fund-raising specialty, raised an estimated $4,050,000. United Cerebral Palsy owes a great debt of gratitude to the many volunteers and more than 650 stars and performers without whose help these telethons would not have been possible," the report stated. UCP collected $8,242,000 in 1954.

Recognized, too, were the contributions made by 149 national network programs which used UCP materials, the more than 200 stars who volunteered their services, and the services rendered by the Advertising Council, sponsors and advertising agencies.

Annual $500 Scholarship To Be Awarded by AWRT

AMERICAN Women in Radio & Television has established an annual $500 scholarship to be awarded a woman student in her junior year at an accredited college or university which offers a degree or elective major in radio and/or tv.

Application blanks may be obtained by writing AWRT, 70 E. 45th Street, N. Y. Enthies must be postmarked no later than Feb. 10, 1955. Recipient of the award will be made known at the group's convention at the Drake Hotel, Chicago, May 5-8, 1955.

Big Ten Seeks NCAA Regional Tv Policy

TV COMMITTEE of the Big Ten (Western Conference), perhaps the strongest voice in the affairs of the National Collegiate Athletic Assn., last Thursday formally resolved to ask the NCAA for regional control of tv policy as it affects intercollegiate football.

The committee was prepared to announce its decision Friday and a plan reportedly calling for a regional limitation of two games for each team—one on the road and the other at home. It was understood another proposal would call for one national tv appearance as an alternative to two regional contests on tv, or some variation thereof. The NCAA Tv Committee has recommended national control allowing for various approaches [B•T, Dec. 6].

Reportedly the Big Ten drafted a plan similar to that advocated by the Pacific Coast Conference which has come out for regional telecasts controlled by NCAA at the national level. PCC adopted this proposal at a meeting in Pasadena, Calif., this past week, it was said. Both conferences, it was learned, have prospective sponsors in mind for the 1955 season, just as they did in 1954, providing there is NCAA approval, of course.

Western Conference tv group is headed by Ted Payseur, Northwestern U. Fritz Crisler, U. of Michigan, is a member of NCAA's Tv Committee representing the Fourth District.

Also announced by the Big Ten tv unit—and it was confirmed by John Derr, CBS New York sports executive—was that CBS-TV would telecast 11 Big Ten basketball games starting this past Saturday and concluding March 5. Amana Refrigeration Co. and Maytag Co. already have signed for sponsorship, with a third sponsor yet to be announced. Amana and Maytag were the sponsors, along with Zenith Radio Corp., of the 1954 NCAA football tv slate.

All Big Ten basketball teams will appear on tv at least once and none more than three times. Inter-collegiate backetball is not under NCAA.

PCC Adopts Football Plans To Be Submitted to NCAA

ON RECORD as "strongly favoring" adoption of a regional tv coverage plan for football games next season, the Pacific Coast Conference, at a Pasadena convention last week, outlined details of such a plan which it will submit to the National Collegiate Athletic Assn. tv committee, and to the NCAA convention next month.

Named to head the PCC radio-tv committee, which was combined into one at the Pasadena meeting, was Harvey Cassill, athletic director, U. of Washington, who is also chairman of the NCAA tv committee.

William J. Parry Jr., who resigned as president of Sportsvision Inc., San Francisco sports film firm, was named PCC tv representative at the meeting. Mr. Parry reportedly has drawn up a schedule of 19 Friday night and Saturday afternoon games to be televised, if the PCC plan is adopted by NCAA.

Under the PCC plan, NCAA would regulate regional coverage, with the NCAA tv committee defining regions. All games preceding Thanksgiving day could be televised only within these regions, but colleges could cross regional lines on or after Thanksgiving day. Additionally, colleges would be restricted to the telecasting of two games during a season—one at home and one away from home.

PCC figures show a 5% attendance increase during the 1954 football season as against 1953, demonstrating no decline because of tv.



maqic!

look at these market facts
in the WTAR-TV coverage area

Population 1,718,100
Retail Sales $1,498,162,000
Effective Buying Income $2,230,941,000
335,832 TV Homes

Cover America's Miracle Market (consisting of Norfolk, Portsmouth, Hampton, Warwick, Newport News and contiguous areas) only through Norfolk's WTAR-TV - - Channel 3 ... 100,000 Watts and 1,049 Foot Tower.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

SALE OF WDTV (TV) TO WESTINGHOUSE BY DUMONT FILED FOR FCC APPROVAL

Westinghouse also moves to dismiss application for Pittsburgh ch. 11. Remaining applicants for that tv channel, WJAS and WWSW, go into a huddle on merger discussions.

APPLICATION for FCC approval of the $9.75 million sale of WDTV (TV) Pittsburgh by Allen B. DuMont Labs Inc. to Westinghouse Broadcasting Co. [B•T, Dec. 6] was filed with the FCC last week.

At the same time, Westinghouse filed a petition to dismiss its application for Pittsburgh's ch. 11, now in hearing.

And, it was learned, preliminary discussions between remaining applicants WJAS and WWSW looking to a merger were held last week.

Last week also saw Dr. Allen B. DuMont, president of the DuMont company, explain that during the last five years he has had about 25 contacts concerning the sale of WDTV Pittsburgh. Several were with Dr. Frank Stanton, president of CBS, Dr. DuMont said. Others discussions were with ABC, concerning a merger of the two networks [B•T, Nov. 8], he said. Dr. DuMont denied that any of the discussions concerned the package sale of the present three DuMont-owned tv stations (WABD [TV] New York and WTTG [TV] Washington as well as WDTV). He said that during the ABC discussions—now terminated—there was some talk of making DuMont's WTTG the ABC affiliate in Washington. Dr. DuMont also said that the network bearing his name intended to seek the maximum number of stations.



THE RECORD $9,750,000 purchase of DuMont's WDTV (TV) Pittsburgh by Westinghouse Broadcasting Co. [B•T, Dec. 6] is signed for by four principals (l to r): seated, Chris J. Witting, WBC president; Dr. Allen B. DuMont, president, Allen B. DuMont Labs, and, standing, E. V. Huggins, vice president of corporate affairs, Westinghouse Electric Corp., and Ted Bergmann, director of broadcasting for the DuMont Television Network.

Dr. DuMont's comments were made in answer to cross-examination in the Boston ch. 5 hearing in which DuMont is an applicant. Other applicants are WHDH, Boston *Post* (WCOP), Greater Boston Tv Corp., and Mass. Bay Telecasters Inc.

In the application, Westinghouse said that as soon as Pittsburgh had its full complement of tv stations it would seek to become that city's primary NBC-TV affiliate. An agreement to that effect between Westinghouse and NBC was filed with the application.

At the present time WDTV is the only vhf station in Pittsburgh. In neighboring Johnstown, Pa., WJAC-TV puts a usable signal into most areas of Pittsburgh proper. Also operating are two uhf stations, one commercial and one educational.

Pending before the FCC is the request of WSTV-TV Steubenville, Ohio, to move its channel closer to Pittsburgh [B•T, Nov. 22]. Station is being sold to CBS for $3 million. This move has been attacked by other Pittsburgh stations.

Westinghouse estimated it would spend $2,140,000 for operations the first year of its ownership of WDTV, the application stated. It also declared that Harold C. Lund, present WDTV general manager, would remain in that capacity.

Station's call letters, however, will be changed to KDKA-TV following FCC approval of the purchase, Westinghouse said. Radio station pioneer KDKA Pittsburgh, which will celebrate its 35th anniversary Nov. 2, 1955, was put on the air in 1920 by Westinghouse. There is also a KDKA-FM.

Other Westinghouse stations are: WBZ-AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass.; KYW and WPTZ (TV) Philadelphia; KPIX (TV) San Francisco; KEX-AM-FM Portland, Ore.; WOWO Fort Wayne, Ind. Westinghouse is a tv applicant for Portland, Ore. At the present time, its application has been proposed to be denied by the hearing examiner, but oral argument has been scheduled before the FCC.

Follows Other Tv Buys

If the purchase of WDTV is approved by the FCC, it will mean that Westinghouse will have bought three tv stations in the last two years—beginning in July 1953 with the $8.5 million purchase of WPTZ (TV) Philadelphia from Philco Corp., and including last July's $7.5 million (in stock) purchase of KPIX (TV) San Francisco from the Wesley I. Dumm interests.

Westinghouse will still be eligible for one more vhf and two uhf tv stations. Westinghouse said in its application that it intended to seek the maximum permissible number of tv stations.

WDTV, which began operating Jan. 11, 1949, with 3,000 receivers in its service area, reported a net income before taxes of $2,076,000 in 1952; $2,978,000 in 1953, and $2,439,000 for 10 periods ending Oct. 10, 1954.

Total gross revenue for WDTV in 1952 was $3,851; in 1953, $5,417, and for 10 periods in 1954, $4,629,000. Expenses for the station in 1952 ran $1,247,000; in 1953, $1,417,000, and for the 10 periods of 1954, $1,328,000. The application said there were now 1¼ million tv sets in its service area.

Fixed assets of the Pittsburgh ch. 2 station were set at $1,696,098 as original cost, and $1,321,947 as present depreciated cost. Replacement cost was set at $1,887,000.

Parent company Allen B. DuMont Labs Inc. balance sheet as of Nov. 7, 1954, showed total assets of $56,326,115, with liabilities listing notes payable of $1,022,365 and unappropriated earned surplus of $12,259,994.

WBC balance sheet as of Oct. 31, 1954, showed total assets of $11,859,293, of which



Station Finds Renewals Easier

AP News Wins Sponsor Loyalty

Station WKAP, Allentown, Pa., can testify about the special profit yield for stations which push their AP newscasts. The "extra dividend" comes from lower selling costs—because AP newscast sponsors are likely to renew, renew and renew.

For example, C&G Motors, of Emmaus, Pa., fully appreciates a principal characteristic of newscasts: the ability to hold the same audience day after day. C&G has sponsored WKAP's "News at Noon" program six days a week, since March of 1947.

Here's a comment from this sponsor that has dollars-and-cents overtones: "I wouldn't think of dropping our AP News at Noon program," says Max Cornfeld, president of C&G Motors. "Our customer response has been terrific—*and folks actually count on our daily news coverage.*"



***Says Manager O. R. Davies of WKAP:* "AP gives us something we can really sell—speed in news transmission and a world-wide reputation for accuracy and thoroughness."**

SPONSORS WARM TO AP
Because...it's better
and it's better known.

"Girl bull fighter gored... Condition critical.

Will feed you the details later."

Case History No. 3

It was a typical Sunday evening at the home of James Bruce Frazier, farm editor of KBST, Big Spring, Texas. He and Mrs. Frazier and their five children were gathered in the living room. It had been a comfortable, lazy kind of day.

Just before 9 p.m., Frazier's mother rushed into the house.

"Bruce, Pat's been hurt. They've just called up Dr. Woodall."

"Pat" was Patricia McCormick, the 24-year-old Big Spring girl who gained national fame as a bull fighter in Mexican arenas. She was featured that day at Villa Acuna—across from Del Rio. Frazier knew the McCormick family well. He checked immediately and learned that Pat's mother and two doctors were leaving at once for the Mexican border town.

He telephoned Station Manager Jack Wallace first, then KBST's news staff. After that, a quick report to The Associated Press in Dallas:

"Patricia McCormick, the girl bull fighter, has been gored at Villa Acuna. Her condition is critical. Mother and two doctors on their way. No details yet but will keep trying and feed them to you later."

The pretty bull fighter had been much in the news. AP editors in the Dallas bureau went to the source and rounded out the dramatic story with additional help from Frazier. With no lost motion, the facts were on their way. It was another shut-out beat for AP member stations across the nation, with full credit going to Frazier's alert "AP consciousness."



"I thought of AP first thing off," said Frazier. "It was my chance to reciprocate for the many fine beats we've received from other AP members."

James Bruce Frazier is one of many thousands who help make The AP better...and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands...know the most famous name in news is AP

current assets amounted to $4,906,622. Current liabilities totaled $2,127,708, and long term liabilities $1,500,000. Unappropriated earned surplus was fixed at $6,935,662.

WBC earned $1,064,607 after taxes in 1952 and $1,153,852 in 1953. Its broadcast revenues were $7,914,328 in 1952 and $10,930,977 in 1953. Expenses ran $5,807,134 in 1952 and $8,682,666 in 1953.

The application showed that WBC was borrowing $9 million from its parent, Westinghouse Electric Corp., to consummate the WDTV purchase. No interest is being charged, it was said. Westinghouse Electric had gross sales of $1.6 billion and net income of $74.3 million in 1953, its balance sheet showed.

Examiner Would Deny KLYN-TV Extension

INITIAL decision proposing to deny the application of KLYN-TV Amarillo, Tex., for extension of time to build ch. 7 station was issued by FCC Examiner Hugh B. Hutchison last week.

The initial decision concluded that KLYN-TV did not proceed "diligently" with the grant made Dec. 11, 1953, and its failure to begin construction cannot be attributed to causes beyond its control.

The examiner noted that the delay in construction was not due to the inability to obtain a network affiliation, as KLYN-TV had been offered an affiliation with CBS this past June.

Tv channels assigned to Amarillo are 2, 4, 7, and 10. Ch. 2 is reserved for non-commercial educational use. Operating on ch. 4 is KGNC-TV and on ch. 10, KFDA-TV.

Commission Approves Boise, Monroe Changes

TELEVISION allocation actions taken by FCC last week included orders making final the exchange of chs. 2 and 9 between Caldwell and Boise, Ida., and substitution of ch. 13 for ch. 43 at Monroe, La. Both changes are effective Jan. 18, 1955.

The Idaho change will permit ch. 2 KBOI (TV) Meridian (near Caldwell) to become a Boise station. It now has temporary studios at Boise. The change at Monroe will enable ch. 43 KFAZ (TV) there to switch to ch. 13. FCC turned down the protest of ch. 8 KNOE-TV Monroe, which claimed economic injury.

An FCC majority turned down a joint petition by four uhf stations to make Hartford, Conn., a commercial uhf-only market by switching the educational reservation there from ch. 24 to ch. 3. FCC Comrs. Frieda B. Hennock and Robert T. Bartley dissented. Petitioners were ch. 18 WGTH-TV Hartford, ch. 30 WKNB-TV New Britain, Conn., and ch. 55 WHYN-TV and ch. 61 WWLP (TV) Springfield, Mass. In hearing for ch. 3 are WTIC Hartford and Hartford Telecasting Co.

FCC denied a petition by ch. 27 WLAP-TV Lexington, Ky., to modify the border of allocation Zone I so as to allow assignment of ch. 4 to Richmond, Ky. Comr. John C. Doerfer dissented. FCC also denied petition of John H. Phipps for reconsideration of the allocation of ch. 2 to Andalusia, Ala., where it was reserved for educational use. Mr. Phipps wanted ch. 2 assigned to Havana, Fla. Comr. Doerfer dissented.

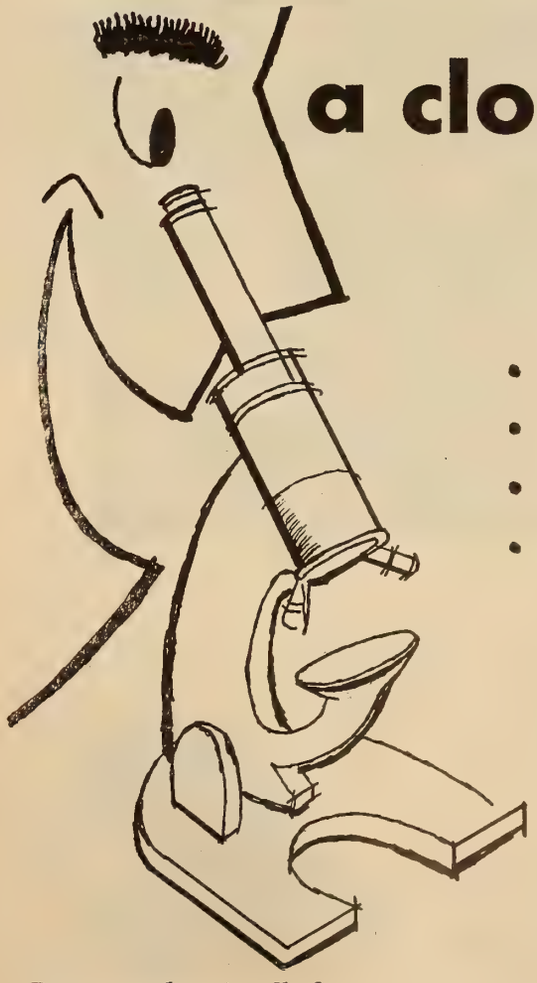
WFDF Asks Reargument Of Flint Ch. 12 Case

BECAUSE its appeal for reconsideration of the FCC's final Flint ch. 12 decision was denied by what it calls a minority of the FCC, WFDF Flint, Mich., last week petitioned the Commission for reargument. At the same time it indicated it intended to appeal the Commission's decision to the U. S. Court of Appeals.

WFDF claimed that only Comrs. Robert T. Bartley, Rosel H. Hyde and John C. Doerfer voted to deny its petition for reconsideration, that Comr. Edward M. Webster voted to grant the petition, that Comr. Frieda B. Hennock was indefinite and that Comrs. George C. McConnaughey and Robert E. Lee abstained. It asked that its initial petition be decided by a full commission.

It also claimed that the Beaumont, Tex., and Tampa-St. Petersburg, Fla., cases [the final decisions of which the Commission stayed pending reargument two weeks ago; B•T, Dec. 6] were grounded on the same objections WFDF had raised in the Flint case. WFDF pointed out, Comr. McConnaughey voted.

Involved in the Flint ch. 12 hearing besides WFDF are WJR Detroit and W. S. Butterfield Theatres Inc. The hearing examiner in a 1953 initial decision proposed granting the vhf channel to WFDF and denying the other two applicants. The other applicants objected, and the FCC in May reversed the examiner in favor of WJR [B•T, May 17]. WFDF is owned by Harry H. Bitner interests, which also include WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WEOA Evansville.



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago



NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

FCC TO TACKLE PATENT REVIEW DISPUTE

Reports, disclosure of patent interests in technical rule-making cases proposed by Commission.

JUMPING squarely into the patent review field, a controversial area in which the FCC has treaded gingerly for several years, the Commission last week ordered oral argument next Feb. 1 on a modified proposed report and order which would require all licensees—broadcast and non-broadcast—to file annual patent reports.

Concurrently, the Commission announced proposed revision of Part 1 of its rules to require disclosure of patent positions in rule-making proceedings relating to apparatus, equipment and technical standards. Comments on this notice are due Jan. 15.

Stemming from an initial proposal in late 1951, the modified report and order calling for annual patent statements by all licensees drew dissents from Chairman George C. McConnaughey and Comrs. John C. Doerfer and Rosel H. Hyde. The notice specified that all parties wishing to take part in the Feb. 1 argument must notify FCC by Jan. 3.

The majority's report and order concluded that FCC has full jurisdiction to inquire into patent holdings under the Communications Act as part of its responsibility "to encourage the larger and more effective use of radio and other telecommunications media in the public interest." FCC noted many comments had been filed questioning the Commission's basic jurisdiction in the field.

The report discounted the suggestion the proposed policy would involve a "fishing expedition" or an unnecessary duplication of the activities of the Justice Dept.'s Antitrust Division.

"The information presented to the Commission in the course of previous individual proceedings as well as from other sources, in our opinion clearly establishes the importance of securing regular information, of a type not otherwise available, as to the actual licensing practices and policies of the persons subject to our jurisdiction with respect to the communications services which Congress has given this Commission the responsibility to regulate," the majority explained.

FCC "has an independent responsibility to consider relevant patent matters in performing its responsibilities in the common carrier field and in the establishment of appropriate technical and other necessary standards in the radio field generally," the order said.

In modifying earlier proposals specifying all patents, the Commission agreed to limit the annual filing to patents "known or believed to be used" in communications services subject to regulation by the Commission.

The Commission has expressed concern from time to time that proposals for changes in technical or engineering standards may call for new procedures which can be fulfilled only through the use of patented devices. FCC has sought to make its standards of broad application and calling for specific performance rather than the equipment of a particular manufacturer or patent interest.

The notice on disclosure of patent positions in rule-making cases explained "it is believed that the public interest would be served by the securing of advance information as to the possible existence of special patent questions in connection with rule-making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or equipment required or authorized to be used in any communication service, or to the establishment of technical or other standards determinative in whole or in part of equipment or apparatus to be used in such a service."

Accordingly, FCC felt such information "should be provided by requiring persons petitioning for or commenting in such rule making proceedings to specify as part of their written pleadings whether they own or have the right to sub-license patents reading on or otherwise related to any new or revised standards proposed in such proceedings or any apparatus required or authorized thereby."

FCC proposes to amend Part 1 of its rules by adding the following new section:

Sec. 1.704. Any person filing a petition requesting the institution of rule making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or equipment required or authorized to be used (both for transmission or reception) in any communications service, or to the establishment of technical or other standards in whole or in part determinative of the equipment or apparatus required or authorized to be used in such a communications service, and any person filing comments directed to a notice of proposed rule making looking towards the adoption of such new or modified rules or standards, must, as part of such filing, include an express statement as to whether such person owns or has the right to license patents covering in whole or in part any equipments or apparatus which would be affected by the adoption or non-adoption of the proposed rule or standard and, if such statement is in the affirmative, must include a description of the nature of such patent interest.



We Love You

Big, dirty, sloppy hogs—we love you because you're putting cash into the pockets of our listeners—the Kansas farmers.

Their (the farmers') income has never been higher: $8,312 per household . . . *after* taxes . . . 58% *above* the national average!*

WIBW is the radio station these upper-income Kansas farmers listen to most†. We've got the listeners; give us the word, and we'll start turning 'em into buyers of your product!

* Consumer Markets—1954

† Kansas Radio Audience—1954

TOPEKA, KANSAS

See Your Capper Man

WIBW

CBS RADIO

Ben Ludy, Gen. Mgr.
WIBW-WIBW-TV
and KCKN



36 - 24 - 36
WOW!

KRON-TV has some impressive statistics too. Look at the way the station stacks up—

- ***Antenna Height:*** 1441 feet above sea level, the highest in San Francisco
- ***Power:*** 100 KW, the top power authorized for Channel 4
- ***Audience:*** 1,382,000 families in KRON-TV's 23 county coverage area.

It all means this: You can count on KRON-TV to give you the best and most complete coverage over the widest area of the Northern California market.

Have you heard of KRON-TV's new idea in late evening mystery programming? Get the interesting details from your Free & Peters office.

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

No. 1 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented nationally by Free & Peters, Inc.

MEXICO, U. S. NEAR BILATERAL AM PACT

Settlement of the Mexico City conference is hoped for later this week. Differences center around one country's secondary stations on the clear channels of the other.

PROSPECT of a bilateral agreement between the U. S. and Mexico sometime this week to settle standard broadcast (am) allocations between the two nations was held forth late last week by observers at the Mexico City conference, underway since early November [B•T, Nov. 15 *et seq.*].

Where mutual compromises had appeared unlikely earlier, there seemed to be serious effort on the part of both delegations last week to find answers which would be acceptable to each country, it was reported. The bilateral pact, should it be concluded as hoped later this week, would supplement existing agreements with other nations, it was pointed out.

The U. S. is signatory to the 1950 North American Regional Broadcasting Agreement, but Mexico is not. NARBA still waits ratification by the U. S. Senate. Mexico has yet to reach agreement with Cuba over disputes on certain frequency uses, it was noted, but this is not expected to delay an understanding between Mexico and the U. S.

Nub of the differences between the U. S. and Mexico as well as between Mexico and Cuba is the assignment of secondary stations in one country on the clear channels of the other. The technical standards of station separations, interference measurement and modification of existing policy are the areas of discussion where differences have sharpened.

Evidence of some probable specific disagreement at the Mexico City talks was disclosed last week as FCC made public Mexico's change list No. 172 pursuant to the 1941 NARBA agreement. The list, dated Oct. 25, eve of the bilateral conference, notifies signatories to the old agreement of frequency and power changes newly authorized by the Mexican government to its domestic stations. Through the give-and-take of the conference, however, it is expected that some of the station changes announced in the notice may be modified in the compromises necessary to produce a pact by the end of this week.

Mexican change list No. 172 included modifications of assignments on 630, 660, 730 and 1110 kc, as well as several other frequencies, including 1030 kc.

On 630 kc, the list showed that XEFB Monterrey, N. L., on Jan. 25, 1955, will switch from 5 kw day, 1 kw night-directional, to 10 kw full time, different directional patterns day and night. On 660 kc, XEBZ Mexico City the same date will increase power from 500 w, directional night, to 50 kw with different patterns day and night.

The list indicated XEX Mexico City, 500 kw Class I-A outlet on 730 kc, operating with directional antenna, already has moved some 200 miles to the northwest of the capital to Leon, Guanajuato.

A five-letter station, XERCN Mexico City, now on 1110 kc with 20 kw full time, on Jan. 25 is to increase power to 50 kw directional, the list said. Other changes included the following:

XEJX Queretaro, Que., on Jan. 25 will change frequency from 1520 kc to 640 kc, 250 w daytime. XEZM Zamora, Mich., on 650 kc daytime, will change power from 1 kw to 5 kw on Jan. 25. New station at Los Mochis, Sin., next April 25, is to operate with 250 w daytime on 650 kc. XEAN Ocatlan, Jal., on 800 kc daytime, increases power from 250 w to 1 kw effective Jan. 25. XETQ Orizaba, Ver., now on 1200 kc with 5 kw, directional night, next Feb. 25 is to change to 870 kc with 1 kw, directional day and night. XEQR Mexico City, which previously was understood to be using 50 kw on 1030 kc with directional antenna at night, was reported on the list as a daytime station which was increasing its power to 10 kw effective Jan. 25. The notice, however, showed night power of 1 kw. XEXZ Zacatecas, Zac., the same date will switch from 250 w on 1430 kc to 1 kw day, 200 w night on 1150 kc.

Give Your Station a Christmas Present!

Put your station on top of *your* Christmas list—
Keep it on top of *every* listener's list the whole year through!

Give your station the SESAC Transcribed Library . . .
the Library that's . . .

lowest in cost for a **complete** program service.

SESAC INC.

475 Fifth Avenue **New York 17, N.Y.**

"The Best Music in America"

FCC, Networks Reply To Bricker Query

THE FCC has filed a partial reply to a questionnaire seeking data in an investigation of the networks and uhf-vhf problems by Sen. John W. Bricker (R-Ohio) through the Senate Commerce Committee, of which he is chairman.

All four tv networks have replied to questionnaires sent out by the committee's investigating group, but not all the answers are complete, a spokesman said last week. He said he is stressing to those networks which have not made complete replies, the importance of doing so as early as possible. The rest of the information from the FCC may take somewhat longer, he said, since data requested includes such material as maps and charts.

Questionnaires planned for tv outlets will not be mailed until complete data is received from the FCC and networks, since the committee investigating staff does not intend to ask stations for information which might be duplicated in the FCC and network replies, the spokesman said.

Although the investigating group expects to make its report to the full Senate Commerce Committee at the beginning of the next Congress, such a report has not yet been written, pending additional information which might be collected before the 84th Congress convenes, it was indicated.

FCC Denies WNET (TV) Request for Rehearing

PETITION of ch. 16 WNET (TV) Providence, R. I., asking FCC to remand to the hearing examiner its Sec. 309(c) protest against ch. 12 WPRO-TV Providence, was turned down by the Commission last week, but FCC postponed from today (Monday) until Dec. 27 the second oral argument it has ordered on the initial decision outstanding in the protest case [B•T, Dec. 6].

Although the Commission had reached a tie-vote on the case following the first oral argument, FCC did not agree with WNET that a final decision could be expedited if the examiner first reviewed the case and issued ultimate findings of fact and conclusions. The present initial ruling does not contain conclusions or recommendations, but merely sets forth the facts and certifies the case to the Commission itself for ruling.

Schine Contempt Trial Starts

TRIAL of the Schine theatre chain and six individuals plus eight subsidiaries for contempt of court began last week in U. S. District Court in Buffalo, N. Y. The Schine theatre group owns 55% of WPTR-AM-TV Albany, and 50% of WRNY-AM-FM-TV Rochester, N. Y.

The suit, filed by the Dept. of Justice earlier this year, claims the Schine organization failed to comply with a 1949 consent decree ordering it to dispose of 39 theatres in four states.



YOU MIGHT SCORE 50 GOALS IN 50 GAMES—*

BUT . . . YOU NEED WKZO RADIO TO RACK UP RECORDS IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WKZO *always* leads the league in Western Michigan—*always* gives you greatest radio coverage *at lowest cost.*

Nielsen figures show that WKZO gets 181.2% more daytime homes than Station B. Pulse figures, left, back up the Nielsen findings—credit WKZO with more than *twice as many listeners as Station B, morning, afternoon and night!* Yet WKZO costs only about 1/3 more than Station B!

Let your Avery-Knodel man give you all the WKZO facts.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Maurice Richard set this National Hockey League record in the 1944-45 season, for the Montreal Canadiens.*

Subscription Tv Eyed For Probe by Kilgore

The West Virginia Democrat considers the engagement of radio-tv consultant Howard Chernoff as advisor for the senator's probe into "monopoly" in communications.

SEN. HARLEY M. KILGORE (D-W. Va.) is eyeing subscription tv as a subject he may want to examine in a proposed investigation of "monopoly" in the communications field when he becomes chairman of the Senate Judiciary Committee in the next Congress.

The West Virginian, who last winter loosed several blasts at what he said were "monopolistic" trends in common ownership of radio and tv stations and manufacturers of receivers and communications equipment [B•T, Feb. 22, *et seq.*], was to confer over the weekend with radio-tv consultant Howard Chernoff on the possible engagement of Mr. Chernoff as consultant for the probe.

Harold Miller, Sen. Kilgore's administrative assistant, said the senator is interested in pay-as-you-see tv and sees a possibility of monopoly in limiting programs under subscription tv to certain stations and viewers.

Sen. Kilgore also sees a monopolistic trend, the aide said, in a single corporation's control over manufacture of receivers and broadcast equipment, plus ownership of radio-tv stations and the power, through a nationwide network, to confer affiliations.

Although a station's original value might be—say $500,000—its value would be tripled or quadrupled through the award of a prized network affiliation—and this power lies with the network, the aide said.

Mr. Chernoff, an old friend of Sen. Kilgore dating back to Mr. Chernoff's active management of West Virginia radio stations a decade ago, now is a radio-tv consultant on the West Coast. He also is an unpaid consultant for the Fund for the Republic and as such holds the reins over spending of about $3 million of the fund in television.

His last active station management was as general manager of KFMB-AM-TV San Diego, a position he resigned two years ago [B•T, Nov. 16, 1953]. Mr. Chernoff and his wife own 42.5% of WTAP-TV Parkersburg, W. Va. (ch. 15).

Although Mr. Chernoff would join the investigation as a "consultant," he would necessarily have to spend a major part of his time in Washington, Sen. Kilgore's aide said. Under such a setup, Mr. Chernoff presumably would be free to give some of his attention to his other interests.

Sen. Kilgore in his statements last winter asked the Senate Judiciary and Commerce committees and the Justice Dept. to look into the "monopoly" situation.

The Kilgore aide said last week that senators on the Commerce and Judiciary committees probably would come to "an agreement" on how to keep the proposed Kilgore probe from conflicting with the current investigation of the networks and uhf-vhf initiated in the summer by Sen. John W. Bricker (R-Ohio) as chairman of the Commerce Committee.



APPEARING for defense of KGUL-TV Galveston in FCC hearing on protest by KTRK-TV Houston, actor James Stewart (r) checks detail of case with Examiner John B. Poindexter. Part owner of KGUL-TV, Mr. Stewart testified Thursday. KTRK-TV protested grant to KGUL-TV for site move nearer Houston. In hearing since mid-November, case is expected to run until Christmas [B•T, Nov. 1].

TOWER LIMIT TALKS SET FOR WEDNESDAY

THE Technical Division of the Air Coordinating Committee will meet Wednesday to consider the recommendation of the ACC's Airspace Subcommittee that tv towers be limited to 1,000 ft. above ground [B•T, Dec. 6, Nov. 29].

Meeting is scheduled at 2 p.m. in Civil Aeronautics Administration conference room (Room 1510, Temporary Bldg. 4) in Washington.

According to present arrangements, industry representatives will be asked to submit statements and make oral presentations to Technical Division members, following which the meeting will be closed to all but official members of the group.

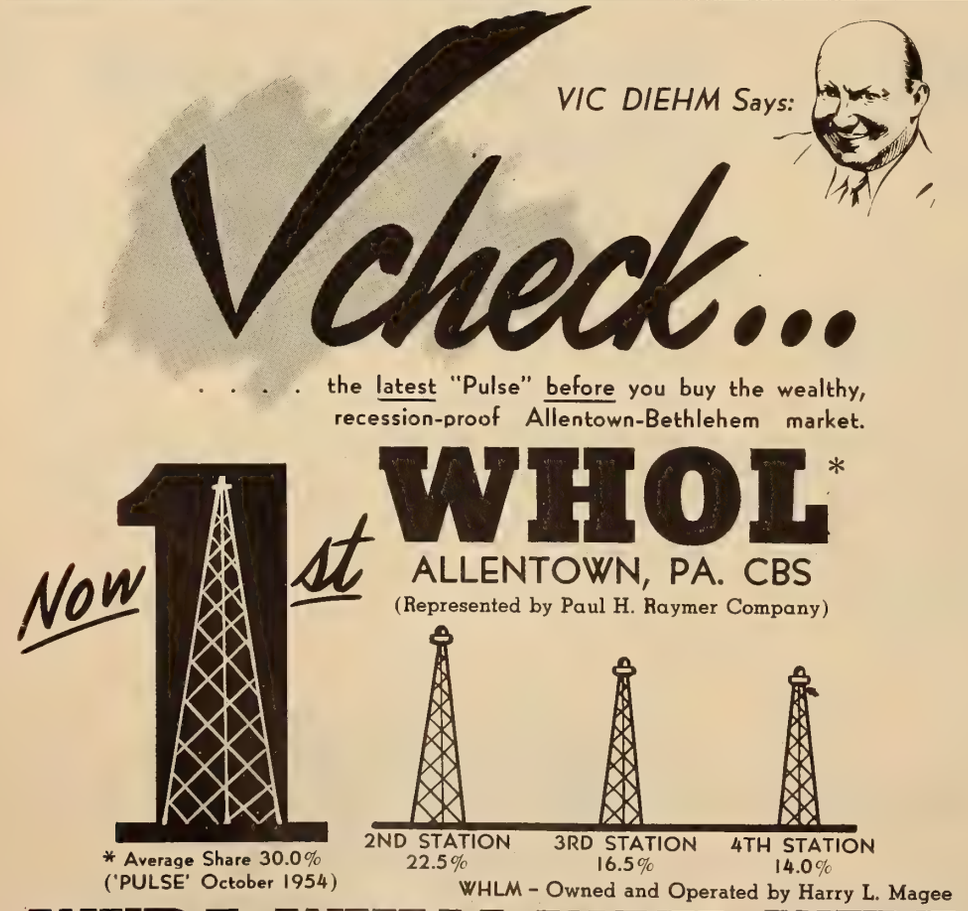
The only broadcast representatives scheduled to be heard as of late last week, according to ACC sources, were NARTB, Assn. of Federal Communications Consulting Engineers and Lowell Wright, airspace broadcast consultant. Aeronautical interests will be Air Transport Assn. and Airplane Owners & Pilots Assn., it was said.

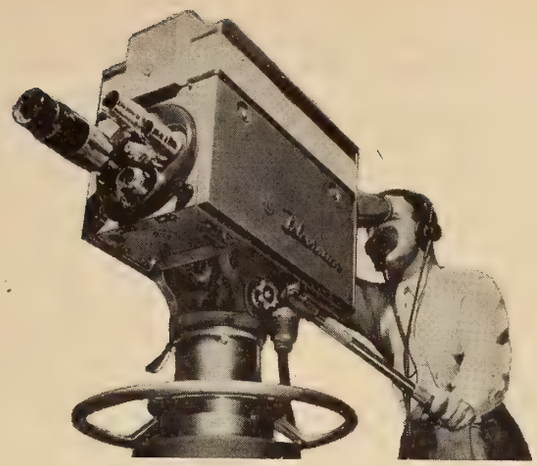
Members of the ACC Technical Division organization are:

F. B. Lee, administrator, CAA, who is chairman; John Hill, State Dept.; R. L. Froman, Civil Aeronautics Board; Capt. G. B. Campbell, Navy; Capt. S. C. Lindholm, Coast Guard (Treasury); Lt. Col. J. B. Gregorie, Army; Col. M. F. Casey, Air Force. John Evans, FCC Aviation Division chief, is the official FCC representative on the technical division group.

The Airspace Subcommittee, which judges the air hazard implications of all radio and tv towers more than 500 ft. above ground, recommended the 1,000 ft. ceiling for tv towers early last month. It urged that the ACC accept this limitation as national air policy. The ACC acts as an advisory committee to the President on air policy.

The memorandum, urging adoption of the 1,000-ft. height, suggested that exceptions could be made to that limitation where "obstruction" was shielded by other high structures. It also called on the FCC to take action to





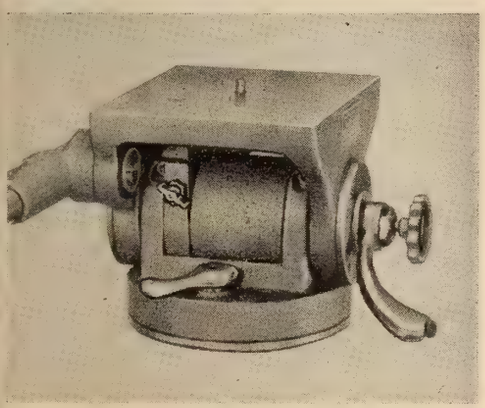
HOW TO GET A HEAD IN TELEVISION

Selection of the proper camera head is important for smooth television and motion picture production. With the many types of heads available, it is often a problem to know which one will best serve the purpose.

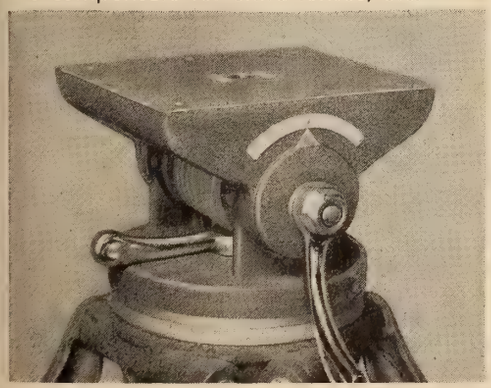
Shown here are the various types of camera heads made by Houston Fearless. Each has been designed to fill a specific need. Each has its particular characteristics, features and advantages. The proper choice can be determined by the type, size and weight of the camera to be mounted, the camera accessories to be attached, and the types of shows on which it will be used.

Working closely with the motion picture and television industries over a period of many years, Houston Fearless has engineered this equipment for maximum ease of operation, smooth performance and complete dependability. Exhaustive tests have proved the metals and other materials best suited for the purpose. Precision workmanship assures years of satisfactory service.

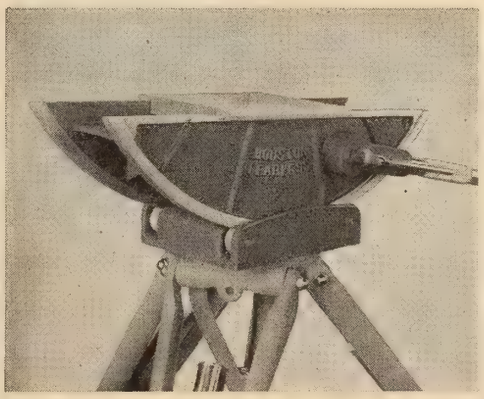
Before deciding on a camera head, camera mount, or film processing equipment, consult your Houston Fearless representative. He will be pleased to analyze your requirements and recommend the equipment that will serve you best. Write or phone: Houston Fearless, 11801 W. Olympic Blvd., Los Angeles 64, Calif., BRadshaw 2-4331. 620 Fifth Ave., New York 20, N. Y., CIrcle 7-2976.



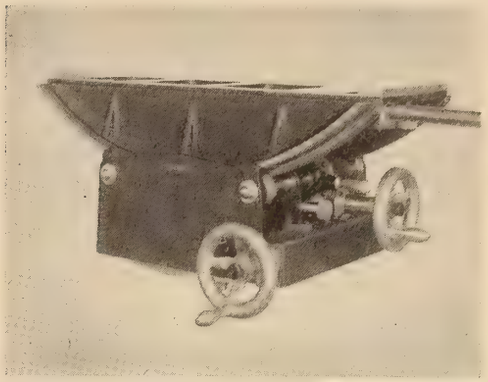
FRICTION HEAD. The most practical head for monochrome TV cameras and motion picture cameras weighing between 80 and 150 lbs. Provides smooth, easy panning and tilting. Pans full 360°. Tilts 45° up and 45° down. Adjustable drag and brakes provided on both actions. Camera is accurately counterbalanced. Adjustable to compensate for extra lenses, etc.



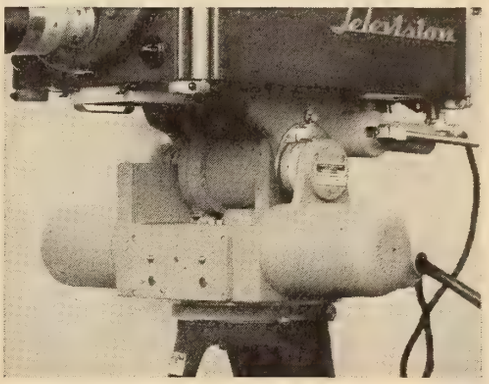
TILT HEAD. For fixed-position TV cameras or microwave parabolas. Friction-type action, but without drag adjustment. Camera or parabola may easily be positioned and locked in place. Calibration scales on both azimuth and tilt allow for quick re-setting of fixed points.



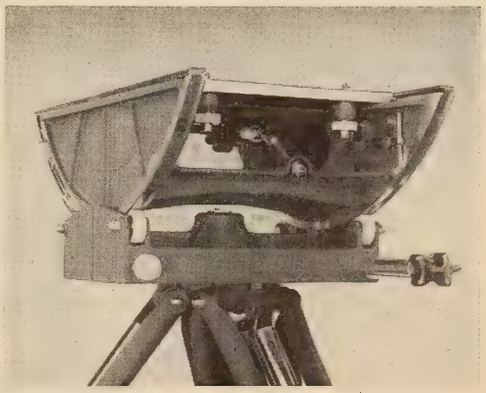
MONOCHROME CRADLE HEAD. Remarkable smoothness and ease of operation for black and white TV cameras are made possible by the perfect balance of the monochrome cradle head. The camera rotates around a constant center of gravity, always in absolute balance. Tilts down 38° and up 30° on ball bearing rollers. Tilt drag is adjustable. In panning, also rides on ball bearings. Brakes on both pan and tilt.



GEARED HEAD. Provides exceptionally smooth, constant-speed panning and tilting for television and 35mm motion picture cameras. Two geared speeds on both the pan and tilt. Gearing can be quickly disengaged so unit operates as a free head. In tilting, the head rotates camera about its center of gravity, maintaining absolute balance at all times. Full 360° panning is smooth and steady.



REMOTE CONTROL HEAD. Makes possible the operation of a TV camera from a remote point several hundred feet away. Panning, tilting, focusing and lens changing are accomplished with small electric motors operated from a portable control panel. Operation is smooth and steady. Speed is variable. Camera can be mounted in extremely high or low positions on stage, in auditoriums, stadiums, on rooftops and other inaccessible places.



COLOR CRADLE HEAD. Specifically designed for RCA color television cameras. Action is similar to monochrome cradle head. On both models, camera, with all accessories attached, can be balanced perfectly when mounted on the head simply by moving the top plate on the head forward or back with a lead screw. Adapted to fit all recommended tripods, pedestals or dollies.

"minimize" tv towers higher than 1,000 ft. The FCC is not bound by any other agency recommendation.

The FCC's national tv allocation plan is predicated on tv antennas 2,000-ft. above average terrain in all of the United States except the crowded northeastern and north central states. There the limit is 1,000-ft., after which a power decrease is required. The Commission has pending a proposal to eliminate the Zone I (Northeast and North Central areas) antenna height maximum [B•T, Nov. 29].

Tower Oppositions Swell FCC Docket

CONTINUED opposition to the FCC proposal to eliminate the 1,000-ft. tower limitation for tv stations in Zone I (heavily populated Northeast and North Central areas) was expressed last week by 12 tv stations in filing counter-comments to favorable comments filed by WBEN-TV Buffalo, WSAZ-TV Huntington, W. Va., and Sarkes Tarzian Inc. (WTTV [TV] Bloomington, Ind.) last month [B•T, Nov. 29].

Based mainly on the problems of interference, the following stations filed objections to the three comments in favor of the FCC proposals:

WCAU-TV Philadelphia, WGR-TV Buffalo, WWJ-TV Detroit, WKNA-TV Charleston (W. Va.), WLBC-TV Muncie (Ind.), WKJG-TV Fort Wayne, WFAM-TV Lafayette (Ind.), WAVE-TV Louisville, WOAY-TV Oak Hill (W. Va.), WTVR (TV) Richmond (Va.), WBRE-TV Wilkes-Barre, WILK-TV Wilkes-Barre, and radio station WTIP Charleston, W. Va. The latter said that instead of increasing antenna heights, the FCC ought to allocate more vhf channels in that region.

WBEN-TV countered the several dozen objections filed last month to the proposal by rebutting the oppositions. The Buffalo station and WSAZ-TV were instrumental in persuading the FCC to issue its notice of proposed rule making when they filed petitions asking for this move.

TOP FCC POSTS AWARDED TO TWO

APPOINTMENTS of James D. Cunningham as chief hearing examiner and Harold G. Cowgill as chief of its Common Carrier Bureau were announced by FCC last week. Both are major staff positions.

Mr. Cunningham, an FCC career employe, has been a Commission hearing examiner for 7½ years. Mr. Cowgill, onetime assistant chief of the Commission Common Carrier Bureau's Rates and Tariff Division, since last year has been executive vice president and general manager of ch. 17 WTVP (TV) Decatur, Ill. He has resigned these posts.

Except for military duty, Mr. Cunningham has been with FCC since it was created in 1934. Among the first hearing examiners to be appointed by FCC in mid-1947, he previously had been chief of the Renewals and Revocations Section. Before that he served as attorney in the hearing section and radio division of the Law Dept.

A veteran of World Wars I and II, Mr. Cunningham attained an Army reserve commission following the first war and was recalled to duty in 1940, later serving overseas as judge advocate. He left the Army in 1946 as colonel.

Born at Northampton, Mass., in 1899, Mr. Cunningham attended parochial schools at Holyoke and Georgetown U., Washington, where he received four degrees including his LL.M. in 1928. After private practice, he joined the Civil Service Commission in 1930 as attorney-examiner.

As FCC hearing examiner, Mr. Cunningham presided in the G. A. (Dick) Richards case, later the WMEX Boston renewal proceeding and more recently the KLZ-TV Denver case, the latter the first post-freeze comparative tv fight to reach final decision. Currently he is hearing the Boston ch. 5 applicants and has under consideration the records of the Miami ch. 7 contest and the San Antonio ch. 12 fight, plus two renewal of license proceedings. These involve WWBZ Vineland, N. J. (horse racing



MR. COWGILL MR. CUNNINGHAM

issue), and WMID Atlantic City, N. J. (ownership representations).

Mr. Cowgill, a native of Decatur where he was born in 1900, attended James Millikin U. and the U. of Illinois. He received his A.B. and LL.B. degrees from George Washington U., Washington. From 1935 to 1944 he served with FCC, resigning to enter private practice with the Washington radio law firm of Segal, Smith & Hennessey. He left that firm last year to join WTVP.

NLRB Denies Review In IBEW-KNGS Case

NATIONAL LABOR RELATIONS Board last week refused to consider an appeal by an IBEW local from an examiner's ruling that the board has no jurisdiction over its dispute with KNGS Hanford, Calif. (1 kw on 620 kc). The board said that in keeping with its policy adopted last summer it would accept no cases involving radio stations whose gross annual income was less than $200,000 [B•T, July 19]. KNGS' gross income for seven months since Jan. 1, 1953, was $85,000, the board said. It employs 10-11 men and covers a territory about 75 miles in radius, the NLRB report said.

Dissenting were NLRB members Ivar H. Peterson and Abe Murdock. Mr. Peterson held that NLRB's refusal to accept jurisdiction unless gross revenues were $200,000 or more eliminates from NLRB protection workers in 80% of the radio stations in the U. S. These stations, Mr. Peterson added, receive about half of the total revenues in the broadcasting industry. Almost all radio stations in communities of under 100,000 population—including clear channel, regional and local outlets—would be removed from the board's jurisdiction, Mr. Peterson said. He also said that 70% of network-affiliated stations would be exempt from NLRB jurisdiction.



HENDRICKSON LAUDS TV CODE BOARD

Chairman of Senate Juvenile Delinquency subcommittee praises NARTB Tv Code Review Board for its 'forthright' statement to subcommittee, which admitted some errors in programming judgment had been made.

CHAIRMAN Robert C. Hendrickson (R-N. J.) of the Senate Juvenile Delinquency subcommitee last week commended NARTB's Tv Code Review Board for its "statement which finds some validity in our criticism of certain crime-horror films now shown on television." The Tv Code Review Board statement had been released the week before [B•T, Dec. 6].

Sen. Hendrickson, in a statement Wednesday, said that during the subcommittee's hearings on whether tv was a factor in juvenile delinquency, "a small but vocal segment of the industry cried havoc and sought through blanket denials of our criticism to absolve the entire industry."

The New Jersey Republican added: "Now the great weight of the major portion of the television industry shows both intelligence and responsibility by its forthright statement."

Sen. Hendrickson described as confession good for the soul the Tv Code Review Board's statement expressing doubt as to whether "portions of certain films are wholly within the spirit of the Code" and that the board had found "excessive violence" in some cases.

He commended the board's recommendations against "horror for horror's sake," sight or sound effects tending to shock the viewer and "detailed presentation of brutality or physical agony."

The subcommittee expects to file a separate report on television around the beginning of the 84th Congress.

McClatchy Asks FCC Approval To Buy KBOX Modesto, Calif.

APPLICATION for the purchase of KBOX Modesto, Calif., for $75,000 by McClatchy Broadcasting Co. from the Stanislaus Broadcasters Inc. was filed with the FCC last week. In seeking FCC approval, McClatchy proposes to divest itself of all interest in KWG Stockton, Calif.

McClatchy Broadcasting is the present owner of KBEE (FM) Modesto. If the sale receives FCC approval, McClatchy proposes to change the KBOX call letters to KBEE.

Other McClatchy broadcast interests are: KERN-AM-FM Bakersfield, KMJ-AM-FM-TV Fresno, KFBK-AM-FM Sacramento, all California, and KOH Reno. McClatchy newspapers are the *Sacramento Bee*, *Fresno Bee* and *Modesto Bee*.

FCC Drops Its Proposal For 5 Kw Uhf Minimum

ON BASIS of comments that it is unrealistic to require all uhf tv stations to use transmitters with a rating of at least 5 kw, FCC has withdrawn its proposal which would boost the power minimum from the present 1 kw rating. FCC said all comments to the proposal, issued last March, opposed the plan [B•T, March 22].

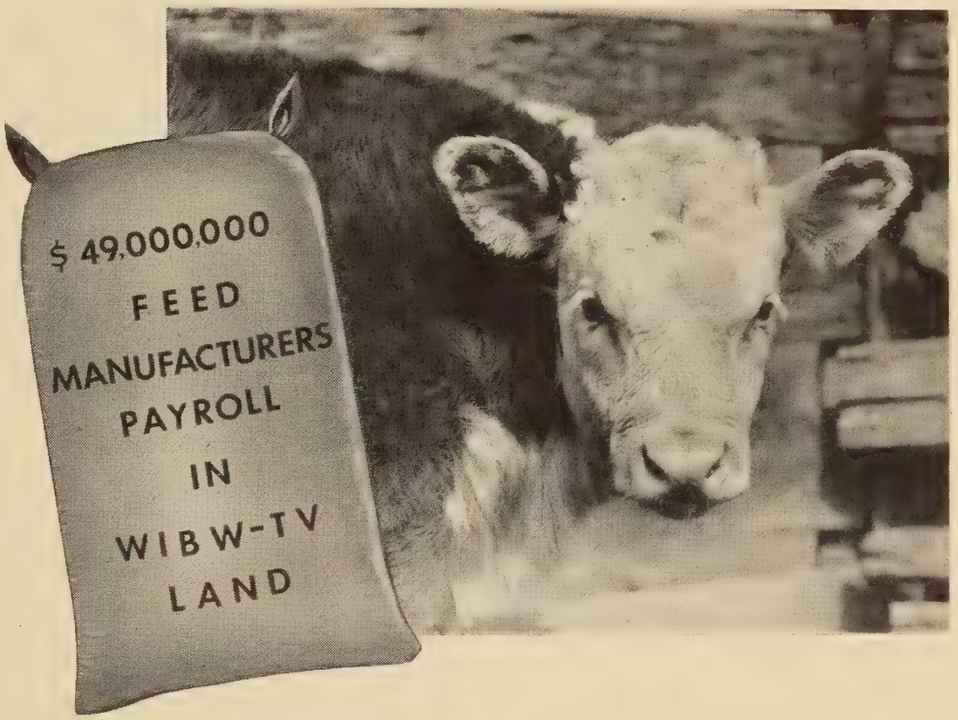
In its opinion and order setting aside the proposal, the Commission said industry members "submitted that there is no uniformity in the amount of power required by an individual uhf tv station to enable it to provide the best possible technical service to the area which it serves. It is noted, further, that power requirements vary with such factors as antenna heights, terrain, the size or nature of the area to be served, economic and competitive conditions and sensitivity of receiving equipment and antennas."

Since higher power means higher construction and operating costs for the stations, FCC concluded the power boost requirement "might result in discouraging the construction of television stations in small communities, thereby depriving such communities of service which might otherwise be rendered."

WSFA-AM-TV Sale Delayed

WSFA-AM-TV Montgomery, Ala., was advised last week by the FCC that its application to sell the stations to WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $562,600 and the assumption of over $500,000 in obligations [B•T, Oct. 4] warranted a hearing.

Petition that the sale of the stations be set for hearing was made by WCOV-AM-FM-TV Montgomery, Ala., and KWTV (TV) Oklahoma City. The petition charged that the Oklahoma Publishing Co. (*Oklahoma City Daily Oklahoman* and *City Times*), parent company of WKY, was a monopoly and practiced advertising and news discrimination against KWTV and others [B•T, Nov. 8].



It's In The Bag!

. . . . and $49 million is only 3.7% of total income in WIBW-TV's coverage area!

With higher power and 1010 foot tower, WIBW-TV is the No. 1 salesman in 128,564* TV homes in 44 counties in three states.

These folks dispose of over a billion dollars yearly. To get *your* share, hire Topeka's only TV station—WIBW-TV.

* Excluding Kansas City and St. Joseph, Missouri

CBS—DUMONT
—ABC
Interconnected

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Plan Test Case of Wis. Ruling Against 'Banko'

TEST CASE will be made shortly by William Stanley Productions, Rockford, Ill., in connection with the Wisconsin Attorney General's opinion that the firm's television bingo game, "Banko," violates the state's lottery laws.

The opinion claims that the program as constituted and carried in La Crosse on WKBT (TV) is illegal, according to William Laven, co-owner along with Stanley Levy of the package. Mr. Laven told B•T he would make a test case of the opinion, which he said had the effect of stopping the show *per se* under Wisconsin laws. He declined to specify what action he would take.

At the same time, Mr. Laven told B•T he planned to confer this past Friday with authorities regarding a similar opinion issued in Springfield, Ill. Constitutionality of "Banko" under Illinois laws was questioned there by Atty. Gen. Castle in response to an inquiry from a State's Attorney in Sangamon County. The game was subsequently dropped by WICS (TV) Springfield pending discussions [B•T, AT DEADLINE, Nov. 29].

Mr. Laven said his program has been sold in seven markets and feels it is "perfectly within the laws," even though applications vary in different counties in different states. He said that before the series went on television, he had "cleared" with the FCC as to its legality within Federal regulations. He also cited the U. S. Supreme Court decision covering giveaway shows.

The program debuted on WTVO (TV) Rockford last September and contracts have been negotiated for airing "Banko" on WOC-TV Davenport and KWWL-TV Waterloo, both Iowa, WMTV (TV) Madison and WKBT (TV) La Crosse, in Wisconsin, among others.

Florence Semi-Satellite Sought by KELO-TV

APPLICATION for a semi-satellite tv station on ch. 3 at Florence, S. D., was filed with the FCC last week.

Applicant is The Hills Broadcasting Co., wholly-owned subsidiary of Mid-Continent Broadcasting Co., owner of KELO-AM-TV Sioux Falls, S. D. The Hills Broadcasting is former permittee of ch. 7 KTLV (TV) at Rapid City, S. D. This permit was surrendered last September.

The Hills Broadcasting proposes to build the semi-satellite ch. 3 station at Florence, 14.8 miles from Watertown, S. D., where that channel has been assigned. The proposed station will cover the cities of Huron, Aberdeen and Watertown, the application disclosed.

The proposed semi-satellite will operate in much the same manner as the presently operating ch. 11 KELO-TV.

Mid-Continent Broadcasting, is equally owned by President N. L. Bentson, Vice President Edmond R. Rubin, and Secretary-Treasurer Joseph L. Floyd.

Tupelo, Rapid City Tvs Granted by Commission

GRANTS for two new tv stations at Tupelo, Miss., and Rapid City, S. D., were issued by the Commission last week.

• At Tupelo, a new tv station on ch. 9 was granted to Tupelo Citizens Tv Co. to operate with an effective radiated power of 26.9 kw visual, 13.5 kw aural and with antenna height 370 ft. above average terrain.

Tupelo Citizens is composed of a general partnership including Frank K. Spain (35%), director of engineering at WHEN-TV Syracuse and former NBC tv development engineer, and Joseph G. Petit, NBC tv development engineer.

• At Rapid City, grant of the ch. 3 facility there went to Black Hills Broadcasting Co. of Rapid City to operate on effective radiated power of 1.4 kw visual and 0.8 kw aural, and with an antenna height above average terrain of 260 ft.

Black Hills Broadcasting is owned by Helen S. Duhamel, stockholder of KOTA Rapid City.

Meanwhile, the FCC denied the application of KTVR (TV) Hot Springs, Ark., to replace its expired construction permit. The ch. 9 station sought delay in the construction in order to attract new local capital to join in the tv venture. The Commission did not believe this was sufficient reason.

Paramount Discloses Foreign Tv Holdings

PARAMOUNT PICTURES Corp., owner of KTLA (TV) Los Angeles and of 27% of Allen B. DuMont Labs Inc. (WABD [TV] New York, WTTG [TV] Washington and WDTV [TV] Pittsburgh) also has an interest in two tv stations in Canada and several in Morocco, it was revealed by Paul Raibourn, Paramount Pictures' television executive, last week. Sale of WDTV to Westinghouse Broadcasting Co. awaits FCC approval (see page 68).

Mr. Raibourn, testifying in the Boston ch. 5 hearing in Washington, in response to cross-examination said that Paramount owned 51% of Famous Players Canadian Corp., which held partial interests in the two Canadian tv stations. The stations were not identified.

He also said that Paramount Pictures has a "small interest" in a corporation which has an interest in "tv stations" in Morocco.

And, Mr. Raibourn said, Paramount Pictures owns 64% of International Telemeter Corp., which has developed a subscription television system, and a 50% interest in Chromatic Television Labs. The other 50% in Chromatic, Mr. Raibourn said, was held by Gaither & Co.—consisting of Rolland Gaither, president of the Ford Foundation, and Ernest Lawrence, inventor of the Lawrence color tube.

FCC Rescinds Memphis Am To Consider Oxford Bid

FCC last week rescinded its grant of a fortnight ago to Tri-State Broadcasting Service for a new daytime am station on 1430 kc with 1 kw at Memphis, Tenn., because of the competing application filed by Ole Miss Broadcasting Co. for the same facility at Oxford, Miss.

Tri-State had filed its original application in February 1953 for 730 kc. This was amended to specify 1430 kc. Ole Miss had originally submitted its bid in July and October of 1954, but the FCC returned the applications. Ole Miss' bid for the 1430 kc facility was accepted by the FCC in November of this year.

Fla. Citrus Comm., Too . . .

USE of WFCC call combination for a new radio station at Haines City, Fla., by KWK Inc. was turned down by FCC because of the connotation with the initials of the Commission. KWK Inc., operator of KWK St. Louis, wanted the Haines City call to symbolize "Florida Coast to Coast." No alternative call has been assigned for the new station, to operate 10 kw day on 540 kc.

CONELRAD KITS SENT OUT; PUBLIC APATHY CITED

Radio and tv stations get programming materials as FCDA points to recent Politz survey which found only 4% of households knew of emergency dial settings on receivers.

KITS to further acquaint the public with the Conelrad program are being distributed to radio and television broadcasters, the Federal Civil Defense Administration has announced.

FCDA also has released detailed results of a survey on Conelrad, a part of the Alfred Politz Research Inc. national study released in September [B•T, Sept. 27].

The study, based on interviews of 11,020 households and validated by Advertising Research Foundation, found that not many people are familiar with Conelrad (Control of Electromagnetic Radiation).

Some 17.7% of the households interviewed had heard of special plans for use of radio for civil defense purposes in an emergency, while 82.3% had not. Only 4% knew of the 640 and 1240 kc dial settings, to which broadcasters would switch to air emergency CD messages while at the same time avoiding the danger of "homing" by enemy bombers on radio frequencies.

Some 8.3% had heard of Conelrad or partly understood the plans, while 5.4% (all included in the 17.7% figure) had no particular knowledge of the plans.

The Politz study, made in May 1954, showed 94.7% of U. S. households have either auto or home radio sets in working order, but 94.1% of the total homes had no dial marked with the 640-1240 kc CD settings.

The Conelrad kits contain printed spot announcements for radio and tv and scripts for two films FCDA expects to release in about a month—one 10 minutes and the other one minute.

The kits also contain FCC material on the authorization and activities of Conelrad. Two five-minute radio scripts are included.

The 10-minute film script, for which FCDA expects to have film clips ready for distribution to tv outlets in about a month, dramatizes the story of the 1941 Japanese bombing of Pearl Harbor, concluding that Honolulu radio stations inadvertently led enemy bombers to the target—something which might not have happened had an effective Conelrad system been in use. The film then reviews the devastation of an atomic attack and the need for Conelrad.

Territorial Class IIs

PROPOSAL to allow secondary Class II stations in the U. S. territories to operate unlimited time on American clear channels was made final by FCC last week over protests by Clear Channel Broadcasting System and NBC. Effective Jan. 10, the new policy was initiated a year ago to allow stations in the territories to have the same rights as Class II foreign stations which in many cases are even closer to the continental U. S. [B•T, Nov. 30, 1953]. Such new stations may not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10% of the time skywave at night at any point within the continental U. S.



$6,500 diamond-studded bits like these are used for penetrating extra-hard rock formations by

CITIES SERVICE

A Growth Company

FTC Plans Court Action On Violators of Orders

THE Federal Trade Commission will bring court action against those firms which persist in unfair trade or monopolistic practices despite formal FTC actions forbidding them, Earl Kintner, general counsel, said last fortnight.

Mr. Kintner, who addressed the District of Columbia Bar Assn., said "flagrant" violations of FTC cease-and-desist orders have been discovered through a current commission survey. He said that FTC Chairman Edward H. Howrey ordered the survey when he found that in 4,000 of the 4,500 old cease-and-desist orders in force, the commission had virtually no knowledge whether the companies concerned were obeying the orders. The survey began July 1 and about 100 cases are being reviewed each month, Mr. Kintner declared.

The FTC general counsel asserted that while the commission has embarked on a policy of using voluntary procedures to enlist the cooperation of businessmen in avoiding improper advertising and competitive methods, it will use "hard-hitting enforcement, wherever we find unwillingness to comply." Mr. Kintner told B•T that the advertising he referred to included radio-tv. He said the FTC maintains one set of standards for all advertising.

Because of limited funds, Mr. Kintner declared, the commission has tried to concentrate on cases of "great public interest," such as the investigation of the New York coffee market and of the health and accident insurance industry for false and deceptive advertising.

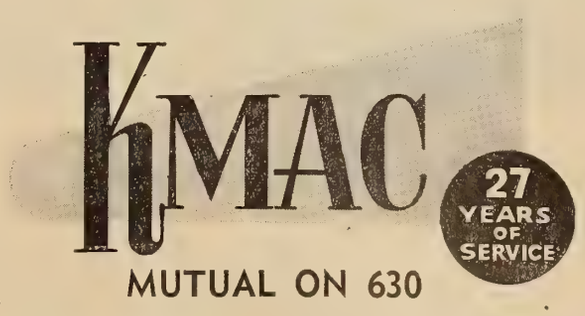
1st AGAIN

The Billboard Magazine 1954 Disk Jockey Poll
Rates Charlie Walker, KMAC's Great Announcer,

1st IN SAN ANTONIO
1st IN TEXAS
6th IN THE NATION

The only San Antonio announcer even rated by Billboard in 1954

San Antonio's No. 1 Personality
on San Antonio's No. 1 Station



Decision Pends on RCA Plea To Switch Suit to Delaware

DECISION was reserved last Wednesday by Senior Judge John C. Knox of the U. S. District Court for the Southern District of New York on an RCA motion to transfer the Justice Dept.'s civil anti-trust suit against RCA to the Delaware District Court [B•T, Nov. 29].

Counsel for RCA argued the suit should be tried in Delaware because it dealt solely with patent-licensing matters that were the subject of a 1932 consent decree filed in the Delaware court. RCA maintained that the Delaware court "has reserved continuing jurisdiction with respect to the consent decree of 1932 and activities of RCA and others thereunder."

In countering the motion, counsel for the Justice Dept. stated that the primary consideration in such a legal action is "convenience." The government contended that since witnesses and records relating to the suit are available in New York, the New York court should have jurisdiction.

The suit was filed by the Justice Dept. in the New York District Court on Nov. 19 [B•T, Nov. 22]. It accused RCA of monopolizing and conspiring to restrain competition in radio-tv licensing business. Named as co-conspirators, but not as defendants, were GE, Westinghouse, AT&T, Bell Labs and Western Electric Co.

FTC Commissioner Proposes Parley on Insurance Ads

FEDERAL TRADE Comr. Lowell B. Mason last week proposed that interested members of the health and accident insurance industry file an application with the FTC for a trade practice conference aimed at working out problems to prevent misleading advertising.

Last October the FTC charged 17 firms in the field with false and misleading advertising [B•T, Nov. 22, Oct. 25]. Comr. Mason, addressing the South Bend Chamber of Commerce, said, "Whenever a bad business habit is engaged in by a group of companies, I have found . . . the same . . . is apt to be repeated throughout the industry." He said that he was not discussing the validity of those charges.

Mr. Mason said the FTC "has always been more than cooperative wherever respondents evidence a willingness to come forward and dispose of complaints in this manner."

FCC Deletes WCOV, WORX

FCC last week deleted standard stations WCOV Montgomery, Ala., and WORX Madison, Ind. The deletion of WCOV is a fullfilment of the Commission's condition to the purchase of WJJJ Montgomery by Capitol Broadcasting Co., licensee of WCOV-AM-FM-TV [B•T, Oct. 6].

At Madison, the FCC dismissed the application of WORX for extension of time to complete the 1440 kc station. Construction permit was forfeited and the call letters were deleted.

WIBG Sale Approved

TRANSFER of control of Seaboard Radio Broadcasting Co., licensee of WIBG-AM-FM Philadelphia and 84%-owner of WIBG-TV there, to station President Paul F. Harron was granted by the FCC last week.

Transfer results from the sale by socially-prominent Jack Kelly and family of 30% interest for $250,000. Mr. Harron, presently owner of an identical 30% interest, purchases approximately 28% of the Kelly family interest.

Andrew
CORPORATION
363 EAST 75th STREET CHICAGO 19

PERFORMANCE GUARANTEED* SYSTEMS

FEATURING

VSWR low enough for color television

- *New Andrew copper clad steel waveguide*
- *Andrew UHF Coaxial line*
- *Andrew high efficiency Steatite line for VHF*

Andrew transmission systems for today's TV will not be obsoleted by tomorrow's colorcasting—

* Our high technical standards are backed by a 20 year record of accepting *systems* responsibility, and we invite you to write for a copy of our guarantee policy.

Andrew will design and engineer a complete system for your station *now* —and accept a contingent order to be placed through your transmitter manufacturer at a later date.



OVER
454,000
COOK BOOKS
SOLD IN
FOOD STORES



When nearly half a million—over 454,000—cook books were sold—which was double the original estimate for the Rochester area—the promoters were astonished.

When WHAM Radio exclusively did this job better than any medium previously used, everybody sat up and took notice—in the food industry . . . in the publishing business . . . and in radio.

It was WHAM's persuasive personalities who sent customers into the stores to buy the famous 24-volume "Encyclopedia of Cooking."

In cook book parlance, the best recipe for getting your share of the 22-county market that spent an estimated $415,855,000 for food in 1953* is WHAM radio.

Want more proof? Ask us or the Hollingbery man to give you the details of this stupendous radio success story.

Sales Management Survey of Buying Power, 1954

50,000 watts • clear channel • 1180 KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.
SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

WBRE-TV SETS MILLION-WATT OPERATION

Wilkes-Barre outlet completes RCA installation to be first uhf station to reach maximum authorized for such tv stations.

FIRST million-watt commercial broadcast station in the nation was set to take to the airwaves last weekend.

WBRE-TV Wilkes-Barre, Pa., operating since Jan. 1, 1953, on uhf ch. 28, was ready to throw the switch putting into operation its new RCA 25-kw uhf transmitter and its new RCA 46-gain uhf pylon antenna.

It is the first station to reach maximum power authorized for uhf stations by the FCC. The Commission's rules permit uhf tv stations to radiate 1,000 kw effective radiated power. This is based on the assumption that 1,000 kw will give uhf stations the equivalent in coverage of the 100 kw maximum permitted for low-band vhf stations and the 316 kw permitted high-band vhf stations.

Station, a basic NBC-TV affiliate serving the northeastern Pennsylvania cities of Wilkes-Barre, Scranton, Nanticoke, Sunbury, Hazelton, Shenandoah and Honesdale, is owned by Louis G. Baltimore. It has been operating with 225 kw visual power and serving an estimated 1.3 million people in a 40 mile radius from its Wyoming Mt. antenna site. The antenna site is four miles east of Wilkes-Barre.

With its new giant voice, WBRE-TV estimates it will reach more than 2 million people in 20 counties within a 60 mile radius from its antenna site. It is believed a strong, usable signal will reach Binghamton, N. Y., on the north; Easton, Pa., on the east; Reading, Pa., on the south, and Williamsport, Pa., on the west.

Eliminate Shadows

The new 1,000 kw power should eliminate, or minimize, most of the shadow areas in its service area, David M. Baltimore, WBRE-TV general manager, said Friday at dedication ceremonies in Wilkes-Barre. He explained that when WBRE-TV went from 18 kw to 225 kw many shadow areas disappeared and a number of major trouble spots dropped to minor irritations.

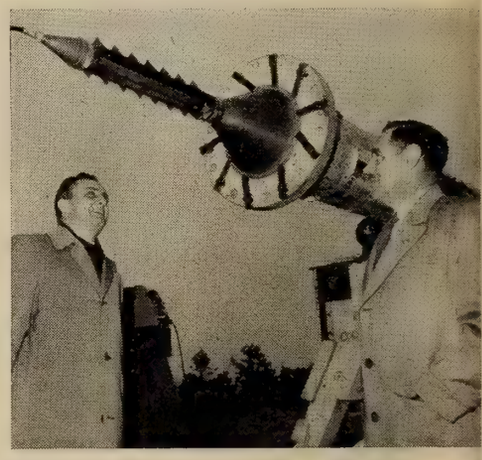
The station held a luncheon for 200 at the Hotel Sterling in Wilkes-Barre Friday. Attending were RCA and NBC executives, state, county and city officials, industrial and civic leaders and newsmen. After the luncheon the guests were conducted on a tour of the Wyoming Mt. installation.

The RCA 25 kw transmitter is actually two 12½ kw transmitters whose output is combined into a single network feeding the antenna. The transmitter has been installed and testing for the last two weeks. Cost was estimated at $200,000.

The new antenna, 96 ft. tall, is atop a 330-ft. tower. It is 1,220 ft. above average terrain. Wyoming Mt. is 2,100 ft. above sea level. The antenna has been on test at RCA's Camden, N. J., factory for the past 10 days. It was due to be installed this weekend. Winter conditions at the antenna site prevented the removal of the old antenna and the installation of the new one in time for the Dec. 10 ceremonies. However, it is believed this substitution will be accomplished during the weekend or early this week.

The installation was done by RCA engineers. Charles Sakoski Sr. is chief engineer of the station.

WBRE-TV went on the air 90 days after receiving FCC approval in 1952. Early this year the station was equipped for network color.



EYEING the RCA super-power pylon antenna, under test at Camden, N. J., before being installed at WBRE-TV Wilkes-Barre, Pa., are (l to r): station general manager David M. Baltimore and RCA broadcast equipment marketing manager A. R. Hopkins.

Celebrating its 30th anniversary Dec. 30 will by NBC affiliated WBRE, which operates on 1340 kc with 250 w.

Next station with 1,000 kw apparently also will be a Wilkes-Barre uhf tv station. This is ch. 34 WILK-TV, which is having a GE 45 kw transmitter installed with prospects for booming 1 million watts into the area early next month. GE is using two 23 kw transmitters in tandem to put 45 kw into its regular, five-bay, 25-gain helical uhf antenna. The transmitters use four visual and two kylstron power tubes. WILK-TV is affiliated with ABC and DuMont.

RCA has reported that it already has an order for a 1,000 kw uhf installation from KPTV (TV) Portland, Ore.

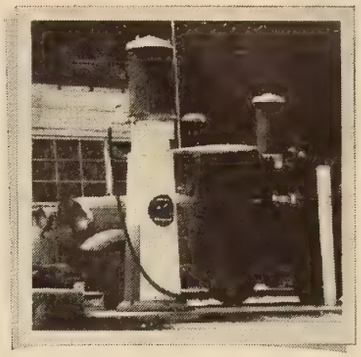
WIRI (TV) Begins; Tvs Now Total 417

WIRI (TV) Lake Placid-Plattsburg, N. Y., delayed because of equipment difficulties, began commercial programming last Thursday following test pattern transmission on Wednesday. Joel H. Scheier is president and general manager of licensee Great Northern Television Inc. The ch. 5 station is the first local tv in the area, with the nearest competitor 100 miles away. WIRI is equipped with a DuMont package and represented by Adam Young Tv Corp.

The total number of tv stations programming now stands at 417.

KFJI-TV Klamath Falls, Ore., which received a grant for ch. 2 early this month, plans to purchase General Electric equipment, including a 5 kw transmitter, 3-bay antenna and complete studio and film equipment. Engineering estimates, the station claims, indicate that it will effectively cover northern California and southern Oregon, including the Klamath basin and Roge River valley. Alan K. Abner, manager of KFJI, will direct the tv property. W. D. Miller is president.

What changed this picture?



IF you ever drove up to that old-fashioned pump and said "Fill her up!" you'll remember that you got the gasoline. But that's all you got!

Because the primitive fuel *pump* was a long way down the road from the *service station* of modern times. We know, because we pioneered a surprising number of the customer services the petroleum industry has since adopted.

Like water and air wells. We first sank them on the pump island so you could get gasoline, water and air in one place.

Like windshield washing service. We introduced the individual clean towel and special fluid—and first washed your car's windows all the way around.

Like the cash box on the pump island—the quicker to make change and save you time.

Like famous Union "Minute Man Service" that, at its best, even empties the ash trays, brushes out and dusts off your car.

Like the full-time cleaning and painting crews that keep Union's 4500 stations in the West the glistening white that invites you in.

When we introduced them these were "bonus services," extras you didn't expect. Today you take them for granted when you buy gasoline.

You do because the oil companies—in constant competition for your business—are continually improving their products and expanding their services.

For in America's free competitive economy, *making things increasingly better for the customer is the only way to make any progress for yourself.*



76 Union Oil Company
OF CALIFORNIA

Your comments are invited. Write: The President, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.



the ALTEC LANSING
DUPLEX
Speaker

Your final measure of audio quality is the monitor speaker. That is why the best quality is a must for monitor speakers in every AM, FM and TV station. You are sure of the best quality . . . GUARANTEED quality . . . with Altec's famous "Duplex" speakers. Altec guarantees these speakers will reproduce all of the tones from 30 cycles to 22,000 cycles when mounted in a properly designed cabinet. Only Altec Lansing Corporation gives you this guarantee of quality.

ALTEC "Duplex" speakers give you the same high quality and dependability as Altec broadcast consoles, Altec microphones and amplifiers. Altec quality is quality you can trust!

There are three Altec "Duplex" speakers to choose from: the 604C, latest model of the famous Altec 604 "Duplex," 15", 35 watts continuous power rating; the lighter 602A, 15", 20 watts continuous rating; and the 12" 601A with 20 watt power capacity . . . all three guaranteed from 30 to 22,000 cycles . . . the perfect monitor speakers.

A SOUND REPUTATION SECOND TO NONE

ALTEC® LANSING CORPORATION
Distributed by Graybar

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

James Succeeds Gittleson Jan. 1 as WJAR-TV Manager

APPOINTMENT of Peter B. James, manager of Weed Television, as manager of WJAR-TV Providence is being announced today (Monday) by George O. Griffith, vice president and treasurer of the Outlet Co., licensee of WJAR-AM-TV.


MR. JAMES

Mr. James will succeed Norman Gittleson, who is resigning the WJAR-TV managership [CLOSED CIRCUIT, Nov. 29]. The changes are effective Jan. 1.

Associated with television since early 1946, Mr. James has been with the Weed station representation organization for the past seven years. He was one of the founders of the television department of Weed & Co., and has been manager of Weed Television Corp. since it was established as a separate entity about a year ago. He formerly was business manager of *Television* magazine.

WJAR-TV, which went on the air in July 1949, is on ch. 10 and is slated to go to full power of 316 kw with a 1,020-foot tower in mid-January.

Gaston Grignon Dies at 61; Was Retired WISN Executive

GASTON W. GRIGNON, 61, retired vice president and general manager of WISN Milwaukee, died last Monday after a long illness with bronchial asthma. Funeral services were held Thursday.


MR. GRIGNON

Mr. Grignon was one of the nation's radio pioneers and one of the first full-time radio editors of a newspaper. From 1920 to 1924 he was reporter, assistant city editor, radio editor and radio program director for the old *Wisconsin News*. He joined WISN (then WSOE) in 1924, becoming station manager, promotion manager and public events director. In 1932 he was named general manager and subsequently was elected vice president. Call letters were changed to WISN in 1927.

Radio first became a hobby for Mr. Grignon when he caught a glimpse of the wireless "contraption" at a dinner. He was so impressed with it that he persuaded the host to sell it.

Mr. Grignon was born in Menominee, Mich. He attended the U. of Illinois and business college in Marinette, Wis., before beginning his newspaper career. He was a reporter for the *Milwaukee Sentinel* from 1918 to 1920.

Surviving are his wife and three daughters.

KPHO-TV Readies for Color

TRANSMISSION of network color programs over KPHO-TV Phoenix will begin within "several weeks," Richard B. Rawls, KPHO-TV general manager, has announced. He said "all equipment now is installed and preliminary tests have been made." The announcement indicated that color test patterns will begin shortly.

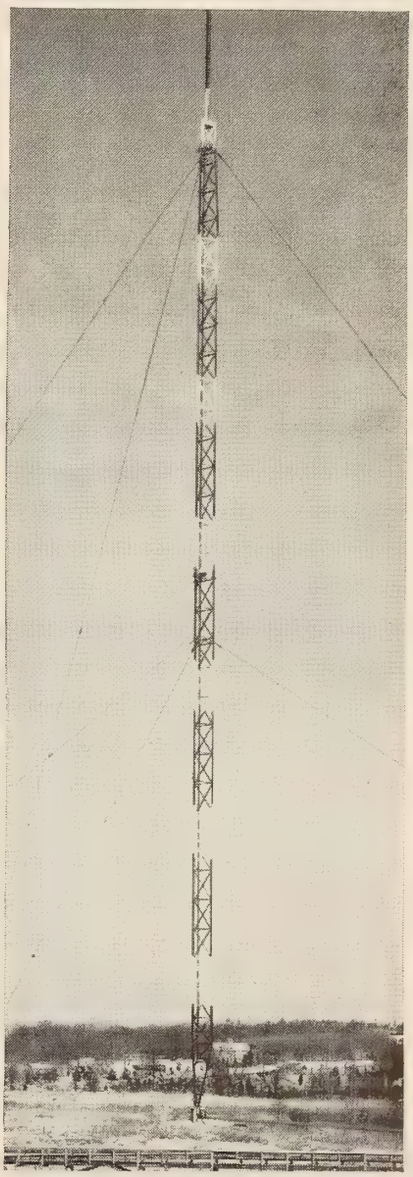
. . . NOT ONE TRUSCON TOWER

downed in recent eastern hurricanes!

Tall, straight Truscon Towers took the worst that Hurricanes Carol and Hazel had to offer—and Truscon has not had a single report of a Truscon Tower failing before either of these terrific onslaughts. Here, certainly, was a dramatic demonstration of the ability of Truscon Towers to withstand the most severe weather conditions.

You can get this kind of dependable performance every time with a Truscon Tower. Years of unmatched technical experience combined with the most modern facilities go into their manufacture.

Just name the height your antenna must reach; Truscon will engineer and construct the tower you need . . . tall or small . . . guyed or self-supporting . . . for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office or to "tower headquarters" in Youngstown will get your tower program going promptly.



WCOP-FM, Boston, Mass.
Truscon guyed tower, 409 feet tall.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT ST. • YOUNGSTOWN 1, OHIO
Export Dept: Chrysler Bldg., New York 17, N.Y.

A NAME YOU CAN BUILD ON

WCBS Cites Radio Set Spurt In N. Y. Metropolitan Area

HIGH LEVEL of radio set buying in the New York metropolitan area is pointed up in a special tabulation released last week by CBS Radio's WCBS New York which shows that although the area accounts for 9% of the country's radio families, it absorbed 16.7% (or 629,860) of total U. S. radio set sales to dealers from January through September 1954.

WCBS' tabulation, according to General Manager Carl Ward was made from RETMA figures and covered metropolitan New York's 17 counties but did not include figures of new auto radios purchased by New Yorkers. The healthy buying of radio sets in the New York area, Mr. Ward noted, compared with tv set shipments there of 346,514 (55% of the radio total) during the same period.

"This is the strongest kind of evidence that New Yorkers are buying lots of radio sets for the kitchen, bedroom, bathroom, den and playroom," Mr. Ward declared. "It is another example of the new personalized listening to radio that has taken place since the advent of tv. It is further evidence of radio's remarkable ability to build added listening by reaching people wherever they are and regardless of what they are doing."



WARREN S. BOOTH (r), president of the *Detroit News*, pushes the button to put into operation the new 1,063½-ft. tower and 100 kw transmitter of its WWJ-TV there. Also participating in the Nov. 22 televised ceremony is Edwin K. Wheeler, general manager of WWJ-AM-TV. The new facilities extend station coverage to a radius of 100 miles with a population of almost six million people in Michigan, Ohio and Ontario, station says.

WPON Begins Operation

WPON Pontiac, Mich., 500 w fulltime station on 1450 kc, went on the air at 5:30 a.m. Dec. 2, according to the station, which adds that it will program each day until midnight.

WPON is owned by James Gerity Jr., who also owns WABJ Adrian, Mich., and has an interest in WNEM-TV Bay City, also Mich.

David Norton has been appointed WPON station manager, and Larry Payne, formerly with WABJ, has been named chief engineer. Hil F. Best Co. has been appointed WPON national representative.

WLYC-AM-FM Executive Fights Ban of Major Games

SOLICITATION of listener support to prevent a ban on broadcasting of major league baseball games in non-league cities has been started by W. Richard Carlson, vice president and general manager of the Lycoming Broadcasting Co., operators of WLYC-AM-FM Williamsport, Pa.

Mr. Carlson decried the minor leagues' action in calling for prohibition of broadcasts of major league contests on any but the hometown station of the team and asked listeners, in a tape-recorded message broadcast hourly by the stations, to write letters to the New York Yankees (whose games WLYC-AM-FM broadcasts) indicating their desire to hear Yankee games, disapproval of the minors' action, and support of any major league action to ignore the minor leagues' recommendations.

Diehm Names Gilmore, Hunter To Inter-Station Positions

POLICY EXPANSION whereby certain executives will handle activities for the five stations in its group, has been announced by Victor C. Diehm, president of Vic Diehm Assoc. Stations (WVDA Boston; WAZL-AM-FM Hazleton, Pa.; WHLM Bloomsburg, Pa.; WIDE Biddeford, Me., and WHOL Allentown, Pa.). John C. Gilmore, formerly in a sales promotion post with WGH Norfolk, Va., moves to the Diehm group as director of sales promotion for the five outlets. Mr. Gilmore will headquarter at WVDA. John Hunter of WKNK Muskegon, Mich., returns to the Diehm operation where he began his broadcasting career. Mr. Hunter joins the technical staff and he, too, will cover the five stations and headquarter at WVDA.

KTVX (TV) Goes to 316 Kw

KTVX (TV) Muskogee, Okla., boosted its power from 45 kw to 316 kw last Tuesday. According to John T. Griffin, president; James C. Leake, executive vice president, and L. A. Blust, vice president-general manager of the Tulsa Broadcasting Co., the transmitter was installed within a three-week period at the tower site on Concharty Mt., about midway between Tulsa and Muskogee.

The increase, according to the station, now carries the KTVX ch. 8 signal to nearly a million people over 31 counties of eastern Oklahoma, southern Kansas, western Arkansas and the tip of southwestern Missouri.

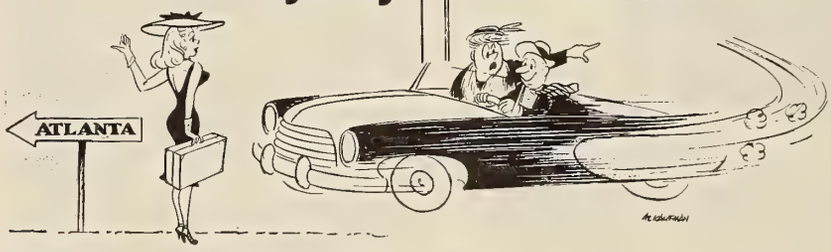
Anheuser Buys on WTVI (TV)

ANHEUSER-BUSCH INC. (Budweiser beer), through D'Arcy Adv. Agency, St. Louis, has purchased for $32,900 one-half of the 26-week *Million Dollar Movie*, National Telefilm Assoc. package, to be shown over WTVI (TV) there. The currently-released Hollywood movies are scheduled on a rotating basis (Sun.-Tues.) so that only 13 films will be shown, each for three consecutive days twice.

WABD (TV)'s Nov. Business

WABD (TV) New York, owned and operated by DuMont Television Network, signed $321,729 in business during November, George L. BarenBregge, the station's general manager, reported last week. According to Mr. BarenBregge, the sales outlook for the station holds even more promise for 1955.

You can't get to MACON by way of Atlanta!



Macon is 93 miles from Atlanta! So it stands to reason that Atlanta TV stations are not covering the Macon area with an adequate signal. If you want to reach this middle Georgia market, heretofore untapped by TV, there's only one station that can do a job for you — WMAZ-TV!

Only WMAZ-TV adequately serves the well-balanced industrial and agricultural Macon market for you!

Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station. Significantly, the remaining 37 counties in WMAZ-TV's 47-county area represent...

...80% of this area's population!

...81% of retail sales!

NOW — ON WMAZ-TV's FIRST ANNIVERSARY*

FULL POWER — 316 kw ERP

NETWORK COLOR PROGRAMMING

WMAZ-TV dominates the Macon Area audience, Morning, Afternoon and Night. (Pulse)

*September 27th

WMAZ-tv

MACON, GEORGIA • CHANNEL 13

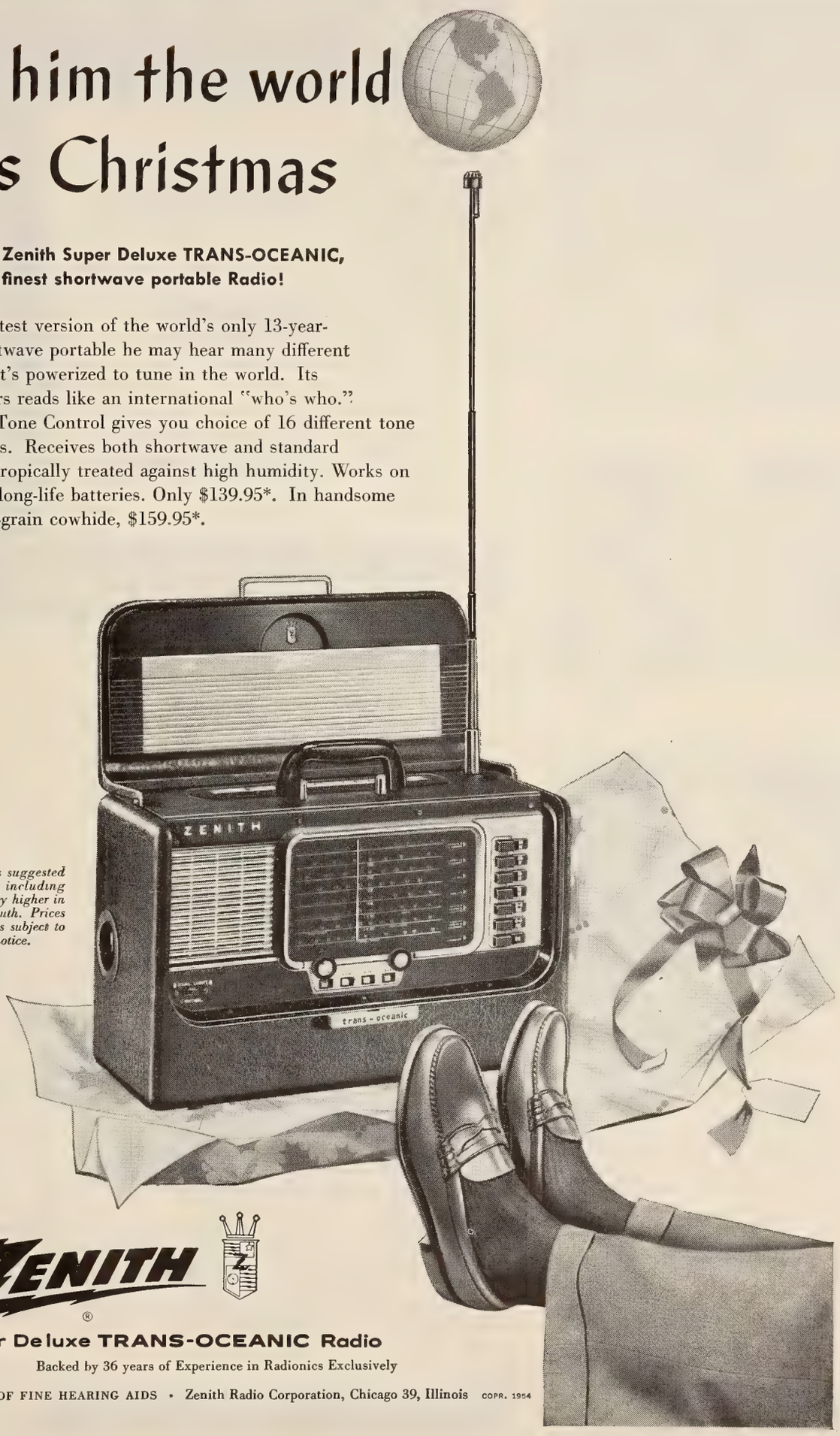
CBS, DUMONT & ABC NETWORKS

Ask your AVERY-KNODEL *man*

Give him the world this Christmas

Give him a Zenith Super Deluxe TRANS-OCEANIC, the world's finest shortwave portable Radio!

With this latest version of the world's only 13-year-proved shortwave portable he may hear many different countries. It's powerized to tune in the world. Its list of owners reads like an international "who's who." Radiorgan® Tone Control gives you choice of 16 different tone combinations. Receives both shortwave and standard broadcast. Tropically treated against high humidity. Works on AC, DC, or long-life batteries. Only $139.95*. In handsome genuine top-grain cowhide, $159.95*.



**Manufacturer's suggested retail price, not including batteries. Slightly higher in Far West and South. Prices and specifications subject to change without notice.*

ZENITH®

Super Deluxe TRANS-OCEANIC Radio

Backed by 36 years of Experience in Radionics Exclusively

ALSO MAKERS OF FINE HEARING AIDS • Zenith Radio Corporation, Chicago 39, Illinois COPR. 1954

Katz Agency Inc. Expands, Appoints Four to Tv Sales

IN LINE with expanded activities in television, The Katz Agency Inc., national advertising representative, last week announced the addition of four men to its tv sales staff.

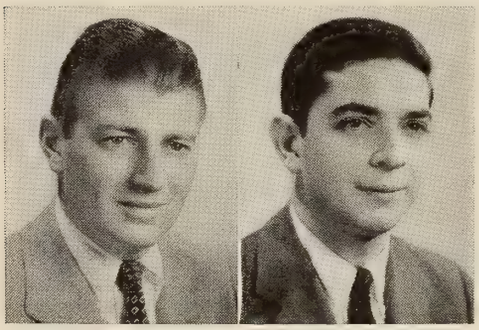
Charles F. Abbott Jr., Saul Rosenzweig and Frank J. McCann have joined the company's New York office, and David S. Abbey, the Chicago staff.

Mr. Abbott had been with ABC-TV in spot sales since 1952.

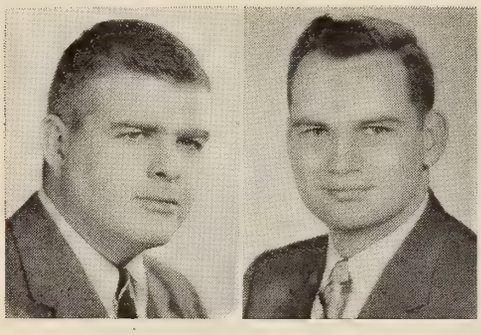
Mr. Rosenzweig joined Katz from his post as radio-tv account executive with BBDO in New York.

Mr. McCann has had timebuying experience at Ted Bates & Co. and at Young & Rubicam, New York.

Mr. Abbey, a graduate of Northwestern U., had been handling local and national sales for WGN-TV Chicago.



MR. ABBOTT MR. ROSENZWEIG



MR. McCANN MR. ABBEY

KCUL Boosts to 10 Kw

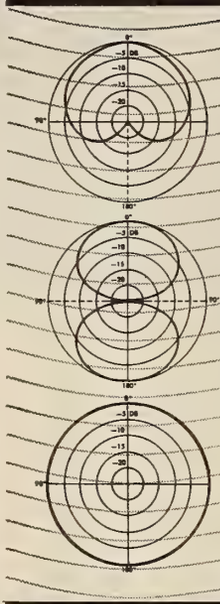
KCUL Fort Worth, Tex., which has been operating since 1949, increased its power to 10 kw Thanksgiving Day, James G. Ulmer, president and general manager, has reported. Excellent reports from the coverage area throughout east and west Texas and the Fort Worth-Dallas market have been received, according to the announcement.

KCUL operates on 1540 kc and is represented nationally by Hil F. Best Co. Mr. Ulmer purchased controlling interest in KCUL last summer.

WFJL (FM) to Suspend

BISHOP Bernard J. Sheil's WFJL (FM) Chicago will cease operation after Jan. 1, it was announced last week. Decision to go off the air reportedly stemmed from a realignment of the Catholic Youth Organization in Chicago of which Bishop Sheil was director until recently. WFJL was licensed to Lewis College of Science & Technology and operated on 93.1 mc.

New ALTEC 670 MICROPHONE



CARDIOID

RIBBON

PRESSURE



available via GRAYBAR

Performance . . . versatility . . . economy — are the features on which the Altec 670 welcomes comparison. Here's what the 670 offers:

• **SMOOTHER HIGH-FIDELITY RESPONSE** . . . Freedom from peaks eliminates "voice-music" switch.

• **CONTINUOUSLY ADJUSTABLE PATTERNS** . . . Cardioid, ribbon, and pressure response patterns at marked shutter positions. Continuous intermediate adjustment permits "tuning out" sources of undesirable noise by shifting null points.

• **WIDE-RANGE DIRECTIVITY** . . . Typical microphone has 10db front-to-back response ratio at 30 and 15,000 cycles. Average midrange discrimination in "C" position, 18db or better.

• **SMALLER SIZE** . . . Less interference with TV cameras and lights — only 7½" high, 3⅜" deep, 2½" wide.

• **LIGHTER WEIGHT** . . . Weighing only 20 ounces is easily handled on light booms.

• **NEUTRAL GRAY FINISH** . . . Inconspicuous—minimizes light reflection.

• **LOW HUM PICKUP** . . . Lower hum pickup from stray magnetic fields.

• **ADJUSTABLE IMPEDANCE** . . . Easily accessible switch for 30/50 or 150/250 ohm impedance.

• **LOW PRICE** . . . The Altec 670 is *the* top-quality microphone that can't be matched in cost and/or performance. We invite your inquiry and comparison!

Full details concerning Altec Microphones are available through your nearby Graybar Broadcast Representative. See listing at right. Call Graybar *first* for assistance and suggestions concerning any of your broadcasting problems and requirements. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.



FOR TOP PERFORMANCE IN MINIATURE SIZE

Tiny, but tough — the Altec "Lipstik" is one of the finest, most versatile microphones ever made. Omnidirectional pickup—5 ounce weight and 3 inch length make it perfect for TV. Easily concealed on performers. Inconspicuous in hand, floor-or-desk stand use.

454-112

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER 110 PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar's nationwide network of more than 110 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 22 cities.

ATLANTA
John Kluttz, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
A. L. Byers, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. D. Shipman, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunications Laboratories • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Prodelin • Rek-O-Kut • Sarvis • Simplex • Thomas & Betts • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

WADC Takes Over Game As WCUE Signs Off

TEAMWORK between Akron stations, WADC (CBS Radio basic affiliate) and WCUE (independent) was required when WCUE's planned coverage of the Refrigerator Bowl game between Kent State U. and the U. of Delaware was thwarted by a 3 p.m. kickoff which meant the game would not have been finished when the station signed off at local sunset. To avoid interruption, WADC's owner-manager, Allen T. Simmons, arranged to clear time with CBS for broadcast of the last half of the game, starting at about the time WCUE signed off.

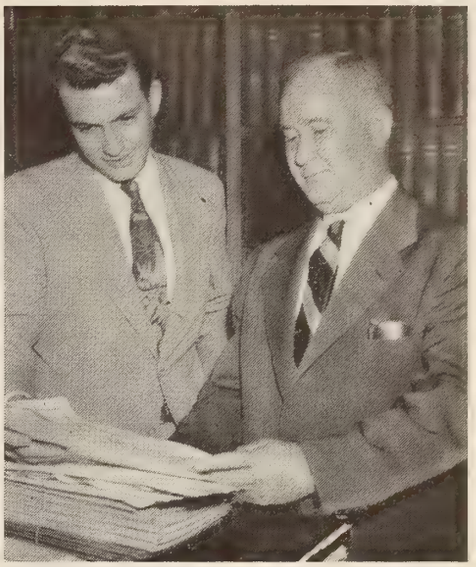
At the start of the second half, WCUE sports director, Ed Erwin, who handled the play-by-play, advised listeners to tune over to WADC for the game's completion. Of the arrangement, WCUE President Tim Elliot commented, "A splendid example of cooperation by broadcasters in the public interest."

WKY-TV Receives Permission For Unlimited Trial Coverage

PERMISSION was given to WKY-TV Oklahoma City, Okla., to provide "unlimited, unrestricted" coverage of a robbery-torture trial in district court there, the station reports. Judge Clarence Mills, who presided over the trial, in commenting on the trial coverage, said in part: "The constitution and laws . . . provide that the people's courts should, at all times, be open to the public as a necessity of due process of law. . . ." He congratulated WKY-TV and other newsmen for accurate, careful and considerate treatment of the case. WKY-TV used sound-on-film and silent cameras and high speed film which eliminated the necessity of special lighting equipment.



THIRTY-TWO birthday cakes representing invitations extended to 32 mayors in four states to attend the fifth birthday celebration of KOTV (TV) Tulsa, Okla., are displayed before (l to r) John W. Henderson, C. B. Clothier and Sid Patterson, Tulsa city commissioners, and KOTV President and General Manager C. Wrede Petersmeyer, who presented the commissioners the first cake. The station aired a special hour program for the event, at which time it also staged dedication ceremonies for its new $500,000 transmitter plant and tower [B•T, Nov. 29].



PAPERS concerning the sale of KGBS-AM-TV San Antonio, Tex., to the Express Publishing Co. by Storer Broadcasting Co. are being looked over by George B. Storer Jr. (l), vice president, Storer Broadcasting Co., and Frank Huntress Jr., Express Publishing Co. president. The call letters have been changed to KENS-AM-TV.

WCAU-TV's New Sales Pitch

THE RAPID RISE of television, creating a new way of life, which in turn demands a new way of business, is featured in a current tv sales presentation by WCAU-TV Philadelphia.

The presentation was unveiled by Robert M. McGredy, WCAU-TV sales director, before an audience of CBS-TV Spot salesmen. The purpose of the 30-minute oral and visual presentation, which charts the progress made by tv in the last seven years, is to acquaint non-tv advertisers with the potentialities of this new medium. It was developed by George Goldman, promotion manager, and Frank Elliott, sales development director, in cooperation with Mr. McGredy.

Protection for WABT (TV)

TRANSMITTER of WABT (TV) Birmingham, Ala., will be equipped with complete protection against breakdown when a spare exciter is installed at the end of the year, according to Standard Electronics Corp. Standard will deliver a spare 500 w exciter as well as a new 5 kw driver unit Dec. 23. The installation will be similar to that of WOR-TV New York. Using two 20 kw amplifiers, WABT's radiated power on ch. 13 is in excess of 300 kw. The spare exciter at WABT will be incorporated in the S-E "Add-A-Unit" installation. A 250 w spare aural exciter is included.

WGBH-FM to Air WBZ Show

WBZ BOSTON and NBC have reached an agreement which enabled WGBH-FM Boston, non-commercial outlet, to broadcast the first half-hour of the Boston Symphony Orchestra's Saturday evening concerts. The WGBH broadcast will be done simultaneously with the network's coast-to-coast broadcasts of the orchestra. Announcement was made jointly by Avner Rakov, program manager of WBZ and WBZA Springfield, and Parker Wheatley, general manager of WGBH.



GROUND-BREAKING ceremony for the new WDAS Philadelphia building to be constructed in Philadelphia's Fairmount Park. L to r: Israel Demchick, architect; Samuel Rose, councilman; Richardson Dilworth, district attorney; Michael Byrne, deputy mayor; Max M. Leon, WDAS president; Louis Schwartz, councilman, and George Clendinning, builder. Equipment will be RCA, the station reports.

WKMF Airs 4-Day Schedule Commemorating GM Marker

WKMF Flint, Mich., helped General Motors celebrate production of its 50 millionth car by presenting a four-day "Radio Special Edition" climaxing on Nov. 23, the day of GM's Golden Carnival day, the 24-hour-a-day station reports.

W. Eldon Garner, station managing director, and Dusty Rhodes, program director, organized a commemorative program schedule which included celebration reports direct from 24 cities across the country where GM plants are located, musical salutes to disc m.c.s in GM towns, recorded messages by GM officials, "Men of General Motors"—short biographical sketches, plus complete coverage of the Golden Carnival ceremonies.

A tape transcript of the four-day schedule is to be presented to the General Motors Commemorative Library.

Court Film Seizure Protested

CONFISCATION of a tv film showing the defendant in a rape case in Miami, Fla., by order of criminal court Judge Ben C. Willard has been protested by Art Gray, general manager of WITV (TV) there. The film showed the defendant outside the courtroom walking across a corridor. "Judge Willard had no authority for action," Mr. Gray said. Later Judge Willard indicated he might release the film.

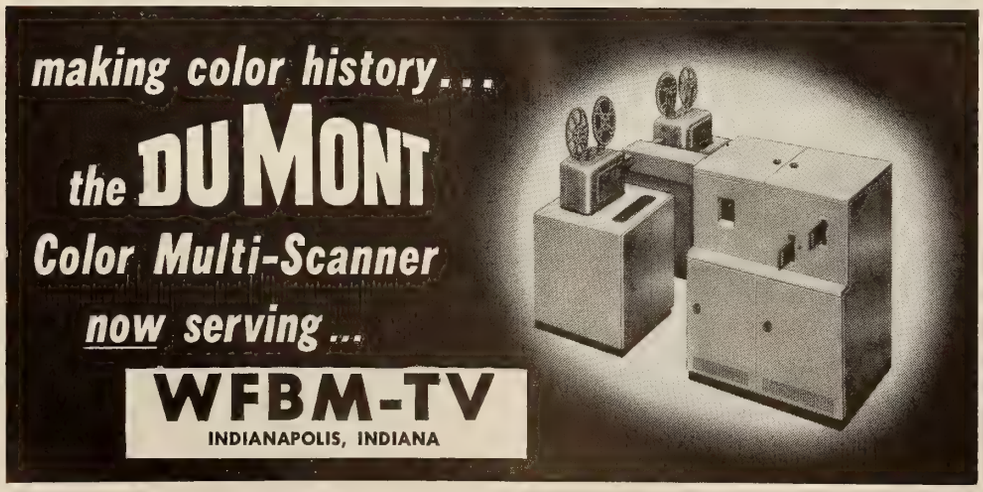
WCBS-TV Buys Lantz Group

WCBS-TV New York has purchased 179 Walter Lantz animated cartoons for exclusive tv showings in the New York area, according to William C. Lacey, station's film department manager.

The films will be shown on three WCBS-TV programs, *The George Skinner Show, Space Funnies* and *Cartoon Carnival.* The cartoons, which first were released for theatrical showings by Universal Pictures Co., are being distributed for tv by Motion Pictures for Television Inc.

Negro Programming on KJET

KJET (formerly KJIM) Beaumont, Tex., will broadcast programs with special appeal to the large Negro market there, Walter L. Rubens and Ben J. Rogers, new owners of the station, report. The 1 kw station claims that it is the first in the Beaumont area to air programs aimed exclusively at the 110,000 Negroes in that market.



STATION SHORTS

KBZY Grand Rapids, Minn., has changed its call letters to KOZY.

WOW Omaha, Neb., began Sunday through Friday all-night operation Dec. 5, with 12 midnight to 5:30 a.m. broadcasts originating from its new studios at transmitter site, 56th & Kansas Sts. WOW leaves air 1 a.m. Saturdays for maintenance. WOW-TV has installed $28,000 in projection equipment, including RCA vidicon film camera and two 16mm RCA film projectors, according to station.

KFMB-TV San Diego announces sales for six weeks ended Nov. 27, through new time purchases by four local and three national advertisers, totaled $123,000, highest in station's history.

WPGC Morningside, Md., has opened auxiliary studios at 5205 Baltimore Ave., Hyattsville, Md.

REPRESENTATIVE PEOPLE

John Burr, formerly national advertising manager, William B. Smullin tv stations (KIEM-TV Eureka, Calif.; KBES-TV Medford, Ore.), appointed manager, new Northwest Blair-Tv office at 3337 White Henry Stuart Bldg., Seattle.

Murray Grabhorn, new business manager, Edward Petry & Co., L. A., to Avery-Knodel Inc., same city, as Southern Calif. tv sales manager, succeeding **Edwin Cahn,** resigned.

John L. McGuire, account executive, KOA-TV Denver, resigns to open own radio-tv station representative firm in Denver Nat'l. Bank Bldg. Mr. McGuire now represents (to regional advertisers in Denver): KCSJ-TV Pueblo, KRDO-TV Colorado Springs, KFXJ-AM-TV Grand Junction, KIUP Durango and KGLN Glenwood Springs, all Colo., and KFBC-AM-TV Cheyenne, Wyo.

STATION PEOPLE

L. O. Fitzgibbons, general manager, WRRR Rockford, Ill., elected vice president and board member, Rock River Broadcasting Co., station licensee; **Irv Tingley,** salesman, WBEL Beloit, Wis., to WRRR as commercial manager.

Miller Robertson, formerly part owner, KEPO El Paso, Tex., to WTCN - AM - TV Minneapolis-St. Paul as assistant general manager.



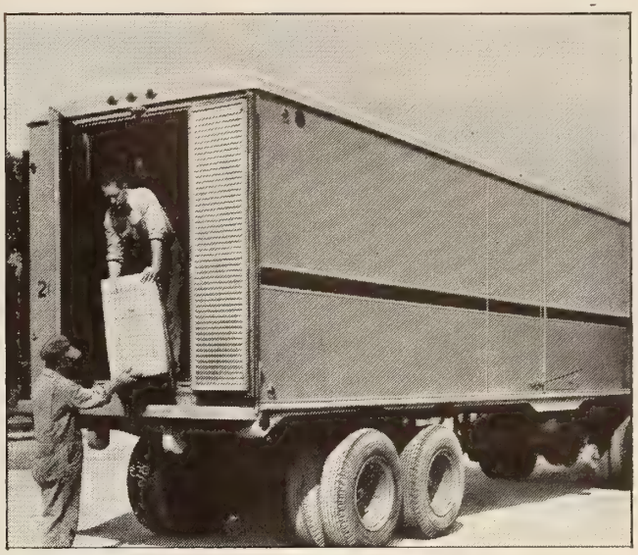
MR. ROBERTSON

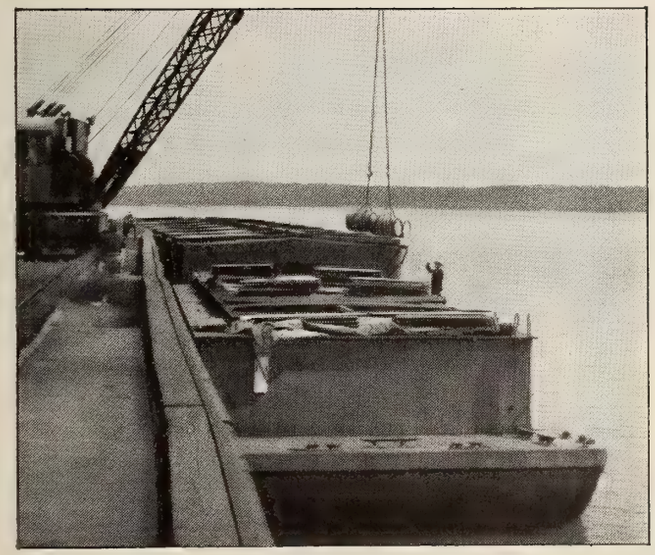
Dick Westervelt, director of news and special events, WJBS DeLand, Fla., appointed administrative assistant in charge of station operations.

Cliff Hendrix, KCSJ Pueblo, Colo, appointed operations and program manager, succeeding **Larry Gordon,** who moves to KPAT Pampa, Tex., as partner and general manager.

Gordon Williamson, formerly manager, WISE-TV Asheville, N. C., appointed to newly-









Which carries the heaviest burden?

Every hour, more than 300,000 tons of freight is loaded into the boxcars, vans, holds and fuselages of four of America's prime movers.

You could measure the size of the *load* these carriers handle in terms of cubic capacity — or tonnage — or dollar volume — but none of these figures would answer the big question above.

The heaviest *burden* is carried by the transportation agency whose services are most vital to the country — yet which operates under a tremendous disadvantage with respect to the nation's other carriers.

It is not the trucking industry, for this industry has had its growth generously aided by public tax funds — which help provide and maintain the highways used by the big inter-city truckers. Nor is it the airlines — which benefit from tax-built airports and airways — — or the domestic waterway carriers, whose channels and navigation facilities are virtually a "present" from the public.

These transportation agencies can charge lower rates for the services they provide, since the taxpayer carries part of the load. And, of course, the taxpayer is *you* — as well as the companies that manufacture many of the things you buy and include *their* taxes in the prices they charge you.

Such is the case with America's air lines, barge lines and inter-city truckers. It is *not* the case with America's railroads — which build and maintain their own rights of way and, in addition, pay taxes. When, on top of this, some of the taxes the railroads pay are used to help defray the cost of facilities for their competitors, the nation's railroads are not only discriminated against but weakened.

Today, more than ever, America must have a strengthened railroad network. To accomplish this requires recognition by the government that all carriers, like all other businesses in a free economy, must be treated equally under the laws of the land . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

created position, operations-production manager, WFMY-TV Greensboro, N. C.

George E. Hurst, former head of CBS Radio Spot Sales, L. A. office, appointed to newly-created position, national sales manager, KMOX St. Louis.



MR. HURST

Ray Gilvard, floor manager, WTRI (TV) Albany, N. Y., appointed production staff director; **Frank Allen** and **Tom Gibson** to production staff; **Hank Malloy** to announcing staff, WTRI, retaining position with WTRY Troy, N. Y.; **Sue Schuster** to publicity dept.; **Margo Benjamin** to station as receptionist.

Richard F. Polgreen, WFBL Syracuse, N. Y., appointed sales manager. [B•T, Dec. 6].



MR. POLGREEN

Rollin C. Hawkes, to KOMO Seattle as national sales service representative; **William Cathey,** merchandising - advertising manager, Olympia Brewing Co., Olympia, Wash., to KOMO-TV as merchandising and sales service representative; **Philip M. Evans,** director, Seattle World Affairs Council, to KOMO-AM-TV as news reporter, analyst and commentator.

Ellie Palmieri, former publicity chief, Cleveland Community Chest, to WDOK there as sales representative.

Richard F. Hartnett, sales representative, Eastern Air Lines, N. Y., to WEEI Boston as sales executive.

Floyd E. Weidman, sales manager, WEWS (TV) Cleveland, appointed general executive; **John H. Foley,** sales staff, WEWS, appointed local sales manager.

Charles A. Herbert, producer-director and account executive, former Ward Wheelock Adv. Agency, Hollywood, to KOOL-TV Phoenix as program sales coordinator.

G. Edward Hamilton, tv engineer, eastern div., ABC-TV, appointed to newly-created position, chief engineer, WABC-TV New York.

Pat Jeter, formerly chief engineer and disc m.c., KDLK Del Rio, Tex., to WFPA Fort Payne, Ala., in same capacity; **Lester Haston,** disc m.c., WCRI Scottsboro, Ala., to WFPA as account executive and disc m.c.; **Adis Childers** to station as live talent director and disc m.c.

Bill Keene, formerly sports director, KBTV (TV) Denver, to KIMN there as news director.

George Fisher, news staff, CBS Radio, Hollywood, to KNXT (TV) there as news director.

Elizabeth Robinson, formerly with Ruthrauff & Ryan, N. Y., appointed to newly-created position, merchandising executive, WQXR New York.

Stan Sievers, formerly with KFMB-TV San Diego, to KBET-TV Sacramento, Calif. (target date: early February), as studio technical supervisor.

George Franklin Way IV, public relations associate, Cleveland Civil Defense, to WTAM-WNBK (TV) Cleveland as press and publicity manager, effective Dec. 16.

Mimi Roberts, traffic manager, WIRE Indianapolis, appointed continuity director; **Nancy Phelan** succeeds Miss Roberts.

Joy Fox to WGLV (TV) Easton, Pa., as traffic manager, succeeding **Alice O'Hare,** who moves to ABC, New York.

Lawrence F. Rhodes to WBNS-TV Columbus, Ohio, as public service director.

Dean McCarthy, formerly program director, WCAN-TV Milwaukee, appointed assistant program director, WTVW (TV) there.

Rita Bursak to sales dept., WAZL Hazleton, Pa. (member of Vic Diehm Assoc. group, Hazleton, which also includes WHOL Allentown, Pa.; WVDA Boston; WIDE Biddeford, Me., and WHLM Bloomsberg, Pa.); **Ron Baker** to announcing staff, WAZL; **Dave Dunlap,** newsman-announcer, WHOL, to WIDE as news editor; **Jane Colby** and **Rita Pote** to personnel dept., WIDE; **Keith Brown** to sales staff, WHOL; **Kermit Gregory,** formerly with WAEB Allentown, to announcing staff, WHOL; **Audry Gellen** to sales dept., WVDA, as secretary; **Terry Abrams,** formerly with WKOK Sunbury, Pa., to WHLM as announcer; **Irving Cohen,** formerly with Rural Radio Network, Ithaca, N. Y., and **William Estes,** WTUX Wilmington, Del., to WHLM as engineers.



JUST 48 hours after the two transmitters of KVSM San Mateo, Calif., were gutted by fire [B•T, Dec. 6], this 1 kw Collins replacement for a temporary transmitter lent by the California National Guard was delivered by air. Elaine Doyle, KVSM disc jockeyette, "ropes" the transmitter while (l to r) Eddie Kirk, KVSM disc m.c.; Joe Daly, station Peninsula representative, and Roger Haley, airline freight manager, check the delivery slip for the transmitter.

Hal Henderson, formerly with WKRC Cincinnati, to sales staff KGMB-TV Honolulu.

Roy Drushall, account executive, KWKW Pasadena, Calif., returns to KABC Hollywood as sales staff member.

Ralph Carson, formerly with sales staff, KFEL-TV Denver, to sales staff, KLZ there, succeeding **Ralph Buckley,** resigned.

Richard L. Bevington to sales staff, WKRC Cincinnati.

Kenneth Mayer, newscaster, WBZ Boston, to WCAU Philadelphia in same capacity.

Steve Carroll and **Bill Walton** to announcing staff, WTMA Charleston, S. C.

Robert Waldrop and **Bud Wendell** to WGAR Cleveland as weekend announcers.

Howard Morgan, weathercaster, KHOL-TV Kearney, Neb., to KCKT (TV) Great Bend, Kan., as weathercaster, art director and conductor of *Thermo's Clubhouse* program.

George DeWitt, comedian, to WTVJ (TV) Miami, Fla., as host, *George DeWitt Show.*

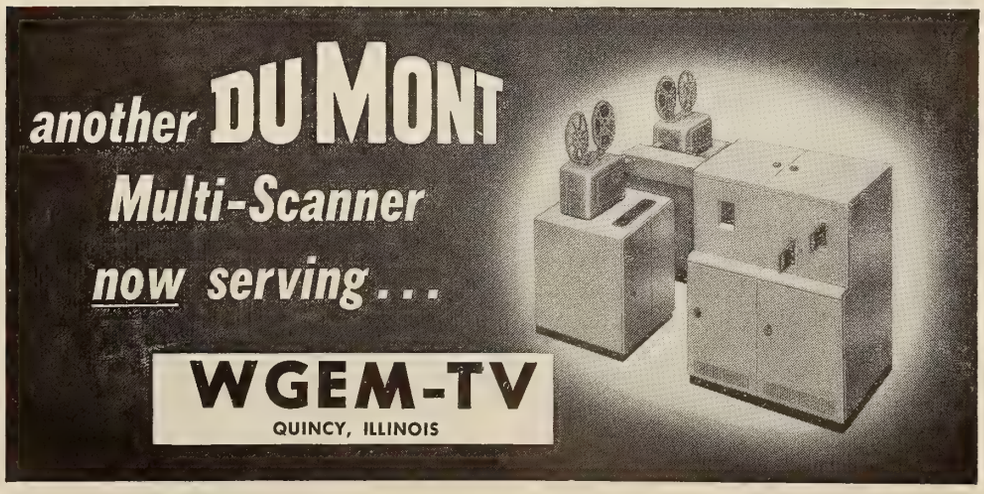
Bill Hyden, host, *Eggs at Eight,* KVOO Tulsa, Okla., appointed weathercaster.

Jill Ferris to KBTV (TV) Denver as hostess of eight shows per week.

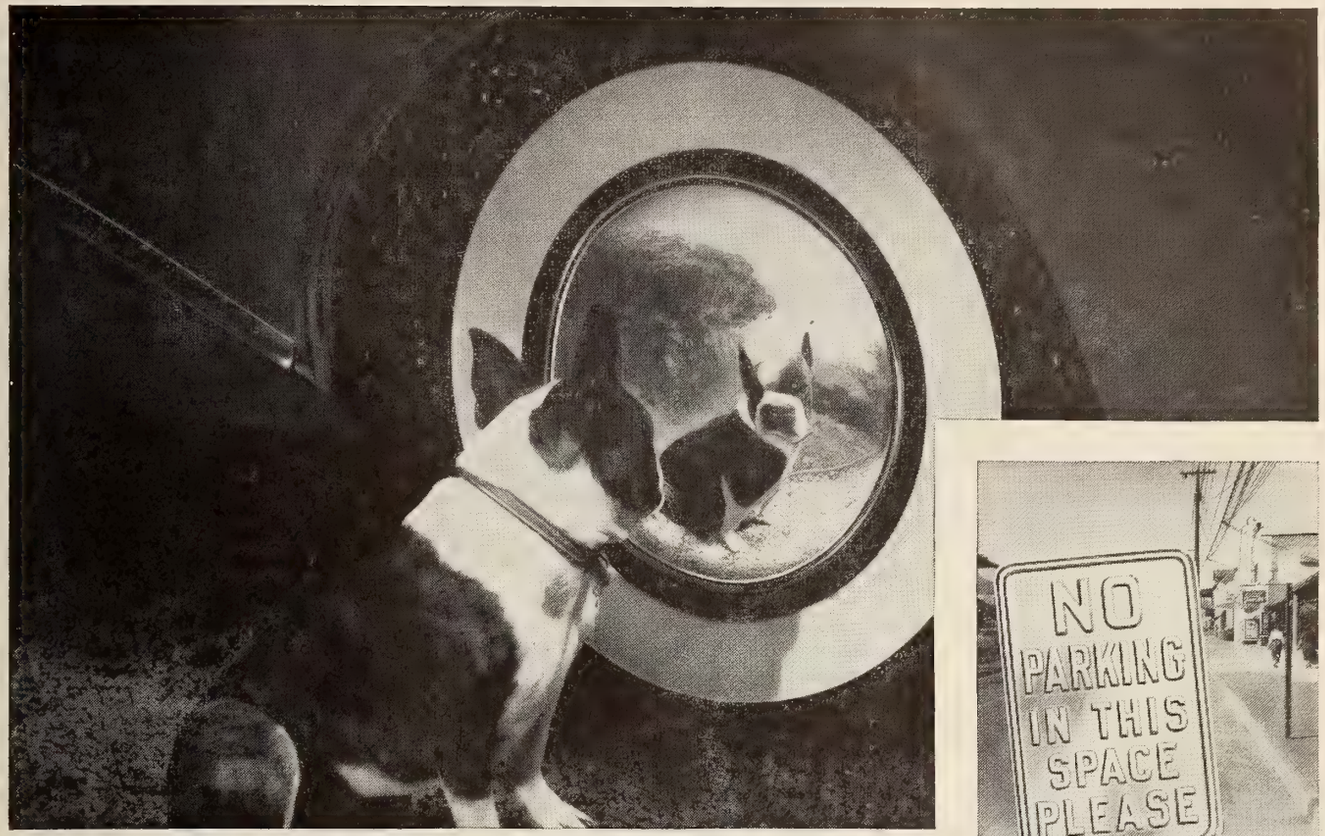
Louie Quinn, disc m.c.-personality, KCMJ Palm Springs, Calif., to KABC-TV Hollywood as host, *Nightcap Theatre* program.

Bruce Gilmer, formerly with WGH Newport News, Va., to WVEC-TV Norfolk, Va., where his wife, Jo Wayne, is vocalist on *Club Kimo.*

Albert Mathis, chef, Gulph Mills Country Club,



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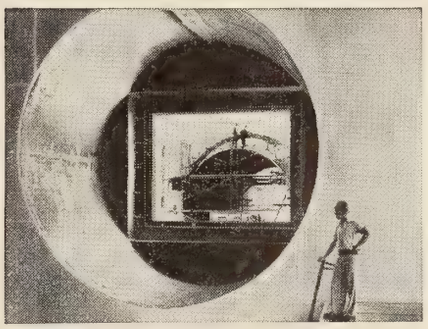


TRAFFIC SAFETY. Millions of traffic signs line the highways and streets of America, to direct and protect our growing hordes of motorists. Most of these signs are *steel*. The one illustrated is embossed, but not yet painted, showing how the letters stand out clear and sharp and legible, even before paint is applied. Steel lends itself to this embossing process better than any other metal. Only steel can do so many jobs so well!



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SEE THE UNITED STATES STEEL HOUR. It's a full-hour of the very best in television drama . . . presented every other week by United States Steel. Consult your local newspaper for time and station.



FASTER THAN SOUND. From inside the new air lock section of the Southern California Cooperative wind tunnel is seen the 51 foot long motor section. It will house two 95 ton 20,000 HP motors and propellers. These sections, fabricated by Consolidated Western Steel Division of U.S. Steel, will be installed in the present wind tunnel to produce speeds faster than sound for aeronautical research.



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UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-2270

Phila., to WCAU-TV there as conductor, *Chef Albert.*

Stan Dale, disc m.c., WJJD Chicago, leaves for active duty with U. S. Army Jan. 1.

Joseph L. Tinney, vice president and assistant general manager, WCAU Philadelphia, and chairman, Eastern Pennsylvania chapter, Arthritis Foundation, named to head local annual foundation drive; **John A. Ferlaine,** art director, WCAU, has short story in December issue of *Astounding Science Fiction.*

Larry Haeg, general manager, WCCO Minneapolis-St. Paul, appointed campaign director, Hennepin County (Minn.) 1955 March of Dimes drive, Jan. 3-31.

Ted B. Sawyer, program director, WKNE Keene, N. H., re-elected secretary, Keene Chamber of Commerce.

Ralph Renick, news director, WTVJ (TV) Miami, elected to three-year term on board of directors, Radio & Television News Directors' Assn. at group's annual convention in Chicago.

Willis W. Cook, director, art and photography depts., WSAZ-TV Huntington, W. Va., elected president, West Virginia Press Photographers Assn.

Ruth M. Eddy, assistant promotion manager, WJAR-TV Providence, R. I., appointed Rhode Island state chairman, American Women in Radio & Television; **J. S. Sinclair,** director of public relations, and **Russ Van Arsdale,** announcer-newscaster, addressed group of high-school juniors at "Career Day" exercises.

Hazel Markel, women's commentator, WWDC Washington, addresses League of Republican Women of District of Columbia Dec. 21 on "Covering the Capital of the World."

William G. Dempsey, education and production director, KPIX (TV) San Francisco, addressed Western Radio-Television Conference, Tucson, Ariz., Nov. 26 on "Educational Tv Here and Abroad."

Fred Kirby, hillbilly disc m.c., WBT Charlotte, N. C., appearing in "Meet the Disc Jockeys" section, Dec. issue of *Recordland—Your Record Stars Magazine.*

Jim Bormann, director of news and public affairs, WCCO Minneapolis-St. Paul, father of girl Dec. 1.

Fred Schamu, engineer-announcer, WNDR Syracuse, N. Y., father of boy, Frederick Charles.

34 to Get Emmies In Tv Arts, Sciences

TOTAL of 34 national Emmy awards will be given for outstanding achievement during 1954, according to Academy of Television Arts & Sciences. Approved so far by ATAS board are the presentation of 21 national program and personality awards and, for the first time in academy history, 13 professional technical awards. Ceremonies will take place in February in Los Angeles.

Program and personality nominations will be made by submitting lists of all network tv and syndicated film programs to ATAS members, who will vote for five favorites in each category. Final nominations will be made from the top five in each category:

(1) Individual program of the year (single or one of a series); (2) dramatic series; (3) situation comedy series; (4) variety series including musical varieties; (5) news reporter or commentator; (6) cultural, religious or educational program; (7) children's program; (8) actor in single performance; (9) actress in single performance; (10) actor starring in regular series; (11) actress starring in regular series; (12) supporting actor in regular series; (13) supporting actress in regular series; (14) western or adventure series; (15) mystery or intrigue series; (16) audience, guest participation or panel program; (17) outstanding new personality; (18) male singer; (19) female singer; (20) sports program; (21) daytime program.

Professional technical nominations will be made by each of the professional groups concerned with its own category. Entire ATAS membership will vote on the final five nominations in each professional technical category, consisting of the best in the following:

(1) Art direction of live show; (2) art direction of filmed show; (3) direction of photography filmed for tv; (4) written dramatic material; (5) written comedy material; (6) technical achievement; (7) engineering effects; (8) tv sound; (9) film editing; (10) direction; (11) original music composed for tv; (12) scoring of a dramatic or variety program; (13) choreographer.

ATAS will also make awards to programs seen only in Los Angeles area, for which awards structure committee will make its recommendations shortly. Committee co-chairmen are Robert J. Black, vice president of Hicks and Greist, and Dr. Frank C. Baxter, commentator on CBS-TV *Then and Now.*

BMI Sets Awards Deadline

BROADCAST MUSIC Inc. has announced that the deadline for receipt of manuscripts for its 1954 Student Composer's Radio Awards contest has been set at Jan. 15, 1955. BMI reported that more than 1,200 entry kits have been mailed to music students throughout the U. S., and additional entry blanks may be obtained from Russell Sanjek, director, SCRA project, BMI, 589 Fifth Ave., New York.

The competition offers prizes totaling $7,500 to be applied for tuition and subsistence during continued study at the institutions of the winners' choice. An additonal prize for 1954 will be The Seventeen Music Award, offered by *Seventeen* Magazine, which will provide for the recording of the winning composition by a student composer under the age of 21.

Firestone Receives NAFBRAT Award

HARVEY S. FIRESTONE Jr., board chairman, Firestone Tire & Rubber Co., has been presented the second annual Lee De Forest Award of the National Assn. for Better Radio and Television for "the most outstanding contribution to the cultural development of radio and television during the past year."

The selection of Mr. Firestone was made by the NAFBRAT board of directors because of his "personal responsibility" for *The Voice of Firestone* radio and television program (ABC Radio and ABC-TV, Mon., 8:30-9 p.m. EST). It was pointed out he had maintained the simulcast in its long-established time period, although it was necessary to switch the program to ABC when NBC pre-empted the Firestone time period last summer.

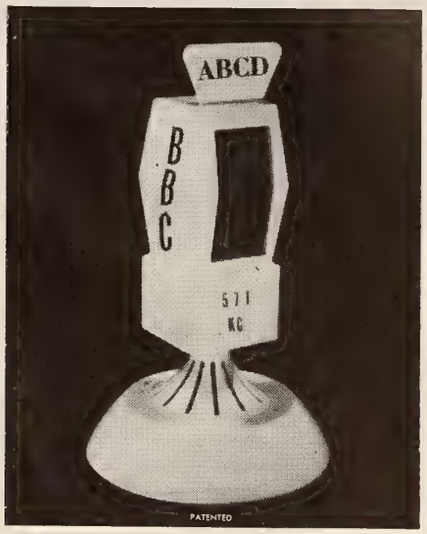
Presentation of the award was made at a luncheon at the Savoy Plaza Hotel in New York by Prof. Charles Siepmann, chairman, dept. of communications, New York U., and a director of NAFBRAT.

Among those present at the luncheon from the Firestone Tire & Rubber Co. were A. J. McGinnis, national advertising manager; W. D. Hines, director of public relations, and Bernard Frazier, New York public relations representative. ABC executives in attendance included Robert E. Kintner, president; John H. Mitchell, vice president in charge of ABC-TV; William F. Fairbanks, national sales manager, ABC Radio; Robert F. Lewine, director of ABC-TV network programs, and Charles R. Abry, national sales manager, ABC-TV. Howard Barlow, conductor of *The Voice of Firestone* orchestra, also attended the luncheon.



MOHAMMED TEMSAMANI (l), chief Moroccan delegate to the United Nations, presents the Royal Legion of Morocco decoration to William Winter, KPIX San Francisco news analyst, for "interest, understanding and objective broadcasting" of the problems of the Moroccan people. The award is the highest given by that country to any member of a foreign nation, according to KPIX.

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AWARD SHORTS

Willie Thall, m.c of *Midwestern Hayride,* WLWT (TV) Cincinnati, presented scroll from Country Fan Club Assn. of America, Atlanta, Ga., for ". . . bringing to the public the highest caliber of entertainment in the finest country and western tradition. . . ." **Bob Miller,** farm director, WLW, cited for "outstanding service in interpreting agriculture to the American public" by American Farm Bureau Federation and presented honorable mention award at Radio & Television Farm Directors' national convention in Chicago. **Pete Katz,** WLWT executive producer, designated "Kentucky Colonel" by Kentucky Governor Lawrence Wetherby "in recognition of his meritorious work in the field of radio and television" and "for outstanding service to the state of Kentucky."

Add Penfield, sportscaster, WBIG Greensboro, N. C., presented first annual "Lee Kirby Memorial Award" for excellence in sports reporting, award honoring Lee Kirby, WBT-WBTV (TV) Charlotte, N. C., sportscaster who died in 1953.

WJAR-TV Providence, R. I., presented special citation from Rhode Island Cancer Society ". . . in recognition of its aid to the 1954 Cancer Crusade and particularly because of the appeals on behalf of the Crusade made on the Warren Walden *Sports Page* program." **R. V. Gaddis,** WJAR-TV hunting and fishing personality, presented gold medal award from Fishing Hall of Fame for "distinguished achievement in sport fishing and conservation."

Henry (Red) Sanders, coach of UCLA football team, presented 1954 annual Columbia Pacific Radio Network sports award Dec. 10 as western personality contributing most to American sports.

Dayton (Ohio) Council on World Affairs is winner of Foreign Policy Assn. $1,000 Community Award for its "education-plus-entertainment" programs presented on WHIO-TV and WLWD (TV), both Dayton.

Welcome Travelers, CBS-TV, presented gold plaque award of merit from Lions International "for its great continuing contribution to the welfare of others."

WLBH Mattoon, Ill., has presented honorary plaques, individual keys and one hundred dollar bonds to Coles County (Ill.) 4-H boy and girl for outstanding achievements in agriculture and home economics.

KEEN San Jose, Calif., presented special award for cooperation with U. S. Marine Corps, Moffett Field, Calif.

WHLI Hempstead, L. I., N. Y., given award by Anti-Defamation League of B'nai B'rith for "its efforts to better the understanding of human relations."

WSBT South Bend, Ind., awarded citation for cooperation extended to American Legion Auxiliary there and cited for "important contribution to the education, entertainment and inspiration of this community and in appreciation of courtesies and cooperation" to auxiliary.

Radio & Television Executives Society Inc., N. Y., received award of merit from American Trade Assn. Executives for services rendered by "Listening Post," RTES project which attempts to place unemployed personnel.



PRESENTATION of 1953-54 public interest awards for farm safety highlighted a luncheon given by the National Safety Council Nov. 28 during annual convention of the National Assn. of Television & Radio Farm Directors in Chicago. The council cited two radio networks, three television stations and 24 radio outlets [B•T, Nov. 29]. On hand to receive awards (l to r) (1st row): Jules Herbuveaux, general manager, WMAQ-WNBQ (TV) Chicago for NBC Radio; Merrill Knapp, program director, Rural Radio Network; Homer H. Martz, farm program director, KDKA Pittsburgh, Pa.; Bill Macdonald, director, farm service dept., KFAB Lincoln-Omaha, Neb.; Harold J. Schmitz, farm service director, KFEQ & KFEQ-TV St. Joseph, Mo.; Bill Hitt, farm director, KIOA Des Moines, Iowa; Dudley Cason, farm director, KMMO Marshall, Mo.; Marvin Vines, farm service director, KTHS Little Rock, Ark.; Richard Passage, radio farm director, KYAK Yakima, Wash.; (2nd row): Maynard Coe, director, Farm Division, National Safety Council; Maynard Speece, farm service director, WCCO Minneapolis, Minn.; Don Tuttle, farm supervisor, WGY Schenectady, N. Y.; George Haefner, farm director, WHAM Rochester, N. Y.; John Chase, farm director, WHFB Benton Harbor, Mich.; Harry Andrews, farm service director, WIBC Indianapolis, Ind.; Ray Watson, farm service director, WIOU Kokomo, Ind.; Howard Hass, farm service director, WKAR East Lansing, Mich.; Harold J. Dedrick, farm program director, WKY-AM-TV Oklahoma City, Okla.; Paul Jones, director of public information, National Safety Council; (3rd row): Maynard Bertsch, farm director, WLS Chicago, Ill.; Robert Miller, farm director, WLW Cincinnati, Ohio; Robert R. Tincher, vice president, WNAX Yankton, S. D.; Dick Westergaard, general manager, WNOX Knoxville, Tenn.; Noyes French of Branham Co. for WTJS Jackson, Tenn.; Chet Randolph, farm service director, KVTV (TV) Sioux City, Iowa; Dale Williams, asst. extension editor for radio and tv, WOI-TV Ames, Iowa. Winners not shown were KSLM Salem, Ore.; KUBC Montrose, Colo.; WHDH Boston, Mass.; and WKJG Fort Wayne, Ind.

KRCA (TV) Hollywood *Teen Age Trials* cited by Young Women's Christian Assn. for its "excellence in combating juvenile delinquency."

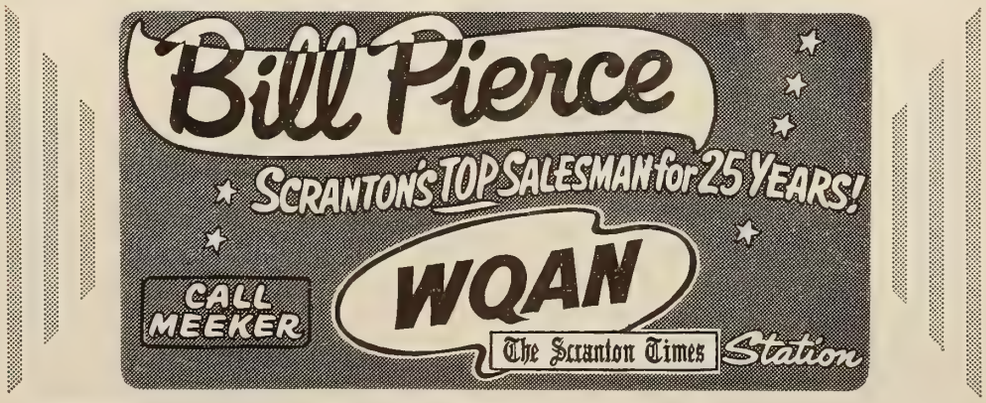
Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago, recipient of distinguished service certificate from Chicago Police Post No. 18 of AMVETS.

Bert Parks, featured on ABC-TV's *Stop the Music* and *Break the Bank,* given citation for work on two shows by Poor Richard Club of Philadelphia.

Myrtle Tower, program director, WABC New York, presented award on behalf of station at luncheon meeting of fall assembly of delegates of New York Federation of Reform Synagogues for carrying *Message of Israel,* weekly religious radio series on WABC for past 20 years.

James T. Cooper, news staff, WGN-AM-TV Chicago, presented Legion of Merit medal for "exceptionally meritorious conduct" as noncommissioned officer in charge of Eighth Army's radio-tv section in Korea from May 8, 1952, to Oct. 6, 1953.

Wendy Phillips, women's director, WIP Philadelphia, presented citation of commendation by Philadelphia Police Commissioner Thomas J. Gibbons for oustanding performance in promoting policewomen recruiting; **Varner Paulsen,** program director, accepted citation presented to station for assisting in campaign.



Life Music Makes Bid As ASCAP, BMI Rival

Copyright organization, which splintered from BMI, is offering 2,000 titles at stations' highest half-hour rate.

BROADCASTERS throughout the nation were reported in a new dither last week over a communication from Life Music Inc., whose officials conceded they had hopes of rivaling ASCAP and BMI.

The music publishing company, which split with BMI almost a year ago and undertook then to issue its own performing rights licenses to stations [B•T, March 8], has now sent out broadsides listing some 2,000 titles and implying it has copyright representation on them. The mailing also includes a list of more than 50,000 tunes which the company says it has facilities for clearing.

With the lists goes an offer of a license for an annual fee of the station's highest half-hour rate—the same fee quoted in the offer last winter. The tunes listed by Life Music include approximately 200 which BMI deleted from its catalog last February.

Bewildering Question

Causing some bewilderment to a few broadcasters was the inclusion of the "Star-Spangled Banner," traditional sign-on and sign-off composition, on the "title clearance index" circulated by Life Music. Question in the minds of some: Is is necessary to take a Life Music license in order to continue to sign on and off with the national anthem?

Similar questions stemmed from a number of other titles on the Life Music list, including "Adeste Fidelis," a Christmas-time favorite.

Although no legal opinion was immediately forthcoming, some observers contended that many of the titles are "in the public domain" and that accordingly their use does not require licensing.

Industry sources pointed out, however, that such compositions as the national anthem and "Adestes Fidelis" can be obtained through any number of public domain sources. They noted that Life Music's letter apparently implied the titles listed might be cleared through them but that there was no indication as to which, nor as to how many original Life Music compositions are on the list. The letter did not specifically say compositions cannot be played without clearing with Life Music, it was noted.

It was understood also that Life Music did include many compositions—perhaps a few hundred—for which it holds copyright, but presumably these do not include those which come under the public domain category and which are not special Life Music arrangements.

So Far, "Encouraging"

Queried by B•T, Barney Young, president of Life Music, said the mailing had just gone out to stations but that the responses thus far looked quite "encouraging."

He said his organization did not seek to burden stations with further licenses, but that its move had been made necessary by BMI's deletion of Life Music titles from the BMI catalog. Thus, he said, Life Music is out to become a performing rights organization competitive with ASCAP and BMI.

The BMI-Life Music dispute earlier this year was described by a BMI official at the time as being over "money. . . . We won't pay what they want so they're going to try to get it from the stations directly."

In a proxy battle preceding BMI's annual meeting more than a year ago, Life Music's President Young attempted to wrest control of BMI from its current officers.

Medical Clinic on Tv

SPECIAL one-time program titled "Videclinic" will be presented on a coast-to-coast closed-circuit network on Feb. 9. The American Medical Assn. estimates 18,000 doctors will see the telecast in approximately 50 cities across the country.

Dr. George F. Lull, general manager of AMA, said a number of tv techniques including live tv, remote pickups from medical centers and film segments will be included in the telecast, which will be presented under the sponsorship of Smith, Kline & French Labs, Philadelphia pharmaceutical firm. The telecast, Dr. Lull stated, will be concerned primarily with heart disease.

AP Names Vaccaro Midwest Executive

ERNEST B. VACCARO, Washington executive representative for the Associated Press, has been appointed AP general executive for 11 midwestern states, with headquarters in Chicago. He assumes his new position Jan. 1, 1955.



MR. VACCARO

Mr. Vaccaro, who handles radio and tv matters for the AP in Washington in addition to his other duties, will be responsible for broadcast matters as well as newspaper activities in his new post. His territory will include Kentucky, Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Nebraska, North

45 RPM problem?

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IMPORTANT

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Dakota and South Dakota.

A native of Memphis, Tenn., Mr. Vaccaro worked for the *Memphis Commercial-Appeal* and AP bureaus in Nashville and Memphis before being transferred to Washington in 1938. During President Truman's occupancy of the White House, Mr. Vaccaro was the AP's White House reporter. Mr. Vaccaro is president of the National Press Club.

In his Washington post, Mr. Vaccaro authored a weekly radio column entitled "Washington Inside Out."

Ashley Firm Changes Name; Moves Beverly Hills Office

ALONG with a move to larger quarters at Beverly Hills, Calif., Ted Ashley Assoc., tv program packager and personal management firm, has changed its corporate name to Ashley-Steiner Corp. New offices at Beverly Hills are located at 449 South Beverly Drive. The Ashley-Steiner offices in New York recently were moved to a new and larger location at 579 Fifth Ave.

The firm's California branch, which is headed by Paul B. Radin, signed and currently represents such tv properties as *Medic, The Halls of Ivy* and *Confidential File*. New series under preparation on the West Coast include *How Now Brown?* and *My Man Sing*. In New York, Ashley-Steiner represents such programs as *The Goldbergs, The Marriage*, the Robert Q. Lewis shows on both radio and tv, *Ethel and Albert, Name That Tune, A Date With Judy, Juvenile Jury* and *Life Begins at Eighty*.

Nelson to Form Package Firm

NEW tv packaging firm is to be set up by Ralph Nelson who has resigned as producer of *Armstrong Circle Theatre* (NBC-TV, Tues., 9:30-10 p.m. EST). Four shows he produced for Armstrong, including "Beautiful Wife," starring Janet Blair; "Sketch Book," with Fred Allen; "Joe and Mable," with Larry Blydon, and "Jody and Me," a comedy, will form the basis for four series to be packaged, he said. Mr. Nelson will continue to direct *Mama* (CBS-TV, Fri., 8-8:30 p.m. EST).

PROGRAM SERVICES PEOPLE

Lee Seigel, manager, tv personal appearances, MCA, Hollywood, to tv dept., Nat Goldstone Agency, Beverly Hills, Calif., as director.

Marc Feay appointed West Coast promotion manager, Columbia Records Inc., Bridgeport, Conn., headquartering at Ray Thomas Co., L. A. Columbia distributors; Mr. Feay succeeds **Bob Bacon,** resigned.

Hollywood AFTRA Approves Pact With Networks

NEW two-year national contract between American Federation of Tv & Radio Artists (AFTRA) and radio-tv networks [B•T, Oct. 18] was approved by a large majority at a meeting of the Hollywood local.

Contract provides that tv networks must pay 5% of all live performers' gross salaries into a pension-health welfare fund, with radio networks to pay a similar sum for staff announcers only.

Members also approved a contract with KCOP (TV) Hollywood, which requires only 4½% payments into the fund. Meanwhile, strike authorization against KTTV (TV) and KTLA (TV), both Hollywood, was voted if settlement of contract negotiations is not reached.

Proposed benefit NBC-TV *Colgate Comedy Hour* program by the Friars Club (performers' social-charitable organization), with proceeds to City of Hope Hospital, Duarte, Calif., was rejected by AFTRA. Claude McCue, executive secretary, was quoted as saying that offered minimum scale payments to "name" performers was evasion of union rules, since *Comedy Hour* is a commercial program.

Agents, SAG Agree On Relationship Pact

SCREEN ACTORS GUILD agreement regulating relationship of franchised agents and non-exclusive artists has been accepted and signed by a committee representing a majority of New York agents, it was announced last week by Henry G. Brown, chairman of the committee.

The agreement stipulates, in part, that there be a contract between the agent and the non-exclusive artists for individual jobs performed by the artists, with the contract defining the exact area in which the agent represents the artist. The agreement also provides that the agent may represent either the producer or the artist but not both parties.

PERSONNEL RELATIONS PEOPLE

John L. Dales, national executive secretary, Screen Actors Guild, Hollywood, named chairman, foreign film production committee, Hollywood AFL Film Council, succeeding **Herb Aller,** business agent, International Alliance of Theatrical & Stage Employes, Photographers Local 659, Hollywood.

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	Share of Audience	Open ¼ hour Daytime Rate	Power
WCKY	21%	$60.00	50,000 watts
Sta A	14	70.00	250 watts
Sta B	27	80.00	5000/1000 watts
Sta C	13.5	263.50	50,000 watts
Sta D	17	60.00	5000 watts

* Pulse, Sept.-Oct., 1954
** Standard Rate & Data, Nov., 1954

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WISH-AM-TV to Join CBS Radio, CBS-TV

AFFILIATION of WISH-AM-TV Indianapolis with CBS Radio and CBS-TV, effective next June 3, was announced last Thursday by William A. Schudt Jr., vice president in charge of station relations, CBS Radio, and Herbert V. Akerberg, vice president in charge of station relations, CBS-TV.

The new affiliates will replace WFBM-AM-TV as the CBS Radio and CBS-TV outlets in Indianapolis. WISH will become a basic affiliate of CBS Radio and WISH-TV a member of the basic required group of CBS-TV.

WISH, which operates on 1310 kc with 5 kw day and 1 kw night, currently is an ABC Radio affiliate. WISH-TV, which operates on ch. 8 with 316 kw, has been a secondary affiliate of CBS-TV since it went on the air last July and also has been affiliated with ABC-TV, NBC-TV and DuMont.

ABC declined to say what station would be its Indianapolis affiliate.

The stations are owned and operated by Universal Broadcasting Co., Indianapolis. C. Bruce McConnell is president of the company and his son, Robert B. McConnell, is vice president and general manager. In commenting on the CBS affiliation, the senior Mr. McConnell said:

"We are delighted at becoming a member of the CBS family. It operates America's top network—and always has been the leader in strong programming. WISH intends to carry as many of the CBS Radio and CBS-TV programs as is humanly possible—and it will carry them live."

UBC's building was erected more than four years ago and a new radio and television studio seating several hundred persons has been in operation since early this year.

NBC-TV Prop Center Moves to New Quarters

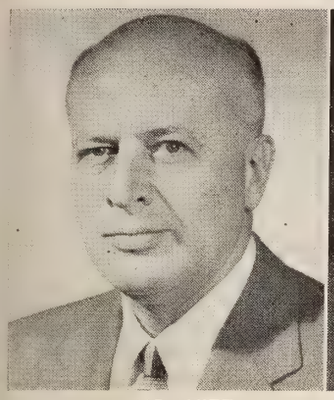
NBC-TV said last week it had completed a "mammoth" moving job which was six months in planning and preparation.

The move was of the network's vast Staging Services Center from West 56th St. to new quarters on the Ave. of Americas where the network took over the basement, mezzanine and first floor of a building which in the '90s was the Siegal-Cooper department store. The building extends a block between 18th and 19th Sts.

The operation entailed the transfer and installation of some 20,000 scenery units, 15,000 pieces of furniture and properties, most of them bulky, heavy and unwieldy. Some 250 persons were used to move the center. During moving operations, more than 100 NBC-TV programs per week were serviced without a hitch, the network said.

Leonard Hole, director of NBC-TV's production, compared the job with picking up and moving some 400 complete houses, including the roofs, walls and contents, practically overnight.

The new quarters include a new assembly line arrangement of equipment and materials, expansive assembling floor, construction shop and painting areas double their previous size, and facilities for a fleet of scenery trucks to run through the building for loading and unloading (up to 12 trucks can be accommodated at once, tripling the old facilities). James Glenn is director of plant operations; Norman Grant, director of art and design, and Walter Griebelhaus, manager of scenic production.



MR. HITZ



MR. McFADDEN



MR. SHEA

THREE NBC executives have been elected vice presidents, Sylvester L. Weaver Jr., NBC president, announced last week [AT DEADLINE, Dec. 6]. Edward R. Hitz, formerly manager of tv network sales, Central Div., elected to vice president of that post; Thomas B. McFadden, formerly director of National Spot Sales, to vice president of Spot Sales, and Hamilton Shea, general manager of WRCA-AM-FM-TV New York, NBC o&o outlets, to vice president in charge of the stations.

ABC Forms Western Regional Tv Network

Thirty-two stations (21 live, 11 delayed) will be linked by the new organization in Mountain and Pacific states and Alaska.

FORMATION of a 32-station "western tv network of ABC" was announced last week by Earl J. Hudson, vice president in charge, ABC-TV Western Div., Hollywood, with operations to start Jan. 1.

The network will consist of 21 ABC o&o and affiliated stations receiving service on a live basis and 11 on a delayed basis in Mountain and Pacific states and Alaska.

Present plans call for minimum purchase of five stations before network rates and discounts apply, ABC-TV Hollywood stated.

The western tv network will cover every tv market in 11 western states, with rate cards and available programming to be announced shortly, network executives declared.

DuMont Television Network Names Dolan Sports Director

PROMOTION of James M. Dolan, assistant director of sports for the DuMont Television Network, to sports director of DuMont was announced last week by Ted Bergmann, managing director of the network. Mr. Dolan succeeds Thomas J. McMahon, who has joined his family's business firm in Binghamton, New York.



MR. DOLAN

DuMont's new sports director has been active in sports broadcasting for 18 years. He began his sports career in 1936 as assistant to Ted Husing, then sports director for CBS. In 1948 he moved to MBS.

From 1949 to 1951 he was director of tv sports for NBC. Mr. Dolan joined DuMont in 1952 as director of exploitation for the receiver division of Allen B. DuMont Labs. In 1953 he became assistant to Mr. McMahon.

CBS Radio, Affiliates Hold 'Routine' Parley

A FOUR-MAN group of the CBS Radio Affiliates Advisory Board conferred with officials of the network in New York last Tuesday in what the affiliates described as a "routine" meeting on matters of mutual interest. The group was composed of John Patt, WJR Detroit, chairman; Victor A. Sholis, WHAS Louisville; Saul Haas, KIRO Seattle, and Kenyon Brown, KWFT Wichita Falls, Tex. The network delegation was headed by President Adrian Murphy; station relations vice president William A. Schudt Jr., and Ole Morby, new manager of station relations (see story below).

New CBS Radio Post Goes to Ole Morby

OLE MORBY, Western Div. manager of station relations for CBS Radio, has been named to the newly-created post of manager of station relations for the network effective immediately, Station Relations Vice President William A. Schudt Jr., announced last Thursday.

Mr. Morby has been with CBS for 12 years beginning with the San Francisco office of CBS Radio Spot Sales. This position, interrupted by wartime service in the Navy, was followed by appointment to network sales, then promotion to manager of the network's San Francisco sales office in 1947 and assistant general sales manager of CBS-owned KNX Los Angeles and the Columbia Pacific Network in 1950.



MR. MORBY

As Western Div. station relations manager since October 1951, he has been responsible for the field work in 10 states and part of another.

In his new post he will transfer his headquarters to New York, from which point station relations for all sections, including the West Coast, will be supervised.

The change coincides with the resignation of Ed J. DeGray as director of CBS Radio station relations [CLOSED CIRCUIT, Dec. 6].

Plan Now for the 4 biggest days in radio-electronics!

IRE National Convention and RADIO ENGINEERING SHOW

March 21-24
New York City

Once again, you'll soon have the opportunity of appraising all of the important new developments of the past year in radio and electronics. In 4 days, from March 21 through 24, the I R E National Convention and Radio Engineering Show will give you the complete picture of significant developments in the industry achieved during the past year.

You'll hear the presentation of scientific and engineering papers of vital interest to you, carefully arranged into related groups of technical sessions.

You'll see more than 700 exhibits in a 4-acre panorama of all that's new in the radio and electronics field, at Kingsbridge Armory and at Kingsbridge Palace.

The Institute of Radio Engineers
1 East 79th Street, New York City

THE TAG
TELLS THE STORY
VALUE



A studio quality dynamic at low cost

TURNER 51D-TV

Response:
60—13,000 c.p.s.

Level:
57 db below 1 volt/dyne/sq. cm. at high impedance.

Impedance:
high impedance models wired for balanced line with 2-conductor shielded cable. Low impedance models (50/200 ohms) wired for balanced line with three-conductor shielded cable and 4-pin connector.

Polar Pattern:
essentially non-directional in any position.

Transformer: magnetically shielded. Diaphragm: special aluminum alloy. Case: all metal. Umber grey or satin black. Cable: 12 ft., high quality cable with Cannon quick-disconnect plug.

Blast-proof head and rugged dynamic performance. Almost instantaneous change from stand to hand use.

LIST PRICE $92.50

Complete with cable set and matching stand with shockmount.

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936 17th St., NE., Cedar Rapids, Iowa
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NETWORK PEOPLE

John Nelson, partner, Masterson, Reddy & Nelson (tv program production and sales), Hollywood, to NBC Pacific Div., same city, as program supervisor.

Edward A. Rosenberg, William Morris Agency, Beverly Hills, Calif., to NBC Pacific Div., Hollywood, as manager of contract administration.

Howard Wiley, producer, NBC Hollywood, promoted to night operation supervisor.

Esther Van Wagoner Tufty, Washington editor, NBC-TV *Home,* in Netherlands to judge in William the Silent Award for Journalism, which gives award to American reporter with best Dutch story of year, and will make reports and films for *Home.*

Keeping 'Em Happy While They Wait

KEEPING televiewers in a pleasant frame of mind when their favorite program has been interrupted because of technical difficulties is the guiding philosophy behind the NBC Owned Stations Division's new series of five amusing telops, which have been placed in use on the division's five owned-and-operated television stations.

The keep-'em-laughing telops went into service several weeks ago on WRCA-TV New York, WRC-TV Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago and KRCA (TV) Los Angeles. The series also is being made available to stations represented by NBC Spot Sales.

The series was evolved at the request of Charles R. Denny, vice president of the NBC owned stations and NBC Spot Sales division, who sought to achieve varied and more entertaining telops to replace the time-honored "Please Stand By" message. The three contingencies covered by the new illustrations include video breakdown, audio failure and simultaneous audio and video difficulties.

Video breakdown is followed by a telop showing a cartoon figure holding a lighted match in a dark room. In a balloon are written his words: "Who put out the lights?" The bottom of the illustration contains the message: "We're looking for the switch." In the event of sound failure, a cartoon is flashed on the screen, showing a man with an eartrumpet sitting before a television set, and carrying the legend: "We've lost our voice." In the case of simultaneous video and audio troubles, two telops are put into use. The first pictures a man coming through a television set, and, apparently embarrassed, saying: "Oops! Something's happened." This telop is followed immediately by one of a frenzied engineer working on a console and is captioned: "And we're fixing it." The fifth in the new series deals with unannounced schedule revisions, and depicts a father changing the baby's diaper, with printed information reading: "We're making a change." An announcer explains the program change with voice under the telop.

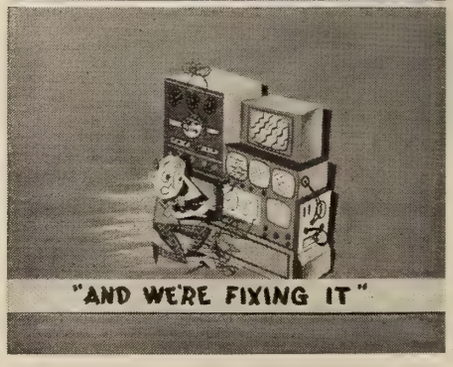
Additional telops in a similar vein are being prepared to cover other special announcement topics, according to Max E. Buck, director of promotion for the NBC Owned Stations Division.











EDUCATION

U. of Kansas City Uses Tv In Dental School Studies

RCA and the U. of Kansas City have announced that RCA "Tv Eye" closed-circuit television equipment is being used by the school as a classroom aid in teaching dental surgery. The decision to use the closed-circuit system enables more than 100 students at the dentistry school to observe oral operations in a lecture hall a floor away from where operations are being performed.

The equipment was a gift to the school from the alumni association, according to Dr. Joseph F. Jacobs, assistant dean of the school of dentistry and president of the alumni group.

Dr. Jacobs stated that the camera is fitted with a telescopic lens which allows the camera to "get inside" the patient's mouth without intruding on the surgeon's working area. The installation also includes a two-way intercommunications system which enables the surgeon to describe the operation as he performs it, and to hear questions from students watching the operation from the lecture hall.

KPIX(TV) Cooperating With Stanford on Tv Course

KPIX (TV) San Francisco, in conjunction with Stanford U., is offering its facilities and personnel under the direction of Phil Lasky, general manager, for the advancement of formal education in television.

The program, which leads to a masters degree, consists of three quarters of regular graduate work, an eight-week summer institute divided between Stanford and KPIX and a ten-week internship at KPIX.

At present KPIX has as its internee Jack Davidson, who is completing the requirements for his master's degree in radio and television. Mr. Davidson's degree will be the second of its kind conferred by Stanford.

WHYY (FM) Begins Tomorrow

WHYY (FM) Philadelphia, educational outlet on 90.9 mc, is scheduled to go on the air tomorrow (Tuesday), the station reports. Westinghouse Corp. supplied the equipment, including a 23 kw transmitter and a 600-ft. tower. Laurence LePage is WHYY executive director and John Ullrich, formerly of WCAU-TV and WFIL-TV there, is program supervisor.

EDUCATION PEOPLE

Pat Kelly, formerly announcing staff supervisor, NBC, to SRT-TV (School of Radio Technique), N. Y., as dean of school.

William S. Tacey, director of tv, U. of Pittsburgh, is conducting series of two hour seminars to instruct faculty members on appearing on tv. Workshop consists of one hour lecture and one hour in educational WQED (TV) Pittsburgh studios with live cameras.

Dr. C. L. Menser, director of radio, Stetson U., De Land, Fla., appointed to special committee on educational television for state of Florida.



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SURVEYS
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WHBF am-tv
CBS FOR THE QUAD-CITIES
are the
QUAD-CITIES'
FAVORITES!

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

COVERS
1/10 AMERICA'S NEGRO POPULATION

WDIA

50,000 WATTS

broadcasting exclusively to 1,466,618 Negroes—never reached before. Top Hooper and Pulse rated Station in the Memphis Market!

Write now for "Golden Market" Survey, WDIA, Memphis

Represented by
JOHN E. PEARSON CO.
DORA-CLAYTON AGENCY, SOUTHEAST

CBC ANNUAL REPORT SHOWS SURPLUS UP

Tv expenditures were mainly for program expenses. Chief sources of revenue, other than government grants, were excise taxes levied on radio-tv receivers and parts.

THE GOVERNMENT-OPERATED Canadian Broadcasting Corp. had a surplus of $6,567,862 in the fiscal year 1953-54 ending March 31, 1954, as against a surplus the previous year of $367,359. The surplus was $1,283,895 for sound broadcasting and $5,283,967 for television.

In the annual report issued by the CBC and released on Dec. 7, revenues totaled $27,430,726. Of this, $6,250,000 was a grant from the Canadian government for sound broadcasting, $5,056,745 was from the 15% excise tax on the sale of radio receivers and parts, $2,471,488 from commercial programs, a drop of $42,226 from the previous year, and $274,634 was from license fees paid by independent sound broadcasting stations. The 15% excise tax on tv receivers and parts collected by the government was turned over to the CBC under the Canadian Broadcasting Act and amounted to $11,703,149. Commercial revenue from tv sponsored programs totaled $1,334,766, up from $518,380 the previous year when tv operated only for the last seven months. Miscellaneous revenue totaled $339,941.

Television expenditures of $6,377,395 consisted mainly of $4,128,140 program expenses and engineering expenses of $1,529,094. The commercial department's tv expenditures were $31,421. Am expenditures of $13,518,842 included $7,575,176 for programs, $2,678,847 for engineering, $1,599,291 for station network lines, commercial department $279,211, administrative expenses of $1,292,254.

High Television Revenue

The report pointed out that the "relative high revenues of tv for the past year are evidence of the keen interest shown by Canadians for the new medium as measured by the very large number of sets sold during the year. Revenues based on sales of sets, however, cannot be expected to rise much further, and will probably drop in the future. At the same time, operating costs will inevitably rise steeply as the system spreads across the country and as program production develops." Revenues for the current year, 1954-55, are expected to about cover expenditures in tv, CBC spokesmen intimated.

CBC expects commercial revenues in tv to develop considerably, according to the report, but such revenues are not expected to meet the main costs of producing national tv programs and distributing them to stations in all parts of the country. Currently CBC pays all production and distribution costs of national programs telecast on independent tv stations. In return the independent stations serve as outlets for CBC.

Despite increasing production costs, CBC reports that it "was able to gain considerable support from advertisers for Canadian programming."

Toward the end of the fiscal year, CBC faced problems of developing more and better French and English language tv programs, establishment of regional program production centers, commitments for a nationwide microwave network system and planning for color tv.

Dealing with programs from other countries, the CBC report states that in the fiscal year 1953-54, a total of 1,655 hours of U. S. network am programs were carried by CBC along with 402 hours from the British Broadcasting Corp. Canadian am programs totaling 33 hours were fed to U. S. networks. In tv, 819 hours of U. S. and BBC programs were carried by CBC stations and the CBC tv network.

CBC Recommends New Am, Power Increases for Three

REQUESTS for a new 250 w am station and power increases for three am stations and one tv station were recommended at the Dec. 3 meeting of the board of governors of the Canadian Broadcasting Corp. at Toronto. The recommendations were announced Dec. 7 at Ottawa.

Arthur Kenneth Orton was licensed to operate a 250 w station on 1510 kc at Tillsonburg. The new station, CKOT, to be operated by the Tillsonburg Broadcasting Co. Ltd., was opposed in its application by nearby stations CHLO St. Thomas, CKOX Woodstock and CKPC Brantford.

CKCH Hull was recommended for an increase from 1 kw to 5 kw on 970 kc. CKMR Newcastle, N. B., was granted increase from 250 w on 1340 kc to 1 kw on 790 kc. CKCL Truro, N. S., received permission to increase from 250 w on 1400 kc to 1 kw on 600 kc.

CHSJ-TV St. John, N. B., was recommended for a power increase from 27.8 kw visual to 100 kw visual on ch. 4, with antenna at 1,200 ft. above average terrain.

A number of share transfers were approved and control of ownership was approved in the cases of CKMO Vancouver, CKFI Fort Frances, CJRL Kenora and CJSO Sorel.

RFE Fund Campaign Foreseen

AMERICAN Heritage Foundation has distributed to radio stations throughout the country material for use in stressing the importance of the 1955 Crusade for Freedom which raises funds for Radio Free Europe. The packet contains material to be read by local announcers on the work of Radio Free Europe in helping to arrest the growth of communism behind the iron curtain. Additional material will be sent to stations, culminating the Crusade's January-February fund-raising campaign.

CKLW-TV Issues New Rates

CKLW-TV Windsor-Detroit has issued its second rate card, effective Jan. 1. Basic hourly rates, class A time, start at $450. Increases from the first rate card are shown in periods from one half-hour down, with new half-hour class A time rate being $315 as against $270 previously.

INTERNATIONAL PEOPLE

Douglas A. Lee, assistant production manager, CKX Brandon, Man., transfers to CKX-TV as program manager.

G. Allen, formerly with Associated Broadcasting, Toronto, to Vickers & Benson Ltd. (adv.), same city, as radio-tv director.

Deborah Bogue to Canadian Assn. of Radio and Television Broadcasters, Ottawa, as director of public relations.

F. Williams Booth, formerly with Cockfield, Brown & Co. (adv.), Toronto, to tv production dept., Dominion Broadcasting Co., same city.

DuMont Labs Offers Resume Of Studio Color Tv Equipment

FOR those desiring a detailed run-down of its complete line of color broadcast studio equipment, Allen B. DuMont Labs has announced the availability to broadcasters, engineers and consultants of an "informational package."

Included is a 36-page booklet detailing its four basic studio color system layouts. Basic components and cost of equipment of each system are provided. A separate 10-page booklet provides a complete price-listing of all DuMont color equipment, and a third, illustrated brochure describes the operation of the company's color and monochrome multi-scanners for 16mm films, slides and opaques as well as instructions for field conversion of monochrome DuMont multi-scanners to color. Individual catalogue specification sheets complete the "package."

Material is available from DuMont's Television Transmitter Dept., 1500 Main Ave., Clifton, N. J.

Sylvania Buys More Facilities

PURCHASE of National Union Electric Corp.'s television picture tube manufacturing facilities at Hatboro, Pa., by Sylvania Electric Products Inc. has been approved by the board of directors of the two companies and submitted to NUEC's stockholders for approval, the firms have announced. National Union would continue in the electronics field with its transistor division and with its research labs at Orange, N. J., and also is looking toward acquisition of another business. The Hatboro plant, which would become part of Sylvania's television picture tube division, includes almost 76,000 square feet of manufacturing space and employs about 500 persons.

Hoffman Seeks Name Change

CONSENT to change the name of Hoffman Radio Corp., Los Angeles radio-tv set manufacturer, to Hoffman Electronics Corp., as more descriptive of the company's operation, was asked of the firm's stockholders last week. H. L. Hoffman, also president and majority stockholder, Television Diablo Inc., licensee of KOVR (TV) Stockton, Calif., stated in a letter, "The largest factor in the company's civilian business is the manufacture of tv receivers and the company is engaged in many varied and diversified projects in the field of electronics."

RCA Club Adds Long-Timers

RCA has added 265 employes of its manufacturing and service divisions to its RCA Victor 25-Year Club in ceremonies held during the last two weeks. New members were presented with gold watches in a series of banquet ceremonies held in various plant locations throughout the country.



Transmitting Equipment

Station	Power	Band	Use
TRANSMITTER SHIPMENTS			
General Electric Co.			
WBBM-TV Chicago	5 kw	tv (ch. 2)	------
WSJS-TV Winston-Salem, N. C.	50 kw	tv (ch. 12)	------

OTHER EQUIPMENT: Allen B. DuMont Labs reported shipment last week of complete multi-scanner color unit and color terminal equipment, valued at $86,000, to WBZ-TV Boston (ch. 4). DuMont also reported that six stations have ordered color conversion equipment: KHQA-TV Hannibal, Mo. (Quincy, Ill.), on ch. 7; WGEM-TV Quincy, Ill. (Hannibal, Mo.), on ch. 10; WLVA-TV Lynchburg, Va. (ch. 13); KWWL-TV Waterloo, Iowa (ch. 7); KOOL-TV Phoenix, Ariz. (ch. 10), and WICU (TV) Erie, Pa. (ch. 12).

MANUFACTURING SHORTS

Kurman Electric Co., Long Island City, N. Y., manufacturing new relay, Series 23, with flexible armature and adjustable contacts, for ac or battery operated remote control units or for use as plate circuit relay. Relay, with coil resistances up to 5,000 ohms available with maximum continuous dissipation of 1 w, has 30 milliwatts and adjustable single pole double throw contacts rated at 1 amp 110 v.a.c., according to company.

Allied Radio Corp., Chicago, announces publication of revised edition of "A Dictionary of Electronic Terms," containing over 3,500 definitions of terms used in tv, radio and industrial electronics and over 150 illustrations and diagrams of components, equipment and electronic circuits. Publication, 72 pages, is available from firm for 25 cents under stock number 37 K 756 at 100 N. Western Ave., Chicago 80.

Aerovox Corp., New Bedford, Mass., has introduced ceramic-cased paper tubulars, Type P84 CM or Duramics, intended for use by engineers, designers and equipment builders. Tubulars, for operating temperature of from —55° C to +85° C and with life test of 1½ times rated voltage at 85° C for 250 hours, have steatite casing providing protection against humidity and have terminal lead wires which will not loosen or pull out with severe handling, according to company.

MANUFACTURING PEOPLE

Maj. Gen. Edmond H. Leavey, U. S. Army (ret.), president, Federal Telecommunications Labs, Nutley, N. J., subsidiary of International Telephone & Telegraph, N. Y., elected president, International Standard Corp., IT&T overseas manufacturing subsidiary.

Ralph G. Maddox, technical service manager, Prodelin Inc. (tv and microwave antenna system facilities), Kearney, N. J., promoted to vice president in charge of technical sales and service.

Vincent K. Meehan, Admiral Corp., Chicago, appointed administrative assistant to vice president-sales.

Douglas Wallace, Pittsburgh district manager, Graybar Electric Co., N. Y., appointed assistant vice president; **J. E. Carroll** succeeds Mr. Wallace.

Jack Lauderback, Washington representative, electronics div., Willys Motors Inc., Toledo, Ohio, appointed director of sales, eastern div., Fleetwood Corp. (radio-tv parts), Toledo.

Daniel F. Shea Jr., senior project coordinator, Hazeltine Electronics Corp., Little Neck, N. Y. appointed engineering liaison executive, government contract div., Hallicrafters Co., Chicago.

Leo R. Mead, 51, technical assistant to chief engineer, Hallicrafters Co., Chicago, died Dec. 3.

IN DETROIT
You Sell More on
CHANNEL
4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

your **short cut**
to better, more flexible, more profitable programming . . .
STANDARD
SHORTY-TUNES
Monthly releases of 20 current and standard pop tunes— each averaging only . . . **1½** Minutes in length
Recordings by top talent tailored to fit tight program schedules. Only 1½ minutes long instead of usual 2½ to 3. Allows time for extra commercial without double or triple spotting. On 33⅓ r.p.m. vinylite discs. Outright purchase at extremely low cost.
Send for complete details and
FREE AUDITION RECORD
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

WKNB-TV BROCHURE

CLIENTS, advertisers and agencies have received a promotion brochure from WKNB-TV New Britain, Conn., employing a fold-over device to lead readers on to find the completion of a question and answer. The entire question and answer reads, "Want a powerful selling medium in the big Hartford County market . . . the 3d richest and 25th largest market in the United States? Then use WKNB-TV, Hartford County's pioneer tv station, because everyone likes the programs on ch. 30." Fully opened, the promotion displays the personalities of the network programs of WKNB-TV (CBS-TV affiliate) with individual CBS "eyes" and the local programs with circles enclosing their performers. The sheet states, "Over 220,000 families (800,000 people) are watching WKNB-TV for the very best in . . . programs."

BOSTON AIR CRASH COVERAGE

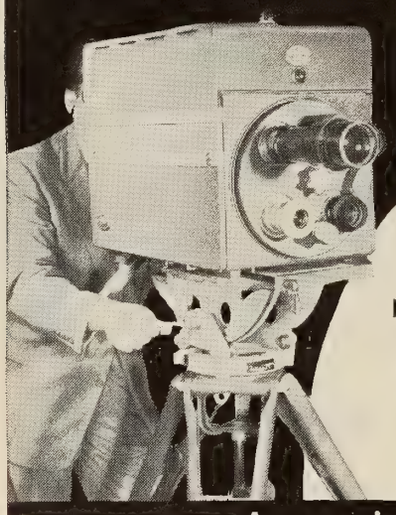
COVERAGE of the plane crash two weeks ago in New Hampshire was provided by two Boston stations, WBZ-TV and WVDA. When the plane with its five passengers and two crew members was reported missing and a search was ordered, WBZ-TV dispatched a total of five men to cover the accident and secure pictures. After the plane was sighted, Richard Hand, WBZ-TV photographer, was on the scene to take photos from the air and he later secured films of the five survivors when they were removed to the St. Lewis Hospital in Berlin, N. H. The films were rushed back to WBZ-TV and aired a few hours after the downed plane was first spotted. Four reporters from WVDA waited out 44 hours in the mountains near Berlin's Old Baldy region until the crash site was located. Working in zero weather in shifts of two, station newsmen flashed reports to WVDA via telephone beeper signals and obtained interviews with New Hampshire Governor Hugh Gregg and the president of the airlines of the downed plane. WVDA also fed news to WIDE Biddeford, Me.

Smooth, Smoother, S-m-o-o-t-h-e-s-t

TV camera action ever known with CAMERA EQUIPMENT

GRAVITY BALANCED

ROCKER TYPE PAN AND TILT HEAD

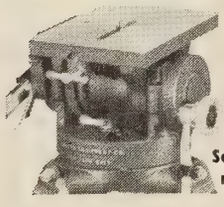


You'll know what we're talking about the instant you try it! Our new ROCKER Head has almost gyroscopic action, smooth, effortless. No longer do you have to fight spring balance to make your tilts.

You establish absolute balance by positioning camera on ROCKER head platform and adjusting center of gravity with vernier control. Long and short lenses are compensated for with vernier adjustment. Prompting device may be added and balanced easily. Convenient brake handles and locking device for pan and tilt tension. Fits standard tripod and dollies. Lighter in weight—and more economical in price. See it—test it—it's a "must"!

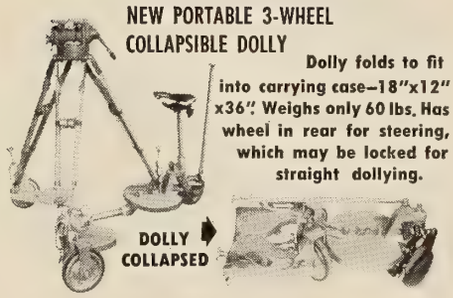
Accessories that SURPASS accepted standards — for Studio, Mobile and Micro-Relay Equipment

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.



NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

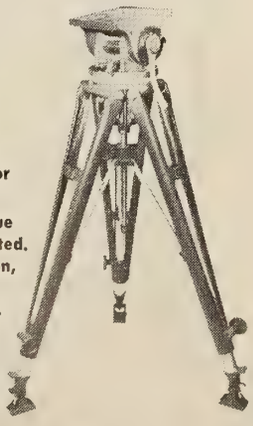
Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.



DOLLY COLLAPSED

MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.



Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.



WRITE FOR COMPLETE ILLUSTRATED BROCHURE

FRANK C. ZUCKER CAMERA EQUIPMENT CO., INC.

DEPT.B-11-16 • 1600 Broadway • N.Y.C.

DRAMA AT KPHO-TV

A "DRAMATIC" presentation is being sent to advertisers and agencies starring KPHO-TV Phoenix, Ariz. "The Phoenix Story," a brochure of KPHO-TV, includes three acts: Act I, Quarter Hours Captured; Act II, Top 15 Shows, and Act III, Top 10 Multi-Weekly Shows. In Act I, KPHO-TV claims 307 firsts, to 72 and 57 for stations B and C. Thirteen out of the top 15 weekly shows are captured by KPHO-TV in Act II, and in the final act, all 10 of the top 10 multi-weekly shows are won by the station, basing its claim on the October 1954 ARB Report. The station winds up the show by saying "We're busy at KPHO-TV!"

RADIO AND THE ELEPHANT

RADIO reaches 99% of the total Los Angeles market and is the one medium which has grown with the area and covers all sections with equal intensity, states the "How to Wrap an Elephant" promotional brochure being distributed to advertisers and agencies by Columbia Pacific Radio Network, Hollywood. The brochure describes as "elephant" the sprawling Los Angeles market, which has split into small shopping centers from the original downtown shopping area, and points out that KNX Hollywood, a CPRN station, commands the greatest single radio audience in the region, according to the July-Aug. 1954 Pulse survey.

CANADIAN PROGRAM LISTINGS

DOUBLE PAGE of weekly television program listings has been started in the Saturday editions of the *Toronto Globe & Mail*, a morning daily newspaper. The first complete listing appeared Dec. 4. The radio-tv page format covers programs of 12 stations in the Toronto area in both Canada and the United States, listing the schedules from early morning to sign-off by day and hour. Weekend radio programs also are listed. A column entitled "Good Looking" features leading shows of the week.

'MIRACLE OF THE DELAWARE'

PREMIERE of a color sound motion picture, "Miracle of the Delaware," produced by WPTZ (TV) Philadelphia describing the greater Philadelphia area, was staged Nov. 29 at the opening session of the American Municipal Assn. convention in that city. Approximately 1,000 mayors attending the meet saw the film describing Philadelphia and its communities with regard to transportation, industries, goods and services, home life, cultural and educational facilities and historic traditions. The film was later screened before the board of directors of the Chamber of Commerce of Greater Philadelphia. WPTZ reports that shortly after the first of the year prints will be made available to area chambers of commerce, chambers of commerce in American cities and towns outside Philadelphia and school, church, civic and fraternal groups across the country.

IDs of Marchers

FOR THE PAST year WAVE-TV Louisville, Ky., as a tie-in with its call letters, has been carrying a WAVE-of-the-month series of station IDs. The Navy Dept. selects a girl whose home is within the WAVE-TV coverage area and the ID is prepared by the Fifth Naval District, Norfolk. The station reports it has received enthusiastic response from the girls and their families. This month's WAVE is Marilyn Newkirk, Yeoman seaman, from New Albany (Floyd county), Indiana.



WBC PHONE BOOK PROTECTOR

WESTINGHOUSE Broadcasting Co. has mailed to advertisers and agencies a new telephone book cover protector designed to promote the company's five radio and three television stations. The three-color protector lists the location and power of each WBC property, plus each station's frequency or channel number. Similar protectors with local station copy are being distributed in several WBC cities by the stations.

'SUPER JACKPOT' CONTEST

CHANCE to compete for a special "Super Jackpot" is being offered to viewers of *Musical Jackpot* on WATV (TV) Newark, N. J. The prizes include a four-door Oldsmobile, a round-trip ticket to Paris for two via KLM Airlines and a $1,000 General Electric kitchen. To enter the contest, participants must guess the amount of money that will be collected for the Damon Runyon Cancer Fund. The contestant guessing nearest to the correct figure will win the car and the two runners-up will be awarded the Paris trip and GE kitchen.

'BEST MOMMIE IN THE WORLD'

MORE than 20,000 letters have been received in less than a week by Paul Dixon, m.c. of DuMont's *Paul Dixon Show,* in response to an announcement the performer made two weeks ago. At that time Mr. Dixon informed youngsters that he would present daily four Patti Page Mama Dolls to children who offered the best reason for "Why my Mommie is the best Mommie in the world." The dolls will be given until Christmas when a total of 100 will have been sent to participating children.

WFAA-TV HELPS BREAK SLAYING

BREAK leading to the capture of kidnapper-slayer suspect was credited to WFAA-TV Dallas, Tex., when a picture of a missing 11-year-old girl was shown on the station's 10 p.m. *Final Edition* newscast. Before the program was over, a motel operator in nearby Irving, Tex., telephoned WFAA-TV to report the girl had been a recent guest. Police learned her uncle had brought her to the motel and were able to break down his story to obtain a confession and make him reveal where the body could be found, according to the station.

'MINNESOTA, U. S. A.'

WCCO-TV Minneapolis-St. Paul, in cooperation with the Minneapolis Junior Chamber of Commerce, is presenting a new series each Sunday, *Minnesota, U.S.A.* The series, a project of the Minnesota development committee of the Junior Chamber, is designed to introduce to the public successful Minnesota industrial firms. One program, saluting the Pako Corp. of Minneapolis, manufacturers of photographic and X-ray processing equipment, took viewers on an 11-minute tour by film of the company's plant, employing 500 Minneapolis area workers, and followed with an interview of the president of the firm.

WSB-TV COVERS PLANE CRASH

MORSE negative developer tank was used by WSB-TV Atlanta Dec. 1 to get films of a nearby jet trainer plane crash on the air less than two hours after the accident occurred. Joe Fain, photographer of the station, received word of the crash at 10:40 a.m. and arrived at the scene to take a 100 feet of film. Mr. Fain returned to WSB-TV studios and processed the film in the negative developer tank in time to get it on the 12 noon news. The tank is designed for negative development only, but in times of emergency station cameramen use it for positive movie film and then reverse the polarity on the tv cameras. WSB-TV reports that results are good and that news events can be handled with timesaving.

JUST LIKE LIBERACE

CONTEST designed to find an Indiana youngster under 12 who plays the piano most like Liberace was staged by WFBM-AM-TV Indianapolis and Rogers Jewelers of that city, sponsors of *Liberace* over those stations. Hoosiers were invited to enter their children in the contest and auditions were held by WFBM-AM-TV's programming department. Ten contestants were selected as semi-finalists and one appeared each day on WFBM's *Make Mine Music* and WFBM-TV's *Song Shop* over a two-week period. A winner was selected both weeks from votes of listeners and viewers who were asked "Do you think (child's name) plays like Liberace?" The winner of the two semi-finalists was selected in the same manner and received a $240 Ampro tape recorder, presented on the following week's *Liberace* tv show. A special film clip of Liberace congratulating the winner also was shown.

UPCOMING

DECEMBER

Dec. 15: Air Coordinating Committee, Technical Div., 2 p.m., Room 1510, Temporary Bldg. 4, Washington, D. C.

Dec. 23: FCC Comments on proposed allocation of five more educational tv channels for Michigan, Washington, D. C.

JANUARY

Jan. 3-4: NCAA Tv Committee meets, Hotel New Yorker, New York.

Jan. 5-7: NCAA 49th Annual Convention, Hotel New Yorker, New York.

Jan. 10: RAB Clinic, Miami, Fla.

Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.

Jan. 14: RAB Clinic, Augusta, Ga.

Jan. 15: Deadline, BMI Student Composer's Radio Awards, New York.



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Station Authorizations, Applications

(As Compiled by B • T)

December 2 through December 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Nov. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,634	533	124
CPs on air	16	21	†310
CPs not on air	112	11	141
Total on air	2,650	554	434
Total authorized	2,762	565	575
Applications in hearing	137	2	167
New station requests	174	3	18
New station bids in hearing	76	0	151
Facilities change requests	133	9	19
Total applications pending	647	67	173
Licenses deleted in Nov.	2	5	0
CPs deleted in Nov.	1	0	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 8

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,668	2,634	136	163	76
Fm	554	533	33	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	267	316	583[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	293	115	408
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	940	337	727	531	1,259[2]
Educational	56		28	28	56[3]
Total	996	337	755	559	1,315[4]

[1] **One hundred-thirteen CPs (21 vhf, 92 uhf) have been deleted.**
[2] **One applicant did not specify channel.**
[3] **Includes 33 already granted.**
[4] **Includes 616 already granted.**

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Tupelo, Miss.—Tupelo Citizens Tv Co. granted vhf ch. 9 (186-192 mc); ERP 26.9 kw visual, 13.5 kw aural; antenna height above average terrain 370 ft., above ground 714.2 ft. Estimated construction cost $143,753, first year operating cost $91,992, revenue $97,920. Post office address 7 Oakdale Ct., Syracuse, N. Y. Studio and transmitter location 2 miles E. of Tupelo. Geographic coordinates 34° 15′ 42″ N. Lat., 88° 40′ 18″ W. Long. Transmitter Composit, antenna GE. Legal counsel Haley, Doty & Wollenberg, Washington. Consulting engineer Frank K. Spain, Syracuse, N. Y. Principals in general partnership include **Frank K. Spain** (35%), director of engineering at WHEN-TV Syracuse and former NBC tv development engineer; **Joseph G. Petit** (25%), NBC tv development engineer; **Walter D. Spain** (15%); **Perrin Purvis** (15%), insurance, and **Margaret H. Spain** (10%). Granted Dec. 8.

Klamath Falls, Ore.—KFJI Bcstrs. (KFJI), granted vhf ch. 2 (54-60 mc); ERP 13 kw visual, 6.5 kw aural; antenna height above average terrain 460 ft., above ground 229 ft. Estimated construction cost $156,200, first year operating cost $175,000, revenue $175,000. Post office address P. O. Box 692, Klamath Falls, Ore. Studio location Willard Hotel. Transmitter location near West city limits of Klamath Falls. Geographic coordinates 42° 12′ 55.5″ N. Lat., 121° 47′ 56″ W. Long. Transmitter GE, antenna GE. Legal counsel John W. Kendall, Portland, Ore. Consulting engineer Grant S. Feikert, Corvallis, Ore. Sole owner is **W. D. Miller.** Granted Dec. 2.

Rapid City, S. D.—Black Hills Bcstg. Co. of Rapid City granted vhf ch. 3 (60-66 mc); ERP 1.48 kw visual, 0.89 kw aural; antenna height above average terrain 260 ft., above ground 270 ft. Estimated construction cost $74,816, first year operating cost $150,000, revenue $100,000. Post office address P. O. Box 1752, Rapid City. Studio and transmitter location on Skyline Drive opposite St. Andrew extended. Geographic coordinates 44° 04′ 10″ N. Lat., 103° 14′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Principals include Pres. **Helen S. Duhamel** (100%), stockholder KOTA Rapid City; Vice Pres. **Peter A. Duhamel**; Sec. **Leo D. Borin**, and Treas. **J. Norman Heffron.** Granted Dec. 8.

Waco, Tex.—KWTX Bcstg. Co. (KWTX) granted vhf ch. 11 (198-204 mc); ERP 107.2 kw visual, 53.6 kw aural; antenna height above average terrain 525 ft., above ground 500 ft. Estimated construction cost $229,475, first year operating cost $114,600, revenue $125,000. Post office address 108½ S. 6th St., Waco, Tex. Studio and transmitter location 46th St. and Bosque Blvd. Geographic coordinates 31° 32′ 10″ N. Lat., 97° 11′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. Earl Cullum Jr., Washington. Principals include **Mrs. Mabel B. Morriss** (39%), **W. W. Naman** (11%), **Hilton Emory Howell** (8%), **Ross M. Sams** (8%), **Robert E. Levy** (7%), **Milford N. Bostick** (7%), **Thomas D. Stribling** (5%) and **Mrs. Ellender S. Chase** (3%). Granted Dec. 2.

APPLICATIONS

Toledo, Ohio—The Greater Toledo Educational Tv Foundation, uhf ch. 30 (566-572 mc); ERP 22.39 kw visual, 11.21 kw aural; antenna height above average terrain 215.6 ft., above ground 244 ft. Estimated construction cost $101,300, first year operating cost $101,300. Post office address Board of Education Building, 121 Southard Ave., Toledo. Studio location to be determined. Transmitter location 2801 W. Bancroft St. Geographic coordinates 41° 39′ 44″ N. Lat., 83° 36′ 52″ W. Long. Consulting engineer A. R. Bitter. Principals include Pres. **Paul Block Jr.,** vice pres. *Toledo Blade*; Vice Pres. **Asa S. Knowles,** pres. of Toledo U.; Sec. **E. L. Browsher,** superintendent Toledo Public Schools, and Treas. **W. Clyde Slater,** treasurer Toledo Board of Education. Filed Dec. 3.

Florence, S. D.—The Hills Bcstg. Co., vhf ch. 3 (60-66) mc); ERP 25.9 kw visual, 15.6 kw aural; antenna height above average terrain 710 ft., above ground 706 ft. Estimated construction cost $150,000, first year operating cost $170,000, revenue $175,000. Post office address % Joseph L. Floyd, Phillips Ave. at 8th St., Sioux Falls, S. D. Studio location to be determined. Transmitter location Bradley Rd., near Bradley, S. D. Geographic coordinates 45° 00′ 34″ N. Lat., 97° 39′ 35″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include **Midcontinent Bcstg. Co.** (100%), owner of KELO-AM-TV Sioux Falls; Pres. **N. L. Bentson**; Vice Pres. **Edmond R. Rubin**, and Sec.-Treas. **Joseph L. Floyd.** Above officers each own ⅓ of KELO-AM-TV. Filed Dec. 6.

Existing Tv Stations . . .

ACTIONS BY FCC

KTVR (TV) Hot Springs, Ark.—Southern Newspapers Inc. FCC denied application to replace expired CP for ch. 9 station. Action Dec. 8.

KWWL-TV Waterloo, Iowa—Blackhawk Bcstg. Co. granted mod. of CP for ch. 7 to change ERP to 191 kw visual, 95.5 kw aural; antenna height above average terrain 550 ft. Granted Nov. 30; announced Dec. 7.

WTBO-TV Cumberland, Md.—Tenn. Valley Bcstg. Corp. granted mod. of CP for ch. 17 to change name to Cumberland Valley Bcstg. Corp. Granted Nov. 29; announced Dec. 7.

WTVS (TV) Detroit, Mich.—Detroit Educational Tv Foundation granted mod. of CP for reserved educational ch. 56 to change ERP to 219 kw visual, 120 kw aural; antenna height above average terrain 540 ft. Granted Dec. 1; announced Dec. 7.

APPLICATIONS

KBET-TV Sacramento, Calif.—Sacramento Telecasters Inc. seeks mod. of CP for ch. 10 to change transmitter location to 3.5 miles S. of El Dorado, Calif.; studio location to 601-607 7th Ave., Sacramento; antenna height above average terrain 1,119 ft. Filed Dec. 3.

WICC-TV Bridgeport, Conn.—Southern Conn. & Long Island Tv Co. seeks mod. of CP for ch. 43 to change to ch. 6 (82-88 mc). Filed Dec. 2.

KQTV (TV) Ft. Dodge, Iowa—Northwest Tv Co. seeks mod. of CP for ch. 21 to change ERP to 213.4 kw visual, 122.4 kw aural; antenna height above average terrain 630 ft. Filed Dec. 2.

New Am Stations . . .

ACTIONS BY FCC

El Cajon, Calif.—Babcock Bcstg. Corp. granted 910 kc, 5 kw daytime, 1 kw night, directional. Post office address 2566 Fifth Ave., San Diego. Estimated construction cost $79,000, first year operating cost $32,000, revenue $47,000. Principals include President **Robert J. Babcock** (25%), retail drug store; Vice President **John H. Babcock** (25%), owner of commercial recording studios; Secretary-Treasurer **Lavene D. Babcock** (25%), and **Ruth E. Babcock** (25%). Granted Dec. 8.

Newton, Iowa—Richard C. Brandt, William M. Bryan, William C. Brandt & Eddie Erlbacher d/b as Newton Bcstg. Co. granted 1280 kc 500 w daytime, directional. Post office address P. O. Box 63, Cape Girardeau, Mo. Estimated construction

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• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	13th & Spring Streets	(open October 1, 1953)
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec Canada	Canadian Marconi Co.	Atlantic 9441

cost $17,050, first year operating cost $36,000, revenue $50,000. Principals in equal partnership include **William C. Brandt**, program director-stockholder KGMO Cape Girardeau, Mo.; **William M. Bryan**, engineer-stockholder KGMO; **Richard C. Brandt**, general manager-stockholder KGMO and **Edwin A. Erlbacher**, stockholder KGMO. Granted Dec. 8.

Trenton, Mo.—S. W. Arnold, Samuel A. Burk & Sam M. Arnold d/b as Trenton Bcstg. Co. granted 1600 kc 500 w daytime. Estimated construction cost $23,102.49, first year operating cost $42,000, revenue $48,000. Principals in partnership include **Samuel A. Burk** (50%), 50% partner KIRK Kirksville, Mo.; **S. W. Arnold** (10%), 30% partner KIRK and **Sam M. Arnold** (40%), 10% partner KIRK. Post office address % Samuel A. Burk, P. O. Box 726 Kirksville, Mo. Granted Dec. 8.

APPLICATIONS

Fernandina Beach, Fla.—Marshall W. & Carol C. Rowland d/b as Fernandina Beach Bcstrs. 1220 kc 250 w daytime. Post office address 6714 Banbury Rd., Jacksonville, Fla. Estimated construction cost $15,800, first year operating cost $18,000, revenue $30,000. Principals in co-partnership include **Marshall W.** and **Carol C. Rowland**, husband and wife, employes at WJHP Jacksonville. Filed Dec. 1.

Lawrenceville, Ill.—Ray J. Lankford, George H. Lankford & Stuart K. Lankford d/b as Lawrenceville Bcstg. Co. 910 kc 500 w daytime, directional. Post office address P. O. Box 58, Lawrenceville. Estimated construction cost $25,642, first year operating cost $36,000, revenue $48,000. Principals in equal partnership are all brothers and stockholders of WBAY-TV Princeton, Ind. Filed Nov. 30.

Missoula, Mont.—Montana Bcstg. Co. 1340 kc 250 w unlimited. Post office address % William J. Strothman, P. O. Box 1202, Missoula. Estimated construction cost $9,442, first year operating cost $50,300, revenue $58,200. Principals include Pres. **Marion E. Dixon** (25.7%), real estate and insurance; Vice Pres. **William J. Strothman** (25.7%), employe at KXLL Missoula, and 10 other stockholders comprising local businessmen. Filed Nov. 30.

Existing Am Stations . . .

ACTIONS BY FCC

KOSI Aurora, Colo.—Mid-America Bcstg. Co. granted mod. of CP to increase power from 1 kw to 5 kw on 1430 kc daytime, subject to any interference from proposed operation of Arenze Bcstrs. on same frequency Colorado Springs. Granted Dec. 8.

WGGH Marion, Ill.—George W. Dodds granted mod. of license to change name of licensee to George W. Dodds tr/as Marion Bcstg. Co. Granted Nov. 30; announced Dec. 7.

STATION DELETED

WCOV Montgomery, Ala.—Capitol Bcstg. Co. FCC granted request for cancellation of license and deletion of call letters, effective Nov. 5. Granted Nov. 23; announced Dec. 7.

APPLICATIONS

KDEF Albuquerque, N. M.—Frank Quinn amends bid to change from 1030 kc to 500 w night, 1 kw daytime to 1150 kc 1 kw, unlimited to specify name as KDEF Bcstg. Co. Filed Dec. 3.

WKMG Roaring Spring, Pa.—Carl W. Kensinger & Robert E. Meredith seek mod. of CP to change transmitter and studio location to South Main St., Ext., Roaring Spring. Filed Dec. 3.

WCHV Charlottesville, Va.—Charles Barham Jr. & E. W. Barham d/b as Barham and Barham seek CP to change from 1240 kc 250 w to 1260 kc 1 kw, directional night. Filed Dec. 3.

New Fm Stations . . .

ACTION BY FCC

Augusta, Ga.—Savannah Valley Bcstg. Co. granted CP for new Class B fm station on ch. 279 (103.7 mc); ERP 10.5 kw; antenna height above average terrain 72 ft. Granted Dec. 8.

Existing Fm Stations . . .

ACTIONS BY FCC

KPLA (FM) Los Angeles, Calif. School of Radio Arts granted mod. of CP to change ERP to 7.1 kw; antenna height above average terrain 64 ft. Granted Nov. 30; announced Dec. 7.

WHBL-FM Sheboygan, Wis.—WHBL Inc. granted CP to change ERP to 63 kw; change transmitter and studio location; antenna height above average terrain 235 ft. Granted Nov. 29; announced Dec. 7.

Ownership Changes . . .

ACTIONS BY FCC

WSIR Winter Haven, Fla.—Citrus Belt Bcstrs. Inc. granted voluntary assignment of license to Tom Moore, Lawrence A. Rollins, L. Orden Craig, Henry L. Jollay & Nellie H. Fowler d/b as Radio Station WSIR. No consideration involved as principals retain identical percentage of ownership. Granted Dec. 3.

KFNF Shenandoah, Iowa—Capitol Bcstg. Co. granted involuntary transfer of control to Ethel S. Abbott, LeRoy Abbott & Arthur J. Abbott, executors of the estate of C. J. Abbott (47%), deceased. Granted Dec. 3.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. granted assignment transfer of negative control by Saginaw Bcstg. Co. (WSAM-AM-FM Saginaw, Mich.) to Gerity Bcstg. Co. through sale of ⅓ interest for $155,000. Gerity Bcstg., owner of WABJ Adrian and WPON Pontiac, both in Michigan, will now be sole owner. Granted Dec. 2; announced Dec. 7.

KCHR Charleston, Mo.—Kermit Barker & Charles W. Hobbs d/b as South Mo. Bcstg. Co. granted voluntary assignment of license to corporation under the same name and to admit third equal partner James L. Ryrd III. Granted Dec. 8.

KWBM Williston, N. D.—Charles L. Scofield & James C. Carson d/b as KWBM Bcstg. Co. granted voluntary assignment of license to Charles L. Scofield through purchase of 50% interest from Mr. Carson for $40,000. Mr. Scofield, ⅓ owner KLTZ Glasgow, Mont., will now be sole owner. Granted Dec. 8.

WJEL Springfield, Ohio—Champion City Bcstg. Co. granted voluntary transfer of control to R. Stanley Lucas, William E. Bailey and Robert L. Yontz through sale of all stock by George R. Walker for $20,000 cash and assumption of liabilities. Principals include **R. Stanley Lucas** (⅓), attorney; **William E. Bailey** (⅓), attorney, and **Robert L. Yontz** (⅓), WJEL salesman. Granted Dec. 8.

WIBG-AM-FM Philadelphia, Pa.—Seaboard Radio Bcstg. Corp. granted voluntary transfer of control to Paul F. Harron through sale by Jack Kelly and family of approximately 30% interest for $250,000. Mr. Harron, pres.-30% owner of the stations, purchases 28% of the Kelly family intrest. Granted Dec. 8.

KFST Ft. Stockton, Tex.—Clyde E. Thomas & George T. Thomas d/b as Ft. Stockton Bcstg. Co. granted voluntary assignment of license to Clyde E. Thomas through purchase of ½ interest from G. T. Thomas for $1,500. Clyde E. Thomas will now be sole owner. Granted Dec. 2; announced Dec. 7.

KANG-TV Waco, Tex.—Central Tex. Tv Co. granted assignment of CP for ch. 34 to Texas Bcstg. Co. for $115,000 and assumption of $19,000 indebtedness. Texas Bcstg. is owner of KTBC-AM-TV Austin, Tex. Granted Dec. 2.

APPLICATIONS

KBOX Modesto, Calif. — Stanislaus County Bcstrs. Inc. seeks assignment of license to McClatchy Bcstg. Co. for $75,000. McClatchy is licensee of KFBK-AM-FM Sacramento, KWG Stockton, KBEE (FM) Modesto, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, and KOH Reno. McClatchy proposes to divest itself of KWG. Filed Dec. 1.

KOAT Albuquerque; KRSN Los Alamos, N. M.—Alvarado Bcstg. Co seeks assignment of licenses to Sunshine Bcstg. Co. for $160,000. Principals include **Hugh DeWitt Landis** (36.3%), owner of KICA Clovis, ⅓ partner KVBC Farmington, both in New Mexico and minority stockholder KANS Wichita, Kan., and KRGV Weslaco, Tex.; **William Wayne Phelps** (36.3%), owner of KALG Alamogordo, N. M.; **D. F. Prince** (9%), Washington attorney and minority stockholder WSBR Pensacola, Fla.; **Robert Porton** (9%), KRSN general manager, and **William Spack Jr.** (9%), KRSN assistant manager. Filed Dec. 1.

KQV Pittsburgh, Pa.—Allegheny Bcstg. Corp. seeks transfer of control to Tele-Trip Policy Co.. for $740,000. Tele-Trip, aviation insurance specialists, owns KPOA Honolulu and WTAC Flint, Mich. Principals include Pres. **John M. Shaheen**; Directors **John G. Getz Jr., Henry B. Lamy Jr., Philip Gandert, Joseph P. Kand** and **Eugene DuPont III.** Filed Dec. 1.

KCOH Houston, Tex.—Call of Houston Inc. seeks transfer of control to Robert C. Meeker through sale of all stock for $86,500. Mr. Meeker is president-general manager of station. Filed Nov. 26.

KENS-AM-TV San Antonio, Tex.—San Antonio Bcstg. Co. seeks assignment of license to parent corporation Express Pub. Co. Filed Nov. 30.

WNRG Grundy, W. Va.—Va.-Ky. Bcstg. Co. seeks transfer of control to Charles F. Trivette through purchase of 37½% interest of Kenneth J. Crosthwait for $700. Mr. Trivette will now own 75% interest. Filed Nov. 30.

Hearing Cases . . .

INITIAL DECISION

Springfield, Ill.—New tv, ch. 2. FCC hearing examiner Millard F. French issued his initial decision looking toward grant of the application of Sangamon Valley Television Corp. for a new tv station on ch. 2 in Springfield, Ill. and denial of the competing application of WMAY-TV Inc. Action Dec. 3.

KLYN Amarillo, Tex.—FCC hearing examiner Hugh B. Hutchison issued his initial decision looking toward denial of the application of Plains Empire Broadcasting Co. for extension of time to complete construction of tv station KLYN-TV on ch. 7 in Amarillo, Tex. The original grant of CP was made on Dec. 11, 1953. Action Dec. 6.

OTHER ACTIONS

Andalusia, Ala.—By Memorandum Opinion and Order the Commission denied a petition filed Oct. 12 by John H. Phipps requesting reconsideration of Commission's action of Sept. 23 in assigning tv ch. 2 to Anadalusa, Ala., and reserving it for noncommercial educational use as requested by the Alabama Educational Television Commission, and in denying Phipps' request to assign it to Havana, Fla. Commissioner Doerfer dissented; Chairman McConnaughey not participating. Action Dec. 3.

WHMA Anniston, Ala.—FCC designated for hearing application to change frequency from 1450 to 1240 kc, with present 250 w, U; made WLAG LaGrange, Ga., and WHTB Talladega, Ala., parties to proceeding. Action Dec. 8.

Am Hearings—FCC scheduled 18 am cases for hearing in Feb. and March. For details see story in Government section. Action Dec. 2.

Bandwidth Definitions and Limitations—The Commission proposed to amend its rules and engineering standards to provide bandwidth definitions and emission limitations for am and fm broadcast stations. The Commission has received numerous complaints that second harmonic radiations from fm broadcast stations falling within the upper portion of the vhf television band cause interference in areas of fringe tv reception. Also, harmonics of am broadcast stations interfere with Government stations. Comments will be received by March 7. Action Dec. 8.

Class II Am Stations—By Report and Order of the Commission finalized proposed rule making of Nov. 25, 1953, and amended Section 3.25(c) of its broadcast rules, effective January 10, to permit assignment of Class II am stations operating un-

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limited time in Alaska, Hawaii, Virgin Islands and Puerto Rico to frequencies assigned United States clear channel stations, provided they do not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10 percent of the time skywave at night at any point within the continental United States. Action Dec. 3.

Tampa, Fla.—Ch. 13 contest. By Order, the Commission stayed its action of Sept. 3 which granted Tampa Television Co. a construction permit for a new tv station on ch. 13 in Tampa, and ordered oral argument for Dec. 21. Commissioners Webster, Hennock and Bartley dissented. This proceeding involves competing applications of Tampa Times Co., Orange Television Bcstg. Co. and Tampa Television Co. for the same Tampa facility. Action Dec. 3.

WLAP-TV Lexington, Ky.—Zone 1. By Report and Order the Commission denied a petition filed by American Bcstg. Corp., permittee of station WLAP-TV, ch. 27, Lexington, Ky., requesting that a portion of Kentucky be included in Zone 1 (one of three geographic zones governing tv station separations), and assignment of ch. 4 to Richmond, Ky. Commissioner Doerfer dissented and Commissioner Bartley concurred in the denial. The Commission's action was the result of responses to proposed rule making on the subject issued on Sept. 16. Action Dec. 3.

WITH Baltimore, Md.—FCC by Order, denied petition for waiver of rules to change operation from 1230 kc, 250 w, U, to 550 kc, 5 kw, U, DA-2 and dismissed application. Action Dec. 8.

WJRT (TV) Flint, Mich.—The Commission issued its Memorandum Opinion and Order in which it (1) denied petitions filed by Trebit Corp. and W. S. Butterfield Theatres Inc., for rehearing directed to the Commission's Decision of May 12 granting the application of WJR The Goodwill Station Inc., for a new tv station on ch. 12 in Flint, Mich., and denying competing applications of Trebit and Butterfield; and (2) denied motion by the Citizens Committee for a vhf Television Station for Flint seeking permission to intervene in the Flint proceeding. The Memorandum Opinion and Order modifies the Commission's May 12 decision relating to local live programming to remove any possible implication to the effect that WJR was preferred because of its greater amount of local live programming. Commissioner Webster dissented; Commissioner Hennock had separate views, and Chairman McConnaughey and Commissioner Lee abstained from voting. Action Dec. 2.

St. Louis, Mo.—Ch. 11 proceeding. By Memorandum Opinion and Order, the Commission granted with limitations, a petition for review filed by Columbia Bcstg. System Inc. on Sept. 21, in re applications for ch. 11 in St. Louis, Mo. and reversed the Examiner's Memorandum Opinion and Order of Sept. 8, and enlarged the issues to include the following: "To determine whether funds available to 220 Television Inc. will give reasonable assurance that the proposals set forth in the application will be effectuated." Further ordered that the areas of inquiry under the additional issue are limited to those set forth in paragraph 10 of the Memorandum Opinion. Action Dec. 2.

Omaha, Neb.—Ch. 7 proceeding. FCC by order denied a motion filed on Oct. 13 by KFAB Bcstg. Co., applicant for ch. 7 in Omaha, Neb., requesting that Issue 4 in this proceeding be stricken. Action Dec. 2.

WMID Atlantic City, N. J.—FCC by order granted petition of the Broadcast Bureau to enlarge the issues and reopen the record in re applications of Mid-Atlantic Bcstg. Co., for renewal of license and transfer of control of station WMID Atlantic City, N. J., to hear testimony of George Hamid Sr., on additional issues. Action Dec. 2.

WNYC New York, N. Y.—FCC designated for hearing on Jan. 17 application for continued Special Service Authorization to operate additional hours from 6 a.m. EST to local sunrise in New York City and from local sunset in Minneapolis to 10 p.m. EST; made WCCO Minneapolis, and Chief, Broadcast Bureau, parties to proceeding; pending conclusion of hearing, deferred action on that part of WCCO's petition requesting termination of WNYC's existing pre-sunrise and post-sunset authorization, and denied that part seeking to limit hearing issues. WNYC is licensed to operate on 830 kc, 1 kw, between local sunset in New York and local sunset in Minneapolis, but since 1943, has been operating the additional hours noted to which WCCO, the dominant station on that frequency, objects. Comr. Hennock dissented; Chairman McConnaughey not participating; Comr. Webster absent. Action Dec. 2.

Portland, Ore.—Ch. 12 contest. By Memorandum Opinion and Order the Commission denied a petition filed Aug. 26 by Columbia Empire Telecasters Inc., requesting rehearing or reconsideration and for stay of the effectiveness of Commission decision of July 22 granting Oregon Television Inc., a construction permit for a new tv station on ch. 12 in Portland, Ore., and denying competing applications of Columbia and Northwest Television Bcstg. Co.; granted Columbia's motion to strike Oregon's rejoiner. Comr. Hyde dissented, and Comrs. Webster and Bartley partially dissented. Action Dec. 3.

WAKU Latrobe, Pa.—Clearfield Bcstrs. Inc.; Myron Jones, Campbell, Ohio; Sanford A. Schafitz,, Salem, Ohio—FCC designated for hearing competing applications for operation on 1570 kc (WAKU to increase power from 250 w to 1 kw, D, and Jones and Schafitz for new stations with 250 w, D); made WAKR Akron, Ohio, party to proceeding. Action Dec. 8.

Patent Reports—By Proposed Report and Order the Commission proposed clarifying and modifying its proposed rule making governing the preparation and filing of annual patent reports by its licensees but, because of the importance of this proceeding, scheduled oral argument to be held Feb. 1 on the proposed rules as revised. Chairman McConnaughey and Comrs. Hyde and Doerfer dissented. At the same time, the Commission proposed to amend Part 1 of its rules to require disclosure of patent positions in rule making proceedings relating to apparatus, equpment and technical standards. Comments to the latter proposal will be received on or before Jan. 15. Action Dec. 3.

Rule Making—Ch. 3 Hartford, Conn.—By Memorandum Opinion and Order the Commission denied a jont petition filed Oct. 7 by four permittees of uhf television stations in the Connecticut River Valley—WGTH-TV, ch. 18, Hartford, Conn.; WKNB-TV, ch. 30, New Britain, Conn.; WHYN-TV, ch. 55, Springfield, Mass.; and WWLP, ch. 61, also Springfield—requesting rule making to reserve vhf ch. 3 at Hartford for noncommercial educational use instead of uhf ch. 24, and to make the latter channel available for commercial use. Comrs. Hennock and Bartley dissented; Chairman McConnaughey not participating. Hartford Telecasting Co. Inc., and The Travelers Bcstg. Service Corp. are in hearing in competition for ch. 3 at Hartford for commercial use. Action Dec. 3.

Providence, R. I.—Ch. 12 contest. By Order of Dec. 3, the Commission scheduled oral argument for Dec. 13 in the proceeding involving Cherry & Webb Bcstg. Co., for a new tv station on ch. 12 in Providence, R. I., and for special temporary authorization to operate on an interim basis. Comr. Hennock concurred. Action Dec. 3.

Tv Allocation—Ch. 13, Monroe, La.—By Report and Order, the Commission finalized its proposed rule making of Sept. 15 and assigned tv ch. 13 to Monroe, La., in lieu of ch. 43, and added plus to ch. 13 at Biloxi, Miss, effective Jan. 18. Action Dec. 8.

Memphis, Tenn.—FCC rescinded action taken Dec. 1 granting applicaton for a new am station to Tri-State Bcstg. Service, Memphis, Tenn. on 1430 kc because of competing application filed by Ole Miss. Bcstg. Co., for the same frequency at Oxford, Miss. Comr. Webster absent. Action Dec. 2.

Beaumont, Tex.—Ch. 6 contest. By Order the Commission stayed its action of Aug. 6 which granted the Beaumont Bcstg. Corp. a construction permit for a new tv station to operate on ch. 6 in Beaumont, Tex., and ordered oral argument for Dec. 21. Comrs. Webster, Hennock and Bartley dissented. This proceeding involves competing applications by The Enterprise Co., Beaumont Bcstg. Corp. and KTRM for the same Beaumont facility. Action Dec. 3.

San Antonio, Tex.—Ch. 12 proceeding. By Memorandum Opinion and Order the Commission denied petition filed Aug. 6 by The Walmac Co., San Antonio, Tex., to enlarge the issues in proceeding re applications for ch. 12 in San Antonio, Tex., and dismissed petition filed Sept. 22 by Mission Tv Corp., to enlarge the issues. Action Dec. 2.

Routine Roundup . . .

December 2 Decisions

ACTIONS ON MOTIONS

The following actions on motion were taken as indicated:

By Hearing Examiner Basil P. Cooper

Ordered further hearing in re applications of Indianapolis Bcstg. Inc., et al., for ch. 13 in Indianapolis, Ind., for Jan. 6, and that proposed findings in support of the affirmative case of each applicant be filed on or before Jan. 28 (Dockets 8906 et al.) (Action of 11/29).

Indianapolis, Ind., WIBC Inc.—Ordered that oral argument on WIBC's request for the subpoena duces tecum and the opposition thereto be held Jan. 5, re ch. 13 (Dockets 8906 et al.) (Action of 11/29).

Orlando, Fla., WORZ Inc.; Mid-Florida Tv Corp.—Issued second order controlling conduct of hearing in re applications for ch. 9 (Dockets 11081, 83) (Action of 11/29).

KSEY Seymour, Tex., William C. Moss—The Examiner, on his own motion, continued hearing now scheduled for Dec. 1 until 30 days after the Commission as acted on petition of KSEY to reconsider and grant application without hearing (Docket 10218; BML 1473) (Action of 11/29).

By Hearing Examiner William G. Butts

New Haven, Conn., Key Bcstg. System Inc.; WAVZ—Denied motion of Key Bcstg. for leave to amend its application for new am station (Docket 10379); said application is not severed from the proceeding and further hearing on application is not deferred (Action taken 12/1).

By Hearing Examiner Annie Neal Huntting

Parma, Mich., Triad Television Corp.—Granted petition for leave to amend its application for ch. 10 (Docket 11169), in regard to commercial and sustaining time proposed (Action taken 11/30).

By Hearng Examiner Charles J. Frederick

Ordered that the hearing record in re applications of City of Jacksonville, et al., for ch. 12 in Jacksonville, Fla., be held open until and including Dec. 5, for the issuance by the Examiner of certain requested rulings (Dockets 10833 et al.) (Action of 11/30).

By Hearing Examiner Thomas B. Donahue

On joint motion of all parties, continued from Dec. 1 to Jan. 6 the hearing in re ch. 2 in Oakland, Calif. (Dockets 8888 et al.) (Action of 11/30).

BROADCAST ACTIONS

By the Commission en banc

License Granted

KWBU Corpus Christi, Tex., The Baptist General Convention of Tex.—Granted application for license (BL-4805) to cover present operation





(1030 kc, 50 kw, D); dismissed as moot request for SSA to operate from local sunrise at Boston, Mass., to local sunset at Corpus Christi. (Chairman McConnaughey not participating; Comr. Webster absent.)

McFarland Letter

WOI Ames, Iowa, Iowa State College of Agr. & Mech. Arts—Is being advised that application for SSA to operate on 640 kc, 1 kw, from 6 a.m. to local sunrise (CST) indicates necessity for a hearing. (Licensed on that frequency for 5 kw, D.) (Comr. Hennock dissented; voted for grant of SSA; Chairman McConnaughey not participating; Comr. Webster absent.)

WDAS Philadelphia, Pa., Max M. Leon Inc.—Is being advised that application (BAL-1867) to assign license to Friendly Bcstg. Co. indicates necessity for a hearing. (Operates on 1400 kc, 250 w, U; has CP to change to 1480 kc.)

WTCH Shawano, Wis., Shawano County Leader Pub. Co.—Is being advised that applications for renewal of license and for authority to determine power by direct method indicate necessity for a hearing.

WOND Pleasantville, N. J., Pioneer Bcstrs. Inc.—Is being advised that application for renewal of license indicates necessity for a hearing.

December 2 Applications

ACCEPTED FOR FILING

Modification of CP

WHCO Sparta, Ill., Hirsch Communication Engineering Corp.—Mod. of CP (BP-7803) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6710).

Renewal of License

WTBO Cumberland, Md., Maryland Radio Corp.—Renewal of license. Amended to change name from Maryland Radio Corp. to Tennessee Valley Bcstg. Corp. and then to Cumberland Valley Bcstg. Corp. in accordance with BML-1608 (BR-748).

Modification of License

WMSC Columbia, S. C., Marseco Corp.—Mod. of license to change name of licensee to WMSC Radio Corp. (BML-1610).

Modification of CP

WNRG Grundy, Va., Virginia-Kentucky Bcstg. Co.—Mod. of CP (BP-8919) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6711).

Remote Control

WJRD Tuscaloosa, Ala., Wilhelmina Q. (Doss) Echols—(Resubmitted) (BRC-595).
KSDA Redding, Calif., VALR Inc.—(BRC-593).
WLYC Williamsport, Pa., Lycoming Bcstg. Co.—(BRC-594).

Renewal of License

WBAR Bartow, Fla., William Avera Wynne—(BR-2871).
WTRL Bradenton, Fla., Trail Bcstg. Corp.—(BR-1446).
WNDB Daytona Beach, Fla., News-Journal Corp.—(BR-2078).
WJBS De Land, Fla., John B. Stetson U.—(BR-2101).
WMYR Ft. Myers, Fla., Robert Hecksher—(BR-2757).
WJAX Jacksonville, Fla., City of Jacksonville—(BR-429).
WLAK Lakeland, Fla., Lakeland Bcstg. Corp.—(BR-884).
WONN Lakeland, Fla., Coastal Bcstg. Co.—(BR-2335).
WQAM Miami, Fla., Miami Bcstg. Co.—(BR-431).
WMOP Ocala, Fla., Andrew B. Letson—(BR-2910).
WWPF Palatka, Fla., Palatka Bcstg. Co.—(BR-1689).
WPCF Panama City, Fla., Bay County Bcstg. Co.—(BR-2402).
WSPB Sarasota, Fla., WSPB Inc.—(BR-1035).
WPLA Plant City, Fla., W. A. Smith—(BR-2299).
WPIN St. Petersburg, Fla., Florida West Coast Bcstrs. Inc.—(BR-1476).
WSUN St. Petersburg, Fla., City of St. Petersburg—(BR-428).
WMEN Tallahassee, Fla., WMEN Inc.—(BR-3030).
WTTB Vero Beach, Fla., Tropics Inc.—(BR-2973).
WPRP Ponce, P. R., Voice of Porto Rico Inc.—(BR-882).
WPKM (FM) Tampa, Fla., Frank Knorr Jr. et al. d/b as FM Bcstrs.—(BRH-759).
WEQR (FM) Goldsboro, N. C., Eastern Carolina Bcstg. Co.—(BRH-211).

Application Returned

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—License to cover CP (BP-8741) as mod. which authorized a new station. (Incorrectly dated & studio location.)

Modification of CP

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BPH-806) as mod. which authorized new fm station for extension of completion date (BMPH-4963).

Remote Control

WLYC-FM Williamsport, Pa., Lycoming Bcstg. Co.—(BRCH-120).

December 3 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Evansville, Ind., Evansville Television Inc.—Granted petition for an extension of time to and including Dec. 23 within which replies may be filed to exceptions to initial decision in re ch. 7 (Dockets 10462 et al.) (Action of 12/1).

Houston, Tex., Houston Consolidated Tv Co.—Granted petition of Nov. 24 to dismiss petition filed Nov. 19 requesting Commission to reconsider its action in setting the date for commencement of hearing in re application of KGUL-TV (Docket 11207) (Action of 12/1).

Des Moines, Iowa, Cowles Bcstg. Co.—Granted petition for an extension of time from Dec. 6 to Dec. 20 within which briefs may be filed in reply to exceptions to initial decision in re ch. 8 (Dockets 8897, 8900) (Action of 12/2).

By Hearing Examiner Herbert Sharfman

Erie, Pa., Dispatch Inc.—Issued a Memorandum of Ruling taken at oral argument Nov. 30 granting motion of applicant to quash the notices of taking depositions as requested (Docket 11048) (Action of 12/2).

By Hearing Examiner Thomas H. Donahue

Hatfield, Ind., Owensboro on the Air Inc.; Owensboro Pub. Co.—Issued a Memorandum Opinion and Order following hearing conference setting forth the issues the hearing will be tried upon; denied motion filed Nov. 19 by Owensboro Pub. Co. for enlargement of the issues in re ch. 9 (Dockets 10982-83) (Action of 12/2).

By Hearing Examiner Annie Neal Huntting

Onondaga, Mich., Television Corp. of Mich. Inc.—Granted petition for leave to amend its application for ch. 10, in order to make certain changes in program proposals (Dockets 11169 et al.) (Action of 12/2).

December 6 Applications

ACCEPTED FOR FILING

License for CP

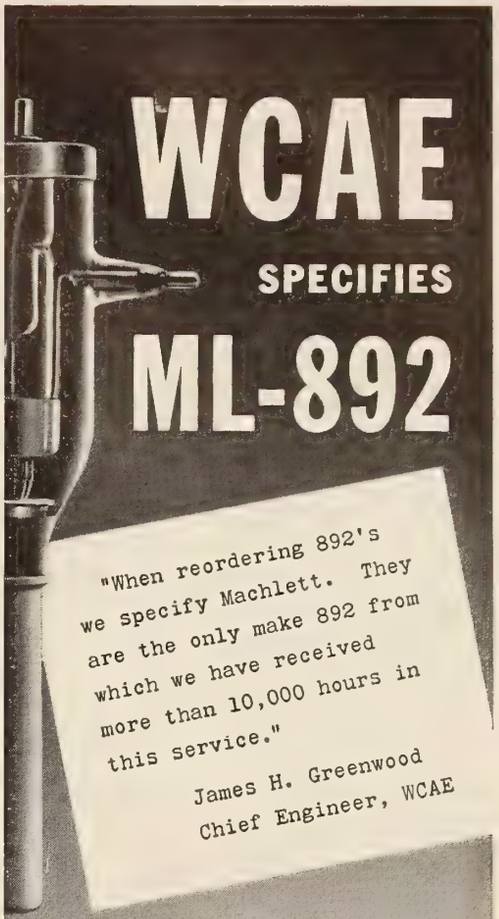
KPMO Los Angeles, Calif., Dean H. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co.—License to cover CP (BP-9332) which authorized increase in daytime power and make changes in transmitting equipment (BL-5531).
WIOK Tampa, Fla., H. C. Young Jr.—License to cover CP (BP-9285) as mod. which authorized a new standard broadcast station (BL-5535).
WLFA LaFayette, Ga., J. A. Gallimore and Virginia F. Gallimore d/b as Radio Dixie—License to cover CP (BP-8788) as mod. which authorized a new standard broadcast station (BL-5539).
WRPB Warner Robins, Ga., Warner Robins Bcstg Co., consisting of H. Lee Miller, D. L. Fountain and W. T. Giles—License to cover CP (BP-9225) as mod. which authorized a new standard broadcast station (BL-5524).
WBBA Pittsfield, Ill., Pike Bcstg. Co.—License to cover CP (BP-9291) which authorized a new standard broadcast station (BL-5530).
WARU Peru, Ind., Wabash-Peru Bcstg. Co.—License to cover CP (BP-8946) as mod. which authorized a new standard broadcast station (BL-5528).
WPON Pontiac, Mich., Gerity Bcstg. Co.—License to cover CP (BP-8651) as mod. which authorized a new standard broadcast station (BL-5532).
KLRS Mountain Grove, Mo., Kickapoo Prairie Bcstg. Co.—License to cover CP (BP-9118) as mod. which authorized a new standard broadcast station (BL-5520).
KENN Kenedy, Tex., Charles F. Harris, Stanley F. Nelson and Charles W. Balthrope, d/b as Kenedy Bcstg. Corp.—License to cover CP (BP-8578) as mod. which authorized a new standard broadcast station (BL-5527).
KPEP San Angelo, Tex., David P. Pinkston, tr/as Concho Bcstg. Co.—License to cover CP (BP-9267) which authorized a new standard broadcast station (BL-5536).
KWFR San Angelo, Tex., Solar Bcstg. Co.—License to cover CP (BP-9329) which authorized a new standard broadcast station (BL-5537).
KTUE Tulia, Tex., Clint Formby and Marshall Formby d/b as Tulia Bcstrs.—License to cover CP (BP-8595) as mod. which authorized a new standard broadcast station (BL-5533).
WSVA Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—License to cover CP (BP-8777) as mod. which authorized change power from 1 kw day and night to 1 kw night, 5 kw daytime; install DA-N and change type transmitter (BL-5522).
KRKL Kirkland, Wash., W. A. Chamness and L. N. Ostrander d/b as East Side Bcstg. Co.—License to cover CP (BP-9326) which authorized increasae in daytime power and install a new transmitter (BL-5525).
WCHF Chippewa Falls, Wis., Harold R. Murphy tr/as Chippewa Falls Bcstg. Co.—License to cover CP (BP-9324) as mod. which authorized new standard broadcast station (BL-5529).

Remote Control

WDBF Delray Beach, Fla., Delray Bcstg. Corp.—(BRC-596).
WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co.—(BRC-598).
KSUB Cedar City, Utah, Southern Utah Bcstg. Co.—(BRC-597).

Renewal of License

WMSC Columbia, S. C., Marseco Bcstg. Corp.—(BR-1220).



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Applications Returned

WMTM Moultrie, Ga., N. B. Mills and Douglas J. Turner d/b as Colquitt Bcstg. Co.—License to cover CP (BP-9289) which authorized increase in daytime power to 5 kw and installation of new transmitter.

WNNJ Newton, N. J., Simon Geller, Robert Mensel, William Fairclough and Elizabeth Fairclough d/b as Sussex County Bcstrs.—Voluntary assignment of license to Robert Mensel, William Fairclough, Elizabeth Fairclough and Simpson C. Wolfe Jr. and Naomi E. Wolfe, d/b as Sussex County Bcstrs.

Modification of CP

KTIV (TV) Sioux City, Iowa, KCOM Bcstg. Co.—Mod. of CP (BPCT-864) as mod. which authorized a new tv station to extend completion date to 3-1-55 (BMPCT-2637).

KOAM-TV Pittsburg, Kan., Mid-Continent Telecasting Inc.—Mod. of CP (BPCT-656) as mod. which authorized a new tv station to extend completion date to 7-1-55 (BMPCT-2641).

KSLA (TV) Shreveport, La., Interim Television Corp.—Mod. of CP (BPCT-1770) as mod. which authorized a new tv station to extend completion date (BMPCT-2636).

KFVS-TV Cape Girardeau, Mo., Hirsch Bcstg. Co.—Mod. of CP (BPCT-727) as mod. which authorized a new tv station to extend completion date to 6-14-55 (BMPCT-2639).

WICA-TV Ashtabula, Ohio, WICA Inc.—Mod. of CP (BPCT-1788) as mod., which authorized changes in existing tv station to extend completion date to 5-31-55 (BMPCT-2642).

KTVX (TV) Muskogee, Okla., Tulsa Bcstg. Co.—Mod. of CP (BPCT-1261) as mod. which authorized new tv station to extend completion date to 3-7-55 (BMPCT-2638).

WFBG-TV Altoona, Pa., The Gable Bcstg. Co.—Mod. of CP (BPCT-543) as mod. which authorized new tv station to extend completion date to 6-30-55 (BMPCT-2640).

WAIM-TV Anderson, S. C., Wilton E. Hall—Mod. of CP (BPCT-865) as mod. which authorized new tv station to extend completion date to 5-30-55 (BMPCT-2643).

WSPA-TV Spartanburg, S. C., The Spartan Radiocasting Co.—Mod. of CP (BPCT-1216) as mod. which authorized new tv station to extend completion date (BMPCT-2644).

WCAN-TV Milwaukee, Wis., Midwest Bcstg. Co.—Mod. of CP (BPCT-1547) as mod. which authorized new tv station to extend completion date (BMPCT-2635).

WOSU-TV Columbus, Ohio, The Ohio State U.—Mod. of CP (BPET-23) as mod. which authorized new tv station to extend completion date to 7-1-55 (BMPET-57).

December 7 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of December 3

Remote Control

WERI Westerly, R. I., Radio Westerly Inc.—Granted authority to operate transmitter by remote control.

Granted CP

WBRE-FM Wilkes-Barre, Pa., Louis G. Baltimore.—Granted CP to lower tower of antenna to accommodate new tv antenna (BPH-1986); antenna 1,160 feet.

Modification of CP

The following were granted extensions of completion dates as shown: KTVX (TV) Muskogee, Okla., to 6-7-55; WOSU-TV Columbus, Ohio, to 7-1-55; KFVS-TV Cape Girardeau, Mo., to 6-14-55; KSLA (TV) Shreveport, La., to 4-1-55; KTIV (TV) Sioux City, Iowa, to 6-29-55; KRLD-TV Dallas, Tex., to 6-2-55; KOAM-TV Pittsburg, Kan., to 7-1-55; WFBG-TV Altoona, Pa., to 6-30-55; WHCO Sparta, Ill., to 6-24-55; WNRG Grundy, Va., to 2-28-55.

Actions of December 2

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WGAP Maryville, Tenn.; KSUB Cedar City, Utah; WJRD Tuscaloosa, Ala.; WLYC Williamsport, Pa.; KSDA Redding, Calif.; WLYC-FM Williamsport, Pa.

Actions of December 1

Remote Control

WDBF Delray Beach, Fla., Delray Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Granted License

WCSC-TV Charleston, S. C., WCSC Inc.—Granted license for tv station (ch. 5) and to change description of transmitter and studio location; ERP: vis. 100 kw, aur. 50 kw; antenna 470 feet (BLCT-227).

Modification of CP

WCAN-TV Milwaukee, Wis., Midwest Bcstg. Co.—Granted Mod. of CP for extension of completion date to 6-1-55.

Actions of November 30

Granted License

WWPG-FM Palm Beach, Fla., Palm Beach Bcstg. Corp.—Granted license covering changes in fm station (BLH-1016).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KWNA Winnemucca, Nev.; WTRN St. Marys, Pa.

Modification of CP

KELP El Paso, Tex., Trinity Bcstg. Corp.—Granted Mod. of CP to change the daytime non-DA operation from the #2 tower to #1 tower of the DA system; conditions (BMP-6705).

The following were granted extensions of completion dates as shown: WHAT-FM Philadelphia, Pa., to 1-15-55; WISE-TV Asheville, N. C., to 6-29-55; WKBT (TV) La Crosse, Wis., to 6-28-55; WDXI-TV Jackson, Tenn., to 6-28-55; KETV (TV) Little Rock, Ark., to 6-29-55; KWK-TV St. Louis, Mo., to 6-21-55; WHAT Philadelphia, Pa., to 1-15-55.

Actions of November 29

Granted License

KCMC-FM Texarkana, Tex., KCMC Inc.—Granted license covering changes in fm station (BLH-1015).

Modification of CP

The following were granted extensions of completion dates as shown: WFPG-TV Atlantic City, N. J., to 6-21-55; WIBG-TV Philadelphia, Pa., to 6-22-55.

Granted CP

WAJC Indianapolis, Ind., Butler U.—Granted CP to replace expired permit (BPED-223) which authorized changes in licensed station which expired 10-11-53 (BPED-266).

December 7 Applications

ACCEPTED FOR FILING

Remote Control

WPON Pontiac, Mich., Gerity Bcstg. Co.—(BRC-600).

Application Returned

WBOF Virginia Beach, Va., Virginia Beach Bcstg. Corp.—License to cover CP (BP-9297) as mod. which authorized a new standard broadcast station. (Section II and Engr. data dated after Section I.)

Modification of CP

KFAC-FM Los Angeles, Calif., Los Angeles Bcstg. Co.—Mod. of CP (BPH-1935) which authorized changes in licensed station for extension of completion date (BMPH-4966).

WEBQ-FM Harrisburg, Ill., First Trust Assn.—License to cover CP (BPH-1977) which replaced expired permit (BLH-1017).

WOR-FM New York, N. Y., General Teleradio Inc.—Mod. of CP (BPH-1846) which authorized changes in licensed station for extension of completion date (BMPH-4965).

WATE (TV) Knoxville, Tenn., Greater East Tennessee Tv Inc.—Mod. of CP (BPCT-813) as mod. which authorized new tv station extension completion date to 3-31-55 (BMPCT-2645).

December 8 Decisions

TV AND AM BROADCAST ACTIONS

The Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WEQR (FM) Goldsboro, N. C.; WTBO Cumberland, Md.

McFarland Letter

WSFA-AM-TV Montgomery, Ala., Montgomery Bcstg. Co.—Is being advised that application for transfer of control and assignment of license and CP to WKY Radiophone Co. indicates necessity of a hearing (BTC-1819, BAL-1869, BAPRE-19, BAPCT-121). Chairman McConnaughey not participating.

Yankton, S. D., Yankton Bcstg. Co.—Is being advised that application (BP-9277) for a new am station (1450 kc, 250 w, U), indicates necessity of a hearing.

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer on Dec. 7

Corpus Christi, Tex., KUNO Inc.—Granted petition for acceptance of its late filing in re am application (Docket 11161); also granted petition for leave to amend its application so as to specify a lower antenna height.

Canton, Ohio, Stark Telecasting Corp.—Granted petition for an extension of time to and including Jan. 8 within which exceptions may be filed to initial decision in re ch. 29 (Dockets 10272 et al.).

Richmond, Va., Louis Adelman—Granted petition for leave to amend his am application (Docket 11216), so as to specify a new transmitter site; and for removal of application as amended, from hearing docket.

By Hearing Examiner Herbert Sharfman on Dec. 3

By Memorandum Opinion and Order, denied joint petition filed by Scripps-Howard Radio, Inc. and Radio Station WBIR Inc., to reopen the record for official notice and for official inquiry of other Government agencies and Departments in proceeding re ch. 10 in Knoxville, Tenn. (Dockets 10512 et al.).

By Hearing Examiner Basil P. Cooper on Dec. 3

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted motion for leave to amend its am application (Docket 11100), to furnish population surveys, etc.; also granted motion for continuance of hearing from Dec. 7 to Jan. 11.

By Hearing Examiner Isadore A. Honig on Dec. 3

Omaha, Neb., Herald Corp.—Granted motion for extension of time to Jan. 10 for filing proposed findings by all parties, and the time to file replies to proposed findings is extended to Jan. 25; further ordered that the Examiner on his own motion extended to Jan. 10 the time for filing proposed findings and corrections to transcript in re applications for ch. 7 (Dockets 9009, 10909).

By Hearing Examiner Annie Neal Huntting on Dec. 3

Levitttown-Fairless Hills, Pa., Drew J. T. O'Keefe, Jack J. Dash and Wm. F. Waterbury—Granted petition for leave to amend their am application (Docket 10933), to specify a definite antenna site.

Allentown, Pa., R. J. Laros & Bro.—Granted motion for correction of the transcript of testimony in re Docket 11195.

By Hearing Examiner Thomas H. Donahue on Dec. 2

By Memorandum Opinion and Order, denied petition filed by 220 Television Inc., St. Louis, Mo., requesting reversal of a ruling made on Sept. 2 admitting Columbia Broadcasting System's Exhibit 6 into evidence, in re application for ch. 11 (Dockets 8809 et al.).

(Continued on page 119)

Texas Independent
$35,000.00

Daytime station in single station market completely isolated. Well equipped but no earning record. Right owner-operator can do well. Financing available with $10,000.00 down.

Appraisals • Negotiations • Financing

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Custom-Built Equipment
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1121 Vermont Ave., Wash. 5, D. C.
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COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*** 1953 ARB Projected Readership Survey**

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Service card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • **Help Wanted** 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • **Display ads** $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager, experienced in small radio station operation, needed immediately for Florida independent on east coast in profitable area. References and full background with recent photo in first letter. Box 407F, B•T.

High bracket financial opportunity for successful sales manager. Salary, liberal commission and travel expenses. Box 571F, B•T.

Manager for new small market rural station—dairy belt of northeast. Farm background and small town station experience helpful. Position open late February. Write full details first letter. Box 587F, B•T.

Manager for 1000 watt station. Reply with details as to past experience, references. Excellent opportunity for high calibre man. Box 610F, B•T.

Let's you and I buy midwest metropolitan kilowatter I now manage. I have experience plus 10 grand if you have the same Call Chicago Financial 6-0982.

Salesmen

Sales manager needed for established top ranking metropolitan independent in Great Lakes area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B•T.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

EMPLOYERS . . . .

Able executive direction is the key to station profits. Choose from a select group whose qualifications meet your requirements when management or staff vacancies exist in your organization. Effective, confidential service to employer and employee.

ALASKA . . .

We need a program manager and a chief engineer. These attractive positions are in Alaskan radio. Please forward your resume with letter of inquiry.

HOWARD S. FRAZIER

TV and Radio Management Consultants

708 Bond Bldg.

Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Experienced salesman for Oklahoma's most popular daytime station. Guarantee plus good commissions. Top acceptance in the market. No P.I.'s, no religion—strictly pop music from sign-on to sign-off with news every hour. Send references and full background to R. M. Lester, Radio Station KTOW, 3300 Liberty Bank Building, Oklahoma City, Oklahoma.

Hawaii's biggest radio station has excellent opportunity for two sincere and aggressive time salesmen. These men are now most likely on the West Coast, not further than the mountain states. Based on performance one of these men in the near future will become sales manager of this radio station. Salary and commission. Airmail full qualifications, P. O. Box 1479, Honolulu.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Somewhere west of Erie and east of Laramie there is a man who is still old fashioned and likes to work. He doesn't have long hair and he isn't theatrical. He is a sound program man who builds his programming to the needs of his audience. He is interested not only in disc shows, but in serious programs concerning public events and issues of his community and area. He is capable of organizing and working with his announcing staff and he loves to be active in community affairs. He has a good strong voice which delivers newscasts well and does well as an emcee. A 1000 watt powerful midwest independent station in a rich farm area will pay a handsome starting salary to this man accepting this challenge and if he can sell, he can augment his income even more. This is a rare opportunity on one of America's most successful independent small stations. Give full information in first letter. Write Box 521F, B•T.

Announcer or announcer-salesman, south-southwest area. All types staff work. County seat market. Box 524F, B•T.

Staff announcer, experienced, dependable on 50kw CBS affiliate in Texas. Friendly voice, strong on records. Please send tape or disc which will be returned and letter with details and photo. Box 528F, B•T.

Top-level announcer or announcer salesman. Leading Virginia independent. Box 557F, B•T.

Announcers—1st phone, early January, for Texas Gulf Coast station. Emphasis on announcing. $275.00 plus. Send audition, reference and background. Box 561F, B•T.

Announcer with friendly voice, one who can run smooth record shows . . . really sell on the air. Not interested in the "deep-brown" voice type. Must be natural, unaffected. Combo job, permit necessary. Family man preferred. Very good salary. Box 583F, B•T.

Announcer, also 1st phone. Rush resume. Box 603F, B•T.

First combo. Evening DJ show. Airmail audition, summary. KOGT, Orange, Texas.

Experienced announcer. Permanent staff opening January first. $60.00 forty hours—no nights, no Sundays. Airmail complete application, snapshot, tape. KRLN, Canon City, Colorado.

Experienced announcer DJ also announcer-salesman. Send full information to John Garrison, WFUN, Huntsville, Alabama.

RADIO

Help Wanted—(Cont'd)

Are you our man? Wanted, experienced, program minded morning announcer. Must be mature, reliable, good on news, commercials and records. A good creative position in a progressive set-up. Send tape, photo, resume and references to WSLB, Ogdensburg, N. Y.

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Technical

Engineer: Central New York State am and fm station. Transmitter maintenance experience essential. Excellent opportunity for capable man. Box 564F, B•T.

New 5kw in New Mexico Land of Enchantment is expanding and needs chief engineer who can stand small announcing shift, also needs good fulltime salesman. Salary according to ability. Give full details first letter to KBIM, Roswell, New Mexico.

Chief engineer, 1000-watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engineer. Salary open. Write: Manager, KRMS, Osage Beach, Missouri.

Chief engineer wanted. Must be stable, experienced. Car. Furnished excellent working conditions. Position available immediately. Contact Manager, WKRT, Cortland, New York.

Production-Programming, Others

Atlanta office, top radio-tv rep. firm needs additional girl secretary with ability to write creative sales correspondence. Box 573F, B•T.

News director with good voice for live-wire Pennsylvania independent. $75.00 to start. One week's paid vacation first year—two weeks thereafter. Mileage allowance. Position offers challenge to provide creative first-rate news and feature coverage of big interesting area. Work with tape recorder. Station going 5000 watts fulltime. WCOJ, Coatesville, Pa., 2100.

News director—gather, write, broadcast local news. Will have assistance of strong news string organization. Excellent market. Starting salary $375 monthly. Send full particulars and tape to G. LeVerne Flambo, WQUA Radio, Moline, Illinois.

Situations Wanted

Managerial

Sales manager that gets job done. Ten years successful radio experience. Box 556F, B•T.

Manager with ability to an all-around job. Can sell, program, handle engineering. Can make a going business out of your run down station and will prove it. Available for interview. Box 559F, B•T.

Regain profit! I offer 20 years successful experience to manage your station. Economy minded. Age 41. Excellent references. Act wisely, arrange an interview. Box 565F, B•T.

Experienced commercial manager, 39, married, sober, sincere, capable announcing, special events. Versatile all phases small market operation prefer southwest. Available January 1. Box 574F, B•T.

Six years experience. Mature, sales-conscious PD interest in management opportunity. Small medium market. Box 592F, B•T.

Announcers

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 405F, B•T.

Negro DJ, with two years of commercial. A smooth salesman. Box 430F, B•T.

Experienced staff man, DJ., news man. Trained voice. First phone. Negro. Box 510F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 534F, B•T.

Announcer, 27, three years veteran, need immediate, permanent. Will travel. Box 562F, B•T.

Disc jockey — announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 566F, B•T.

RADIO

Situations Wanted—(Cont'd)

Top negro DJ. Hard hitting disc jockey proven top producer. Seven years experienced staff announcer. Presently employed radio-tv major market. Mass appeal, promotion conscious, ability to adlib, sell on air and in person, neat, educated. Details on request. Box 567F, B•T.

Korean combat correspondent wants permanent northeastern, northern job with future. Five years DJ, news, staff, writing. Powerhouse voice. Box 572F, B•T.

Canadian DJ available, smooth sophisticated big market appeal. I build ratings and make friends with my audience. Presently employed. Apply Box 575F, B•T.

Pop and r&b DJ personality. Presently employed major market, but disagree with policy. Box 577F, B•T.

Desire position in Virginia, West Virginia or Kentucky. Good news and commercial man. 2 years experience including console operation and taping. Married. Korean veteran. Tape available on request. Box 579F, B•T.

Promising young radio-tv announcer, with experience, wants situation in Hawaii. Experience in radio, tv, stage and theatre. Strong on adlib. Box 581F, B•T.

Presently employed announcer-writer, several years experience, music, news, sports, play-by-play, continuity. Tape, resume, photo, references, sent immediately. Box 582F, B•T.

Announcing, programming, assistant management, six years. Work any combination return for permanence, advancement. Box 585F, B•T.

Experienced announcer-salesman, copywriter. Southerner with personality. Proven entertainment ability, song and dance man. Capable of producing, directing. Completed advanced training SRT, New York. Married, 25, veteran, eager to settle. Box 588F, B•T.

Competent staff announcer, excellent commercials, news, music. Can write, operate board. 4 years experience. Radio-tv. 28, veteran, father. Available short notice. Box 589F, B•T.

Experienced father of three desires to locate in Florida. Object—staff announcing with talents. Good background—looking for better future. Box 597F, B•T.

Experienced metropolitan N. Y. station operation. Air time limited, school, station, young, draft exempt, will work hard. Box 599F, B•T.

Announcer, 1st phone. 5 years experience. DJ, news editor, PD. Box 600F, B•T.

RADIO

Situations Wanted—(Cont'd)

West Coast! Eight years before the mike! $80.00 minimum. Family. Box 606F, B•T.

Announcer—first phone seeking combination staff position. Fully experienced with B.A. degree. Tape on request. Box 609F, B•T.

Staff announcer: News, disc jockey. Prefer midwest or southwest. Tape, resume available. John Schneider, 2727 W. Polk, Chicago.

Technical

Experienced chief engineer, combo, installation, maintenance, all powers, interested in investment in radio station. I can put any station in good operating condition at minimum cost in short time. 15 years experience. Box 547F, B•T.

Engineer—presently employed as assistant chief engineer in large station desires to relocate. 16 years experience in am, fm and tv. Age 36. Box 555F, B•T.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Program director, chief engineer, fine announcer—DJ. Entire staff wrapped up in one! Family man wants good permanent job with small am. Minimum $7800 yearly. Thoroughly experienced and competent. Box 438F, B•T.

50kw's worth of production, news experience. 3 years. Also handle board. Recordings. Tape editing. College grad. Box 506F, B•T.

Newsman—experienced radio-tv. No announcing. Available January 1. Box 532F, B•T.

Newsman announcer. Can report and write local news. Handle sports and write copy. Tape and details on request. Box 558F, B•T.

Program director-announcer, female, salable ideas. Good copy. First phone. College. Twelve years radio experience. Box 569F, B•T.

News writer—radio jouralism degree, light experience. 24, veteran. Midwest network station preferred. Box 591F, B•T.

Thoroughly experienced program manager immediately available for similar position with large market station. Box 593F, B•T.

Production assistant, experienced, 27, thorough knowledge studio operation, equipment, currently employed. Producer N. Y. Desires production position with tv station. Will relocate. Box 598F, B•T.

N. Y. C. network announcer-producer. 11 years all phases, talent, administrative. Now available as program manager. Accustomed to making good living. Box 602F, B•T.

RADIO

Situations Wanted—(Cont'd)

Stations-agencies-sponsors—are you looking for a hard-working man to produce and direct fresh new programs or improve your current ones? Seeking permanent spot. Excellent references and credits. Will relocate. Box 604F, B•T.

TELEVISION

Help Wanted

Salesmen

Wanted—tv sales coordinator with tv directing experience to do some directing, planning and working with local accounts on producing spots or programs. Give full information and photo. Box 576F, B•T.

Announcer

Announcer for established vhf television station in southwest. Permanent. Will consider radio announcer seeking tv opportunity. Prefer southwesterner. Send letter and photo. State present salary. Box 614F, B•T.

Announcer . . . emphasis on sports, for leading vhf station, NBC, ABC affiliate. Must be experienced. Write Program Director, WTVD, P. O. Box 2009, Durham, N. C.

Technical

Tv engineer for operation of progressive vhf station. Include experience and salary required in first letter. Chief engineer, WJBF-TV, Augusta, Ga.

Production-Programming, Others

Promotion manager, vhf station, Denver. Must have tv experience. Box 501F, B•T.

(Continued on next page)

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

WANT TO BUY METROPOLITAN MARKET RADIO STATIONS

We are willing to pay all cash, are not concerned about power, not interested in frequency, do not demand network, but in return for these concessions, are only interested in metropolitan properties at rock bottom prices.

BOX 601F, B. T.

TELEVISION

Situations Wanted

Managerial

Station — commercial-sales manager with outstanding uhf success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B•T.

Manager, assistant manager or program manager, experienced all phases in both tv and radio. Currently manager for CBS basic, vhf, 700,000 population area. Best references from present and past employers. Also network and agency experience. Age 36, married, one child. Prefer midwest. Box 568F, B•T.

Assistant manager. Five years supervisory experience, radio-tv, including new station operation. Excellent record, references. Box 594F, B•T.

Promotion-merchandising director. This responsible young (32) man can develop dynamic client and public relations for your station through effective merchandising and promotion campaigns. He can show you things he has done for the tv station he now works for that are known throughout the country. These things will reveal his capacity for cogent, creative thinking and his ability to *do*. He has top background vouched for by top references. For resume write Box 605F, B•T.

Announcer

Young versatile announcer, copywriter. Sincerity will increase your revenue. College, radio-tv school. Box 570F, B•T.

Announcer-producer: Tv or not tv, that is the question. Your offer is the answer! 8 years radio announcing, writing, sales, 1st phone. Six month tv. Box 586F, B•T.

Technical

Experienced tv-am operator. First class license. Also combination. Mature. Kenna, 318 Oak Street, Danville, Illinois.

Production-Programming, Others

Two years experience, major market, production and direction. Presently employed radio, anxious to get back to tv. Box 578F, B•T.

Tv cameraman—2 years experience. All studio operations. Video, audio, floor manager, films, some directing. Desires position leading to production. Box 590F, B•T.

Experienced PD put two television stations on air. Immediate availability for supervisory position, larger market. Best references. College education. Box 595F, B•T.

Experienced tv continuity director desires similar position in major market. Box 596F, B•T.

For Sale

Stations

For sale, southern Illinois, 250 watt, independent. Box 550F, B•T.

For Sale—(Cont'd)

250 watt station . . . fulltime Mutual affiliate, one station market . . . intermountain area. $15,000.00 down. Write Box 584F, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

3kw GE fm transmitter, including tubes, monitors, console; approximately 400 feet Andrew transmission line. Excellent condition. $2000.00. Box 560F, B•T.

RCA high frequency field intensity meter, type 301-A. 18-34mc, 34-65mc, 65-125mc. Box 563F, B•T.

Fm transmitter, 10 kw WE power amplifier, used on 98.1, with power supply, full set of tubes. Also 8-section cloverleaf fm antenna, WE 54-A, gain 4.7. Make us an offer. KCMC-TV, Texarkana, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

WE transmitter—presently operated at 2500 kw, original 5000 kw. No reasonable offer refused. Write Bill Masi, WHBI, Newark, N. J., or call SO 3-1146.

GE 1000 watt fm transmitter and fm station monitor. Used only 18 months. Good operation condition and new appearance. GE console, type BC-1-A. Barry Trading Company, Lebanon, Tennessee.

Ampex 402A two case pushbutton portable factory reconditioned $650; two Gray 103 arms; two 602 equalizers, QRS turntable. United Radio Supply, 22, N.W. 9th, Portland, Oregon.

Wanted to Buy

Stations

In market with trading area of 100,000 population or more. Box 580F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Wanted used 5kw am transmitter and used 1kw am transmitter. Send all information and price to Box 538F, B•T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31334, Bowling Green, Ohio.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Have you employed tall, blond, balding man, about 30 years of age? Possibly calls self Walter C. Brown. If so, call 5957 Huntsville, Alabama, collect. Urgent! Reward!

RADIO

Help Wanted

Production-Programming, Others

MEN WANTED!

Needed at once: *Two* ace promotion assistants. Company operating the top radio station and the top television station in one of the nation's biggest markets needs *two* assistant promotion directors. Ambitious, able young men well grounded in *sales* promotion are invited to send *complete* information to Box 517F, B•T.

Situations Wanted

Managerial

ATTENTION

Radio station owners who are losing money. My job, if we enter into an agreement, would be to straighten out your operating difficulties. Build up an efficient sales force and go out and sell enough business to make your station a nice profit. All of this I can do in one year.

For further information write to Box 611F, B•T. All correspondence will be held in strictest confidence.

Salesmen

SALES

Now employed radio sales, West Coast. Want position, radio or television, where management feels secure enough to relish production and ideas. Age 39, family, well grounded all media except tv, strong on promotion. Require $10,000 or more potential.

Box 613F, B•T

Announcers

ANNOUNCER-DJ

WHAP, Hopewell, Virginia finds it necessary, due to staff reductions, to release Dan Bell who is the junior member of our staff. We do not hesitate to recommend Mr. Bell to any station in need of an experienced DJ-Announcer who can sell on the air. For further information or an audition contact Lee Leonard, Program Director, WHAP, Hopewell, Virginia or Dan Bell at Box 608F, B•T.

PROSPECTIVE TV BROADCASTERS

$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT

*** TRANSMITTER (RCA TT-5A)**

*** TOWER (558' SELF-SUPPORTING)**

*** LINE & LIGHTING EQUIPMENT**

*All in Orginal Packing and Ready for Immediate Shipment

WIRE, Indianapolis, Ind.

TELEVISION

Situations Wanted

Salesman

SIX YEARS
RADIO-TV EXPERIENCE

Young man with supervisory experience and station operation programming, production, commercial copy. Available January 1, 1955 for similar position—radio or TV. College education, as well as degrees from School of Experience. Dependable, stable, with family responsibilities. A brief letter describing your operation and position you have available will bring you a 20 page brochure containing photo, details of qualifications, background, experience, references, etc. Put new radio and TV stations on air and into black. Now looking for permanent position with opportunity for professional growth. Successful record and excellent references.

Box 612F, B•T

FOR SALE

Equipment

FOR SALE

RCA TT 500-A Channel 4 Transmitter with Side Band Filter and Diplexer.

Ideal for standby or a proposed satellite operation.

KOPR-TV

Finlen Hotel Butte, Montana

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Just off the press!

TELECASTING MAP

TV STATIONS THROUGHOUT UNITED STATES AND CANADA

(correct to October 1, 1954)

Locates television stations by city, county and state. Network routes over-printed, indicating existing and planned coaxial cable, as well as that portion equipped for color.

Designed for sales planning, this 28" x 42" outline map may be used for presentations, visualizing markets, charting sales territories. Printed black and blue on 70 lb. durable white stock

Single copies, suitable for framing, $1.00

Quantity prices:

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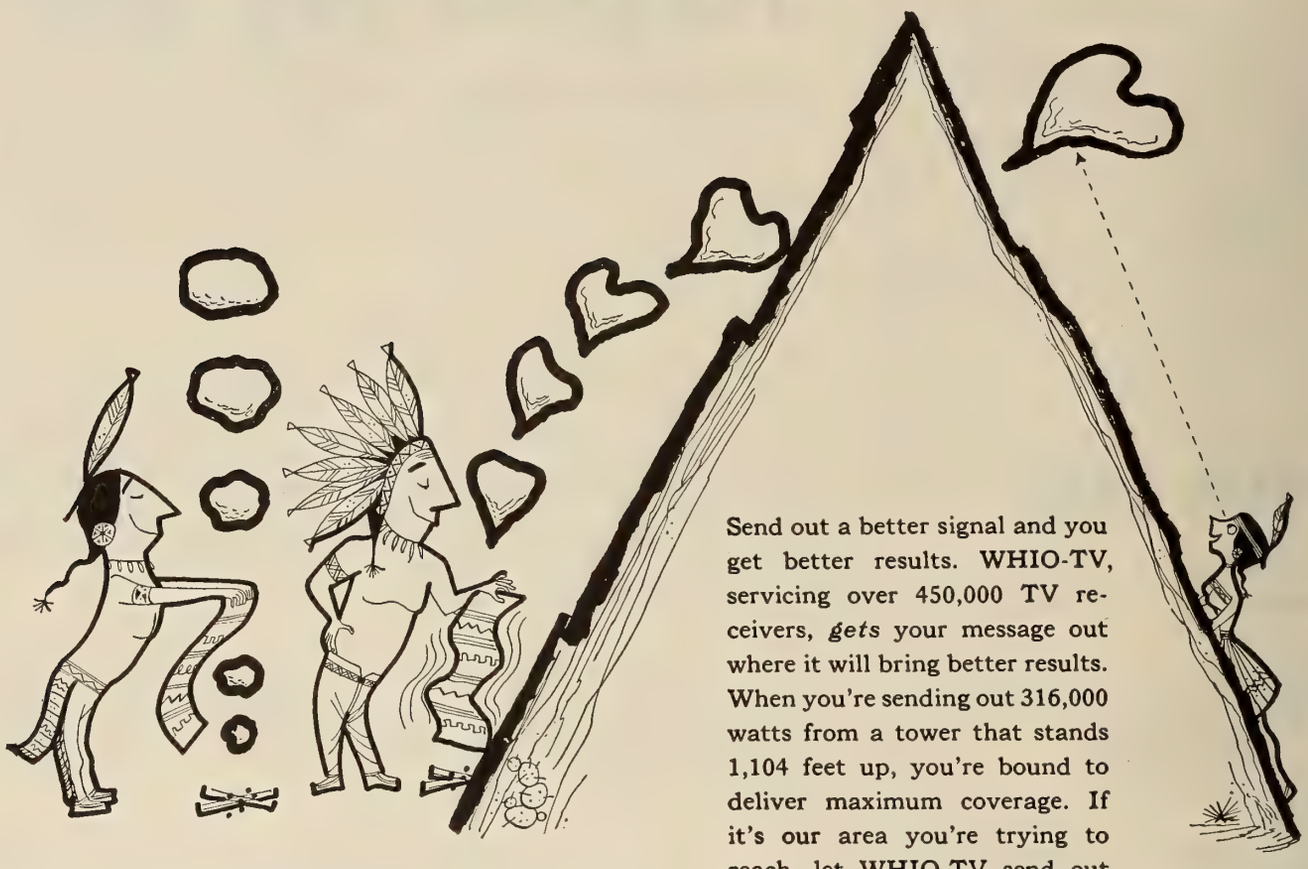
Order now!

BROADCASTING • TELECASTING

1735 DeSales Street, N. W., Washington 6, D. C.

Better **SIGNAL** bring-um

Better **RESULTS**--and how!



Send out a better signal and you get better results. WHIO-TV, servicing over 450,000 TV receivers, *gets* your message out where it will bring better results. When you're sending out 316,000 watts from a tower that stands 1,104 feet up, you're bound to deliver maximum coverage. If it's our area you're trying to reach, let WHIO-TV send out the signal. For complete information on this great **AREA** station, call George P. Hollingbery representatives.



Channel 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

whio-tv

CBS • DUMONT

(Continued from page 112)

December 8 Applications

ACCEPTED FOR FILING

License for CP

KOSI Aurora, Colo., David M. Segal, tr/as Mid-America Bcstg. Co.—License to cover CP (BP-9173) as mod. which authorized a new standard broadcast station (BL-5544).

WDCF Dade City, Fla., E. P. Martin, Alpha B. Martin, Elmo B. Kitts, John A Branch and John D. Goff a partnership d/b as The Pasco Bcstg. Co.—License to cover CP (BP-9549) as reinstated and mod. which authorized a new standard broadcast station (BL-5540).

WSTU Stuart, Fla., Lester M. Combs and Reginald B. Martin, d/b as The Blue Water Bcstg. Co.—License to cover CP (BP-9191) as mod. which authorized a new standard broadcast station (BL-5545).

WEIC Charleston, Ill., Friendly City Bcstrs., a partnership consisting of Jack G. Owens, Betty Jane Owens and Betty Jane Owens, Trustee for Sheila Owens and Jill Owens—License to cover CP (BP-9110) which authorized a new standard broadcast station (BL-5543).

WDOB Canton, Miss., Madison County Bcstg. Co.—License to cover CP (BP-9352) which authorized increase in power (BL-5534).

WBMA Beaufort, N. C., Richard Ray Cummins—License to cover CP (BP-9208) which authorized a new standard broadcast station (BL-5541).

WNRI (FM) Woonsocket, R. I., Friendly Bcstg. Co.—License to cover CP (BP-8106) as mod. which authorized a new standard broadcast station (BL-5542).

Renewal of License

WORZ Orlando, Fla., Central Florida Bcstg. Co. (BR-1499); WLOF Orlando, Fla., Mid-Florida Radio Corp. (BR-1096); WSTN St. Augustine, Fla., St. Augustine Bcstg. Co. (BR-2912); WNTM Vero Beach, Fla., Central Florida Bcstg. Co. (BR-3023); WMDD Fajardo, P. R., a partnership d/b as Madrazo and Diaz (BR-1765).

Mod. of CP

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Mod. of CP (BP-8194) as mod. which authorized change in transmitter and studio locations and changes in antenna system for extension of completion date (BMP-6716).

WATR-TV Waterbury, Conn., WATR Inc.—Mod. of CP (BPCT-965) as mod. which auth. new tv station, extension of completion date (BMPCT-2649).

WNOW-TV York, Pa., H. J. Williams, M. E. Cousler and Lowell W. Williams, a partnership d/b as the Helm Coal Co.—Mod. of CP (BPCT-356) as mod. which authorized new tv station, extension of completion date to 7-5-55 (BMPCT-2648).

WHA-TV Madison, Wis., Wisconsin State Radio Council—Mod. of CP (BPET-47) as mod. which auth. new non-comm. ed. tv station for extension of completion date (BMPET-58).

WGTH-TV Hartford, Conn., General-Times Television Corp.—Mod. of CP (BPCT-1785) as mod. which authorized new tv station to extend completion date to 4-5-55 (BMPCT-2652).

WABI-TV Bangor, Me., Community Telecasting Service—Mod. of CP (BPCT-1872) which authorized changes in facilities of existing tv station to extend completion date to 2-28-55 (BMPCT-2651).

WHIZ-TV Zanesville, Ohio, Southeastern Ohio Television System—Mod. of CP (BPCT-1190) as mod. which authorized a new tv station to extend completion date to 6-6-55 (BMPCT-2647).

KCTL (TV) Seattle, Wash., Seattle Construction Co.—Mod. of CP (BPCT-1811), which authorized a new tv station to extend completion date to 6-7-55 (BMPCT-2650).

TELESTATUS

December 13, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 293,120
► WBRC-TV (6) CBS; Katz; 286,494
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
► WMSL-TV (23) NBC; Walker; 20,100

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/25/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 101,523

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 105,570
► KPHO-TV (5) CBS, DuM; Katz; 101,523
KTVK (3) Weed; 6/10/54-1/15/55

Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 34,866
► KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
► KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

New Starters

The following tv stations are the newest to start regular programming:

KVOO-TV Tulsa, Okla. (ch. 2), Dec. 5.

WFMZ-TV Allentown, Pa. (ch. 67), Dec. 4.

Total stations on air in U. S. and possessions: 416; total cities with stations on air: 277. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,369,245.

***Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
414,944
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 81,258
KETV (23) 10/30/53-Unknown
KTHV (11) 11/4/54-Unknown
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 82,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778
Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) CBS, NBC; Raymer; 134,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,955,185
► KHJ-TV (9) DuM; H-R; 1,955,185
► KNXT (2) CBS; CBS Spot Sls.; 1,955,185
► KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (c)
► KTLA (5) Raymer; 1,955,185
► KTTV (11) Blair; 1,955,185
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,016,110
► KPIX (5) CBS; Katz; 1,016,110
► KRON-TV (4) NBC; Free & Peters; 1,016,110
► KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) ABC, DuM; Grant; 76,715
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery, 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman; 6,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439



. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 81,000
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 287,600
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (c)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, ABC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 110,000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,341
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 37,075
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,150
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 34,692
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 214,837
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker; 584,843 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 74,776
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS; Katz; 665,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling 663,000
► WTTV (4) See Bloomington
Lafayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 205,321
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 104,345

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 112,572
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC, ABC, DuM; Hollingbery; 139,450
► KVTV (9) ABC, CBS, DuM; Katz; 120,123
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) Bolling
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 70,197

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WKNB-TV DOMINATES the HARTFORD Market

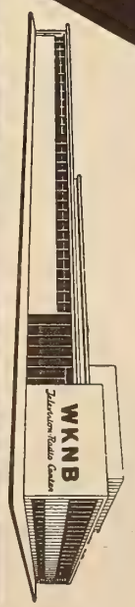
Hartford-New Britain Market 3rd richest in U.S.

You cannot dominate this big Hartford-New Britain Market unless you use WKNB-TV Scores of proven success FACTS.

FIRST Television station in Hartford County.
FIRST in national and local program popularity.
FIRST in acceptance by local advertisers.

Over 219,422 HOMES delivered

Certified Sept. 30, 1954 figures



The New WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 388,142
Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 62,075
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-1/15/55
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 30,000
Monroe—
KFAZ (43) See footnote (c)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

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Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC; Weed; 141,504
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 50,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,239,424
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,239,424
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney 178,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 156,000
► WWLP (61) ABC, NBC; Hollingbery; 156,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 68,112

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 410,390
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 74,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 533,000
► WTCN-TV (11) ABC; Blair; 533,000
Rochester—
► KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 533,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 108,450
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
► KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 115,845
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 57,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 18,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 51,716
► KGGM-TV (13) CBS; Weed; 51,716
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 307,020
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM. Meeker; 18,000
Lake Placid †(Plattsburg)—
WIRI (5) Young; 12/2/53-12/15/54 (granted STA Nov. 18)
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 395,400
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000

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NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,000
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 440,406
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson, 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 36,660
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 245,189
► WTOB-TV (26) ABC, DuM; H-R; 81,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed, 26,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 1,063,000
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) 12/2/54-Unknown
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,500

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 196,856
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Fall '54

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Blair; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000

Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870

Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel, 190,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 76,121

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters. 139,832
► WUSN-TV (2) NBC, DuM; H-R; 138,000

Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 133,542
► WNOK-TV (67) CBS; Raymer; 67,500

Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000

Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 107,311

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 103,021
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

Memphis—
► WHBQ-TV (13) CBS; Blair; 306,199
► WMCT (5) ABC, NBC, DuM; Branham; 306,199
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 205,165

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 221,750

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 61,703
► KGNC-TV (4) NBC, DuM; Katz; 61,703
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 37,600
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Unknown

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 60,602
► KTSM-TV (9) NBC; Hollingbery; 56,766

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,173

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 24,171

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 65,679
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

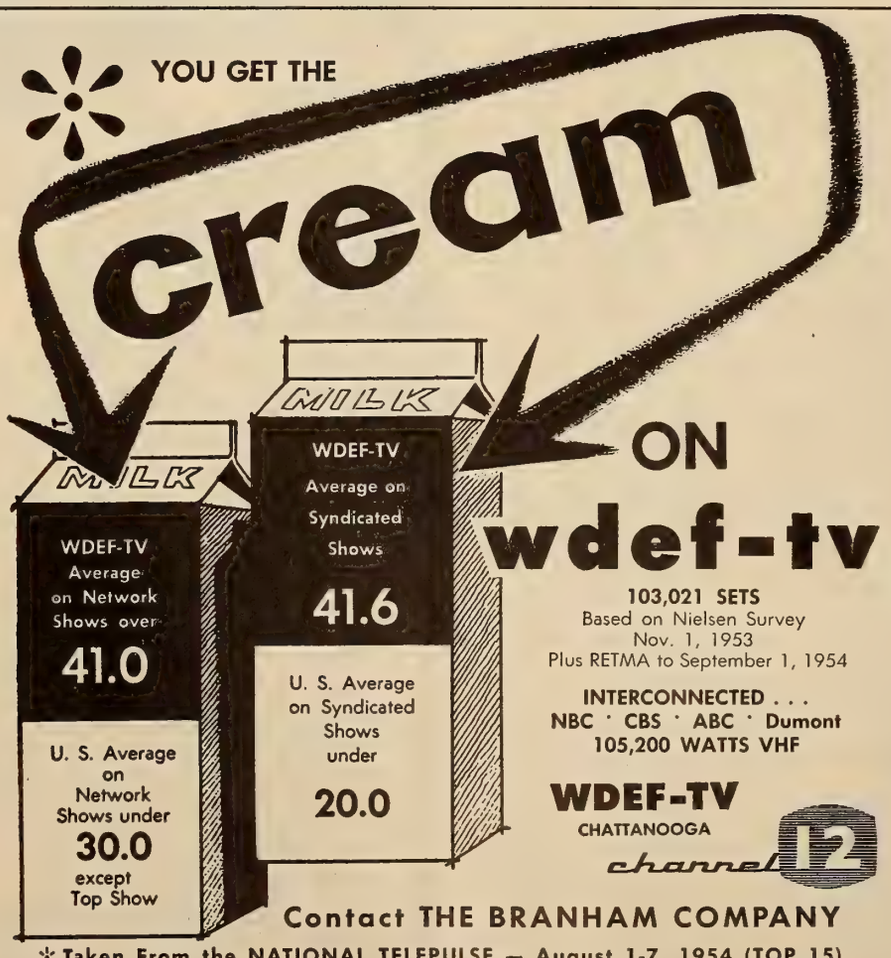
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 223,978
► WOAI-TV (4) NBC; Petry; 223,978

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown



Temple—
► KCEN-TV (6) NBC; Hollingbery; 94,292
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 64,853
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) 12/1/54-Unknown
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,173
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson, 93,971
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 152,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 342,581
WTOV-TV (27) See footnote (c)
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 473,643
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
KPKR-TV (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 387,300
► KOMO-TV (4) NBC; Hollingbery; 387,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 387,300
► KTNT-TV (11) CBS, DuM; Weed; 387,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 448,382
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 38,700
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 70,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 378,340
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 722,178
► WTVW (12) ABC, DuM; Petry
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 43,800

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 41,000

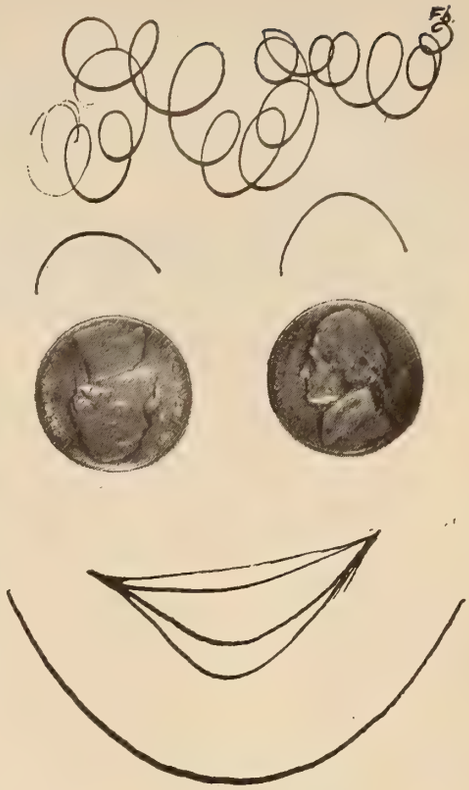
CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
► CFRN-TV (3)
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed; 10,000
Rimouski, Que†—
► CJBR-TV (3) CBC; CBC
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 11,249
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
► XETV (6) Weed; 260,550

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



10%

of all the U.S. cotton is picked and ginned in the KDUB-TV area!

This year's record-breaking crop is flooding the Lubbock market with bonus buying power.

65,679 sets 450,756 viewers

affiliated CBS DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Inside on the Outlook

OPEN season for predictions for the year ahead is about to be inflicted upon all of us.

In broadcasting, we always begin with the regulatory outlook. Last year was tempestuous. And 1955, of course, will be the "year of decision" for radio, for television, for color, for subscription tv. The "whither are we headed" oracles will have a field day.

Broadcasting for years has been a "crisis" pursuit. The emergence of tv as the most potent force in American life since radio, has stimulated political, economic, social and public interest to the point where tv is perhaps the biggest single topic of conversation.

Small wonder, then, that the politicians run such tv temperatures. There's the prospect the FCC will have to run a shuttle service to the Capitol to answer Congressional committee inquiries.

Let's take a year-end look at the FCC itself. The GOP project to make over the FCC hasn't worked out. There's a new chairman, to be sure, but he finds himself in the tough spot of serving on an interim basis, with his every move watched by the Democratic opposition. Chairman McConnaughey is caught in the political switches through no fault of his own. He didn't seek the job.

Mr. McConnaughey was selected because of his reputation as an administrator and a lawyer and because he is an old-line Republican. He will be renominated next month by President Eisenhower. But the Democrats, who then will be in control, regard his nomination as controversial. Despite that, we'll lead with our chin and predict Mr. McConnaughey will be confirmed, after further hearing. It is the President's prerogative to name his own chairman. We know of nothing in Mr. McConnaughey's record to disqualify him. It is a Republican vacancy.

The fur may really fly on the next vacancy. The term of Comr. Hennock expires June 30. She is an avowed and militant candidate for seven-year reappointment. She is one of two Democrats on the seven-man Commission. She has howled calamity against the "vested interests." She is the self-appointed defender of the minorities.

There's been speculation aplenty about her successor (few believe the President can be prevailed upon to reappoint her). There are campaigns underway for a number of women. The Republican committee will probably want an Eisenhower Democrat. The Democrat-controlled Senate can be expected to be tougher on the confirmation of this appointee than on the McConnaughey nomination.

The Democrats also are looking ahead to 1956 when the term of Comr. E. M. Webster expires. They insist the Democrats are entitled to at least three of the seven commissionerships, and since Mr. Webster is an independent they may shoot for his job too. But they will be hard put to find flaws in the former Coast Guard Commodore's record. He has voted his convictions. He is an independent in the truest sense. He is the only engineer left on the FCC.

The extent of Congressional interests in broadcast affairs is manifest in both houses. The new move by Sen. Kilgore of West Virginia, who becomes chairman of the powerful Judiciary Committee, to investigate "monopoly" in almost every conceivable facet of communications manufacturing and transmission, may erupt into a jurisdictional dispute. The Senate Commerce Committee is charged with legislation dealing with communications. It already has the so-called Bricker inquiry into networks underway (though its scope is not limited).

Sen. Kilgore, wisely, we think, is seeking the counsel of Howard Chernoff, an able and experienced broadcaster, before a decision is reached. Mr. Chernoff has never crusaded for anything other than good broadcasting and a minimum of government interference with programming and business affairs.

Broadcasters, the networks and the FCC should not be harassed by two investigations. It is needless waste of taxpayers' money and time. Our own notion is the FCC and the Dept. of Justice have ample existing authority to proceed if, indeed, anything need be done.

But, as we have observed, 1955 may be that "year of decision." The tv chips are big. The politicians know elections are won or lost on the air. It's the year for presidential bees and bonnets. Anything can happen.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"What's this . . . another puppet show!"

The Think's the Thing

ONE good reason why BBDO is one of the world's leading advertising agencies and why it probably will keep that enviable position can be seen in its re-examination of radio.

As reported in B•T last week, 125 BBDO account executives attended a special briefing arranged by the agency's radio-television executives. Representatives of each of the four networks were invited to discuss radio in terms of its utility as an advertising vehicle in the contemporary advertising world.

What BBDO asked for and got was an unemotional appraisal. The presentations were described to the executives who attended as "an attempt to clear away a lot of the nebulous thinking on what is still a vital medium so that we may be in a better position to discuss the matter with our clients should occasion arise."

To judge by the reports which were given to the BBDO executives, the attempt succeeded handsomely. We daresay that the general knowledge of radio among BBDO's vast executive hierarchy exceeds that to be found in many smaller shops.

We do not wish to imply that BBDO is a successful agency because it knows something about radio. It is successful because it has alert executives who know a lot about all media, who are open-minded enough to keep studying media as their relative values and their uses change.

As long as BBDO and other agencies and advertisers continue to evaluate media—unemotionally and with a sincere desire to use them wisely—broadcasters and telecasters have nothing to fear. Radio and television have proved advantages which other media lack and will get their full share of business from advertisers who are willing to ignore fancies and deal with facts.

The Sporting Life

THERE is an interesting contrast between the action of the major baseball leagues last week in refusing to vote restrictions on radio-tv coverage and the apparent determination of the National Collegiate Athletic Assn. to perpetuate its artificial controls over football telecasts.

The big baseball leagues are finding it not only possible but desirable to live with radio and television. If big league baseball can live with them, it is difficult to find a logical reason why college football tries to live without them.

True, there are many more college football teams than major league baseball teams, and there are other differences between professional baseball and "amateur" football. But in essence both are commercial enterprises and both depend for survival upon attracting audience, whether it pays directly at the gate or indirectly through rights bought by television sponsors.

Baseball has found its biggest rewards in a combination of gate receipts and sale of broadcast rights to broadcasters and advertisers. College football is only kidding itself if it fails to exploit the television coverage it has so far limited to a ridiculous minimum of one game a week, and that, more often than not, a poor one.

TOP MARKET--BEST BUY . . .

- Coverage . . . Viewing Habits . . . Maximum Power . . . top CBS network programming, and over five years of telecasting experience are but a few of many important factors why KOTV is your best buy in the oil rich Tulsa market.
- When you buy the Tulsa market you can be sure of reaching an established viewing audience which KOTV, and only KOTV, can offer with its more than five year lead over other stations in the area.
- KOTV now serves a larger market than any other station in Oklahoma, using a maximum power of 100,000 watts and a new tower 1,135 feet above ground and 1,328 feet above average terrain.
- Within the KOTV 0.1MV/M coverage area of 24,000 square miles live 1,116,790 people, and 345,000 families (excluding Oklahoma County) who last year spent more than a billion dollars in retail purchases.
- Tulsa alone is a terrific market! A survey of America's 57 largest cities ranks Tulsa 7th in consumer spendable income, 6th in percent increase in retail sales since 1948, and 11th in percent increase in population since 1950.
- These people look to KOTV, a basic CBS affiliate, for the finest of network programming. These people depend on KOTV for well planned local television programming. Ideas, technique and know-how that come from more than 26,000 hours of television service to a 4-state area sell your products when you buy KOTV — Tulsa's No. 1 Station.



KOTV channel 6 TULSA — CBS BASIC AFFILIATE

KOTV, Inc.
Represented by
Edward Petry & Co., Inc.
NEW YORK CHICAGO LOS ANGELES DETROIT ST. LOUIS SAN FRANCISCO DALLAS

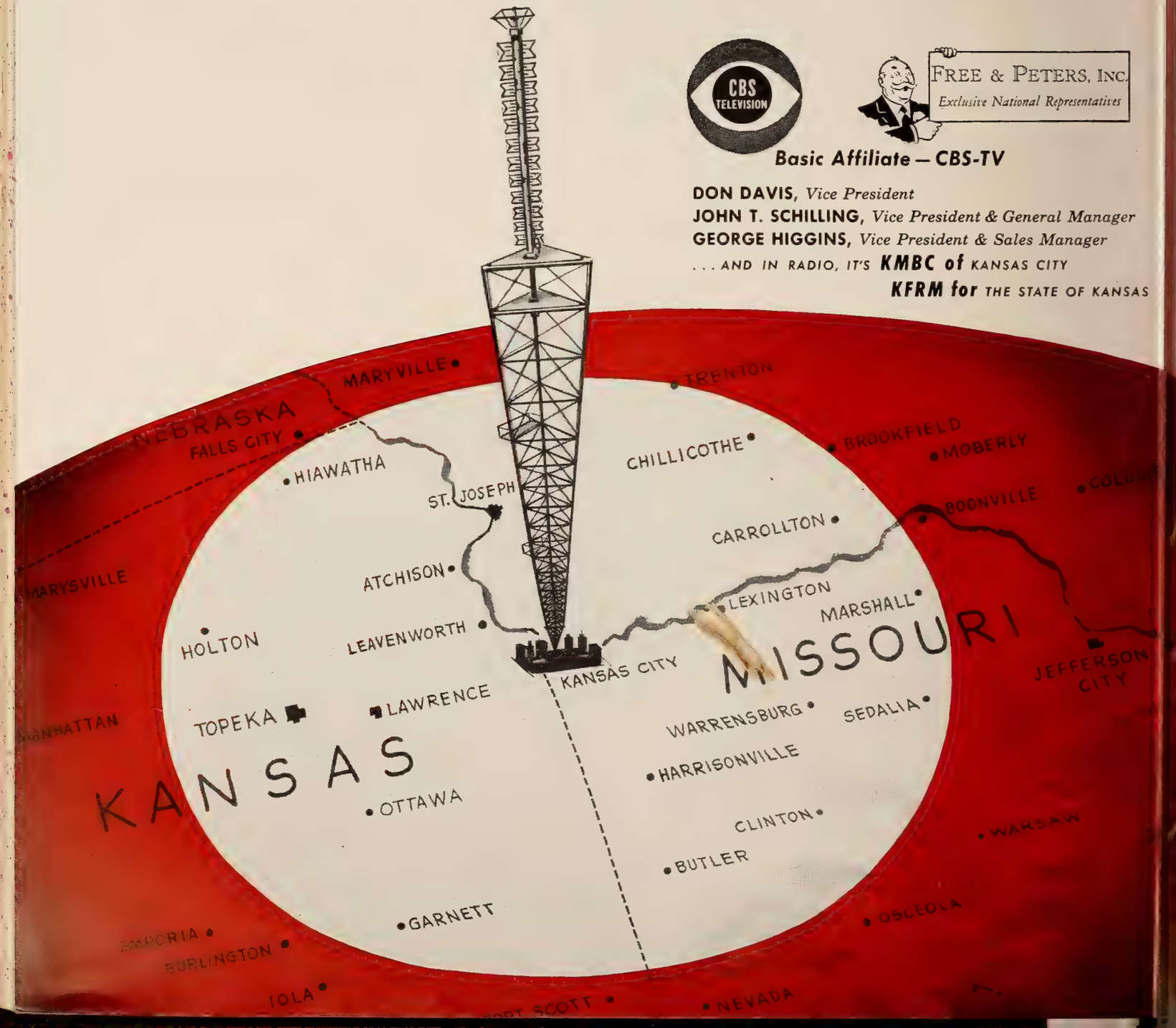
now going farthest with the mostest.....

WITH A GIANT 1,079-FOOT TOWER (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV dwarfs every other television facility in the Heart of America. The new Channel 9 TV signal is booming strong and clear into areas never before covered by a Kansas City station. As a result, thousands of additional new television homes are swinging to Channel 9 for the kind of programming that only KMBC-TV and the CBS-TV network can deliver.

If you're aiming your advertising message at Kansas City and its rich surrounding secondary markets, KMBC-TV is far and away the best place to invest your television dollars. Your Free & Peters Colonel can give you the lowdown on the Midwest's most up-and-coming TV station. Contact him for availabilities.

KMBC-TV

Kansas City's Most Powerful TV Station



ECEMBER 20, 1954

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

54 Radio-Tv Billings For 36 Top Agencies
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New TvB Underway; Cash Appointed
Page 51

Kilgore, Chernoff Draft Probe Plans
Page 60

NPA Hits FCC Policy Of Diversification
Page 66

FEATURE SECTION
Starts on Page 35

24TH year

THE NEWSWEEKLY OF RADIO AND TV

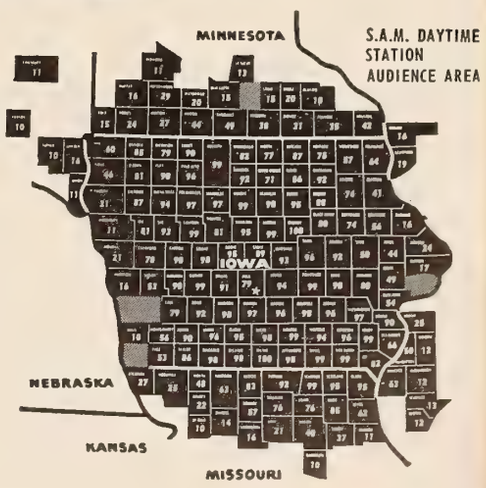
Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!



APPAREL SALES PERCENTAGES

7.4%	Cedar Rapids	
5.9%	Tri-Cities	
15.4%	Des Moines	
2.7%	Dubuque	
5.7%	Sioux City	
5.4%	Waterloo	
42.5%	TOTAL METRO. AREAS	
57.5%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)



Iowa has six Metropolitan Areas which, all combined, do 42.5% of the State's Apparel Sales, as shown above.

Quite a number of radio stations can give you high Hoopers, etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

At 10 p.m., WHO gives you 77,699 Actual Listening Homes for only $85.50 (9.1 LISTENING HOMES per PENNY!)

According to the authoritative 1954 Iowa Radio-Television Audience Survey, 77,699 homes *all over Iowa* are actually tuned to WHO at 10 p.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 9.1 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking*, here at WHO.

Ask Free & Peters for all details!



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA— *Plus* "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



HAVENS & MARTIN, Inc. STATIONS

Wish You A Happy Holiday

And to our advertisers let us say that we approach the coming of the New Year with but one resolution—to be of still greater service. For we believe that the real satisfaction that comes from being of service is the assurance that everlasting friendships are created and maintained. The Havens & Martin, Inc., Stations—WMBG-AM, WCOD-FM and WTVR-TV—are deeply proud of their relationship both to business and to the public—a relationship built on the sincere desire to be of service. To what extent we number our friends is the principal measure of our effectiveness as Richmond's only complete broadcasting institution. And so again, the First Stations of Virginia wish you a real Merry Christmas and a full New Year of happiness.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.



WJIM TV

FLINT

BATTLE CREEK

CHANNEL 6

SAGINAW

BAY CITY

JACKSON

GRAND RAPIDS

LANSING



Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!

Edward Petry & Co., Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


WGAL-TV
Lancaster, Pennsylvania
WDEL-TV
Wilmington, Delaware
WLEV-TV
Bethlehem, Pennsylvania
Allentown • Easton
WRAW
Reading, Pennsylvania
WORK
York, Pennsylvania
The Steinman Stations extend to one and all best wishes for the Christmas Season
WGAL
Lancaster, Pennsylvania
WKBO
Harrisburg, Pennsylvania
WDEL
Wilmington, Delaware
WEST
Easton, Pennsylvania

closed circuit

MASS CONVERSION • Now that Storer has received FCC approval of seventh tv station, becoming first entity to achieve full quota of five v's and two u's, there's interest in whether he also will be first in mass conversion of vhf sets for uhf reception. Storer organization now is exploring gigantic project for Greater Miami, with decision to be reached before new WGBS-TV (ch. 23) goes to million-watt operation next July (see AT DEADLINE and page 60). From another source, not Storer, comes estimate that outlay of at least $375,000 would be entailed in making full conversions in Miami area, with expense capitalized as part of overall station cost.

B•T

ANNOUNCEMENT expected shortly on appointment of George Y. Wheeler, assistant to vice president at Washington executive offices of NBC, to newly-created post of Washington Representative, RCA, reporting directly to Chairman David Sarnoff and President Frank M. Folsom. He has been with NBC for decade, serving in various station capacities at WRC Washington, and for past several years as assistant to NBC Vice President Frank M. Russell.

B•T

TRAVELING MUSIC • Here was situation Friday on much-discussed Jackie Gleason negotiations: Buick Div. of General Motors and its agency, Kudner, were in discussion with Mr. Gleason and CBS-TV, which has two-year contract with comedian, regarding Buick's desire to become sole Gleason sponsor on Saturday night half-hour film show based on "The Honeymooners" sketches that highlight his present program. One problem: Mr. Gleason's current sponsors, Schick, Nescafe and Sheaffer Pens, don't want to bow out of present show. Decision not expected for two weeks (and Buick doesn't have to tell future plans to Milton Berle, whom it now sponsors on NBC-TV, until Jan. 30). Inside sources also deny report Mr. Gleason is holding out for seat on CBS board.

B•T

FINGER-POINTING critics who've been chanting about alleged beer-wine saturation of radio and tv will be due for shock when NARTB gets through tabulating its huge stack of station questionnaires, judging by present signs. It's doubtful if ratio of beer-wine sportscasts, where these sponsors buy heaviest, will run more than one out of nine. Ratio of beer-wine programs to total sponsored broadcast schedules will be only fraction of sports figure.

B•T

NEW PRICING PLAN • What appears to be new way of vending is being used by ABC-TV for Burr Tillstrom's special hour-long Christmas Day (6-7 p.m. EST) production of James Thurber's "Many Moons" fairy tale. It's being offered to affiliates for local sale—but instead of setting program price for stations, ABC-TV is letting each affiliate set its own. Network then gets 30% of sale price. Of 111 stations offered plan, 63 had cleared by Friday and network said more were coming in. If dollar result is favorable, look for extension to other programs.

B•T

SERIES of plans to ease expense and time-eating demands of industry meetings, now being prepared for NARTB board meeting next month, will include abandonment of annual district meetings in favor of larger-area sessions. There's feeling around association that two-month schedule of circuit-riding staff executives is no longer worthwhile, with members showing increasing apathy. Simultaneously, there is growing enthusiasm for state association sessions. Perennial re-grouping of states by districts will be submitted to board.

B•T

MORE ON MONOPOLY • Republican Sen. William Langer (N. D.) may head Anti-Monopoly Subcommittee of Senate Judiciary Committee at next session even though Democrats will control Senate. Sen. Kilgore (D-W. Va.), who becomes chairman of committee, reportedly looks favorably upon Langer bid. Subcommittee proposes to investigate purported monopolies in communications-electronics from holding company level to individual station ownerships, especially newspaper interests. Kilgore and Langer, despite their opposite politics, nevertheless see eye to eye on most issues.

B•T

IF SEN. LANGER becomes chairman of Anti-Monopoly Subcommittee, it's doubtful whether Howard L. Chernoff, West Coast broadcaster and confidante of Sen. Kilgore, will become subcommittee consultant. He feels chairman should select his own consultant, if any. Mr. Chernoff, who spent most of last week in New York making exploratory study (see story page 60), had no stomach for assignment, but felt he was duty-bound to institute preliminary survey at West Virginia senator's behest.

B•T

POWER BOOSTERS • New Community Broadcasters Assn., out to win FCC approval of boost in Class IV power from 250 w to 1 kw, projects overall maximum cost near $100,000 to pursue plan. Engineering alone (interference study must be made for each of about-900 channels in U. S.) will require full year. Participating stations would be furnished study of their channels, win or lose.

B•T

NBC is still probing and measuring markets before determining where it will apply for its two uhfs. High authority said last week that measurements are being completed in San Francisco and that as soon as reports are in, new appraisal will be made. He denies any present interest in Hartford-New Haven area.

LANDLOCKED • It's evident that land options in number of areas have been procured by one group or another through strawmen for uhf to protect cost should ultimate decision be made for any of tentative sites.

B•T

CBS-TV brass last week again took look at uhf picture in quest of network's second owned and operated uhf outlet. Conversation converged on St. Louis (flat terrain, plus compact metropolitan area) but no decision was reached. Presumably CBS still intends to wait until NBC selects its first u before it decides on its second (having previously made Milwaukee transaction now pending before FCC).

B•T

WARNER LOOKING • Warner Bros., which has been in and out of broadcasting business in last quarter century, apparently is eyeing tv station ownership field. Reports are current that it's looking for desirable properties. Paramount, which owns KTLA (TV) Los Angeles, as well as 28% of DuMont, likewise is understood to be watching television, but its moves will depend upon status of DuMont station ownership, each being charged with other's properties under multiple ownership rule.

B•T

JOHN W. PACEY, former public relations and special features director of ABC, who has joined Ben Sonnenberg, public relations, will continue to work in broadcasting vineyard. He has been assigned to Philip Morris account, including I Love Lucy, Public Defender, My Little Margie.

B•T

OLD SCHOOL TIES • CBS is about to unveil plan whereby it will make periodic contributions to alma maters of junior executives who move up in its organization. Plan, which varies from those of other corporations, would involve contributions from CBS Foundation to colleges as particular individual moves from junior status past pre-determined executive levels.

B•T

PEOPLES Broadcasting Co., subsidiary of Murray Lincoln insurance companies, may acquire more interest than its present 20% in Cleveland Browns, professional football team. One-fifth interest came along with its acquisition of WGAR Cleveland just year ago.

B•T

PAPER WORK • Hoover Commission for reorganization of government agencies is dipping into FCC paper work, including application forms, questionnaires and other documents which elicit detailed operations data. One Hoover Commission task force recently surveyed FCC itself on its functions and on needed legislative reforms. Another currently is querying broadcast trade sources on questionnaires and form data, about which there has been some complaint in recent months.

DOUBLE TAKE-OVER!

June 1954, MID-CONTINENT TOOK OVER WHB . . . And now . . .

WHB TAKES OVER KANSAS CITY



It happened in Omaha* and it happened in New Orleans!** Now Kansas City makes three leaders for Mid-Continent! Hooper says WHB is first in the morning, first in the afternoon, first all day with 35.7% of the available audience, twice the next station's share. All *this* since June when new ownership-management brought new ideas, new programming, new concepts to Kansas City's oldest (1922) call letters. Ask the Blair man, or WHB General Manager George W. Armstrong!

* The MID-CONTINENT FORMULA brought KOWH to first in Omaha; kept KOWH first for 36 consecutive months. Average Hooper (Oct.-Nov., 1954) 45.5%. Next station: 20.5%.

** The MID-CONTINENT FORMULA brought WTIX from 11th to 1st in 10 months. First all-day (21.3%), second station, 17.9%, (Nov., 1954 Hooper).

HOOPER RADIO INDEX—7 AM-6 PM, MONDAY-FRIDAY, OCT.-NOV., 1954

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, *Omaha*
Represented by
H-R, Reps, Inc.

WTIX, *New Orleans*
Represented by
Adam J. Young, Jr.

WHB, *Kansas City*
Represented by
John Blair & Co.

WHB

1,000 watts on 710 kc.

Kansas City, Missouri

at deadline

SARNOFF SAYS ELECTRONICS BUSINESS IS BOOMING AND HEADED FOR 10% GAIN

RCA's 1954 business will be biggest in company history, Brig. Gen. David Sarnoff, chairman of board, said in yearend statement today (Mon.). This year, RCA's total sales will be $930 million, net profits $84 million before federal income taxes and $40 million after taxes, he said. Total dividends declared during 1954 was $22,051,000, of which $18,898,000 was on common stock and $3,153,000 on preferred.

Seven major developments in 1954 were cited by Gen. Sarnoff: (1) introduction of compatible color tv; (2) introduction on market of RCA 21-inch color tube and new receiver using it; (3) bringing to "commercial design stage" RCA magnetic tv tape recorder on which NBC will begin field tests in early 1955; (4) development of "electronic light," which promises "new forms of illumination, and 'cold light' "; (5) development of "electronic light amplifier" (see below); (6) advancement in design of transistors; (7) increased popular interest in high fidelity which will "advance the growth of the phonograph industry in 1955."

In 1954, Gen. Sarnoff said, "the competitive impact of television upon network radio became increasingly apparent." But NBC's "adjustment to the changing circumstances of network radio is well on the way," he said.

"We are confident that radio as a medium will continue to live," Gen. Sarnoff added, "and we expect that NBC will maintain leadership not only in television but in radio as well."

He pointed out that electronics industry in general was booming, with sales for whole industry in 1954 estimated at more than $10 billion. Volume to rise 10% in 1955.

GETTING READY TO PUT A TV SET ON THE WALL



AT LEAST two big companies now are doing laboratory work on the amplification of light. General Electric will demonstrate the principle tomorrow in New York (see story page 80). In photo above, Brig. Gen. David Sarnoff, RCA board chairman, looks at experimental unit in RCA Labs. Electronic light amplification will eventually make it possible, Gen. Sarnoff said, to replace present picture tubes with thin, flat picture screens hung on a wall or in an easel-like frame that can be moved from room to room.

"Each screen," said Gen. Sarnoff in his yearend statement, "will be under complete control of a little box—the size of a jewel case. No electron tubes will be used, only tiny transistors. Simplicity, compactness and flexibility will be features of television."

Gen. Sarnoff said that RCA Labs had, in 1954, amplified light electronically by "ratios of more than 20 to 1." He added that "when that figure reaches 100 to 1, a practical amplifier of light will mark a significant step forward in the science of illumination and television."

Film Buying Group Formed by 40 Stations

NEW tv-station-owned-and-controlled film purchasing company, called Tv Inc., slated to commence operations with New York headquarters Jan. 2, according to Herb Jacobs, vice president and general manager.

Mr. Jacobs said Friday more than 40 tv stations have been committed. He predicted another 10 stations would enter corporation. Joe Floyd, KELO-TV Sioux Falls, said membership would be limited to around 50 stations, at least for present.

Under setup, station members become stockholders by purchasing in amount of own rate card, paying highest one-hour rate. As station's rate increases, it was explained, additional stock may be purchased.

Board of directors of Tv Inc. includes Mr. Jacobs; Mr. Floyd; Gene O'Fallon, KFEL-TV Denver; Tom Bostic, KIMA-TV Yakima; Gene DeYoung, KERO-TV Bakersfield, Calif.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., and Ed Craney, KXLF-TV Butte, Mont.

Under arrangement, film buying will be headquartered at 9 East 75th St., New York 21. Group or individual station purchasing will be made with savings effected, Mr. Jacobs said, "through concentration of dollar volume purchasing."

• BUSINESS BRIEFLY

'DIGEST' BOUGHT • Studebaker - Packard Corp., South Bend and Detroit, will sponsor *Tv Reader's Digest* over ABC-TV (Mon., 8-8:30 p.m. EST), starting Jan. 17. Agency: Ruthrauff & Ryan, N. Y.

RADIO SPOTS • Colgate-Palmolive Co. (Colgate shave), Jersey City, N. J., placing radio spot announcement campaign to start Jan. 1 for 52 weeks in 50 radio markets. Bryan Houston Inc., N. Y., is agency.

INSURANCE POLICY • Bankers Life & Casualty Co., Chicago, will sponsor Gabriel Heatter newscasts (Mutual, Mon.-Fri., 7:30-7:45 p.m. EST) alternate Tuesdays, starting Jan. 4. Agency: Grant, Schwenck & Baker, Chicago.

SUB SEEKING • *Life* magazine, N. Y., through its agency, Young & Rubicam, N. Y., placing four-day radio and three-day television spot announcement campaign starting Jan. 1 in major markets to solicit subscriptions.

AAAA Reorganizes Regions; Elects Seven Board Members

REORGANIZATION of regional structure of American Assn. of Advertising Agencies announced by AAAA with creation of four regions and 19 local councils to replace previous sectional councils and local chapters. Move was taken to "simplify the association's regional structure and to facilitate local activities."

Seven directors elected to represent four sectional regions on AAAA board. Eastern region will cover councils of Chesapeake, New England, New York, Philadelphia and Southeast; East Central Region, councils of Cleveland, Dayton, Michigan and Pittsburgh; Central Region, councils of Chicago, Rocky Mountain, St. Louis, Southwest and Twin City; Pacific Region, councils of Northern California, Oregon, Puget Sound, Southern California and Spokane. New directors are:

Eastern Region: Donald K. Clifford, president, Doherty, Clifford, Steers & Shenfield, New York (region chairman); W. W. Neal, partner, Liller, Neal & Battle, Atlanta (region governor), and Sture H. Nelson, president, Wm. B. Remington, Springfield, Mass. (New England council chairman). East Central Region: Blount Slade, vice president, Brooke, Smith, French & Dorrance, Detroit (region chairman). Central Region: Hal R. Keeling, president, Keeling & Co., Indianapolis (region chairman), and Vincent R. Bliss, executive vice president, Earle Ludgin & Co., Chicago (region vice chairman). Pacific Region: Ross H. Ryder, president, Ryder & Ingram Ltd., Oakland (region governor).

Sunoco Show Goes Co-op

NBC Radio's *Sunoco 3-Star Extra* (Mon.-Fri., 6:45-7 p.m. EST), sponsored by Sun Oil Co. in 36 markets in 14 states, will be made available to all other NBC Radio affiliates for local sale on co-op basis, effective Jan. 10. Plan is to be outlined to affiliates in special closed-circuit program today (Mon.). Sunoco meanwhile has renewed sponsorship in its 36 markets for 52 weeks, effective Feb. 10, through Ruthrauff & Ryan, N. Y.



THE BADGE

that draws 100,000 letters annually

Meet the man who's "Deputy Dave" to thousands upon thousands of Northern California's younger generation... and a lot of their parents. In song and story, cartoon and interview, Deputy Dave's a fascinating salesman of good morals, good manners, common sense and safety. In the past year some 100,000 letters and cards, and actual deputization by sheriffs in 23 Northern California counties (*that* is *coverage*), have given positive evidence of his impact. He makes sponsors *very* happy, too.

CBS **kpix** CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

at deadline

KTRM Agrees to Quit Beaumont Vhf Contest

AGREEMENT between KFDM and KTRM, both Beaumont, Tex., leading to withdrawal of KTRM from Beaumont ch. 6 litigation, was signed Friday. This leaves KFDM facing KRIC (*Beaumont Enterprise* and *Journal*) in oral argument on petition for rehearing tomorrow (Tuesday). KTRM reimbursed for expenses in amount of $55,000. Agreement also gives W. P. Hobby, president-chief stockholder of *Houston Post*-KPRC-AM-TV Houston, 18-month option to purchase 32.5% interest in new corporation to be formed following affirmation of KFDM grant and exercise of option by Mr. Hobby. Mr. Hobby was 10% stockholder in KTRM, with option to buy 25% more. D. A. Cannan, present majority stockholder of KFDX-AM-TV Wichita Falls, Tex., is principal in KFDM. Examiner ruled initially in favor of KTRM, but FCC overruled, favoring KFDM on mass media diversifiication issue [B•T, Aug. 9]. Vote was four to three, with minority favoring examiner's ruling.

Rule-Making Proposed On Channel Change Pleas

FCC proposed rule-making proceedings in channel switches in two cases Friday.

Comments were requested by Jan. 31 on (1) request of ch. 41 WROW-TV Albany to allocate ch. 10 to Vails Mills, 20 miles northeast of Schenectady, and (2) counter-proposal of ch. 35 WTRI (TV) Albany to de-intermix tri-city area by moving education reservation from ch. 17 to ch. 6, changing WRGB (TV) Schenectady from ch. 6 to ch. 17 and educational WTVZ (TV) Albany from ch. 17 to ch. 6. Comr. Hennock dissented, Chairman McConnaughey not voting.

In other proposal, with comments required by Jan. 14, ch. 30 WCOC-TV Meridian, Miss., asked allocation of ch. 7 to Pachuta, Miss., and WGCM Television Corp., Gulfport, Miss., asked move of ch. 9 from Hattiesburg to Gulfport, with ch. 7 to Hattiesburg. Early in November Laurel Television Co. asked that ch. 7 be assigned to Laurel, Miss. Comr. Hennock did not vote on this one.

Tv Oral Arguments

DISPUTES of major tv contests accented Friday as FCC *en banc* spent day hearing oral arguments on examiners' initial decisions in four cases. Expectation losers will go to court indicated in repeated inquiry by Chairman George C. McConnaughey whether examiners committed "reversible error."

Cases were Fresno, Calif., ch. 12; Madison, Wis., ch. 3; Memphis, Tenn., ch. 3, and Wichita, Kan., ch. 3.

In Fresno case, Broadcast Bureau supported KFRE claim examiner wrongly concluded KARM was better applicant. Bureau also agreed with WISC Madison it should have been preferred over Badger Tv Co. (part interest WIBA), examiner's choice in Madison case. Bureau supported examiners in other two cases although disputing details. In Memphis case, initial decision picked WREC over WMPS while in Wichita contest examiner favored new Wichita Tv Corp. over KFH and KANS. Earlier in week Commission heard arguments on initial decisions for Biloxi, Miss., ch. 13; Chattanooga ch. 3; Corpus Christi ch. 6, and Portland, Ore., ch. 8.

GOING WEST

STRONG hint of Hollywood's rising role in television network programming is seen in quick calculation by NBC-TV showing 30 of its programs being produced there now (including film shows which may be put on network from New York or other points) as against 15 one year ago. This doubling of output is not at expense of New York, which was producing 41 one year ago, is producing 41 now, including three spectaculars.

Bulova Merchandising Awards Announced

KGUL-TV Houston, WVEC-TV Norfolk and WMAZ-TV Macon won top awards in Bulova Watch Co.'s merchandising contest in which 250 tv stations took part, it is being announced today (Mon.). Sixteen additional prizes were awarded in contest, which coincided with introduction this fall of new "Lady Bulova" watches via placement of 20-second spots on stations. With stations' efforts, nearly 10,000 jewelers throughout country received promotional aid.

Competition was divided into three groups, based upon market-rank category in which stations operate. Committee which judged entries was headed by John H. Ballard, Bulova president, and also included Lester Krugman, Bulova advertising manager; Terence Clyne, McCann-Erickson, vice president in charge of Bulova account, and Ferd Ziegler, director of M-E's sales promotion department.

Greenebaum Sells WSAM

SALE of WSAM-AM-FM Saginaw, Mich., from Milton L. Greenebaum to WKMH Inc. (Fred A. Knorr) for $140,000 announced Friday, subject to FCC approval. Mr. Knorr owns WKMH-AM-FM Dearborn (Detroit), WKMF Flint and WKHM Jackson, all Michigan. Mr. Greenebaum owned 33⅓% of WNEM-TV Bay City, Mich., but sold his interest to James Gerity Jr. for $155,000 last month [B•T, Nov. 29].

Pay-See Stay Sought

REQUEST that FCC defer action on Zenith Radio Corp. request that Commission authorize immediate commercialization of subscription tv without rule-making hearing [B•T, Dec. 6] filed Friday on behalf of Joint Committee on Toll-TV. Joint committee, formed in October by theatre exhibitors to oppose subscription tv [B•T, Oct. 25], said it was preparing reply.

Little Tv's Proposed

ESTABLISHMENT of tv "coffee pots," similar to 250-w local radio outlets, suggested Friday when FCC issued notice of proposed rule-making to permit tv stations in cities with populations below 50,000 to operate with 100 w power and no minimum antenna height.

PEOPLE

RALPH R. HOTCHKISS, who has been with Maxon Inc., Detroit, since 1945 as vice president and account executive, devoting most of his time to Gillette television advertising, to Compton Adv., N. Y., on Feb. 15, as vice president. He will work on special assignment, reporting to agency President **ROBERT D. HOLBROOK.**

DONALD H. McCOLLUM, director of client relations, Schwerin Research Corp., N. Y., elected vice president.

BRUCE ENDERWOOD, Biow Co., N. Y., to radio-tv department, McCann-Erickson, N. Y., as tv commercial writer.

FRED M. KIEFER, district supervisor in Pennsylvania and New Jersey for NBC's Merchandising Dept., promoted to assistant manager of department with headquarters in N. Y. **DON L. TURPIN** appointed district supervisor of department's Southeastern territory.

Storer Uhf in Miami Plans Million-Watt Power

FCC Friday approved Storer request to temporarily operate ch. 23 WGBS-TV Miami from facilities of WFTL-TV Fort Lauderdale, pending construction of tower on Miami antenna farm. Earlier in week, Commission approved Storer purchase of WMIE-TV Miami and assets of WFTL-TV Ft. Lauderdale, and reallocated channels so ch. 23 could be used at Miami antenna farm (see early story page 60). Commission also approved construction of 500-ft. antenna for interim operation, and 1,000-ft. antenna with maximum power, both at same location. Storer announcement Friday said operation from 500-ft. antenna is scheduled for Jan. 15, and from 1,000-ft. antenna by July 15. Storer also said it has ordered million-watt transmitting equipment for WGBS-TV. Same order has been placed with RCA for Storer-owned KPTV (TV) Portland, Ore. [B•T, Dec. 13].

Maher Voices Hope NABET And KPIX Will Agree Soon

GEORGE MAHER, executive secretary of NABET, expressed hope in Chicago Friday that dispute with Westinghouse-owned KPIX (TV) San Francisco could be resolved amicably (early story page 77). He told B•T Westinghouse apparently had indicated indirectly it might be ready to resume negotiations with NABET once normal operations are resumed.

Mr. Maher described impasse as one dealing with "work jurisdiction geographically and wages" and said he attended meetings in effort to mediate dispute. Westinghouse has charged workers sabotaged equipment.

Denies CBS Control Charge

COMPLETE denial that any "secret agreement" exists between CBS and new owners of WROW-TV Albany made Friday by WROW-TV in answer to complaint of WTRI (TV) Albany [B•T, Dec. 10]. WTRI asked FCC to withdraw approval of transfer of control of ch. 41 WROW-TV to commentator Lowell Thomas and associates on charge of CBS control. WROW-TV argued Mr. Thomas not controlled by CBS, just employed by network; also that CBS had agreed to affiliate with WROW-TV if switch to ch. 10 is made. WROW-TV has asked FCC to assign ch. 10 to Vails Mills, near Schenectady. WROW-TV also questioned legal standing of ch. 35 WTRI to object to transfer. WROW-TV now affiliated with ABC and DuMont; WTRI with CBS.

the week in brief

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THE GEORGIA MARKET STORY

Second in B•T's series on expansion below the Mason-Dixon line ... Dec. 27

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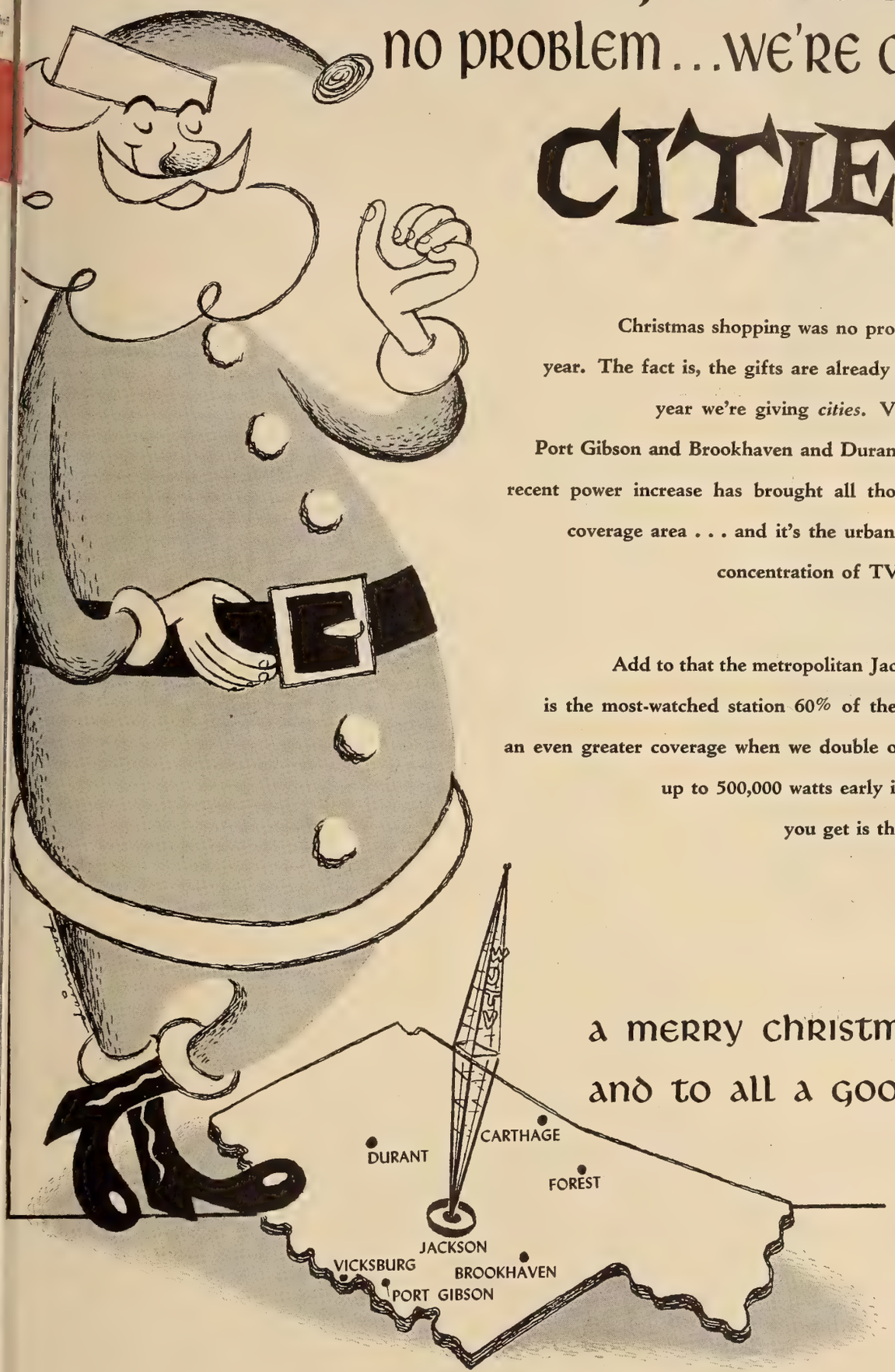
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*Reg. U. S. Patent Office

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the ad man who's got everything?
no problem...we're giving him
CITIES!



Christmas shopping was no problem around our place this year. The fact is, the gifts are already delivered . . . because this year we're giving *cities*. Vicksburg, for instance, and Port Gibson and Brookhaven and Durant and a lot of others. Our recent power increase has brought all those cities into our primary coverage area . . . and it's the urban centers where the greatest concentration of TV sets is found in this area.

Add to that the metropolitan Jackson market, where WJTV is the most-watched station 60% of the time*. Then add to *that* an even greater coverage when we double our present power and step up to 500,000 watts early in 1955 . . . and the answer you get is this: WJTV is offering . . .

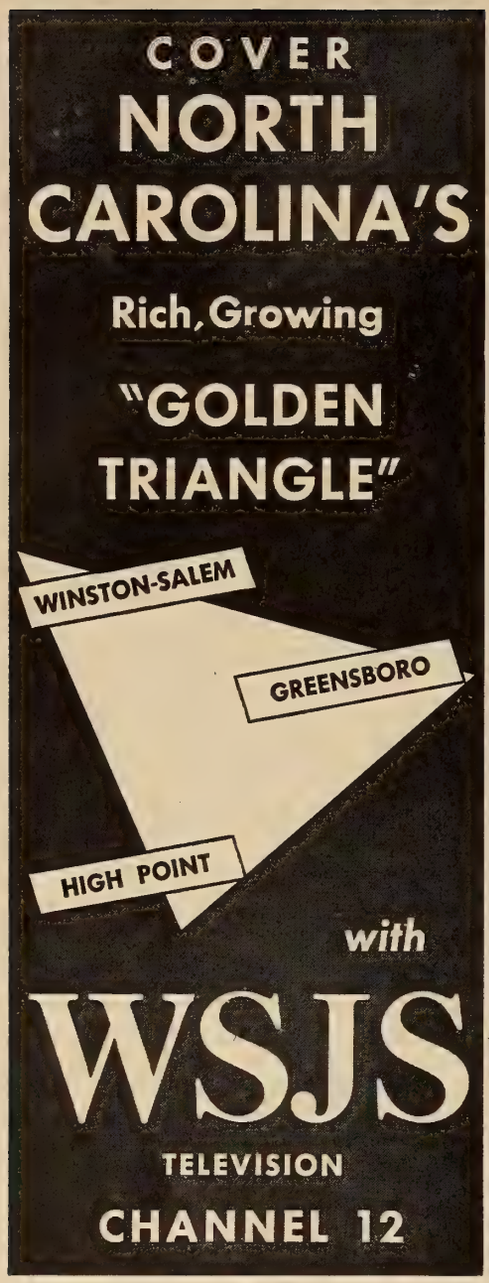
a merry christmas to all . . .
and to all a good buy!

* October, 1954, *Pulse*

WJTV
CHANNEL 25 • JACKSON, MISS.

JAY SCOTT, GENERAL MANAGER
FRANK WILLIS, COMMERCIAL MANAGER
Owned by Mississippi's two state-wide newspapers
The Clarion-Ledger • JACKSON DAILY NEWS
Represented Nationally by the Katz Agency

BASIC CBS AFFILIATE and DUMONT



a 24-county market with retail sales of $1,028,000,000.

(Sales Management 1954 Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected Television Affiliate

National Representative:
The Headley-Reed Company

IN REVIEW

BACKGROUND

ON DEC. 12, commentator Joseph C. Harsch took a general issue (the U. S. State Dept.'s Foreign Service), illustrated it with a particular case (the dismissal of career diplomat John Paton Davies) and gave viewers of his *Background* series a fine half-hour of comprehensive, interesting information.

Mr. Harsch's show is consistently good. Last week's *Background* was made particularly so by the use of film clips made all over the world.

Theme was the current low morale in the Foreign Service and the reluctance of qualified personnel to enter it as a career. Main reasons for these situations, as developed by Mr. Harsch, are insecurity and criticism—that an action one might take today in good faith might be suspect 10 years from now.

Mr. Harsch documented the general issue with reports by correspondents in London, Paris and Tokyo, who relayed the opinions of embassy personnel there; by conversation with Columbia U. students of international affairs, and in an interview with Henry Riston, president of Brown U., who studied the Foreign Service for the State Dept. and suggested changes to better its operation.

The particular case was presented through interviews with Mr. Davies (filmed before the Lincoln and Washington memorials in Washington, D. C.), with Mrs. Davies (filmed with her children in Lima, Peru), and with Maj. Gen. Patrick Hurley (ret.) (filmed in his Santa Fe, N. M., home), who was one of the first to criticize Mr. Davies.

Mr. Harsch's commentary was unobtrusive and effective. Filming was good, but the audio, which in some spots was very noisy, could stand improvement.

NBC-TV, three out of four Sundays, 5:30-6 p.m.
Producer: Ted Mills.
Director: John Goetz.
Managing editor: Reuven Frank.
Commentator-analyst: Joseph C. Harsch.

DATELINE

ALL-STAR benefit shows are apt to be strong on name talent, graciously appearing and taking bows, and weak on entertainment.

"Dateline," colorcast on NBC-TV last Monday as one of the *Producers' Showcase* series, was definitely a benefit. For allowing the program to participate in the ceremonies of dedication of the Overseas Press Club's Memorial Press Center in New York, the club benefited to the tune of $100,000. But "Dateline's" stars remembered the audience as well and provided 90 minutes full of enjoyment for every viewer.

There was comedy, getting the show off to a fast start with a series of black-outs highlighted by H. V. Kaltenborn interviewing Napoleon after Waterloo, with Napoleon declaring "You can't win 'em all" and Elsa Maxwell interviewing Leif Ericson on the discovery of America—"It's a nice place to discover but I wouldn't want to live there." Bob Hope delivered a typical gag-filled monologue and Sid Caesar was guest on a burlesque session of *Meet the Press.*

There was drama, notably a playlet written by Robert E. Sherwood about the man who was probably the best known and certainly the best loved of all foreign correspondents—Ernie Pyle, realistically and sympathetically acted by Ray Walston. There was ballet, which provided a gay take-off of a "Steve Canyon" comic strip sequence.

There was popular music: Eddie Fisher (in Hollywood) singing a medley of pop tunes for his brother (in New York and in uniform); Martha Raye singing "Blues in the Night" (introduced as the number most requested during her wartime appearances on the foxhole circuit); Perry Como singing the new hit "Home for the Holidays."

There was more serious music—although just as popular in the broad sense of the word: Richard Rodgers leading the orchestra in a stirring rendition of his *Victory at Sea* music (and Mr. Como singing the "No Other Love" part); Marian Anderson singing "He's Got the Whole World in His Hands."

There were tributes to the foreign correspondents of the print and broadcast media, tributes delivered by President Eisenhower (filmed in advance in Washington) and in person and on-the-spot by Carl Sandburg and Henry Ford II. There was "The Pilots' Creed," read by Col. Philip Cochran, after whom Milton Caniff modeled his cartoon character Flip Corkin.

And there were brief glimpses of the top by-liners of the nation, including Hal Boyle, Bob Considine, Inez Robb and many more.

Sure, there were a few dull moments, a few sorry jests, a few scenes where pathos turned to bathos. Nothing is perfect. But by and large "Dateline" was a show to enjoy while it was on and to remember with pleasure for many days to come. For the record, this reviewer, like most of the "Dateline" audience, saw the colorcast at home in old-fashioned black-and-white.

Production costs: $200,000.
Broadcast on NBC-TV, Dec. 13, 8-9:30 p.m. EST.
Sponsored by RCA through Kenyon & Eckhardt and Ford Motor Co. through J. Walter Thompson Co.
Producer: Fred Coe, for NBC, in cooperation with Overseas Press Club of America; executive producer for NBC: Jack Rayel; director: Alan Handley; associate producer: Bill Nichols.
OPC Production Committee: Bob Considine, Edward R. Murrow, John Daly, Fleur Cowles and Patricia Lockridge Hartwell, assisted by Eileen Lange.
Choreographer: Tony Charmoli; scenery: Theodore Cooper; costumes: Rose Bogdanoff; makeup: Dick Smith; music conductor: Harry Sosnick.
Ernie Pyle sketch written by Robert E. Sherwood; dedication written by Carl Sandburg; special material by David Shaw, Jim Fritzell, Everett Greenbaum.

12:32 A.M.

WESTINGHOUSE's *Studio One* through the years has racked up a commendable list of successes, demonstrating a willingness to undertake any type of story or production. And it's only natural that some so-so offerings have resulted. Last Monday night's "12:32 A.M." belongs in this latter category.

The story idea was good; its execution was not. "12:32 A.M." plunged headlong into the problem of adult-child relations. A 10-year-old, exposed to his father's haranguing, and forced to witness parents quarreling, disappears from his home for several hours in quest of a weapon with which to slay his father.

Certainly, patricide in the heart of a child is a delicate enough subject as well as an extreme situation. It demanded both tact and pyschological accuracy in presenting the story. However, "12:32 A.M." rectified the whole matter in the last few minutes of the hour with appalling simplicity. There's a fatherly smile, a kiss and a fadeout. This may well have left many a parent with that feeling of helplessness in view of his own inability to cope with lesser child problems.

Among other flaws was the program's version of police procedure in attempting to locate



One Moment Please

Season's Greetings

WFAA-TV
Channel 8 • Dallas

EVEN SHERWOOD FOLKS WATCH



Under the greenwood tree the arrows rust — Sherwood's yeomen have found a better target than poached venison!



Talk about robbing the rich to aid the poor! Everyone's rich in Sherwood these days, rich in laughter and living. And nobody worries about the Sheriff — he can't take away Channel 8.

As in 250 similar upstate communities, the men and maids of Sherwood open their hearts and their purses to WHEN-TV. And though good English gold is as scarce in those parts as an armored horse, there's plenty of that rustling green stuff in Sherwood — and we don't mean leaves!

(Psst! Interested in a fast buck in Sherwood?)

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

a boy missing for a matter of hours. Teacher, storekeeper, doctor, nurse and neighbors, in a seemingly endless parade, were routed from bed and brought to the precinct house in the middle of the night. No one during the play thought to check at home should the wanderer return.

On the credit side of "12:32 A.M." were good acting performances by Van Dyke Parks as the boy, Don Gibson as his father, and Katharine Bard as the mother. Miss Bard at times tended to revert to soap opera emotions, but managed to handle more than adequately a large speaking part.

A nice touch was the varying accounts of the same incident by the play's characters. The storekeeper pictured himself as genial, the doctor was friendly, etc.—self-descriptions that were subtly contradicted by others.

Estimated Production Cost: $35,000.

Producer: Felix Jackson; Director: Franklin Schaffner.

Writer: Reginald Rose.

Cast: Van Dyke Parks, Katharine Bard, Charles Aidman, Connie Lembcke, Don Gibson, Zamah Cunningham, Joseph Sweeney.

Sponsor: Westinghouse Electric Corp. through McCann-Erickson.

★ ★ ★

BOOKS

TV. STATIONS, by Walter J. Duschinsky. Reinhold Publishing Corp., New York. 136 pp. $12.

TO BUILD a tv station, don't start with blueprints but with a master plan of operational policy, formulated by a top management group organized by the prospective tv station owner and including financial, technical and production experts, Dr. Duschinsky advises.

"First the planning organization studies the entire picture of operations for a particular locality. Then, in the light of these factors, it sets down the basic requirements for a truly functional station. After this—and not until this point is reached—a layout is developed. By this procedure, layout is coordinated with everything else about the station—program sources and future production possibilities, specifications for equipment housing, efficient usage of technical facilities, total services offered by the station, management policies, administrative and executive space-needs, the relationship between principal and station areas, etc. . . ."

Subtitled "A Guide for Architects, Engineers and Management," the volume, profusely illustrated with photographs, diagrams and tables of actual tv station plants, discusses both preconstruction planning and post-construction operation. Its appendices include a master plan study for a new uhf tv station. The author, after a career in Europe, came to this country in 1947 as planner and consultant for telecommunications in the UN headquarters in New York. He is currently an associate in the architectural firm of Raymond & Rado and a vice president of W. J. Scripps Assoc., management consultants.

CLEVER INTRODUCTIONS FOR CHAIRMEN, by Lawrence M. Brings. T. S. Denison & Co., New York. 416 pp. $4.50.

INTRODUCTIONS for nearly 250 classifications of speaker, listed alphabetically in the table of contents, from accountants and actors to writers and YMCA executives, comprise the main part of this reference work. Contributed by more than 100 experienced chairmen, the introductions are tested, practical and laden with jokes, puns and anecdotes.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

THE SPOTLIGHT'S ON WEHT (CBS TELEVISION) IN THE EVANSVILLE MARKET

FIRST-
Anyway you figure it!

CBS-TV unduplicated coverage really pays-off—per October's ARB and Conlan! And with a realistic cost per thousand, you can't go wrong!—Interconnected with network color, December 24th.

REPRESENTED

Nationally by MEEKER TV, Inc.

Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50



It's Better when it's **BIG!**

The BIG station in Hawaii is

K P O A

Honolulu

where "Lucky" Luck on WAKE UP HAWAII has more listeners on all Islands than any other radio program heard in Hawaii . . . at any time . . . on any station.

The BIG Station in Eastern Michigan is

W T A C

Flint

where Sleepyhead Ted delivers more listeners per dollar than any other early morning program.

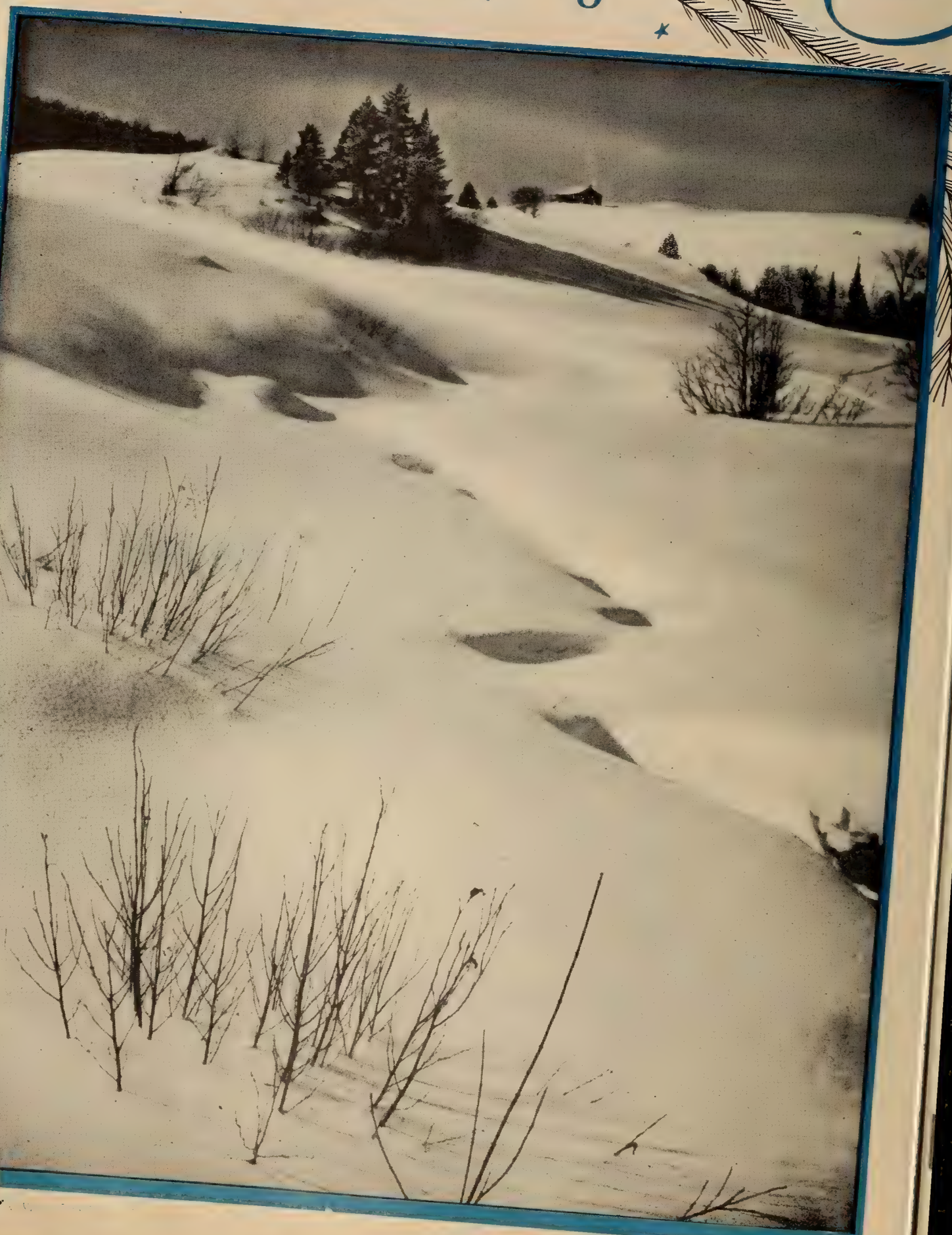
BIG stars mean BIG sales on the BIG Stations

KPOA Honolulu
5000 watts at 630
nationally represented by
George P. Hollingbery Co.

WTAC Flint
1000 watts at 600
nationally represented by
The Bolling Company, Inc.

RADIO HAWAII, INC.

SEASON'S



PETRY AND CO. INC.

REETINGS



To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

WSB	Atlanta	NBC
WFAA*	Dallas	NBC
	Ft. Worth	ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC
		ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis	NBC
	St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

ABC Pacific Radio Regional Network

*Also represented as key stations of the

TEXAS QUALITY NETWORK

EDWARD PETRY & CO., inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO

criterion in the carolinas

is



ALAN NEWCOMB

"Man Around the House"

Accustomed to a "man around the house" in WBTV's **10:30-11:30 A. M.** variety show slot are Carolinas housewives—At that hour Monday through Thursday Arthur Godfrey's got the girls . . . on Friday mornings Alan Newcomb is their man. **Newcomb's 15.0 Telepulse** denotes the desirability of a man around the house on Fridays.

The ladies are on camera, too—Entire memberships of Carolinas women's clubs comprise the studio audiences for Alan and his company of musicians, singers, and guest acts. Competitive audience participation is interspersed with interviews and musical doings of the cast.

No stranger to Carolinas viewers, Alan Newcomb is seen five nights weekly as the late evening weather man and he hosts two other weekly WBTV shows.

Getting to the girls in the Carolinas (with 373,916 sets in the area) **is easy** with a "Man Around the House".

Want a man around 56,087 houses each week for you? **Call:**

CBS TELEVISION SPOT SALES

WBTV

CHARLOTTE, N. C.

The Jefferson Standard Broadcasting Company

OPEN MIKE

Appreciation

EDITOR:

As the year 1954 draws to an end, I would like to express, through your publication, my thanks to the radio and television stations of America generally for the generous assistance they have given to the United States Department of Labor the last 12 months in explaining to the nation's workers, business and industry and the public, the many services the Department is rendering in their behalf.

A particularly noteworthy public service was the radio and television industry's active support of the annual "back-to-school" campaign sponsored by the Department of Labor in cooperation with many state and municipal agencies and school officials. This campaign had a twofold effect:

Reports to me from all regions indicate: (1) A fairly substantial reduction in the number of agricultural child-labor violations of the Federal Wage and Hour Law. (2) A corresponding decrease in absenteeism in the schools during the fall harvest season. This means that thousands of children are now getting the education they are entitled to under our form of government and upon which the future of our country depends.

The radio and television industry is entitled to take much credit for these beneficial results. In fact, the enthusiastic efforts of American stations spread across the border of our good neighbor, Canada. I am in receipt of letters from several Canadian stations. They not only advised me of what they had done, but also offered to give their assistance in the future. For this, too, I hope you will extend my thanks.

James P. Mitchell
Secretary of Labor
U. S. Department of Labor
Washington, D. C.

So Good

EDITOR:

Our sincere congratulations on your feature, "Buying and Selling: Two Viewpoints" in the Dec. 6 issue.

We think this article is so good that we would like to have 25 reprints, if they are available.

Tom Ragland
Radio Sales Manager
WHBQ Memphis

[EDITOR'S NOTE: The reprints have been sent to Mr. Ragland as requested.]

Tv Fan Magazines—Pro

EDITOR:

Enjoyed Earl Abrams' article on television fan magazines. Here in Peoriarea, we have seen a local television publication called *Peoriana* grow by leaps and bounds. . . . First published in March of this year . . . *Peoriana* [now] has a circulation of 20,000. The publication carries only feature stories and listings of Peoria's two television stations.

Morton Cantor
Promotion Manager
WTVH-AM-TV Peoria, Ill.

. . . and Con

EDITOR:

TV-Radio Life, probably the oldest (15 years) and largest (120,000 weekly) independent in the field, takes issue with Earl Abrams' story "Fan Magazines" in your Nov. 22 issue. We feel that his article was slanted, incomplete, inaccurate and misleading.

For the record, every week *TV-Radio Life* gives fans of Southern California a 44-page (half tabloid) magazine which carefully blends local *and* national material. In addition to factual stories, we supply logs which are adequately detailed without being cumbersome.

We outsell by a heavy margin any other similar magazine in this area, our sales having reached an all-time high this past month. We believe this proves that there is a vital place for good independent publications.

We feel that Mr. Abrams' prediction as to the future of the independent magazine—"dubious, undoubtedly"—gives an extremely distorted and damaging impression.

Evelyn A. Bigsby
Editor & General Manager
TV-Radio Life, *Hollywood*

Market Research Means People, Too

EDITOR:

The article "Market Research Means People, Too" by Joe Ward [B•T, Dec. 6] is one of the best I have read in any trade publication in one hell of a long time. I am sure you are going to be deluged with requests for reprints. . . . Please put me down for 25 copies and bill me at whatever rate you decide they are worth. I promise you, we are going to try to put this material to work to get back our modest investment many times over.

I thought, too, the feature about BBDO and the networks also rates a deep bow from the nation's broadcasters. In my opinion, these two articles alone are worth far more than the yearly subscription rate.

I am happy to say that WCAU is winding up a banner year. Our one problem for 1955 will be to beat the record figures we have maintained throughout 1954. Maybe with the help of such information as that contained in those two articles in the Dec. 6 issue, we will make it.

J. S. deRussy
Director of Sales
WCAU Philadelphia

EDITOR:

Please send 300 reprints of "Market Research Means People, Too" [B•T, Dec. 6].

W. F. Danenbarger, President
KNCK Concordia, Kan.

[EDITOR'S NOTE: Reprints of "Market Research Means People, Too" are available at $2 for 50, $3.75 for 100, $3.50 for each additional 100, $17 for 500 and $33 for 1,000.]

Thanks From IFN

EDITOR:

This is "thank you" for the splendid story on the Irish Football Network carried in your issue of Nov. 29.

As the article indicated, we have a rather unique organization in radio today; that's a fact we who are close to it have always known. But it is good to know that—through B•T—our story has been carried to the industry, and we appreciate that.

Joe Boland
Irish Football Network
South Bend, Ind.



G-E BLACK & WHITE CAMERAS PAY OFF 2 WAYS—

1. More complete black & white programming for *more of today's profits.*
2. *Easy, economical conversion to color tomorrow,* or whenever you want to swing over.

THERE, in a nutshell, is the double-barreled investment protection every broadcaster needs today. With G-E you can deliver complete sports coverage and other special events programming and still be paving the way to telecast color. A few parts . . . minimum expense . . . and this camera picks up all the colors of the rainbow.

Remember, General Electric camera economy is just part of the action-packed PYRAMID PLAN. Before you set a color timetable, examine G.E.'s realistic program. It "stairsteps" color facilities . . . it utilizes existing equipment to the fullest.

Make a note to call your local G-E sales representative today. Section X2124-20, General Electric Company, Electronics Park, Syracuse, N. Y. *In Canada, write:* C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

PYRAMID PLAN FOR COLOR TV

Progress Is Our Most Important Product

GENERAL ELECTRIC

BATON ROUGE:
WATCH YOUR SALES
SOAR
in the
SOUTH'S
fastest growing
market!

POPULATION
1940 88,415
1953 197,000

the FIGURES

RETAIL SALES
1940 ... $ 20,251,000
1953 ... $184,356,000*

and FACTS

RANKS 92nd IN EFFECTIVE BUYING INCOME
HIGHEST PER CAPITA INCOME IN LOUISIANA
WORLD'S MOST COMPLETE OIL CENTER
CHEMICAL CENTER OF THE SOUTH
DEEP WATER PORT

To see your sales reach their greatest heights in this rich petro-chemical market, select WAFB-TV, the *only* TV station in Baton Rouge, with programs from all 4 networks, and our own highly-rated local shows.

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

*East Baton Rouge Parish, Survey of Buying Power, 1954

WAFB-TV
Channel 28
BATON ROUGE, LA.

our respects

to FREDERIC W. WILE JR.



ASKED shortly after World War I by his American foreign correspondent father if he'd like to join the navy, young Frederic W. Wile Jr., born in Berlin and spending the war years in an English boarding school, assumed his father meant the British navy.

With this, the senior Wile returned to the U. S. and enrolled Frederic Jr. in the Notre Dame U. high school division where, among the "Fighting Irish," the boy quickly lost his British mannerisms. "Which was probably what father had in mind," adds Fred Wile Jr., vice president in charge of tv-radio programming, NBC Western Division, Hollywood.

Mr. Wile Sr. was covering Kaiser Wilhelm's war preparations for the *New York Times, Chicago Daily News* and England's Northcliffe press when young Frederic was born in Germany in 1908. As war approached, he shipped his family to the U. S., later having them rejoin him in England after he left Germany with the British embassy staff.

After attending Notre Dame high school and other private and public schools, Fred Jr. entered Princeton U., majored in history and graduated with honors in 1930. Then he entered Harvard Law School.

His father, who was one of radio's first commentators, on WRC Washington, suggested he see a family friend, CBS President William S. Paley. The Monday following graduation Fred Wile Jr. became a CBS publicist.

Later that year another family friend, John W. Garrett, was named ambassador to Italy and offered young Fred a post as his secretary. While in Europe with Mr. Garrett he assisted CBS in several projects, including a broadcast by the Pope, arranged through Guglielmo Marconi, and by interpreting in negotiations between Mr. Paley and the French national broadcasting system. Upon returning to the U. S. in 1931, he rejoined CBS press and public relations department and remained there until he joined Young & Rubicam Inc., New York, as radio publicity manager in 1936.

Six months later, Sylvester L. (Pat) Weaver Jr. also joined Y&R to organize the radio production department, starting a close professional and personal friendship. With radio's tremendous growth, the two organized Y&R's Hollywood radio production office in 1937, returning to New York to reorganize the radio department there the following year.

Following America's entry into World War II, Mr. Wile became associate director of the War Manpower Commission, heading the Washington information office. He also headed the Advertising Council's first radio committee and devised that group's broadcast time allocation plan, which is still in use.

Mr. Wile returned to Y&R for six months before entering the navy as an enlisted man in 1944. After surviving 4½ weeks of boot training he was preparing to ship out when he was recalled to Washington, commissioned and assigned to duty with the Industrial Incentive division, Office of the Secretary.

Separated as a lieutenant in 1946, he returned to Y&R as supervisor of operations until 1949, when Mr. Weaver became NBC vice president in charge of tv. Mr. Weaver persuaded Fred Wile to join him and on Jan. 1, 1950, Mr. Wile was named vice president in charge of programming, NBC, New York.

In 1951 he assumed direction of nationwide production in both radio and tv.

Mr. Wile concisely sums up the transfer to his present position on Jan. 1, 1954, by saying (1) he wanted to come to California, (2) NBC had no major programming executive in Hollywood and (3) it was obvious that the West Coast must supply most of the network's talent and skills.

"Hollywood is a great center of creative talents," he observes. He also points out that through sheer economics it is more practical to have NBC-TV's physical facilities in Hollywood. With the space to build such plants as the new NBC-TV Burbank color studios (which, he comments, is the first color studio to be designed as such from the beginning) and the associated talent and skills concentrated in the area, Hollywood must become the center of much major tv programming.

However, he warns, "I don't think Hollywood will dominate the daytime schedule. There is the time difference between East and West and I also think the form isn't native to Hollywood."

To support his views on the West's growing importance to network programming, he observes that last year 16 programs originated from Hollywood, with the number currently at 33, and future increases in prospect.

The well-traveled, dynamic Mr. Wile recently visited Mexico City where he scouted chances of originating NBC-TV programs from what he terms the growing communications focal point for Latin America. With adequate microwave installations, he feels live originations from Mexico City are only a year off, but until then he plans to use segments filmed in that city in a forthcoming *Colgate Comedy Hour*.

In the California outdoor pattern, Fred Wile Jr. plays golf and spends much time sunning himself and swimming with his wife, the former Bee Canterbury, at their newly-purchased home in the San Fernando Valley's southern foothills. He has two children by a former marriage, Frederic W. III and daughter Halle.

Additionally, friends say he can be found watching motion pictures with deep professional interest when he is not looking at tv or listening to the radio in his office.

holiday greetings from all of us to all of you



Earl Abrams
Raymond Ahearn
Frank Beatty
Dave Berlyn
Audrey Cappella
Larry Christopher
John Cosgrove
Joanne Cowan
Ken Cowan
Rufe Crater
Sally Creley
George Dant
Bob Deacon
Wally Engelhardt
Rocco Famighetti
Kathy Fisher
Fred Fitzgerald
Bob Foster
Eli Fritz
Frank Gentile
Selma Gersten
Jo Gitlitz

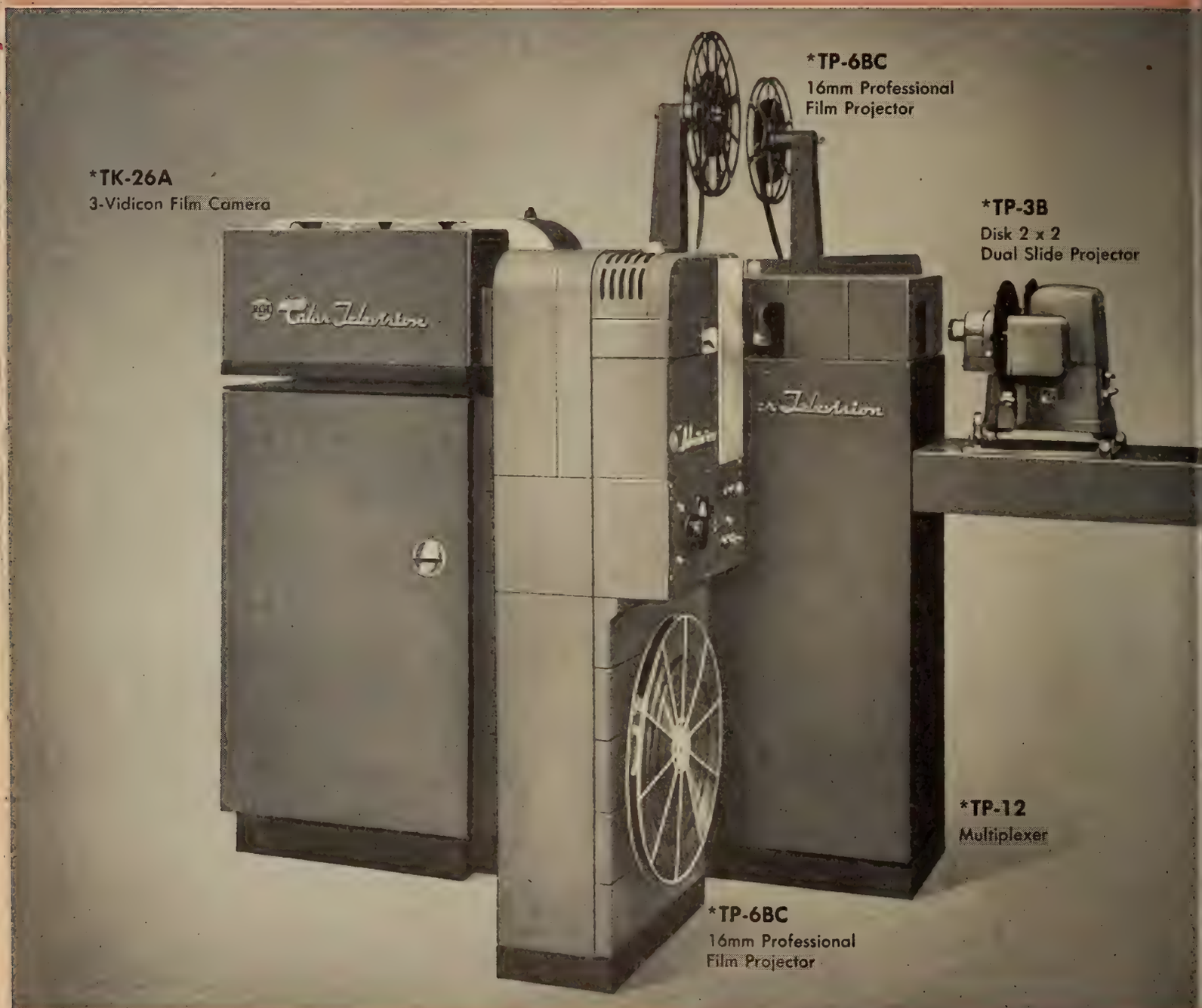
Dave Glickman
Carole Guiliani
Gladys Hall
Sid Hix
Harold Hopkins
Ed James
Joel Johnson
Sharleen Kelley
Pat Kielty
Barbara Kolar
Leo Kovner
Win Levi
Leo Lippman
Maury Long
Eleanor Manning
Wilson McCarthy
Jeannie McConnell
Duane McKenna
Warren Middleton
Irv Miller
James Montagnes
Gwen Moore

Dorothy Munster
John Osbon
Peter C. Pence
Bill Phillips
Bruce Robertson
Louis Rosenman
John Russell
Eleanor Schadi
Ed Sellers
Joan Sheehan
Florence Small
Harry Stevens
Betty Taishoff
Larry Taishoff
Hy Tash
Marjorie Thomas
Don West
Eunice Weston
Milton Wolf
Norma Wooton
Jessie Young
Sol Taishoff

Broadcasting Telecasting

"3-V"*

The Color-TV Film Camera that outmodes all other approaches



NEW SIMPLIFIED DESIGN

The RCA TK-26A uses 3 small, inexpensive Vidicon cameras to handle red, green, and blue individually (see diagram)—and a fixed lens-and-dichroic mirror system—for handling color separation. *Electronic control* assures precise registration of the three cameras for day-in, day-out operation. Here is the color film system that not only handles 16- and 35-mm motion picture film—*but slides as well!*

UNMATCHED PICTURE QUALITY

Resolution and stability are unmatched by any other approach. Gamma is ideal—needs virtually no correction. Color fidelity equals the high-quality standards set by RCA's studio color camera. Exceptional stability and precise picture registration are characteristics that assure simplicity and ease of operation and a minimum of maintenance. Ample reserve of light assures best possible pictures from the densest of films.

NEW, EASY MULTIPLEXING

As simple and straightforward as any monochrome arrangement, the TK-26A includes all facilities needed for color film programming—slides, film, and multiplexer. You can interchange slides, and 16- and 35-mm film—just like you do with black and white.

EMPLOYS STANDARD TYPE PROJECTORS

RCA's TK-26A Film Camera System works with standard type television projectors such as the RCA TP-6BC. You get ample light to handle dense films—and at the same time you avoid complicated projector equipment involving moving optical parts. RCA's equipment operates with "station tested" reliability.

RCA TK-26A

NOW, "STUDIO REALISM" IN COLOR —WITH 16MM, 35MM COLOR FILM AND SLIDES

The search for high quality in a Color-TV film and slide camera is ended!

After several years of intensive work with almost every conceivable approach to color film and slide reproduction, RCA Broadcast Design Engineers have now produced a superior film camera system matched by no other. This is the color film system that has outperformed . . . flying-spot scanners . . . fast pull-down systems . . . continuous motion arrangements . . . in actual side-by-side tests at the RCA Engineering Laboratories. This is the color film system that RCA has now *adopted over its own previous "flying-spot scanner."*

For complete technical information on the TK-26A—the remarkable RCA 3-Vidicon color film camera that outmodes all other approaches—call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

*Close-up view of the TK-26A—RCA's remarkable 3-V Color Film Camera. Heart of the 3-V is the revolutionary new, inexpensive Vidicon Camera tube—RCA-6326!

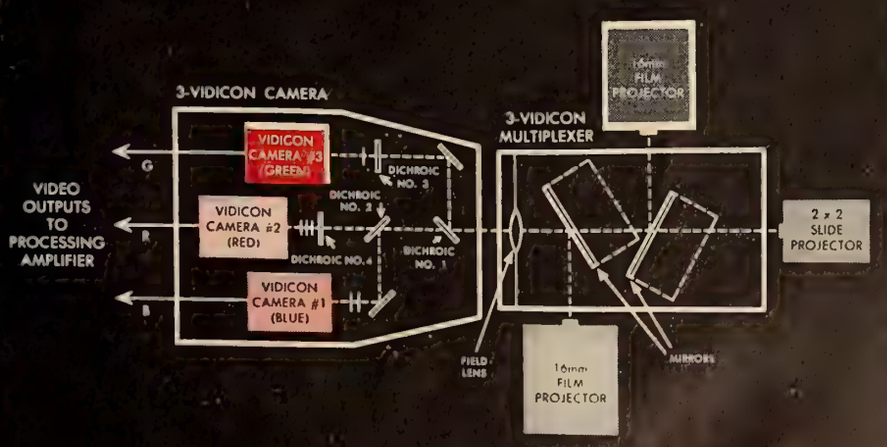
Important for Station Men—new brochure on RCA's 3-Vidicon Camera Chain. Free, from your RCA Broadcast Sales Representative.



RCA Pioneered and Developed Compatible Color Television

How It Works!

Light from either one of three selected color picture projectors passes into the 3-V Multiplexer. A remotely-controlled mirror arrangement reflects the incoming image through a field lens and into the 3-V Camera. Here, dichroic mirrors and color filters "split" the light into three color components—green, red, and blue. Each color component produces a VIDEO signal in a separate Vidicon camera. Video output from each camera then goes into the Processing Amplifier in the camera control unit.



RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

Advertisement



From where I sit *by* Joe Marsh

Guess It's Called a Safety "Drive"

Whitey Fisher, from the State Motor Vehicle Department, dropped by yesterday to discuss some of our toughest local traffic problems.

"Up at Center Junction," Whitey says, "they've got a brand-new sign that really slows down all the traffic going through their town.

"The sign says, 'At 25 miles an hour, you can drive through Center Junction in 2½ minutes!' It slows people down too—some just take it easy to check on that 2½ minutes, I guess. Hasn't even been a dented fender since that sign went up."

From where I sit, it wasn't what the sign said, but the way it was said. People are usually pretty understanding if they understand what you *mean. It's the same way with differences of opinion. Perhaps your neighbor prefers a temperate glass of beer, and you would choose buttermilk. What I'd like to see is for all of us to "slow down," talk it out, and be respectful of our neighbor's rights.*

Joe Marsh

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BERNICE LEVITAS

on all accounts

IN BROADCASTING since 1939, Bernice Levitas, media director of Doyle Dane Bernbach Inc., Los Angeles, declares, "I love it. It's a part of me. There's something happening every day in this field."

Born and educated in Chicago, she attended Northwestern U. for two years before becoming a legal secretary in 1937. Two years later, she entered radio as executive secretary to Maynard Marquard, station manager of WCFL Chicago, later joining the station's program department as assistant director.

In 1943, her mother's health forced the Levitas family to move to Los Angeles, where she joined NBC as an assistant in the radio recording department.

When her former employer, Mr. Marquard, became head of World Broadcasting System's West Coast operation in 1945, she became his assistant, but returned to NBC as assistant to West Coast Musical Director Hank Russell when Frederic W. Ziv Co. purchased WBS in 1947. About nine months later, Mr. Russell and advertising man Vick Knight formed an agency and Miss Levitas became what she describes as "general factotum," later assuming media director duties.

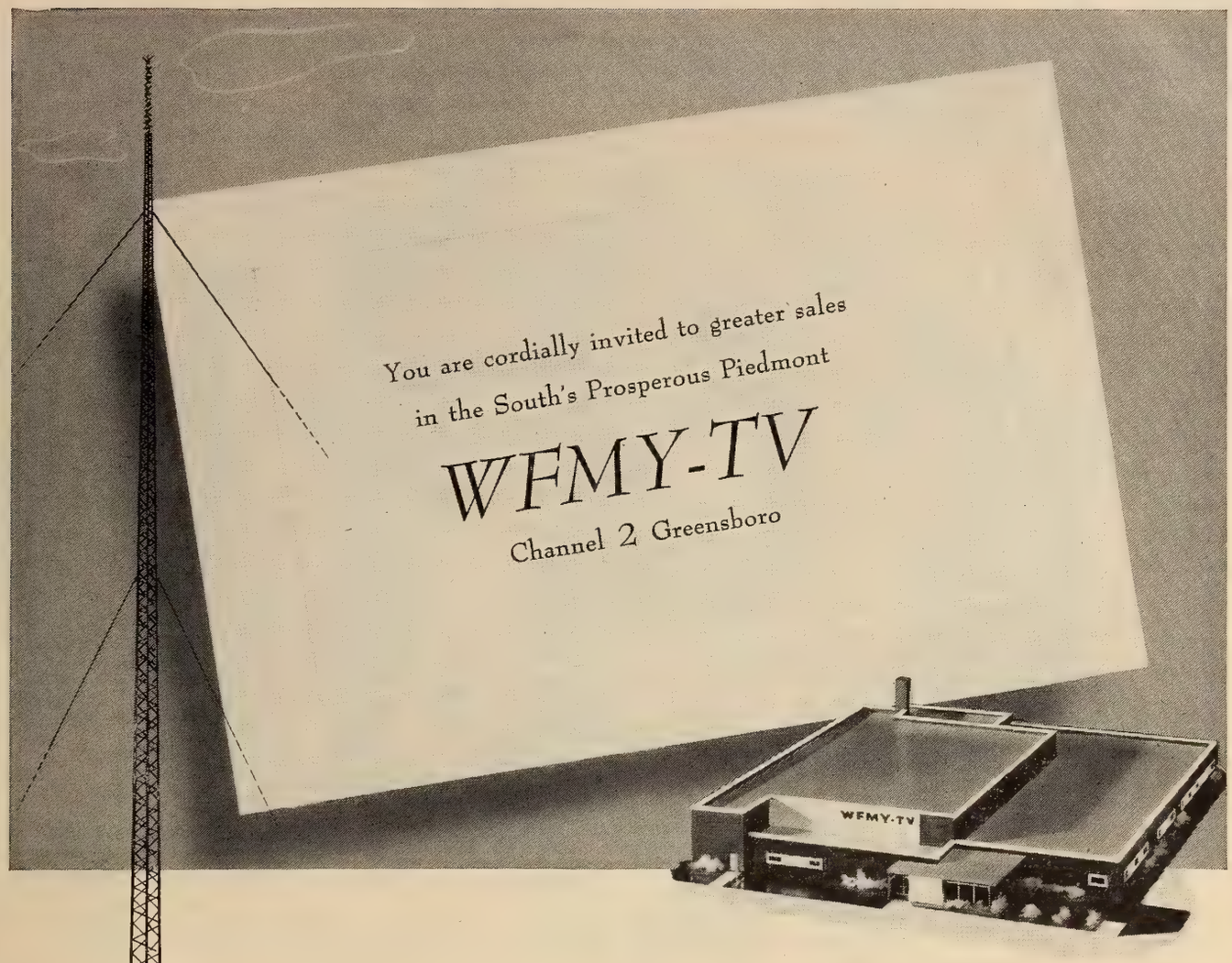
Mr. Russell left the agency in 1948, but Miss Levitas remained until 1952, when she joined Factor-Breyer Co. in a similar position. Last August, when the New York firm of Doyle Dane Bernbach merged with Factor-Breyer, becoming DDB's West Coast office, Miss Levitas remained media director.

Radio is still a good buy, epecially daytime radio, she feels. In Southern California, with its millions of motor vehicles, the out-of-home factor is most importnat.

With Max Factor, Mission Appliance Corp., Ohrbach's Department Stores and Sav-on Drug Stores as DDB clients, Bernice Levitas believes that for advertising campaigns to be concentrated during certain times of the year, spot announcements show the best results; however, programs are better for institutional, year-around advertising, and a combination of spots and programs the most effective in a long run.

She is "very much against" station breaks overloaded with commercials and states this "helps determine our station choice," adding that when four-to-five spots intrude on a single station break, with the advertisers losing all good from their time purchase, DDB actively protests to the offending station.

In her spare time, Bernice Levitas plays what she modestly terms a "below average" golf game, sits on Southern California's famous beaches or "just reads."



A New High In The Prosperous Piedmont

You'll soon have a new high in sales in the Prosperous Piedmont section of North Carolina and Virginia . . . one of the great TV markets in the nation.

With the opening of WFMY-TV's new million dollar facility, everything goes up but price.

Tower up to 1549 feet above sea level for greater coverage; power up to full 100,000 watts to bring 2½ million customers in view. And to help sell your product, there are 39,000 square feet of production facilities . . . with two modern studios, one 30 x 40, one 40 x 60. **All this—and color, too!**

To hit a new sales high in this 2.8 billion dollar market, call your H-R-P man today.

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

CBS TELEVISION NETWORK

Basic Affiliate



DON'T "PICK BLIND" IN SHREVEPORT!



LOOK AT KWKH's HOOPERS!

Shreveport has *five* radio stations (and all networks), but recent Hoopers show that KWKH is by all odds the favorite station, locally. And of course KWKH's coverage story really just *begins* at Shreveport's City Limits!

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

S.A.M.S. credits KWKH with 22.3% more daytime radio homes than all other Shreveport stations *combined!* Costwise, KWKH delivers 89.4% more listeners-per-dollar than the next-best station in the area!



KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

December 20, 1954 Vol. 47, No. 25

RADIO-TV'S TOP AGENCIES BILL $699.2 MILLION IN '54

Young & Rubicam, with a combined am-tv figure of $60 million, holds the top ranking. Last year's leader, BBDO, registers just one million less. Figures are from B•T survey, authoritative compilation made the last three years by Florence Small, B•T agency editor.

RADIO-TV's top 36 agencies—representing all which billed in the combined media for at least $5 million during 1954—registered a grand total of $699.2 million for the year. In a switch over last year, Young & Rubicam captured the leadership from BBDO by a comparatively slim margin of $1 million. Y&R billed for $60 million in 1954; BBDO, $59 million.

J. Walter Thompson retained its third place rating with a return of $50 million.

The most spectacular rise this year was recorded by McCann-Erickson, which gained $20.5 million over its previous year's billing to soar from eighth to fourth place. M-E's 1954 radio-tv aggregate is $46 million.

The combined media increase over 1953 is reflected in comparison of available figures for the leading 32 agencies of 1953 and the top 32 in this year's listing of the 36 agencies (see tables, pages 28 and 29). It should be noted that while the current year's compilation runs down to agencies billing at least $5 million, the 1953 listing encompassed those of $6 million or more.

The 32-agency comparisons show:

- Television alone, with a billing in 1954 of $503.2 million was up $131 million over last year's $372.2 million.
- Radio recorded a drop of approximately $16.5 million, totaling $174.9 million. The 1953 radio figure was $191.4 million.
- Though runner-up in combined radio-tv outlay, BBDO continued first in television expenditures with a total in that medium of $46 million, one million dollars more than Y&R.
- Dancer-Fitzgerald-Sample held its traditional supremacy in radio, but by a decreasing margin. Its 1954 total of $15.5 million shaded Young & Rubicam by a half million dollars.

The remaining agencies comprising the top ten in combined am-tv billing in 1954 are: Biow, $33.4 million; Leo Burnett Co., $33.3 million; Wm. Esty Co., $31 million; Benton & Bowles, $29.2 million; Dancer-Fitzgerald-Sample, $28.5 million; and Ted Bates, $27.5 million.

The figures in all cases in this survey include expenditures for time and talent in both network and spot. The estimate in each instance is based on information received directly from responsible officials of the agency involved.

The survey this year saw six agencies added to the list of 36 leaders: Tatham-Laird, Erwin, Wasey & Co., Geyer Inc., Grant Adv., Grey Adv., and H. B. Cohen. Two agencies in the 1953 compilation—Cecil & Presbrey and Ward Wheelock—were dissolved in 1954; another, Sherman & Marquette, was reconstituted and appears in the current computation by its new name, Bryan Houston Inc. In an 11th hour merger, McCann-Erickson joined forces with the Marschalk & Pratt agency, effective Jan. 1. [B•T, Dec. 13].

A detailed record of the 1954 activity of each of the 36 agencies in the survey follows:

YOUNG & RUBICAM: Radio-tv billing: $60 million; $15 million in radio, $45 million in television. Radio-tv share of overall billing, 40%.

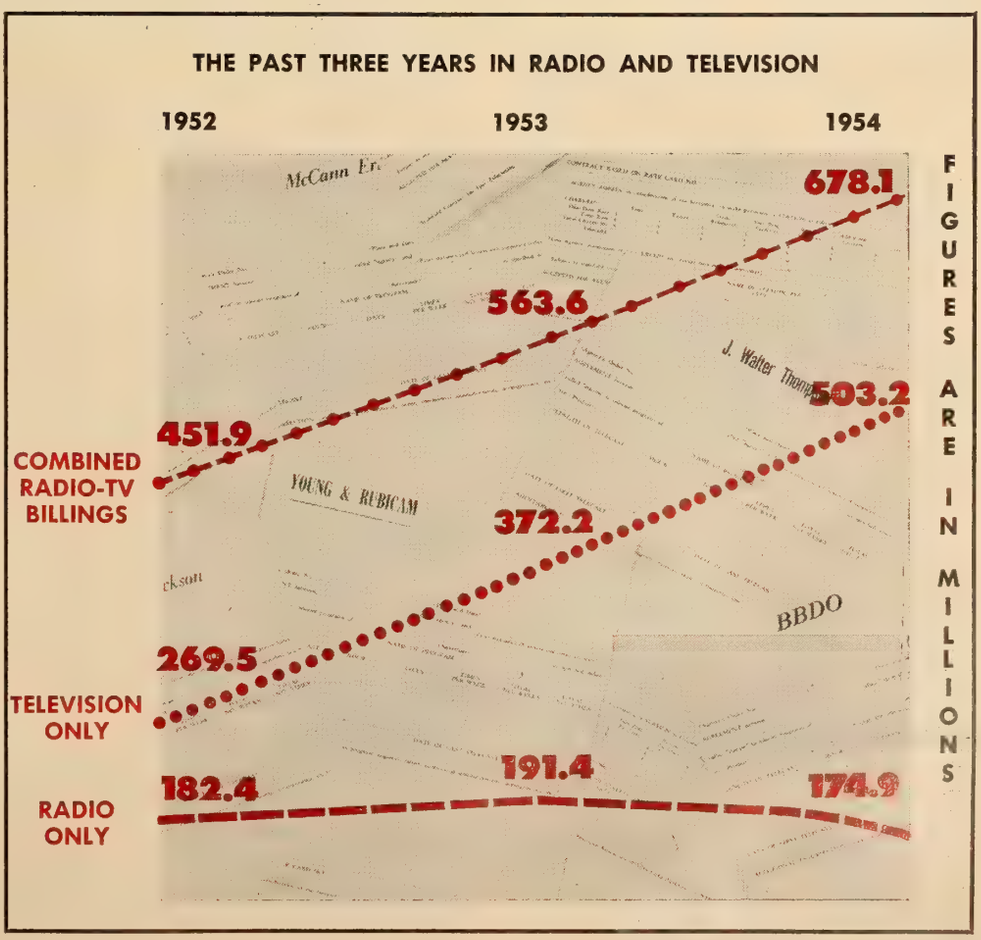
In achieving its first-place status in combined radio-tv billing this year, Young & Rubicam recorded an increase of $11 million over its 1953 tally. With radio holding its ground, television thundered ahead to account for the spectacular advance.

In 1954 the agency secured an increased portion of the General Foods business, as well as the Lincoln Continental account (which will go into effect in 1955). Among the new programs placed by Y & R during the year were: *Portia* on CBS-TV for General Foods; *Golden Window* on NBC for Procter & Gamble; *Halls of Ivy* on CBS-TV for International Harvester; *Elgin Hour* on ABC-TV for Elgin; *Masquerade Party* on ABC-TV for Remington Rand; *Justice* on NBC-TV for Borden, and *Father Knows Best* on CBS-TV for Kent Cigarettes.

BATTEN, BARTON, DURSTINE & OSBORN: Radio-tv billing: $59 million; $13 million in radio, $46 million in television. Radio-tv share of overall billing, 35%.

Like the miler who came in second with a 3:59 clocking, BBDO registered a remarkable $9½ million gain but dropped to second place by a mere $1 million despite its increase over its 1953 radio-tv billing.

During the year the agency gained the estimated $8.5 million Campbell Soup Co. account from Ward Wheelock while resigning the Polaroid business. New programs placed by BBDO in 1954 include: *Lassie* on CBS-TV and *Phoebe* on NBC-TV for Campbell Soup Co.; *General Eelectric Theatre* on CBS-TV for GE; *Game of the Week* on NBC Radio for Crosley Div. of Avco; *Norman Spear and His Football Fore-*



casts on 144 television stations on a spot basis for duPont; *Kathy Godfrey* on DuMont for Vitamin Corp. of America; *Stork Club* on ABC-TV for Gemex, and *Robert Q. Lewis* on CBS Radio for the same account.

J. WALTER THOMPSON CO.: Radio-tv billing: $50 million; $12 million in radio, $38 million in television. Radio-tv share of overall billing, 33⅓%.

JWT increased its radio-tv billing a whopping $15 million over last year's figures. The agency in 1954 gained the Sylvania and New York Central accounts, losing Borg-Warner and RCA Victor. For Kraft, JWT placed *Kraft Tv Theatre* on ABC-TV, the *Edgar Bergen Show* on CBS Radio, and *Space Cadet* on NBC-TV. The agency also bought *Norby* on NBC-TV for Eastman Kodak and *Meet the Press* on NBC-TV for Johns-Manville. In addition JWT expanded *Lux Theatre* from a half-hour to one hour weekly on NBC-TV for Lever Brothers (Lux); added *Twenty Questions* on ABC-TV for Florida Citrus, and Sammy Kaye's *So You Want to Lead a Band* on ABC-TV for Brillo.

McCANN-ERICKSON: Radio-tv billing: $46 million; $9 million in radio, $37 million in television. Radio-tv share of overall billing, 40%.

Strongest runner in the 1954 derby, with its $20.5 million increase over 1953 radio-tv billings, McCann-Erickson took over the following five heavily budgeted accounts last year: Nestle Co., Swift & Co. (meats for babies), Derby Foods, Mennen & Co. and Bulova Watch Co. (latter's billing will start effective Jan. 1). The agency resigned the Gruen Watch Co. when it assumed the conflicting Bulova account. During the year M-E bought *Best of Broadway, Shower of Stars,* and *It's a Great Life,* all on CBS-TV, for Chrysler Division. The agency also placed *Halls of Ivy* on CBS-TV for Nabisco.

BIOW CO.: Radio-tv billing: $33.4 million; $5.6 million in radio, $27.8 million in television. Radio-tv share of overall billing, 72%.

Biow recorded a $1.4 million increase over last year's figures, but lost four accounts toward the latter part of the year whose defections will not show up significantly until 1955. The accounts which departed from the agency are: the $5 million Bulova Co. account to McCann-Erickson; Procter & Gamble's Joy to Leo Burnett; Hill Brothers to Ted Bates; and Eversharp Inc. to Cunningham & Walsh. The agency gained the Benrus Watch Co. and Seeman Brothers Airwick account.

LEO BURNETT CO.: Radio-tv billing: $33.3 million; $6 million in radio, $27.3 million in television. Radio-tv share of overall billing, 63%.

During 1954 Leo Burnett Co. tallied a strong $9.3 million increase in radio and television billing over 1953. The agency picked up five substantial bits of new business: Motorola Inc. from Ruthrauff & Ryan; Philip Morris (Marlboro cigarettes) from Cecil & Presbry; Procter & Gamble's Joy from Biow, and a portion of Campbells Soup Co. from Ward Wheelock. During the year the agency also placed the following shows: *Halls of Ivy* on CBS-TV for International Harvester; *Mickey Rooney* on NBC-TV, alternate weeks, for Green Giant (peas) and Pillsbury Flour; *People Are Funny* on NBC-TV for Prom Home Permanent; and *Abbott & Costello,* filmed, on a regional basis for the Campbell Co.

HOW THEY RANK IN 1954

Rank	Agency	Combined Radio-Tv Billings	Radio Only (In Millions)	Tv Only (In Millions)	Am-Tv Share of Overall Billing	Comparison With 1953 Radio-Tv Billing
1.	Young & Rubicam	$60	$15	$45	40%	$11 +
2.	BBDO	59	13	46	35%	9.5+
3.	J. Walter Thompson Co.	50	12	38	33⅓%	15 +
4.	McCann-Erickson	46	9	37	40%	20.5+
5.	Biow Co.	33.4	5.6	27.8	72%	1.4+
6.	Leo Burnett Co.	33.3	6	27.3	63%	9.3+
7.	Wm. Esty Co.	31	5	26	50%	2 +
8.	Benton & Bowles	29.2	8.4	20.8	57%	2.8—
9.	Dancer-Fitzgerald-Sample	28.5	15.5	13	55%	1.5+
10.	Ted Bates & Co.	27.5	7	20.5	40%	3.5+
11.	Kenyon & Eckhardt	22.5	7.5	15	40%	7.3+
12.	Compton Adv.	22.3	5.5	16.8	53%	9.8+
13.	Foote, Cone & Belding	22	5.5	16.5	30%	4 +
14.	Lennen & Newell	20	4	16	50%	2 +
15.	N. W. Ayer & Sons	18	7.5	10.5	15%	4.6+
16.	Cunningham & Walsh	16	3.5	12.5	33%	2 +
17.	Kudner	14	2.6	11.4	35%	1 —
18.	Maxon Inc.	14	3	11	40%	0
19.	SSC&B	13.8	3.8	10	58%	.8+
20.	Ruthrauff & Ryan	13	4	9	25%	3 +
21.	Needham, Lewis & Brorby	11.9	3.6	8.3	41%	.9+
22.	Bryan Houston Inc.	11.5	4	7.5	52%	.5+
23.	Geoffrey Wade	11	7	4	88%	1 +
24.	Campbell-Ewald	10	2.2	7.8	25%	1.5+
25.	Weiss & Geller	10	2	8	60%	4 +
26.	Tatham Laird	9.5	1	8.5	68%	*
27.	D'Arcy	8	3.5	4.5	20%	1.5+
28.	Erwin, Wasey	8	3	5	22%	*
29.	MacManus, John & Adams	7	.5	6.5	20%	1 +
30.	Doherty, Clifford, Steers & Shenfield	6	2.2	3.8	52%	0
31.	Geyer Inc.	6	2	4	30%	*
32.	Fuller & Smith & Ross	5.7	.5	5.2	10%	.3—
SUB-TOTAL (32 Agencies)		$678.1	$174.9	$503.2		
33.	Grant Adv.	5.5	1.5	4	10%	*
34.	Warwick & Legler	5.5	1.3	4.2	44%	1.5—
35.	Grey Adv.	5.1	1.5	3.6	25%	*
36.	Harry B. Cohen	5	2	3	60%	*
GRAND TOTAL (36 Agencies)		$699.2	$181.2	$518.0		

* Unlisted in '53

WILLIAM ESTY CO.: Radio-tv billing: $31 million; $5 million in radio, $26 million in television. Radio-tv share of overall billing, 50%.

Wm. Esty in 1954 gained $2 million over its 1953 billing in radio and television, with tv accounting for the increase. Radio billings were down about $3 million. The agency last year took over the General Mills O-Cel-O Sponge division as well as that company's Jet Cereal and Softasilk accounts. Early in April Esty lost Coca-Cola Bottlers of New York to Compton. Esty continues to service the extensive R. J. Reynolds Tobacco Co. (Camels, Cavaliers) business.

BENTON & BOWLES: Radio-tv billing: $29.2 million; $8.4 million in radio, $20.8 million in television. Radio-tv share of overall billing, 57%.

Benton & Bowles registered about $2.8 million less billing in 1954 compared with its 1953 record. In a general reshuffling General Foods withdrew a number of products to its other agencies while naming B & B to handle Post Cereals Division, Grape Nuts, Grape Nut Flakes, Post Wheatmeal, Krinkle and Corn Fetti. B & B placed, during the year, *Concerning Miss Marlowe* on NBC-TV for P & G, *December Bride* for Maxwell House Instant Coffee on CBS-TV, *Doug Edwards & the News* on CBS-TV for Crosley division of Avco, *Galen Drake* on CBS Radio for General Foods, *Our Gal Sunday* on CBS Radio for P & G.

DANCER-FITZGERALD-SAMPLE: Radio-tv billing: $28.5 million; $15.5 million in radio, $13 million in television. Radio-tv share of overall billing, 55%.

D-F-S increased its billing $1.5 million during 1954, shifting some of its radio billing into television. However, the agency still is the leader in radio outlay by the slimmed-down margin of a half million dollars. During the year D-F-S gained the Best Foods and

HOW THEY RANKED IN PREVIOUS YEARS

	Agency	Combined Am-Tv Billing (In Millions) 1953	1952	Radio Only (In Millions) 1953	1952	Tv Only (In Millions) 1953	1952	Am-Tv Share of Overall Billings 1953	1952
1.	BBDO	$ 49.5	$ 40	$ 14.5	$ 13.5	$ 35	$ 26.5	40%	40%
2.	Young & Rubicam	49	36	15	12	34	24	35%	35%
3.	J. W. Thompson Co.	35	27	13.5	13.5	21.5	13.5	24%	24%
4.	Benton & Bowles	32	30	11.8	10.5	20.2	19.5	60%	60%
5.	Biow Co.	32	30	8	10.5	24	19.5	60%	50%
6.	William Esty & Co.	29	28	8	10	21	18	50%	50%
7.	Dancer-Fitzgerald-Sample	27	26	18	17.5	9	8.5	55%	55%
8.	McCann-Erickson	25.5	25	8	8.7	17.5	16.3	40%	40%
9.	Ted Bates & Co.	24	15	6	6	18	9	60%	50%
10.	Leo Burnett Co.	24	18	7.2	9	16.8	9	50%	50%
11.	Foote, Cone & Belding	18	20	8	10	10	10	30%	30%
12.	Lennen & Newell	18	15	4	3	14	12	55%	50%
13.	Kenyon & Eckhardt	15.2	14.5	5.6	5.5	9.6	9	28%	27%
14.	Kudner Agency	15	15	4.8	4.8	10.2	10.2	35%	35%
15.	Cunningham & Walsh	14	10	4	4	10	6	33%	33%
16.	Maxon Inc.	14	11	4.2	4.4	9.8	6.6	40%	40%
17.	N. W. Ayer & Son	13.4	12	6.5	6	6.9	6	14%	14%
18.	Sullivan, Stauffer, Colwell & Bayles	13	10	3	4	10	6	50%	50%
19.	Compton Adv.	12.5	8	5	4.5	7.5	3.5	30%	26%
20.	Needham, Louis & Brorby	11	8	4.5	3	6.5	5	45%	40%
21.	Sherman & Marquette	11	7.5	3.5	2.5	7.5	5	50%	50%
22.	Geoffrey Wade (Not listed in 1952.)	10		6.5		3.5		90%	
23.	Ruthrauff & Ryan	10	7.5	5	3.2	5	4.3	23%	25%
24.	Cecil & Presbrey	9.5	8	1.5	3.6	8	4.4	50%	50%
25.	Campbell-Ewald	8.5	7	1.8	1.8	6.7	5.2	25%	25%
26.	Warwick & Legler	7	7	1.5	3	5.5	4	50%	50%
27.	D'Arcy Adv.	6.5	7	2.5	3.5	4	3.5	25%	25%
28.	Doherty, Clifford, Steers & Shenfield (Not listed in 1952.)	6		1.5		4.5		55%	
29.	Fuller & Smith & Ross	6	3.4	1.5	0.9	4.5	2.5	15%	15%
30.	MacManus, John & Adams (Not listed in 1952.)	6		2		4		33%	
31.	Ward Wheelock Co.	6	6	2.5	3.5	3.5	2.5	55%	50%
32.	Weiss & Geller (Not listed in 1952.)	6		2		4		50%	
	TOTALS	$563.6	$451.9	$191.4	$182.4	$372.2	$269.5		

Peter Paul (candy) accounts while losing its portion of the Campbell Soup business. The agency bought *Willy* on CBS-TV for General Motors, and continued its radio network shows for General Mills, Sterling Drug and Procter & Gamble. Additionally the agency placed spot for Best Foods and Peter Paul candy.

TED BATES: Radio-tv billing: $27.5 million; $7 million in radio, $20.5 million in television. Radio-tv share of overall billing, 40%.

Ted Bates advanced its billing $3½ million over the 1953 figures for radio and television. The agency captured two new accounts, American Chicle Co. and Hawley Hoop (M & M candies). It also bought *The Line Up* and *Comedy Hour* on NBC-TV for Colgate-Palmolive Co., as well as *Amos 'n Andy* on CBS Radio for CBS-Columbia. Additionally, the firm is responsible for 60% of the sponsorship of *Howdy Doody* on NBC-TV for the following clients: Colgate-Palmolive, Standard Brand, and Continental.

KENYON & ECKHARDT: Radio-tv billing: $22.5 million; $7.5 million in radio, $15 million in television. Radio-tv share of overall billing, 40%.

Kenyon & Eckhardt recorded an increase of $7.3 million in combined radio-tv billing over its 1953 figures. The agency gained five new advertisers during the year: the $5 million RCA-Victor account, Equitable Life Assurance Society, Welch Grape Juice, Shell Oil Co. (institutional) and Schick Electric Razor, the latter to become effective Jan. 1, 1955. K & E in 1954 placed the NBC-TV spectaculars for Ford and RCA Victor. In addition the agency bought *Rin Tin Tin* on ABC-TV for Nabisco. K & E resigned the National Brewing business in the last quarter of the year.

COMPTON ADV.: Radio-tv billing: $22.3 million; $5.5 million in radio, $16.8 million in television. Radio-tv share of overall billing, 53%.

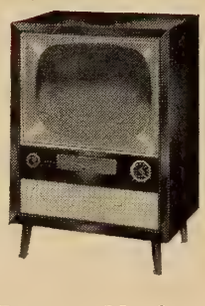
Compton Adv. almost doubled its radio-television billing in 1954 with an increase of $9.3 million in television alone. Although the agency lost its portion of the Campbell Soup account during the year, it also secured the following new business: American Can, Chevrolet Dealers Assn., DeLaney Foods and P & G's Dash. Moreover, the agency placed the formidable radio-television campaign for Procter & Gamble's Gleem, including the *Loretta Young* show and *This Is Your Life* on NBC-TV, and *Search for Tomorrow* and *On Your Account* on CBS-TV. The four network shows were supplemented by $1½ million in radio-tv spots.

FOOTE, CONE & BELDING: Radio-tv billing: $22 million; $5.5 million in radio, $16.5 million in television. Radio-tv share of overall billing, 30%.

The FC&B billing in radio and television rose $4 million over last year's figures. The agency gained the following new business in 1954: a portion of the S. C. Johnson ac-

SOME BIG SWITCHES IN 1954





Borg-Warner (Norge Div.): From J. Walter Thompson to Tatham-Laird. ($4 million radio-tv billings)

Bulova Watch: From Biow Co. to McCann-Erickson. ($5.5 million radio-tv)

Campbell Soup: From Ward-Wheelock to BBDO and Leo Burnett. (No figure available)

Eversharp: From Biow to Cunningham & Walsh. ($2 million radio-tv)



Gruen Watch: From McCann-Erickson to Biow. ($1.5 million radio-tv)

Motorola: From Ruthrauff & Ryan to Leo Burnett. ($3-3.5 million radio-tv)

RCA Victor: From J. Walter Thompson to Kenyon & Eckhardt, Grey Adv. and Al Paul Lefton. (No figure available)

Schick: From Kudner to Kenyon & Eckhardt. ($4.5 million radio-tv)



count; Kraft Foods (dog division); Lever Brothers' Cream Sauce Mix; New Food Products; Perkin's Kool-Aid; General Foods (Good Seasoning), plus the Rheingold increase represented by the expansion of the brewery firm to the West Coast. The agency lost the major portion of its General Foods account. During the year, Foote, Cone & Belding placed *Aunt Jenny* on CBS Radio for Lever Bros.; segments of morning and Wednesday evening Arthur Godfrey shows on CBS-TV for Frigidaire; *Fibber McGee & Molly* on NBC Radio for Armour; *Imogene Coca* and *People Are Funny* on NBC-TV, both for Papermate; *Hall of Fame* on NBC-TV and CBS Radio for Hallmark Cards; and George Gobel on NBC-TV for Armour Packing.

LENNEN & NEWELL: Radio-tv billing: $20 million; $4 million in radio, $16 million in television. Radio-tv share of overall billing, 50%.

Lennen & Newell increased its total about $2 million over last year's figures. Although the agency did not gain or lose any accounts during the year, it advanced its television billing by placing the following business: the *Ray Bolger Show* on ABC-TV for Dorothy Gray; *Janet Dean, Registered Nurse,* on a regional basis in television for Bromo-Seltzer; and a spot campaign for Lustre Cream in addition to that client's sponsorship of *The Big Payoff* on CBS-TV. The agency continued to handle Old Gold's radio and tv shows, as well as Colgate-Palmolive's sponsorship of *Strike It Rich* and *Chance of a Lifetime,* both on CBS-TV.

N. W. AYER & SON: Radio-tv billing: $18 million; $7.5 million in radio, $10.5 million in television. Radio-tv share of overall billing, 15%.

N. W. Ayer's billing was up $4.6 million over last year, with most of the increase in television. The agency placed the unprecedented $1 million television show on all four networks for the Electric Co.'s of America to celebrate the Thomas Edison anniversary. Ayer also put Hawaiian Pineapple into television for the first time with participations on the *Art Linkletter* show, and channeled Yardley Products into *Garry Moore* participations on CBS-TV. During '54 N. W. Ayer gained two new accounts: Ohio Oil and the co-operative fund for Plymouth cars. Additionally, the agency bought the Thanksgiving football games on DuMont and Mutual for Plymouth.

CUNNINGHAM & WALSH: Radio-tv billing: $16 million; $3.5 million in radio, $12.5 million in television. Radio-tv share of overall billing, 33%.

C & W was up $2 million over the combined 1953 figure, all of its gains appearing in the tv medium. The agency gained one account toward the latter part of the year, Eversharp Inc., and continued to service its largest advertiser, Liggett & Myers Tobacco Co. (Chesterfield cigarettes), in all its radio and tv activities.

KUDNER AGENCY: Radio-tv billing: $14 million; $2.6 million in radio, $11.4 million in television. Radio-tv share of overall billing, 35%.

Kudner in 1954 dropped $1 million under its 1953 radio-tv billing. The agency loses the Schick Inc. account to Kenyon & Eckhardt, the change to become effective Jan. 1. During the year, Kudner placed professional football on DuMont for Buick, purchased a closed circuit program for General Motors in 60-odd television cities, and bought *Texas Star Theatre* on NBC-TV and pro football games on DuMont for the Texas Co.

MAXON INC.: Radio-tv billing: $14 million; $3 million in radio, $11 million in television. Radio-tv share of agency's overall billing, 40%.

Although Maxon Inc. recorded the same combined billing in 1954 as it did in 1953, the emphasis changed a bit with radio down $1.2 million and television up by the same amount. Maxon lost two accounts toward the end of the year, the Packard business to Ruthrauff & Ryan and Griesedieck Western Brewery Co. (Mo.) to Erwin, Wasey. Maxon received the billing for Packard's NBC-TV show, which ran for 26 weeks. In addition, Heinz and Corning Glass participated in network sponsorship during part of the year.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-tv billing: $13.8 million; $3.8 million in radio, $10 million in television. Radio-tv share of overall billing, 58%.

In 1954 SSC&B added about $800,000 in radio-tv billing to its 1953 returns. The agency gained one new account during the year, Revlon's Silken Net. In the course of the year SSC&B placed Sid Caesar on NBC-TV for Speidel; *What's Going On* on ABC-TV for Revlon; *Make Room for Daddy* on ABC-TV and Doug Edwards and *Meet Millie Carter* on CBS-TV, all three for Pall Mall cigarettes; *Person to Person* on CBS-TV for Noxzema, and *Name That Tune* on CBS-TV for Carter and Whitehall.

RUTHRAUFF & RYAN: Radio-tv billing: $13 million; $4 million in radio, $9 million in television. Radio-tv share of agency's overall billing, 25%.

The radio-tv billing at R & R was $3 million more than in 1953. Although the agency lost its lucrative Motorola account during the latter part of the year, it gained two new valuable accounts: Studebaker-Packard (whose billing will not show up until next year) and the television portion of Auto-Lite. The agency continues to service Sun Oil Co., heavy user of radio.

NEEDHAM, LOUIS & BRORBY: Radio-tv billing: $11.9 million; $3.6 million in radio, $8.3 million in television. Radio-tv share of overall billing, 41%.

This agency increased by $900,000 its radio-tv billing over 1953. Following a general pattern, its gain was accountable to television. NL&B secured the Wilson Meat Packing account during the year while dropping Swift & Co. (Derby Foods). The agency added five-minute newscasts for Kraft Foods Co., renewed *Robert Montgomery Presents* on NBC-TV and *Robert Q. Lewis Show* on CBS-TV, both for S. C. Johnson & Son Inc., and added participations on *Dear Phoebe* on NBC-TV and *Lassie* on CBS-TV for Campbell's V-8 and Pork and Beans. The agency also placed Monsanto Chemical Co. on the *Morning Show* on CBS-TV and Kraft Parkay on *Kraft Tv Theatre* on NBC-TV.

BRYAN HOUSTON INC.: Radio-tv billing: $11.5 million; $4 million in radio, $7.5 million in television. Radio-tv share of overall billing, 52%.

Bryan Houston agency was organized in 1954 as the successor to Sherman & Marquette. Since its formation, Bryan Houston has gained three new accounts: J. P. Stevens, Park & Tilford and Gunther Brewing. The agency registered a half million dollar gain in radio billing over that of S & M last year, all of the additional money showing up in spot radio. The tv billing was the same as that of its predecessor in 1953.

GEOFFREY WADE ADV.: Radio-tv billing: $11 million; $7 million in radio, $4 million in television. Radio-tv share of overall billing, 88%.

The Goeffrey Wade Agency in 1954 raised its radio-tv billing approximately $1 million

over its 1953 total. A heavy radio user, Wade, for its Miles Lab account, allocated some $4.5 million to NBC Radio last September for a brace of network shows. In television Miles bought participations on the *Garry Moore Show* and *Robert Q. Lewis Show*, both on CBS-TV; purchased *Concering Miss Marlowe* and *Modern Romances* on NBC-TV, and Morgan Beatty on DuMont.

CAMPBELL-EWALD CO.: Radio-tv billing: $10 million; $2.2 million in radio, $7.8 million in television. Radio-tv share of overall billing, 25%.

C-E increased its radio-tv billing by $1.5 million over 1953. The agency lost the local Chevrolet Dealers of New York account during the year to Compton Adv., but continued to place the Dinah Shore Show on NBC Radio and Television for Chevrolet Dealers nationally. Chevrolet also sponsored the election returns on ABC Radio and Television. In addition the agency put Delco Products Div. of General Motors on radio for the first time, sponsoring Lowell Thomas on CBS. C-E is one of the few agencies that showed an increase in radio billing this year.

WEISS & GELLER: Radio-tv billing: $10 million; $2 million in radio, $8 million in television. Radio-tv share of overall billing, 60%.

Weiss & Geller gained $4 million in television billing over last year's figures, its radio billing remaining about the same. In 1954, Toni, the major account for W&G, placed the following new shows: participations on *Valiant Lady*, Garry Moore and Art Linkletter, all on CBS-TV; full sponsorship of *Place the Face* on NBC-TV; NBC Radio sponsorship of *Young Widder Brown, Stella Dallas, One Man's Family* and Frank Sinatra. On CBS Radio, the agency slotted Toni on the *Our Miss Brooks* show in addition to retaining the company's sponsorship of Arthur Godfrey on Wednesday nights and three morning segments (two simulcasts and one radio) on CBS-TV. The agency also bought *Dollar a Second* on ABC-TV for Mogen David Wine.

TATHAM-LAIRD INC.: Radio-tv billing, $9.5 million; $1 million in radio, $8.5 million in television. Radio-tv share of overall billing, 68%.

Tatham-Laird, unlisted among the top radio-tv advertising agencies in the 1953 compilation, has soared to contention on the strength of its new television billing during 1954. Effective in October the agency was named to handle the Borg-Warner account, with an overall billing of $4 million. In the course of the year the agency placed the following: participations on *Ding Dong School* on NBC-TV for Wander Co.; the *Tony Martin Show* on NBC-TV for Toni's Bobbi; a segment of the *Garry Moore Show* on CBS-TV for Simoniz; participations on *Robert Q. Lewis* and *Bob Crosby* shows, both on CBS-TV, for C. A. Swanson & Sons (poultry processor).

D'ARCY: Radio-tv billing: $8 million; $3.5 million in radio, $4.5 million in television. Radio-tv share of overall billing, 20%.

D'Arcy's 1954 billing rose $1½ million over its 1953 record. The past year the agency gained the following accounts: Standard Oil of Indiana, Gordon Baking, Bayuk Cigars Inc. and General Tire (Bolta & Textilether). The agency suffered no loss of accounts during the year.

ERWIN, WASEY & CO.: Radio-tv billing: $8 million; $3 million in radio, $5 million in television. Radio-tv share of overall billing, 22%.

Erwin, Wasey, unrated in the 1953 radio-tv listing, this year established itself impressively in the record with an $8 million total. The agency gained two new accounts in the latter part of the year, Griesedieck Western Brewery Co. (Mo.) and Campana Sales Co. (Ayds), the latter to take effect Jan. 1. During the year Erwin, Wasey bought 22 weekend news programs on ABC Radio for four of its clients: Admiral, Texas Co., Musterole and Gilbert Train Co. Wasey also renewed sponsorship of Bishop Sheen on DuMont for Admiral Corp. and *George Burns and Gracie Allen* on CBS-TV for Carnation Co.

MacMANUS, JOHN & ADAMS: Radio-tv billing: $7 million; $0.5 million in radio, $6.5 million in television. Radio-tv share of agency's overall billing, 20%.

This agency has been bullish in television this year, advancing over last year's overall figure by $1 million. Dow Chemical Co. was the striding giant for the agency in 1954, represented heavily on *Saturday Review, Show of Shows, Today, Tonight* and *Home*, all on NBC-TV. The agency also placed the formidable spot campaign for Pontiac cars, as well as the auto firm's network outlays on the Dave Garroway show, Red Buttons program and Jack Carson show. NBC-TV was the outlet in all three cases. In addition the agency placed Cadillac cars on television for the first time, spending about $200,000 for participations on *Today* and *Tonight*.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Radio-tv billing: $6 million; $2.2 million in radio, $3.8 million in television. Radio-tv share of overall billing, 52%.

The agency's combined radio-tv billing remained the same as in 1953 but the emphasis shifted to record an increase of $700,000 in radio. New business for DCS&S in 1954 included Pharmaco Inc. (medicated gum), Duff Baking Powder and Playtex division of International Latex Co. The single loss involved the Welch Grape Juice move to Kenyon & Eckhardt. The agency places most of its radio-tv billing in spots.

GEYER INC.: Radio-tv billing: $6 million; $2 million in radio, $4 million in television. Radio-tv share of overall billing, 30%.

Geyer Inc. was not listed among the radio-tv leaders in 1953 but has emerged in 1954 as a rising member of that select group with a $6 million return. During the year the agency placed *Disneyland* on ABC-TV for American Motors and *Danger* on CBS-TV for Kelvinator.

FULLER & SMITH & ROSS: Radio-tv billing, $5.7 million; $0.5 million in radio, $5.2 million in television. Radio-tv share of overall billing, 10%.

F&S&R dropped approximately $300,000 in combined radio-tv billing under last year's figures. The agency placed *See It Now* on CBS-TV for Alcoa, participations on *Home* on NBC-TV for Wearever Foil, American Greeting Cards and Alvco (aluminum cooking) and the *Ray Bolger Show* on ABC-TV for part of the year for Sherwin-Williams.

GRANT ADV.: Radio-tv billing, $5.5 million, $1.5 million in radio, $4 million in television. Radio-tv share of overall billing, 10%.

Unlisted last year, this agency rode into the radio-tv listings in 1954 on an automobile. For the Dodge division of the Chrysler Corp., Grant placed the following business: *Break the Bank* and *Make Room for Daddy* on ABC-TV, *Roy Rogers* on NBC Radio and a substantial spot campaign in both radio and television. In addition the agency placed the dealer funds in co-op schedules locally. In the latter quarter of the year Grant also gained the Dr. Pepper account, heavy user of radio and tv.

WARWICK & LEGLER: Radio-tv billing: $5.5 million; $1.3 million in radio, $4.2 million in television. Radio-tv share of agency's overall billing, 44%.

Warwick & Legler dropped $1.5 million in combined radio-tv billing under its 1953 figures. During the early part of the year the agency cancelled its *Leave It to the Girls* show for Ex-Lax on NBC-TV and shifted the budget into spot campaigns. The agency gained one new account in the latter part of the year, Tapacola, which has been using spot radio and television.

GREY ADV.: Radio-tv billing: $5.1 million; $1.5 million in radio, $3.6 million in television. Radio-tv share of overall billing, 25%.

Grey's radio and television billing soared sufficiently in 1954 to warrant inclusion among the top 36 agencies in radio-tv expenditures. The agency was unlisted in 1953. Among Grey's new accounts in 1954 were Gruen Watch Co.; a portion of the Block Drug Co.; Topps Chews; a portion of RCA-Victor; Necchi & Elena (sewing machines), and Chock Full O' Nuts (coffee). Additionally the agency placed the *Stop the Music* show on ABC-TV for Exquisite Form Bra.

HARRY B. COHEN: Radio-tv billing: $5 million; $2 million in radio, $3 million in television. Radio-tv share of overall billing, 60%.

Harry B. Cohen, unlisted among the leading radio-tv advertising agencies in the 1953 report, has climbed into contention with its $5 million rating in 1954. The agency this year added two new clients to its roster: Block Drug (Amm-i-dent), and Pharma-craft Corp. (toiletries), while resigning the Duff Baking account, which went to Doherty, Clifford, Steers & Shenfield.

Sharp Promotion

ORDERS for short cutter grapefruit knives offered by the Florida Citrus Commission on two radio-tv shows have reached more than 117,362. A total of 115,117 orders resulted from three one-and-a-half minute commercials on the ABC-TV *Twenty Questions* show, with the remainder, 2,245, coming from several 20-second announcements at the end of the Tom Moore MBS *Florida Calling* radio show. Paul S. Patterson, director of advertising for the commission, who released the figures, cautioned against interpreting the effectiveness of the two shows. He said that *Twenty Questions* is essentially a grapefruit show and the announcements were longer and more complete, while the Tom Moore show has been selling oranges. The commission early this month in effect renewed the Moore contract for a 13-week period.

C. E. HOOPER VICTIM IN FREAK MISHAP

Pioneer in radio-tv ratings dies in Salt Lake boat accident.

C. E. HOOPER, 56, radio pioneer, whose name became a byword in the ratings field, was killed last Wednesday in a boat accident at the lakefront Duck Club of the Great Salt Lake, Salt Lake City, Utah. Mr. Hooper, from accounts by Frank McLatchy, KSL Salt Lake City, a member of the party on the trip, climbed out on a sand bar to free their grounded boat, and was struck in the head by the whirling propeller. He was taken to Latter Day Saints Hospital, where he died a few minutes after arrival.

James L. Knipe, executive vice president and general manager of C. E. Hooper Inc., said that ownership control of the corporation will remain with the Hooper family. He said that no changes of any kind are contemplated in the organization.

Memorial services were to be held Saturday afternoon at Noroton (Conn.) Presbyterian Church. In lieu of flowers, Mrs. Hooper asked that donations be made to Amherst College Alumni Fund.

With Mr. Hooper's death the world of broadcast audience research has lost one of its most colorful and controversial figures. An exurberant protagonist of the coincidental telephone method of collecting listening and viewing statistics, which he established and maintained as the industry standard for more than a decade, "Hoop" was never more happy than when defending "his" system or attacking that of a competitor.

Mr. Hooper entered radio-tv research in 1934 with L. M. Clark under the firm Clark-Hooper, which four years later became C. E. Hooper Inc.

In the early 40's the users of audience rating data became concerned over the differences between Hooperatings and the ratings of the Cooperative Analysis of Broadcasting. The CAB listening records, also collected by telephone, covered a span of several hours, those called being asked what program they remembered hearing earlier.

Mr. Hooper's vigorous denunciation of the CAB's recall technique stirred up a controversy which focussed attention on ratings and created a desire for a single system which could be accepted as the standard. In 1946 the "radio ratings war" ended with CAB's retirement from the field.

Deal with Nielsen

In 1950, Mr. Hooper made a deal with A. C. Nielsen Co. whereby C. E. Hooper Inc. withdrew from the national rating field and from competition with the Nielsen audience measurements which measure actual audience rather than relative popularity and so were unaffected by the spread of television. Mr. Hooper then focussed his boundless energies on his City Hooperatings and on his competitors in that field, attacking them as enthusiastically as he had earlier assaulted the CAB.

Under the terms of the arrangement with Nielsen, C. E. Hooper Inc. could have reentered the national ratings field early next year, although Mr. Hooper personally was bound to stay out of that field for another five years. His death abruptly ends industry anticipations of another national ratings war in 1955.

Claude Ernest Hooper was born May 31, 1898, in Kingsville, Ohio. He entered Amherst after a year's military service in World War I. He financed not only his undergraduate studies at Amherst (A.B., 1921) but also two years at Harvard Graduate School of Business Administration (M.A., 1923), by door-to-door selling while a student.



C. E. HOOPER

After service as advertising manager of the *Harvard Business Review* and *Scribner's Magazine,* Mr. Hooper entered the market research field as an associate of Daniel Starch, under whom he had studied at Harvard.

Survivors are his widow, Mrs. Emile Reed Hooper, a daughter, Mrs. Charles H. Peckham II of Honolulu, and a grandson, Charles H. Peckham III.

7 Million Tv Sets Sold in '54—Secrest

RETAIL SALES of tv receivers will exceed seven million units in 1954, a new annual record, with bright prospects for future radio and tv set sales, according to James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn.

Addressing the Business Forecast Seminar sponsored Thursday in Washington by the U. S. Chamber of Commerce, he said the electronic industry's horizon is unlimited, with more applications being found every day for its products.

Black-and-white set sales next year may not reach the 1954 level, Mr. Secrest said, but dollar volume will probably be higher because 1954 prices are "at rock bottom" and a higher mix of color sets will boost total income at a ratio of almost 4-1 to black-and-white. He cited a composite prediction of manufacturers that 300,000 color sets will be made next year but recalled the estimates had varied from 50,000 to 750,000.

As to fears of tv saturation, he said there are still 15 million households without tv, with many of the 32.5 million sets in use now ready for replacement. Radio set sales, except auto sets, are not expected to change greatly in 1955 but high-fidelity phonographs and combinations may continue to increase.

Radio and tv set sales will benefit from any economic rise, Mr. Secrest continued, advocating reduction of the 10% excise tax in line with other household appliance taxes. He said military procurement of electronic gear runs about $2.5 billion a year so that the industry will be one of the last "to feel the knife in any curtailment of armaments."

Before World War II, he said, the industry had annual billings at the factory of $250 million. Present billings exceed $5 billion divided about equally between military and commercial sales. "If the industry's definition is broadened to include radio and tv broadcasting set servicing and retail merchandising," he said, "the dollar volume rises above $8 billion."

NTFC TOLD VALUE OF CENTERCASTING

Dr. Goldsmith explains new audience measurement system.

NEW SYSTEM applicable to audience measurement, called "Centercasting" by its creator, Dr. Alfred N. Goldsmith, radio-tv consultant and noted inventor, was disclosed publicly Thursday at the National Television Film Council luncheon in New York.

Details of the system's potential operation and uses were made known a week ago [B•T, Dec. 13]. Dr. Goldsmith later told B•T that Centercasting actually was invented by him some years ago but that the patents involved were cleared finally about a year ago.

Dr. Goldsmith also said the system, which makes use of a combination of radio, electronic computing and pulsations, has been tested in the sense that the circuitry has been completed and found to be sound. Also, he said, the type and costs of Centercasting have had "elaborate study."

While the essential features have been "tested and known," Dr. Goldsmith said that "unknown" are the "potential users and methods of its use and exploitation."

Dr. Goldsmith told the council that the potential uses of the system in the audience measurement field could be unlimited. He described its advantages as providing instantaneous high opinion (reaction to an act or song on a tv or radio program viewed or listened to in the New York area could be obtained in 10 to 20 seconds).

Among other advantages over existing audience measurement methods he listed the large number of people responding, the ability to obtain the identity of each respondent as well as his opinion, the intensity of opinion, high-speed category analysis and knowledge of whether the respondent is delinquent in answering or the machine itself is at fault.

All of these factors, he said, are procedures in sampling opinion which are of the greatest importance to the researcher.

Uses to the agency, sponsor, talent, networks and stations, he said, would include (1) program reaction—the reaction itself and the intensity of that reaction, (2) station audience (provided minute-by-minute without opinions solicited) and (3) use for tv alone, radio only or for both.

As described by Dr. Goldsmith, the system would have a focal or "center" point into which all information would be funneled. Information would be gathered at the audience home through a wooden box affair which would have a number of buttons on it. Each button would reflect an opinion. Questions from the central point could be stored on tape, but if desired, a speaker instead of the tape could be used.

Among the data which Dr. Goldsmith said he could not reveal are his method of decoding the buttons, estimates of actual cost of operation and people or companies evincing interest in his invention.

Purpose of "Centercasting," he said, "is to progress in opinion poll-taking from the educated guess to a guarantee within limits." No poll, he cautioned, is 100% accurate.

(A&A continues on page 50A)

Everyone has something he does best...

Behind the stroke of an editor's pencil lies the accumulated knowledge of years spent doing *one* job particularly well. That's what makes an expert in *any* field, including ours — specialization in quality representation of quality TV stations, to the exclusion of any other medium. How well we do this is best reflected by the caliber of stations we serve. The reasons that led them to select Harrington, Righter and Parsons may be the same ones you want in your representation.



Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

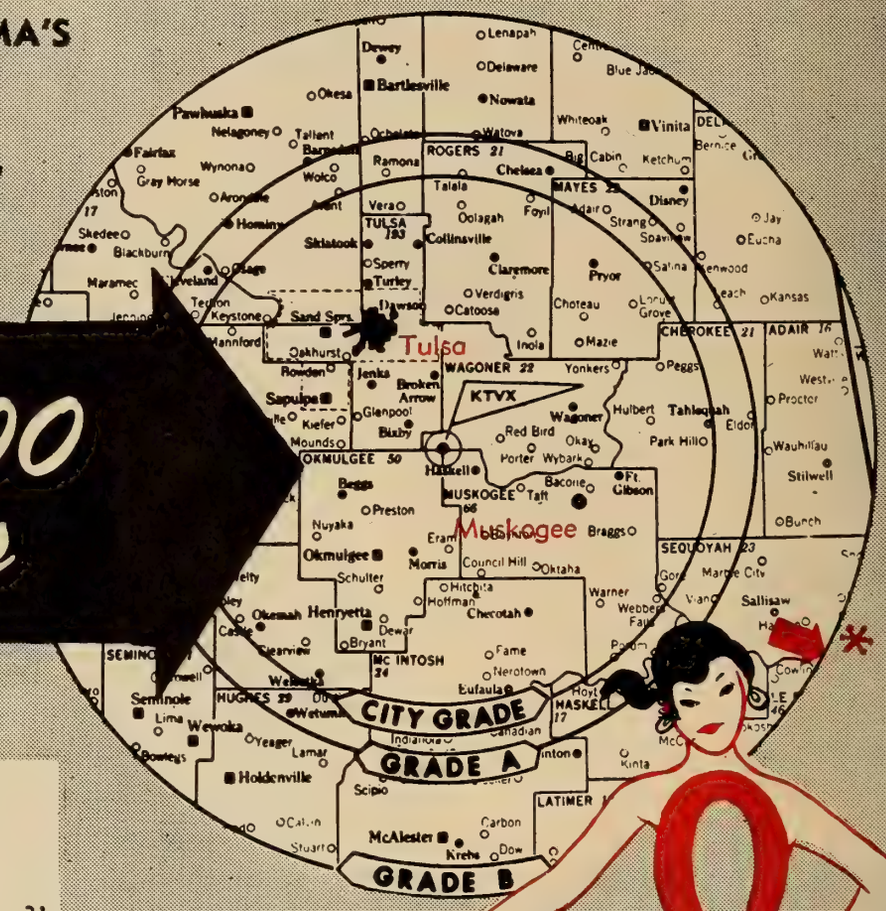
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

SUPER POWER

IN
EASTERN OKLAHOMA'S

SUPER MARKET NOW

316,000 Watts



THE KTVX AREA MARKET

Counties Covered	31
Total Population	1,038,994
Total Families	313,491
TV Families	170,650
Spendable Income	$1,298,141,000
Total Retail Sales	$916,065,000

*Fort Smith, Ark., "Shopping Center" of Western Arkansas, lies well within KTVX's 150-microvolt-per-meter "rural" coverage circle.



Channel 8 KTVX

OWNED AND OPERATED BY

TULSA BROADCASTING CO.

Gen. Offices — Box 1739, Tulsa, Okla.
Studios — 720 Eastside Blvd., Muskogee, Okla.
AVERY KNODEL, INC., National Representative

Affiliated with

KTUL Radio, Tulsa, Okla. — KFPW Radio, Fort Smith, Ark.

ABC
L. A. Blust
Vice Pres.-Gen. Mgr.

DUMONT
Ben Holmes
Natl. Sales Mgr.

A B•T PICTURE STORY



'CAROL' IN COLOR

DICKENS' CLASSIC GOES ON FILM FOR TV

By Rufus Crater

. . . The mother laid her work upon the table, and put her hand up to her face. "The color hurts my eyes," she said.

CBS TELEVISION talent, technicians and help spent more than seven months in an effort to make this description of Mrs. Bob Cratchit, taken from Charles Dickens' "A Christmas Carol," impossible to apply to either the color or the dramatic value of their musical production of that Christmas-time classic.

How well they succeeded, or to what extent they fell short, will become evident Thursday night when "A Christmas Carol" is shown on the Chrysler Corp.'s *Shower of Stars* color television series (CBS-TV, Thurs., 8:30-9:30 p.m. EST).

The show was filmed in five days' time, where normal Hollywood scheduling would have taken four weeks. Basil Rathbone, who played the role of Jacob Marley's Ghost, says it presented "few production difficulties," a view shared by most of the participants, and graciously added that Dickens had written "a perfect television script" within the story itself. To see what pre-arrangements are necessary to make possible the filming of a full-hour show, in color, within the space of one work-week, B•T tracked down the evolution of "A Christmas Carol" as a color tv presentation.

It started last March. Officials of CBS-TV and of McCann-Erickson, agency for Chrysler, were turning over ideas for a Christmas program for the Dec. 23 *Shower of Stars* telecast. Someone, identity now lost, remembered that Bernard Herrmann, Academy Award-winning composer, had long been intrigued by the notion of turning Dickens' Christmas classic into an opera.

The opera idea was considered in discussions with Harry Ackerman, CBS-TV vice president in charge of network programs, Hollywood, and was abandoned in favor of a musical version of "Carol," after which Mr. Herrmann flew to New York to discuss plans with Hubbell Robinson Jr., network programs vice president. After approval by both CBS-TV and Chrysler, the upshot was that Mr. Herrmann, whose operatic interest in "Carol" had led him to rough out an operatic plan, was commissioned to write the music, and playwright Maxwell Anderson, who had shown interest in Mr. Herrmann's idea in past years, was signed to write the libretto.

Mr. Anderson stuck closely to Dickens. He had, of course, to shorten the story for presentation as a one-hour play. It also was necessary to write songs to go with the music. In the main, however, Mr. Anderson elected to rely upon the original dialog.

Once the lyrics and the dramatic sequences were written, Mr. Herrmann went to work. Just as Mr. Rathbone credits Dickens with "a perfect television script," so does Mr. Herrmann credit him with giving, throughout the story, "one indication after another calling for happy songs, or even songs of the supernatural."

For instance, in the scene where the Spirit of Christmas Past takes old Ebenezer Scrooge to the Fezziwig ball, the need for dance music is obvious; Mr. Herrmann composed a polka of the times (*circa* 1803). For the scene between Scrooge as a young man and Belle, his girl friend, also under the chaperonage of Christmas Past, Mr. Herrmann turned out a romantic ballad. A scene that lent itself to novel music, written by Mr. Herrmann as "Spirit Song" and sung offstage by the 16-voice Roger Wagner Chorale, occurs as Scrooge, returning home late on Christmas Eve, hears ringing bells that herald the Ghost of Marley just before he materializes, if that is the word for a translucent spirit, through the walls of Scrooge's living quarters.

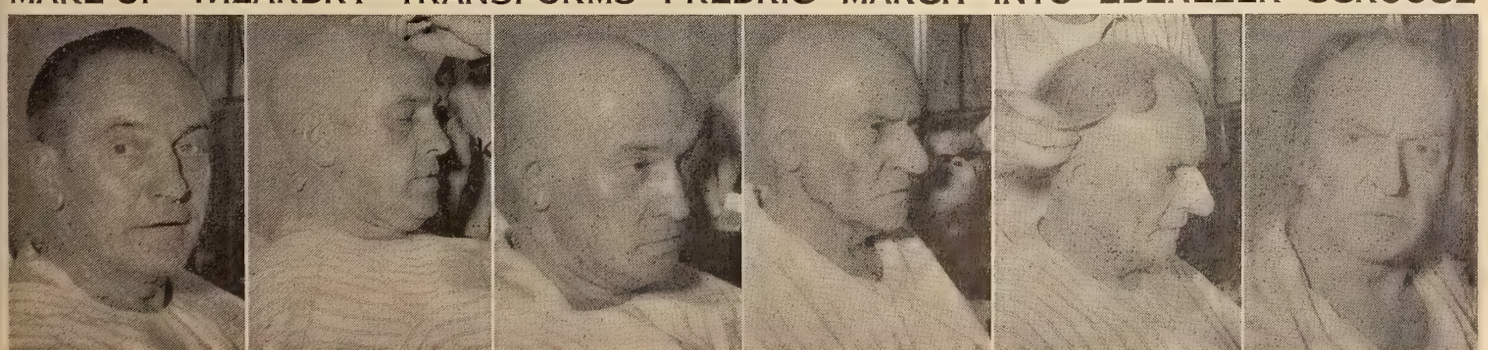
In 21 days Mr. Herrmann turned out the music for the eight original songs in the production. But that, he hastens to add, does not count "the thinking time" that he had spent on Dickens over the years. In another 10 days the symphonic underscoring that accentuates the varied dramatic moods was completed.

Toughest problem of "Carol," its producers say, was that of casting. This also contributed to the decision to produce the show on film. After much shuffling, CBS-TV was able to arrange to get Fredric March, who is starred as Scrooge; Mr. Rathbone; Ray Middleton, who plays a dual role as the Spirit of Christmas Present and as Fred, jolly nephew of old Scrooge, and Bob Sweeney, the next-door neighbor of *My Favorite Husband,* who got his first serious role playing Bob Cratchit in "Carol," all together at one time for a week's shooting in October.

These are four of the principals in a cast of 66 which also includes Christopher Cook, 13-year-old British actor who plays the crippled Tiny Tim (and became so impressed in three days' wearing of a leg-brace that he has gone all out in support of the Infantile Paralysis Fund and is making tv appearance on behalf of the Christmas Seal Fund); Sally Fraser, Hollywood actress who appears both as Belle, sweetheart of Scrooge's youth, and as the Spirit of Christmas Past; Queenie Leonard, Hollywood character actress who plays Mrs. Cratchit, and Craig Hill, the young Scrooge.

Before producer-director Ralph Levy assembled cast and crew, however, much other work had to be done. One of the principal assignments, especially since this was to be a color tv show, was the costuming. This was handled by Kate Drain Law-

MAKE-UP WIZARDRY TRANSFORMS FREDRIC MARCH INTO EBENEZER SCROOGE





A VICTORIAN stagecoach loaded with gay holiday celebrants rumbles down a snowy, ice-hung London street on Christmas Eve. The "snow" was created with polystryene foam.

A B•T PICTURE STORY

JACOB MARLEY's Ghost, played by Basil Rathbone, carries 26 feet, 4 inches of chains. His face is lavender; his hair deadish silver; his costume covered with cobwebs.



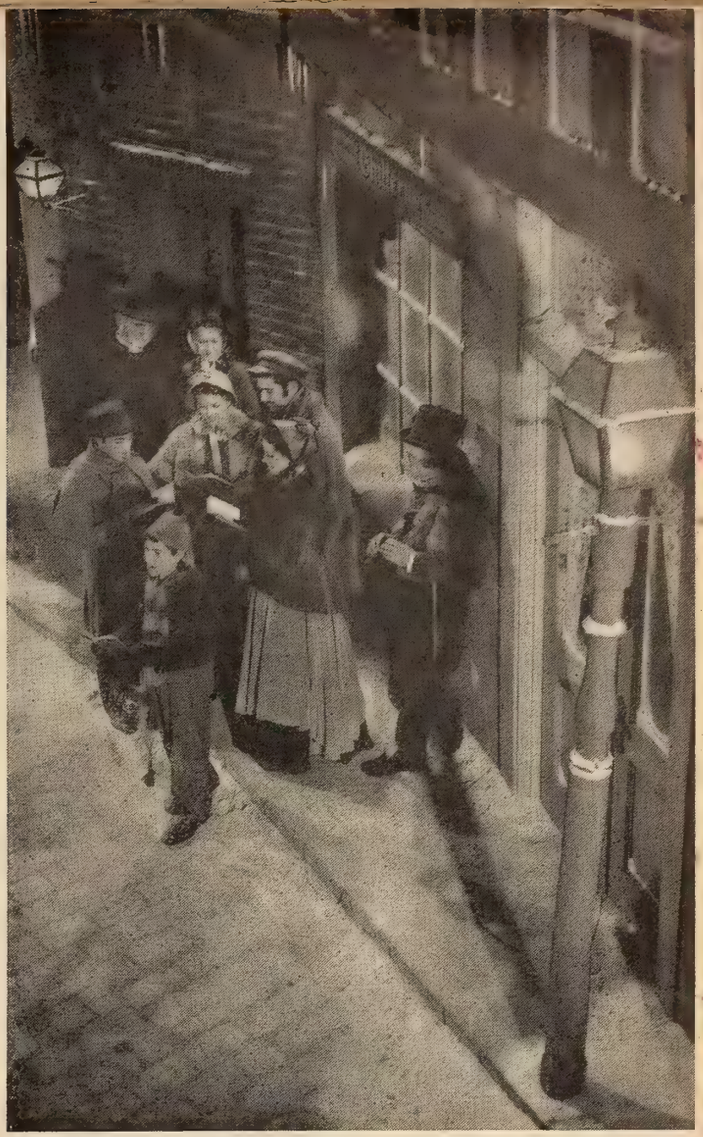


SCROOGE is visited by the Spirit of Christmas Present, played by Ray Middleton (who also plays the role of Fred, Scrooge's nephew). In the CBS-TV presentation no Spirit of the Future is seen, as Scrooge follows Christmas Present's advice to "look within yourself."



PARSIMONIOUS old Scrooge walks lonesomely homeward late Christmas Eve, his cash box and ledger under his arm. In the show, Scrooge sings a song based on his famous retort, "humbug!"

FIXING the Christmas mood are these carolers, members of the Roger Wagner Chorale, here singing "Darkest Day of Winter" (words by Maxwell Anderson, music by Bernard Herrmann).

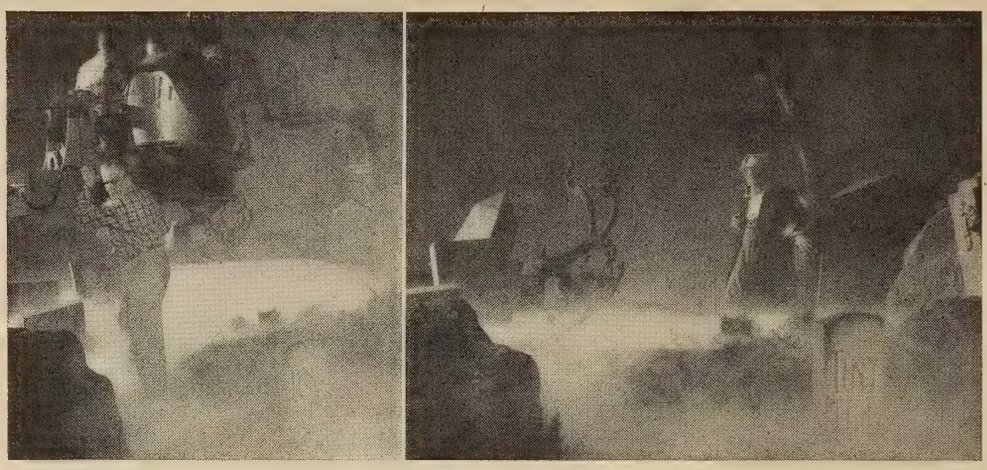




CHRISTMAS PAST (Sally Fraser) appears, unlike Dickens' "Now a thing with one arm, now with one leg, now with 20 legs; now a pair of legs without a head, now a head without a body."



THINGS end happily for Scrooge at the Cratchit home on Christmas Day. In this scene Scrooge is seated in center, with Bob Cratchit (Bob Sweeney) standing at left, Mrs. Cratchit (Queenie Leonard), Tiny Tim (Christopher Cook) holding crutch next to Scrooge, and the other Cratchit children.



THE CAMERA POSITIONS . . . . . FOR SCROOGE IN THE GRAVEYARD.

son, who has designed costumes for other *Shower of Stars* productions as well as for such other shows as NBC-TV's *Colgate Comedy Hour* and *Bob Hope Show*.

Miss Lawson based her creations on her collection of John Leech drawings, pointing out that "these are as accurate a depiction as can be had of the clothing of the period" because "Dickens invested a lot of his own money to have Leech do the illustrations for his book under his direct supervision." In her own library she also dug up a copy of "Ladies Magazine," published in England in 1805, which served to substantiate the correctness of costumes she designed for the Christmas Past flashback to 1803.

Color of the costuming was a problem unto itself. Clothing worn in England in the early 1800's was exceedingly drab, definitely not the color television type. Scrooge, for instance, would have worn black—not today's smart black, but dull, somber black. Miss Lawson accordingly exercised poetic license, or haberdasher's license, and clothed Scrooge in brown to get more contrast.

Consider, too, the Fezziwig ball scene. At a ball in London in 1805 the dresses would have been largely standardized. In her research Miss Lawson found that, for example, while the middle class did not wear orange, a harlot, say, may have been described as wearing that color. Meaning no offense to anyone, she went outside the sartorial society of "Christmas Carol" and borrowed enlivening colors of the period.

One source of her color decisions was France, where in this period brilliant and gay colors were the rage, though they did not invade England until 1860. And one of the colors she chose for a female extra—generally speaking, she left men's clothes alone—was a pale rose beige called *cuisse de nymphe emue*, which, translated, means "thigh of a nervous nymph." Miss Lawson found *cuisse de nymphe emue* to be just warm enough to avoid producing a nude flesh color on the color television screen.

Another serious concern, linked considerably to color, was make-up. The opportunities for both success and failure are large in a period play wholly dependent on strong character representations and believable spectral effects.

Fredric March, playing the lead, asked only one thing: "Allow me to interpret Dickens' Scrooge in make-up the way I feel it should be done." He was so allowed. With make-up man Carl Herlinger he designed the make-up that made Scrooge, in Mr. March's mind, the Scrooge "that Dickens had in mind when he penned his classic back in 1843" (see Scrooge make-up sequence, page 35).

Next to the two pounds of make-up worn by Mr. March, who figured that Scrooge at his worst should show—in order to make his ultimate "conversion" more believable—more potential for good than has been the case in some other characterizations, the Ghost of Jacob Marley probably took the most make-up work. In sheer poundage, certainly, Marley's Ghost far outranked, or outweighed, old Scrooge.

The make-up men spared no effort to match Charles Dickens' description of Jacob Marley in ectoplasm:

"Marley in his pigtail, usual waistcoat, tights and boots; the tassels on the latter bristling, like his pigtail, and his coatskirts, and the hair upon his head. The chain he drew was clasped about his middle. It was long, and wound about him like a tail; and it was made (for Scrooge observed it closely) of cash-boxes, keys, padlocks, ledgers, deeds, and heavy purses wrought in steel.

"His body was transparent; so that Scrooge, observing him, and looking through his waistcoat, could see the two buttons on his coat behind.

"Scrooge had often heard it said that Marley had no bowels, but he had never believed it until now."

All of this the makeup men were able to get into Basil Rathbone's depiction of Marley (and the visceral reference Maxwell Anderson was able to get into the dialog).

Mr. Rathbone came out wearing chains whose weight had been estimated at 40 pounds and at 125 pounds. Both estimates are believable. Mr. Rathbone completed his scenes in a single day, carrying the chains for all but an hour at lunch. Mr. Rathbone is reported to have said such rapid shooting had never before occurred in Hollywood motion picture history. He called it the "toughest day of shooting in my life."

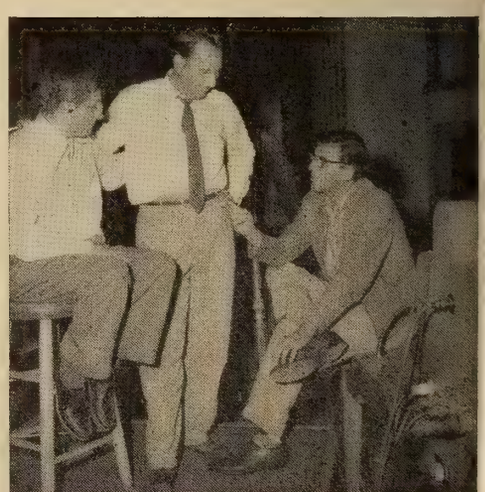
The 26 feet 4 inches of chains that Marley carried, no matter what they weighed, were little enough compared to the rest of the get-up given him at Dickens' own direction. His appearance can scarcely be called less than horrible: lavender face; silver, deadish hair; bluish, purplish costume hung with chains and covered with cobwebs that had to be sprayed on intermittently to keep them fresh.

Then there were the sets. These were designed specifically for the "Carol" film, just as the costumes for the principal actors and actresses were originals (for extras, authentic costumes of the period were rented from Western Costume Co.). A complete London cobblestone street was designed, including the offices of Scrooge & Marley, plus graveyard, and book and candy shops of the 1843 era. In charge of this portion was Albert M. Pyke, director for Four Star Productions. As an example of the detail which Mr. Pyke employed, the stalls of a book store at the opening of the play contained only those books which would have been found in a London bookshop in 1843—this, even though the titles are never clearly seen in the film.

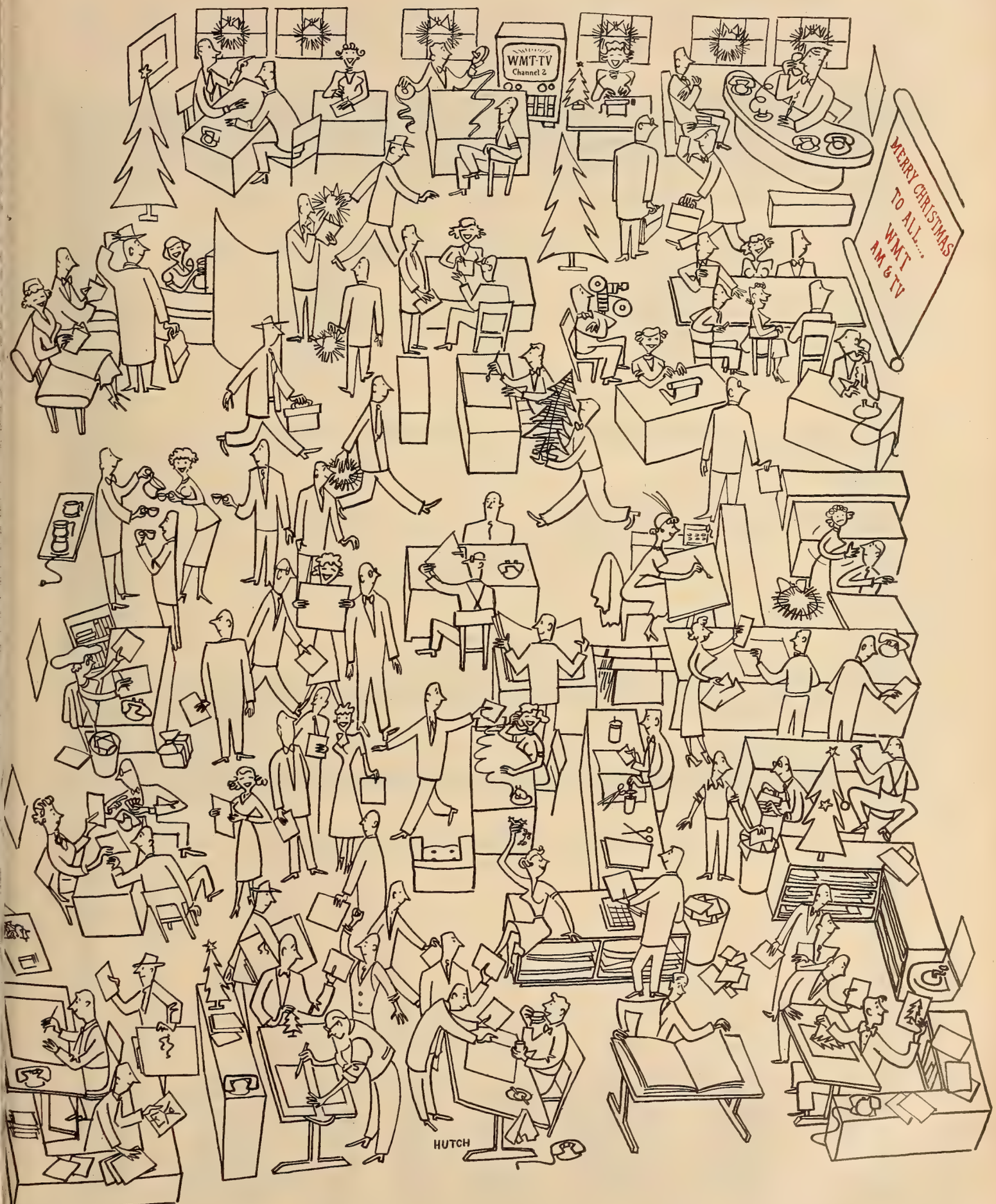
The film also contains some special effects, notably those employed to get Marley's Ghost through Scrooge's wall and make him continue to look transparent. This was accomplished by double exposure, superimposing the fearsome figure of Marley. The snowy street scenes were set up in several ways; polystryene foam, known less formally as grated plastic, was used for the snow, while the London fog, apparent in street scenes but most effective in Scrooge's vision of his visit to the graveyard, was produced by a gadget which heats mineral oil and then sprays it across dry ice.

Preceding the filming, Mr. Herrmann, starting around the first week in October, recorded the music at RKO in Hollywood with a 45-piece symphony orchestra, the 16-voice Roger Wagner Chorale, and Ray Middleton. This took about three days. The following week, filming started. This was at RKO-Pathe in Culver City. Four-Star Productions lent art directors, stage space, and personnel, and Desilu Productions (*I Love Lucy*, among others) lent production personnel.

In the end, "A Christmas Carol" had cost from $200,000 to $300,000, including an estimated cost of $20,000 a day for the five days of filming. Assuming an even reasonably good public reception on Thursday night, CBS-TV (and/or Chrysler) can figure to amortize the cost over a period of years. If it turns out well, "A Christmas Carol" can be expected to light up television screens for many Christmases yet to come.



CONFERRING (l to r): Bernard Herrmann, composer-conductor; Roger Wagner, director, Roger Wagner Chorale; Ralph Levy, producer-director of tv version of Dickens' "A Christmas Carol."

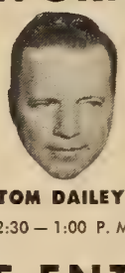

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WHAT'S YOUR RADIO STATION'S FUTURE?

BREAKEVEN POINT ANALYSIS GIVES GOOD GUIDE TO MANAGEMENT

By Peter R. Levin

UNLESS it happens to be a mortuary establishment, crepe-hanging seldom helps a business. Conversely, persistent overoptimism rarely generates steady growth or a balanced view of things.

Radio has certainly had more than its share of both types of "analysis," sometimes simultaneously. "In this business, you go from crisis to crisis," so the feeling runs among many managers. With each large sale comes high glee—until the next cancellation comes in. Then, with another upward pressure on costs, gloom and dirty words fill the front office.

Is this manic-depressive life inevitable to the broadcast business? Perhaps, but no more so than to most other forms of business activity. Indeed, on industry-wide figures, radio shows 20 years of sometimes sporadic but *always unbroken* growth in dollar sales. It would be difficult to find a comparable record elsewhere.

Yet, today, station executives have good reason to concern themselves. No matter how roseate the gross totals of sales, most stations have been feeling some kind of pinch, severe or slight. Almost all operators have seen their sales curve change from a smooth ascending line to a sawtoothed slide. At the same time, costs have remained unhappily level or climbed in an apparently unstoppable push. Profits have been showing a paler cast.

This is not to suggest that radio is at The Crossroads. But it seems clear that the industry as a whole is approaching *an* intersection —and an important one.

Nothing in the industry's or the nation's economy appears to foreshadow a new surge in radio broadcast sales such as marked the network push of the 1930's or the war prosperity and post-war boom of the 1940's. Rather, shrewd station men can discern as normal a world of sharper competition where sales fluctuate in line with economic conditions and consumption patterns.

Three major competitive elements stand out in the new world for radio:

1. The hovering spectre of tv—until such time as advertisers, audience and station operators become thoroughly accustomed to living with the newest mass medium.

2. Intensified competition among existing stations within a market for local accounts, and between markets for regional and national accounts.

3. Additional competition from new stations, which are coming onto the air at the approximate rate of 200 per year.

For some radio operators, the problems inherent in this evolving world are momentous. New program structures must be developed and shaken down. New sales techniques must be worked out, and new and different types of customers found to replace



the departed. Frequently, a changed emphasis on the kind of time-sale is mandatory: declining network business means stronger effort in other sales categories—whether in participations, programs or diversified spots.

Thus, broadcasters find themselves operating with a sometimes violently changing relationship among the trinity of revenues-costs-profits. As sales volume levels off or declines, costs behave in a sticky fashion. Executives see clearly enough that a slipping volume calls for cost reduction. They recognize that, for every disappearing sales dollar, there should be an equivalent trimming of costs. They understand that, for new business, expenses cannot be permitted to eat away at profit margins. Otherwise, the station's breakeven point rises dangerously.

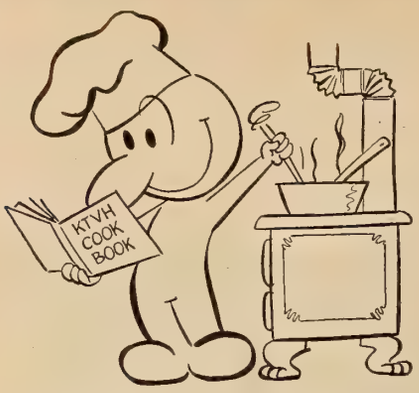
But some attacks on the cost problem simply won't do. A panic approach like "cut costs—anywhere" strikes at the sinew as well as the fat. Sales and advertising expenses, so often an inviting and open target to the budgeteer's shotgun, may take the first blow; but, in consequence, sales volume begins to tumble. Another favorite, firing the secretary, often turns the executive into a high-priced stenographer. An uncritical rush to the news-music-sports formula can knock out the entire concept on which a station has built acceptance with audience and advertisers.

Nor is rate-cutting, usually accompanied by the hope of inveigling away a competitor's accounts, a solution to cost pressures. On the contrary, lower rates which reflect a hunger for business only aggravate the relationship between costs and sales. Far from declining, the breakeven point goes higher, necessitating even greater volume in order to return profits.

Can costs be kept in line amid fluctuations in sales volume? Is there a warning system that alerts executives to unhealthy developments in the cost-sales-profits relationship *before* the disease cripples? Can symptoms be localized, pinpointed for speedy corrective action? Most important perhaps, since the fate of a business lies in today's plans to realize the future, is there a method for systematically targeting the next sales effort and then measuring its success?

To me, at least, the reply to these questions is "Yes." I suggest that the avenue of approach lies in following the movement of a station's breakeven point.

As a term, "breakeven point" enjoys common usage among businessmen. But it is frequently understood only in a highly superficial way. For instance, many managements take their most recent statement from the accountant and note, "Our costs were x dollars. To meet them, we need a sales volume of y dollars. That's where we



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break even. After that comes the profit."

This is fair enough—but it tells little of the present or future. Obtained from conventional accounting sources, such figures tell the story as it was last month or last year. What's more, it is a story told in final summary form. For, after all, the main objective of most accounting systems is to let you know, plainly and concisely, where you've been.

Reliance on a station's accounting to control costs and anticipate policy questions is like asking a draft horse to win the Derby. Neither was designed for the purpose. And the usual accounting statement cannot be suppositious about what cost and profit figures would say if sales were $20,000 higher or $40,000 lower.

By contrast, breakeven analysis can do exactly that—and considerably more. The reason: where conventional accounting freezes an elapsed period of time into a static picture, breakeven points move with the dynamics of a business. As the sales mixture changes, the breakeven point signals the impact on costs and profits. When costs rise or fall, the breakeven point reports new volume requirements.

Thus, the breakeven idea gives management what might be described as fluoroscopic view of a living business. At the same time, it supplies vital clues to the next decision involving sales or costs.

Let's see how, in a concrete case, the breakeven idea applies to an existing radio station. For instance, there is WZZZ (call letters obviously disguised), a network affiliate whose situation is comparable to many large and medium stations, as well as smaller ones. Network revenues show a declining trend. National spot business has held fairly steady but displays increasing fluctuation and less stability of accounts. Regional business is fluctuating widely but generally downward as a result of tv. Local sales continue on the upgrade, but there is greater skittishness in this long-term trend because of regional economic conditions and tv's pull on the station's bigger accounts.

Despite increasing vigilance against operating inefficiencies, costs at WZZZ continue to inch higher, especially from account service requirements. Direct radio competition is unchanged since 1947, but there is a new CP for radio in the city, and small stations have been dotting the fringe of WZZZ's service area.

Facing the certainty of stiffer competition and a more jagged sales curve, how does WZZZ use breakeven points? Where will the breakeven idea help in drawing budgets, controlling costs, directing sales and posting

ABOUT THE AUTHOR

MR. LEVIN's first appearance in B•T —April 27, 1953—was with a realistic analysis of tv economics, a prediction of how many stations in what markets were going to be able to survive. The intervening months have proved him to have been better than 95% correct.

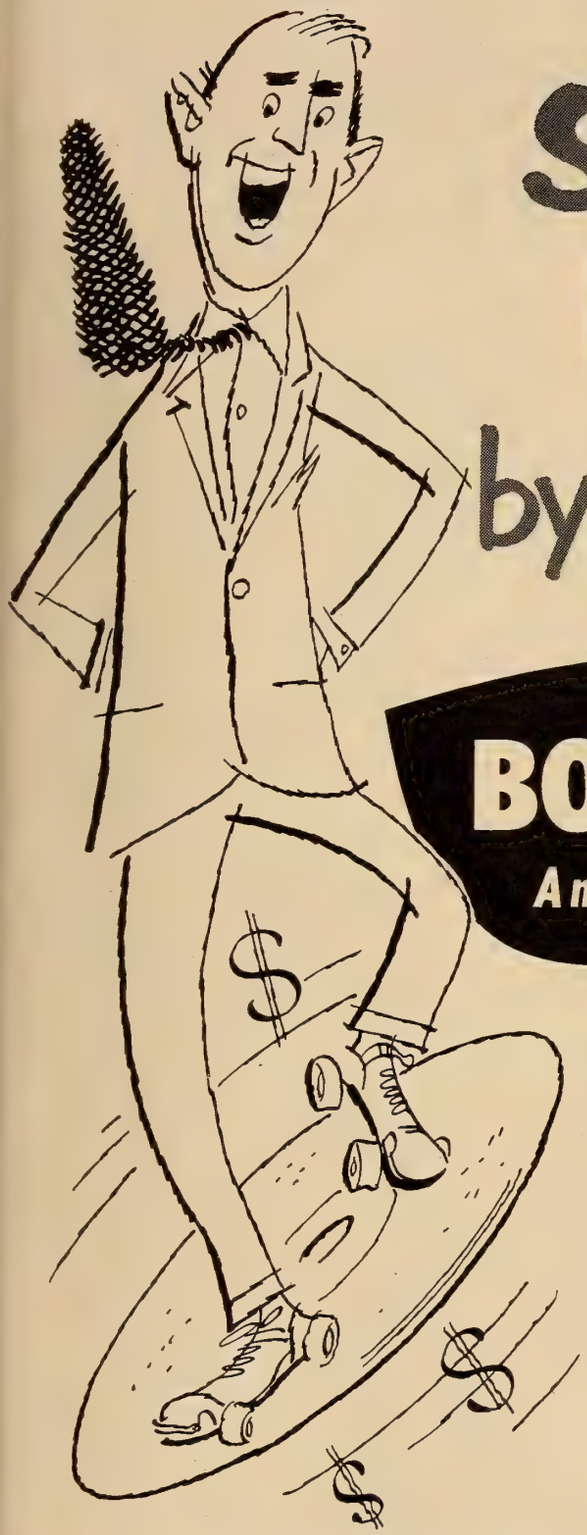


MR. LEVIN

A graduate of the U. of Chicago, where he added two years of advance work in economics, Mr. Levin is the author of many articles on politics and economics and of a book, "Seven by Chance: The Accidental Presidents." For the past six years he has maintained a New York organization as management counsel in radio and television.

TABLE I: CONSOLIDATED BREAKEVEN POINT ANALYSIS OF WZZZ

	Consistent costs annually	Variable costs per $100 sales	Regular Budget	"Disaster" Budget
Forecasted sales			$260,000	$220,000
Cost of programming				
Personnel and labor	$ 32,900	$18.59	81,200	72,400
Production expenses	4,900	2.23	10,700	9,600
Technical expenses	4,600	3.04	12,500	11,300
Selling costs	21,100	15.55	61,500	55,300
Administrative & overhead costs	41,100	1.36	44,600	44,100
Total costs	$104,600	$40.77	$210,500	$192,700
Net profit (before taxes)			$ 49,500	$ 27,300
Breakeven point in annual sales			$176,600	$171,591
Variable profit per $100 sales		$59.23		$59.91



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management to necessary action?

First off, breakeven points can be calculated only from certain control figures:

● **An exact breakdown of all costs**—Frequently, this will mean splitting a total cost item into its consistent and variable components. Such distinct separation is a must. *Consistent* costs (a term at which some accountants will throw up their hands) identify those expenses occurring regardless of sales level or commercial programming. They can be pegged in the budget as annual or quarterly figures. *Variable* costs, however, are influenced, among other things, by program structure, sales volume and sales mixture. These are best expressed as a calculation per $100 or per $10 of sales.

A disc jockey show is an obvious instance where costs divide between consistent and variable. The man's base pay is a regular item, but his talent fees vary with the degree of commercial success. So, too, production expenses incident to the program are split between the costs of a minimum sustaining operation and the added costs that reflect salability.

On the contrary, as sales go above the breakeven point, variable costs continue their bite. The station's sales forecast of $260,000 will produce a profit (before taxes) of $49,500. And this can be accomplished *only if cost ratios are held in line.*

Compare this to a "disaster forecast" when, because of added competition and local economic conditions, WZZZ might do only $220,000 in sales on a slightly reduced cost structure. Under those circumstances, net profit will shrink to $27,300—about half the normal forecasted outlook.

Interpreting Table I, therefore, has become a challenge to WZZZ's management. If it passively accepts the station's cost structure, profits can easily sink lower. But alternatives abound for positive action:

On the assumption that none of the costs represents extravagance, WZZZ's management can pitch into reducing consistent costs by relating personnel performance and



administrative expenses more closely to sales. This means higher variable costs. But, if sales show signs of slipping, cost items will have built-in controls to reduce themselves more rapidly. Profits will be protected to a greater extent. One warning, however: if sales increase, costs will mount faster and profits build more slowly. This, therefore, is a strictly defensive measure.

Although costs may not be excessive, the station can dig deeper into its bag of tricks for more efficient utilization of personnel. Analysis shows that WZZZ could tape more local programs and announcements, thereby eliminating overtime and some manpower.

Granting that costs can perhaps be shaved fractionally, WZZZ's management concludes that the cost structure is sound. Any cutbacks, it feels, can result only in a loss of sales and lower return on investment. So, the problem is pitched to the sales department. Can volume be increased? Can the station do a better job in its sales mixture, emphasizing lower-cost sales?

A close examination of the station's sales experience and prospects is implicit to any cost control. Table II illustrates the variation in costs and profit margins between different kinds of sales, as well as the problems facing WZZZ in this new age for radio. Network and national spot have been giving the biggest margins, but management cannot look toward either for appreciably increased sales.

Let's say, however, that the sales department believes it can swing $5,000 from local spot and $5,000 from run-of-station announcements into local programming. This simple switch—without any increase in total volume—will add about $500 to profit by cost reduction. And if the sales department can hold all business and get $10,000 more in programs, the station will raise its profits by $5,182.

● **A careful sales forecast**—This yardstick cannot be created on information from the network and station representative, who often (and sometimes justifiably) resist the notion of "guessing" the amount of business they will deliver. Yet, on the basis of past experience and outlook, it's relatively easy to forecast these sales from *inside the station.* The same goes for local volume.

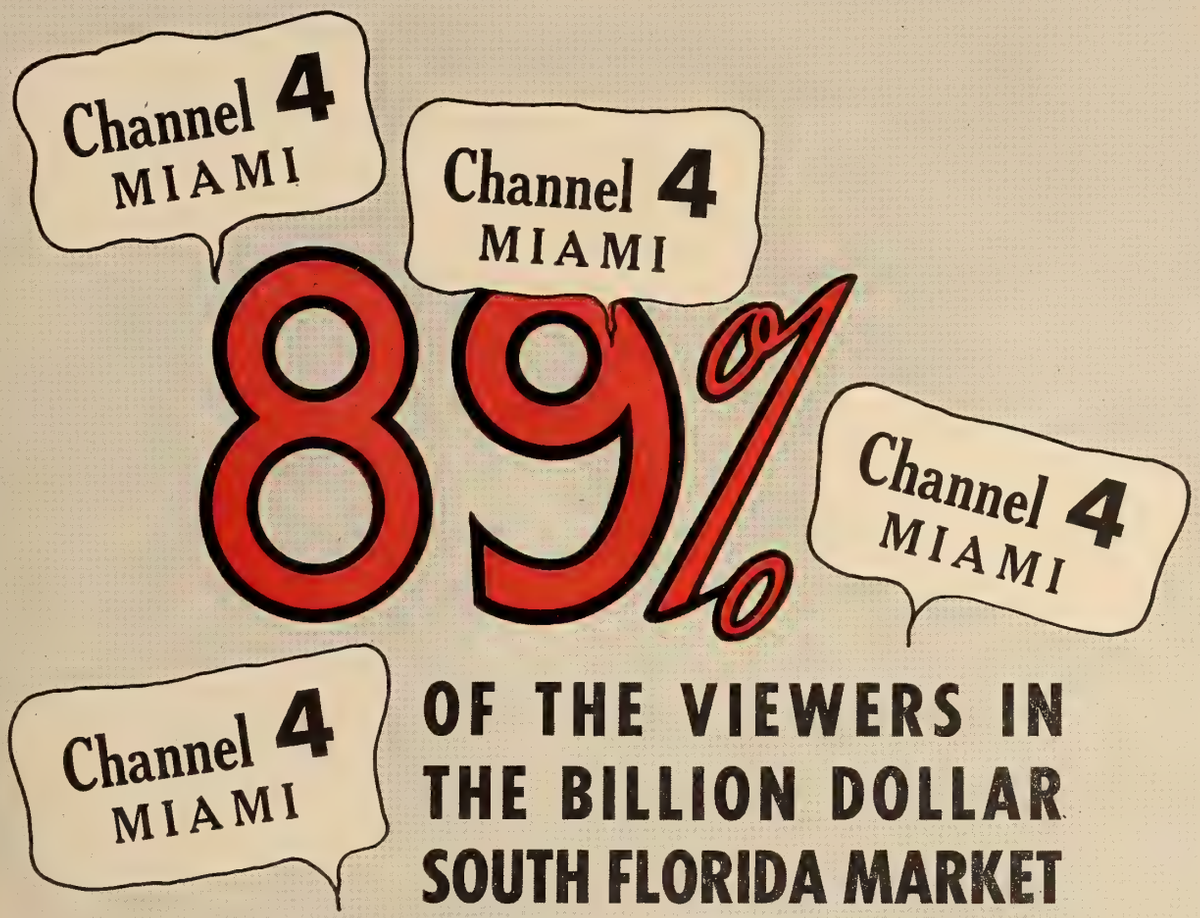
Two cautions need to be emphasized: (a) Radio is geared especially to quarterly fluctuations, seasonal activity and local trends; mere borrowing of another station's forecasting tools won't build your own house. (b) Categorizing a station's sales product simply as "time and talent" is of scant help; those responsible for both executive management and cost analysis will find their problems appreciably reduced by recognizing the different products in their sales arsenal—network programs, national spot, locally-originated programs, program segments, participations, specified announcements, run-of-station announcements, and so forth.

● **A clearcut budget of future operations**—Necessary to any workable form of expenditure control, the budget gives a realistic picture of cost pressures, item by item and department by department.

These figures for WZZZ, as arranged and consolidated in Table I, provide a beginning for the breakeven point analysis which the table carries out. Together with a variable cost rate of $40.77 on each $100 of sales, the station must overcome $104,600 in consistent costs before it breaks even. The breakeven point is $176,600, a simple calculation that is obtained by dividing total con-

TABLE II: SUMMARIZED ANALYSIS OF SALES MIXTURE FOR WZZZ

	Sales	Percent of sales	Variable cost per $100 sales	Total costs	Profits
Regular Budget					
Network sales	$ 31,200	12%	$ 3.41	$ 20,800	$10,400
National & regional spot sales	41,600	16%	25.85	22,600	19,000
Local specified announcements	39,000	15%	54.55	34,600	4,400
Local run-of-station announcements	44,200	17%	51.60	35,900	8,300
Local programs & participations sales	104,000	40%	48.18	96,800	7,200
Totals	$260,000	100%	$40.77	$210,500	$49,500
"Disaster" Budget					
Network sales	$ 31,200	14%	$ 3.41	$ 20,800	$10,400
National & regional spot sales	34,300	15.5%	25.85	20,700	13,600
Local specified announcements	32,100	15%	54.55	30,800	1,300
Local run-of-station announcements	36,500	16.5%	51.60	31,900	4,600
Local programs & participations sales	85,900	39%	48.18	88,500	(2,600)
Totals	$220,000	100%	$40.09	$192,700	$27,300



OF THE VIEWERS IN THE BILLION DOLLAR SOUTH FLORIDA MARKET SELECT CHANNEL 4, MIAMI · AS THE CHANNEL THEY VIEW MOST.

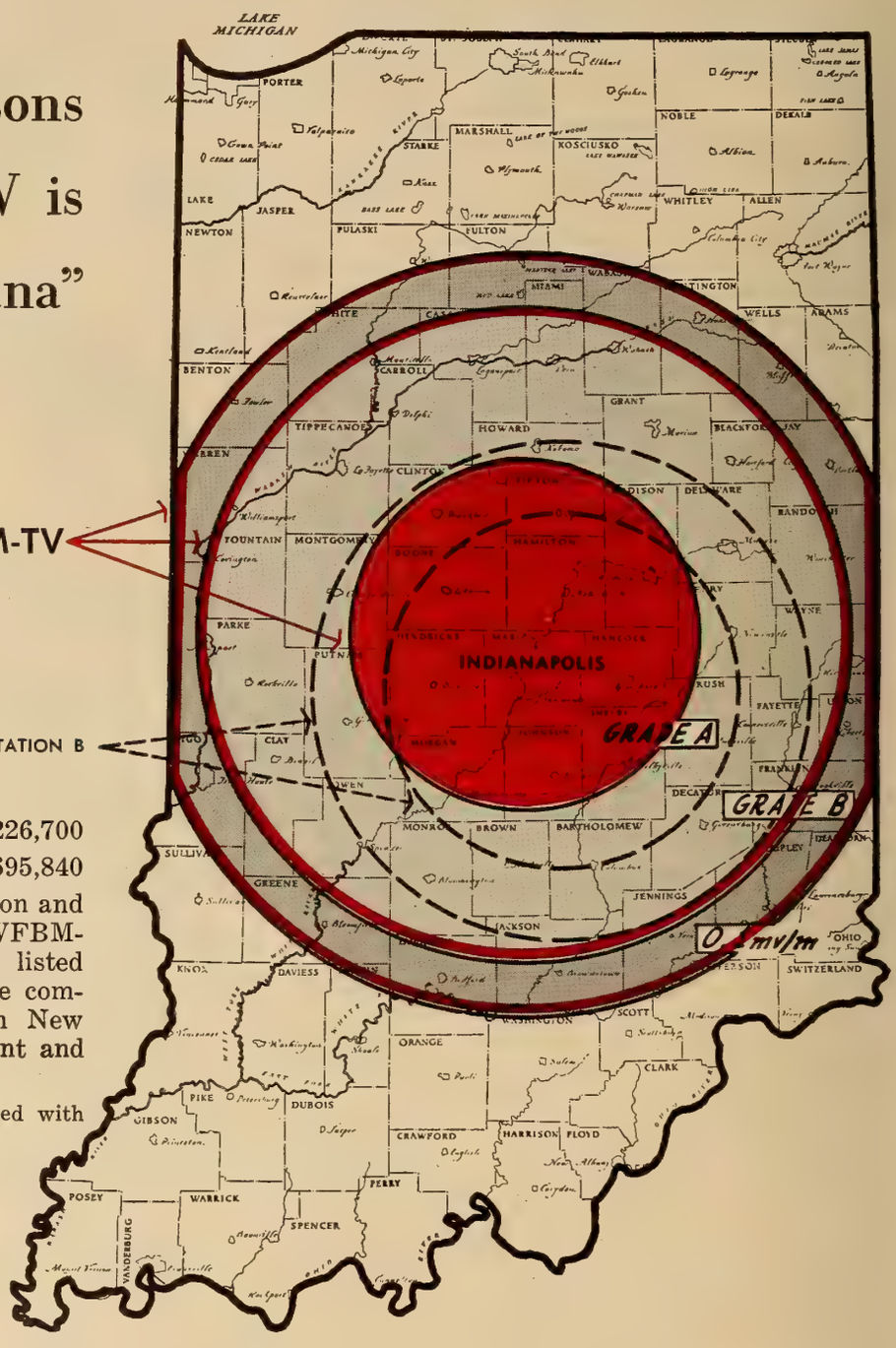
ARB · Miami · Fort Lauderdale · West Palm Beach
Survey Sept. 1954

Show your product to South Florida's 1,200,000 permanent residents over their favorite television channel. See your Free & Peters Colonel today.

WTVJ Channel 4 MIAMI

Florida's First Television Station.

More reasons why WFBM-TV is "First in Indiana"



COVERAGE

POPULATION, 1954	2,226,700
FAMILIES, 1954	695,840

Note: The population and number of families in WFBM-TV's 0.1 mv (figures listed above) are greater than the combined state totals in New Hampshire, Idaho, Vermont and South Dakota.

(Circles indicate contours as registered with the FCC.)

WFBM-TV
INDIANAPOLIS

Represented Nationally by
The Katz Agency

Affiliated with WEOA, Evansville;
WFDF, Flint;
WOOD AM & TV, Grand Rapids

sistent costs by the *variable profit* per dollar of sales.

Putting it another way, WZZZ begins to make money for its ownership only after revenues amount to $176,600 in the station's fiscal year. But that doesn't mean every revenue dollar over the breakeven point is going to be profit.

Consequently, not volume changes alone, but the *kind* of volume according to product supplies the key to WZZZ's future profitability. It takes one-and-a-half times the dollar volume in local run-of-station announcements to equalize a loss of national spot business. It's not enough to say that "anything we drop on network, we pick up in our back yard from local sponsors." A $1,000 decline in network revenue is accompanied by a $966 decline in profits. To recapture that profit on the station's average variable costs ($40.77) demands new revenues of $1,631.

By such continuous analysis of its sales trends, WZZZ operates with built-in controls that soothe three kinds of managerial headache:

A. As the sales mix changes, so does the breakeven point. When the station's quarterly forecast shows a spurt in specified local spots, the salesmen are oriented toward added program sales. Furthermore, because cost changes don't have a uniform influence on all kinds of time-sale, the management of WZZZ can figure immediately how the impact of, say, a new wage scale will affect profitability and where sales should be redirected to maintain profit levels.

Table III gives an idea of how this works over two quarters. In the actual first quarter, sales were higher than forecasted but profits were lower because of the mixture. This led WZZZ to revise slightly its second quarter forecast to conform more closely to the altered sales pattern. At the same time, taking account of a scheduled increase in production and continuity costs, the station kicked off a second quarter campaign for added local business.

Thus, the actual second quarter delivered a better profit than could have been anticipated in the first quarter's forecast. A big drop in network revenue was speedily counterbalanced. Why? Because rising costs



were mirrored in the station's breakeven points, which in turn flashed their warning of a new sales mixture.

B. At WZZZ, variable costs, being separated and moving fluidly with sales, are controlled by the sales pace. The budget itself, being a non-sacred cow, "moves" according to volume and mixture. Unlike station life under a static budget, department heads are not straitjacketed in their expenditures during periods of increasing sales. Similarly, when sales fall, management knows exactly how and where it must put on the spending brakes.

When discrepancies arise between actual costs and budgeted costs, management sees them quickly. Through breakeven analysis, the problem is easily traced back to its proper department, and corrective measures taken. Given this graphic picture of a need for correction, the station's executives are in a better position to appreciate the overall company viewpoint and the importance of interdepartmental cooperation.

C. In the final analysis, the capability of any management is tied to its skill in anticipating the future. But, as a helping hand, the breakeven idea is invaluable to policy planning. What appears to be a "good gamble" can be broken down into its components for a closer look. For instance, the temptation to increase power as a lure to more national spot or network business is easily examined.

Of especial pertinence in these times is the question of rate revision. Here, with only a few hours' work, station management can assay the effect of a new rate card. A price cut can be projected into terms of the additional volume required to maintain profits. A rate increase can be analyzed to foretell not only how much more profit should result, but also what kind and quantities of business will be lost.

What, then, does breakeven point analysis do for radio station management? For one thing, it reveals the effect on profits of every dollar-and-cents decision. For another thing, it places a measurement on individual performance by personnel and a sensitive control mechanism on costs. Above all, the breakeven idea lets management know its problems as they develop, instead of in the autopsy report of a profit-and-loss statement.

To radio operators in a world of sharpening competition, this can only mean better informed, more aggressive, faster-moving management—with improved performance and better results underwritten by their decisions.

TABLE III: SUMMARIZED FORECAST AND PERFORMANCE MIXTURES OF WZZZ

		Forecasted				Actual		
1st Quarter	Breakeven points	Sales	Variable costs per $100 sales	Total costs	Profits	Sales	Total costs	Profits
Network sales	$ 5,100	$ 7,800	$ 3.41	$ 5,200	$ 2,600	$ 7,000	$ 5,175	$ 1,825
National & regional spot sales	4,000	10,400	25.85	5,650	4,750	10,700	5,725	4,975
Local specified announcements	7,500	9,750	54.55	8,650	1,100	10,000	8,775	1,225
Local run-of-station announcements	6,800	11,050	51.60	8,975	2,075	11,300	9,100	2,200
Local programs & participations sales	22,500	26,000	48.18	24,400	1,600	26,500	24,650	1,850
Totals	$45,900	$65,000		$52,875	$12,125	$65,500	$53,425	$12,075
2nd Quarter								
Network sales	$ 5,100	$ 7,000	$ 3.41	$ 5,175	$ 1,825	$ 7,000	$ 5,175	$ 1,825
National & regional spot sales	4,000	10,600	25.85	5,700	4,900	10,650	5,700	4,950
Local specified announcements	7,600	10,400	54.55	9,000	1,400	10,350	8,975	1,375
Local run-of-station announcements	6,900	11,100	51.60	9,000	2,100	11,150	9,025	2,125
Local programs & participations sales	22,700	27,000	48.18	24,875	2,125	27,200	24,975	2,225
Totals	$46,300	$66,100		$53,750	$12,350	$66,350	$53,850	$12,500

ELECTRONIC EDITING

'BACKGROUND' TECHNIQUE BREATHES NEW LIFE INTO TV FILMS

By Rocco Famighetti

THEY'RE NOT movie-makers; they're television program-makers.

It is this underlying difference that has prompted a band of young television producers and directors of NBC-TV's *Background* series (Sun., 5:30-6 p.m. EST) to attempt a new technique of film editing that is designed to inject "a breath of life" into the filmed series. They contend the process not only insures improved composition, greater impact and increased mobility, but also saves money.

Called "electronic film editing," the technique involves the following: The field camera crew for *Background,* an interpretive reportorial show filmed on location throughout the world, makes a general shot, including the principals and the background. This shot is projected on a screen from the rear, and the studio camera moves forward, backward and sideways to pick out the desired closeups and special compositions not in the original scene.

Ted Mills, producer of the show, believes the process will be a giant stride forward toward his objective of "melding the forms of the drama with the forms of reporting." Mr. Mills is one of the growing cult of young men working on television stations throughout the country who "grew up" in television and is not at all starry-eyed about motion picture production and techniques. He insists that the television medium can improve films and he plans to utilize the "electronic editing" technique in other areas of television, including filmed dramatic programs.

As a person who started in film production and deserted it for television eight years ago, Mr. Mills has been constantly searching for techniques whereby television's magic can improve on movie methods. He discovered a kindred soul in John Goetz, director of *Background.* Mr. Mills had a "rough notion" of what he wanted to do because he had presented an experimental television program over NBC-TV last spring, utilizing some of the principles embodied in the new editing technique. In its present form, the technique was devised by Mr. Goetz in cooperation with NBC engineers Daniel Zompino and Walter O'Meara, but they point out that the process constantly is being refined.

Preparation for *Background* begins with instructions from Messrs. Mills and Goetz to the field camera crews and reporters. They give the field workers a general idea of what they want, but lay down no hard-and-fast rules, relying on the "creativeness" of the crew. The footage is flown to NBC-TV in New York where it is run off in order to develop a "story line." Messrs. Goetz and Mills and Douglas Wood, assistant producer, thereupon perform what they call "conventional editing," keeping in mind that "electronic film editing" is still in the offing. Together, they decide which persons or objects will require camera closeups, dollies, pans and other tv camera techniques.

"Though we tell our crews to take shots that will lend themselves to our method of editing," Mr. Goetz related, "we never know just what is going to happen. In our program on the Suez Canal, a native was telling our reporter how dirty and full of flies the Canal Zone is. In running the film, we noticed a fly crawling down the reporter's shirt collar. When we put the show on the air, we had a close-up following the fly down the collar to the front of his shirt while the native was talking. You can imagine the impact of such a scene."

Other dramatic episodes resulting from use of electronic editing have been one in which a shot of the reporter sitting up front with a bus driver turned into a close-up moving down the aisle of the bus over the necks of the passengers, and another in which a large group picture of one student talking to other students emerged on the television screen with a pan on the students listening, enthralled.

Mr. Goetz and Mr. Mills agreed that the method insures smoothness of transition when a shift of close-ups is desired from a speaker to a reporter, for instance. In that case, they might pan first to an ash tray, then to a highball glass and finally to the reporter. Similarly, they are able to integrate Joseph Harsch, commentator-analyst of the show, with the action as it shifts from, say, Washington to Paris.

One of the major benefits of the new process, according to Mr. Mills, is editing film scenes which, by normal procedures, would be impossible. He said that jump cuts, not usable in ordinary editing, are possible by "focusing on such a small portion of the scene that jumps are unseen."

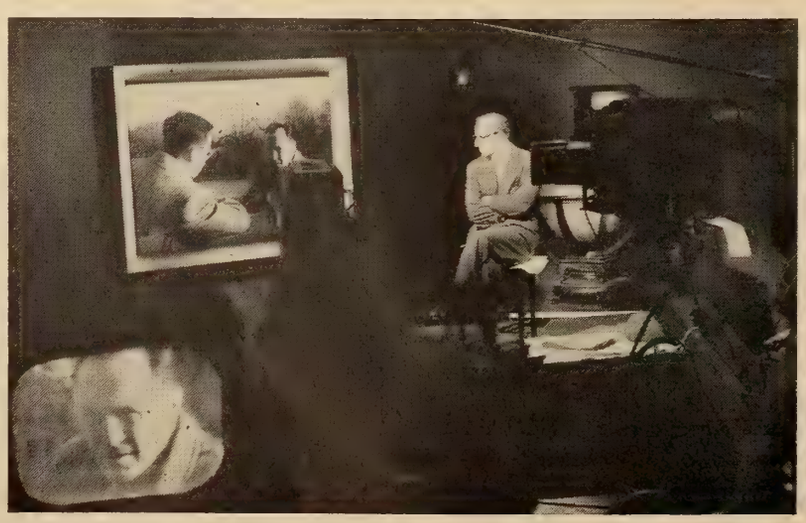
Mr. Mills estimates that the process saves up to 40% in costs and in time as compared with the use of film cameras to achieve the same effects. He pointed out that some shots might have to be done five or six times, but are accomplished in one shooting, plus "electronic film editing." Added to this would be the cost of the film and lighting.

Another factor that is particularly important insofar as *Background* is concerned, Mr. Mills continued, is that the process "wears well" with the persons appearing on the show. He explained that all are "amateurs" insofar as television is concerned. They are persons in the public eye or ordinary citizens who are being queried on some significant topic of the day.

"We spent from 6 p.m. to 5 a.m. shooting Val Bjornson in his home when he was Republican candidate for senator," Mr. Mills related. "If we had perfected our electronic film editing process then, we could have been done by midnight."

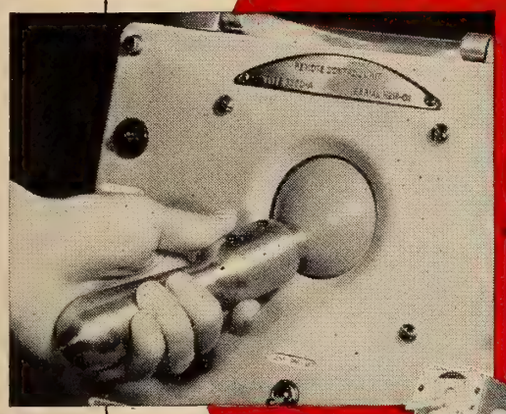
Messrs. Mills and Goetz have implicit confidence in the wizardry of the tv camera. They point out they can maneuver it all around the rear projection screen, and can pin-point an area one-eighth of the screen to achieve a desired effect. And the end, they proclaim, is nowhere in sight.

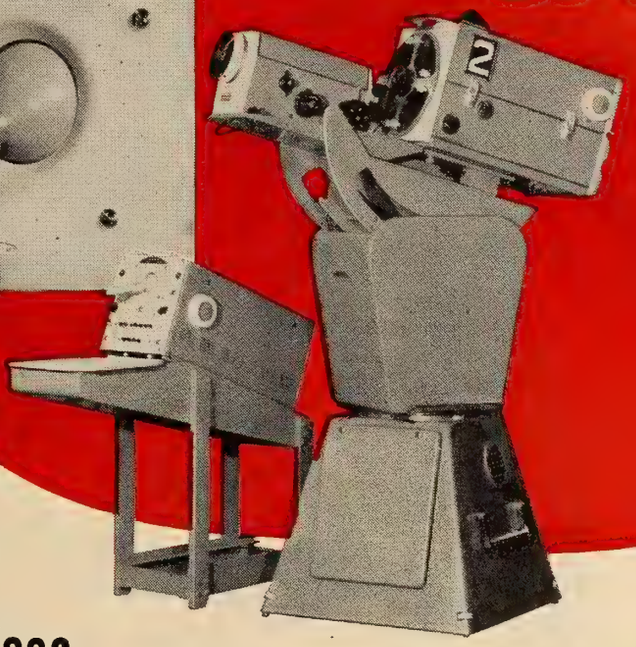
"It's new and exciting," they chorus. "Each week we're learning something new, improving on old ways and picking up new ways. We're convinced that new techniques for improving film are not going to come from motion pictures, but from television."



COMMENTATOR Harsch looks on as camera dollies up to rear projection screen to get closeup shown on monitor.

The REVOLUTIONARY NEW GPL PYE REMOTE CONTROL CAMERA





one hand does the work of many...

Here is the new one-hand camera that makes possible one-camera shows with all the quality of two chains, yet *is operated by one hand from the control room.*

It's an image orthicon camera mounted on the remote control pan and tilt pedestal developed exclusively by GPL PYE. Added is the GPL-Watson Vari-Focus lens, with zoom in or out controlled by two buttons on the pan-tilt stick.

With one hand an operator can pan and tilt to follow action . can zoom in or out for extreme close-up or full stage shots. The same operator may handle audio, film or slide control, or switching.

No operator is needed on the studio floor. If you want protection, a stand-by chain can be kept hot with a capped lens in place. Open lenses can be brought instantly into action by remote control of the turret. This is a feature of GPL PYE cameras alone—all have remote control of focus, lens change and iris.

Ask For Cost Figures: GPL has worked out complete cost figures of what this camera can save you in operating expenses, interest, amortization and maintenance. Savings more than equal cost of added features, including the 3″ to 30″ lens (fully color corrected) and the pan and tilt pedestal. The camera puts money in your pocket the first month of operation.

Phone, wire or write for these figures . . . see how this new development can be used in your station operations.

Write, wire or phone for information on complete television station equipment

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

Season's Greetings



WSUN RADIO - TELEVISION

St. Petersburg, Florida

(A&A continues from page 32)

Timebuying Discussed At RTES N. Y. Meeting

INFORMATION on the operations of radio and television networks and how to buy time on them was provided at the Radio & Television Executives' Society's timebuying and selling seminar conducted last Tuesday at Toots Shor's restaurant in New York. The next seminar will be held on Jan. 4, 1955, because of a recess period during the holiday season.

John J. Karol, vice president in charge of network sales, CBS Radio, recommended that timebuyers analyze and study all factors available on network radio, including costs, audiences reached, cumulative ratings, and when and where audiences are reached. He maintained that if network radio is used properly, it is still the "best basic advertising buy."

Mr. Karol noted that daytime radio is holding up, and said networks are beginning to program on a five-day-a-week basis at night, extending a formula that has proved successful in daytime radio. He offered the opinion that this program format will give the advertiser "a good buy," because it will enable listeners to remember the program schedules more easily and also will give the sponsor a cumulative audience rating.

In presenting the agency point of view on buying network time, James O. Luce Jr., supervising timebuyer, J. Walter Thompson Co., New York, said that top management of an agency usually is "more involved" in network program purchases than in spot announcement transactions. But he assured timebuyers that their roles were important and they should "guard against" a feeling that they should carry on negotiations exclusively.

Mr. Luce emphasized that timebuyers must become familiar with the various television network sales formats, including information on costs and discounts. Other important considerations, he said, are information on station clearance and station lineup, so that desirable markets may be reached.

Mr. Luce said a timebuyer must consider whether his client's interest would best be served by buying a network radio program or spot announcements. He remarked that both have their virtues, depending on the objectives of the campaign.

Tom McDermott, vice president of N. W. Ayer & Son, New York, served as moderator.

Nielsen Takes Option To Buy BAR Service

A. C. NIELSEN Co. has taken an option to purchase the assets and business operation of Broadcast Advertisers Reports Inc., an organization devoted to the monitoring of spot and local radio-tv advertising schedules for station clients.



MR. NIELSEN

Announcement of completion of negotiations, underway since last February, was made jointly Dec. 10 by Arthur C. Nielsen, president of the market research firm, and Phil Edwards, BAR president.

Mr. Nielsen described the BAR service as a "logical supplement" to the new Nielsen Station Index (NSI) measurement covering local audiences. He said that the two services would be mutually valuable to sponsors and advertising agencies as well as stations in filling the need "for reliable and factual information at the local level."

BAR has been servicing stations with regular reports on advertising schedules in New York, Chicago, Philadelphia and Washington, D. C., the past two years. It has made continuous and simultaneous tapes of leading stations in each market for a full week at intervals throughout the year.

Mr. Nielsen said BAR would be studied for possible coordination with NSI data and toward an assessment of the demand for spot and local commercial data. He said that complete and accurate BAR information and basic data provide a foundation for "precise analysis" tying in with Nielsen's electronic-based audience research.

WOR Picture Puzzle

A TIMEBUYER contest was launched by WOR New York last week. Entry blanks were mailed and timed to arrive on the desks of more than 700 timebuyers in New York, Philadelphia and Chicago last Wednesday morning. Included were pictures of 18 of WOR's radio personalities with a folder listing the station's "18 top radio salesmen." Timebuyers were invited to match the names with the pictures.

Prizes include a 14 karat gold calendar watch, valued at $175, same-valued 14 karat gold Chantilly watch, four Cyman desk clocks and 20 Waterman pen and pencil sets. The contest, which awards prizes to those correctly identifying the 18 personalities on the basis of earliest postmarks, is being handled by Robert J. Sullivan, advertising and promotion director, WOR-AM-TV.

October Sales Record Set For Tv Receiving Tubes

SALES of tv picture tubes by manufacturers set a new record in October, totaling 1,269,674 units compared with 1,149,791 in five-week September, according to Radio-Electronics-Tv Mfrs. Assn. Sales totaled 948,593 in October of last year. Ten-month sales in 1954 totaled 7,764,240 picture tubes compared with 8,501,455 in the same period a year ago.

Sales of receiving tubes totaled 42,347,794 in October compared to 40,966,063 in September and 34,928,108 in October 1953. Ten-month sales of receiving tubes totaled 308,398,701 units compared to 382,080,558 in the same 1953 period, according to RETMA. The October sales of receiving tubes set a new record for a four-week work month.

LN&B Names Six Partners

SIX members of the Liller, Neal & Battle advertising agency staff in Atlanta have been made partners in the firm, according to the agency. They are Sara E. Williams, media director; Howard G. Axelberg, account executive; Sam W. Longino, production manager; Baron G. Roberts, art director; Al E. Sharp, account executive and public relations director, and Greer L. Watts, account executive. All have at least 10 years service.

Lehn & Fink Switches $3.5 Million to M-E

LEHN & FINK, New York (Lysol and Dorothy Gray Cosmetics), which has been with the Lennen & Newell agency, New York, for the past decade, has appointed McCann-Erickson, New York, to handle its advertising—approximately $3.5 million—effective Feb. 28.

Lehn & Fink's Lysol product has been with L&N for about 10 years and the Dorothy Gray Cosmetic division about seven years.

Lehn & Fink has been sponsoring Ray Bolger on ABC-TV for the past season but the advertiser plans to sponsor reruns of *I Love Lucy* under another name on CBS-TV on Sundays after the first of the year. It is understood to be doubtful the company will renew sponsorship of the Bolger series on ABC-TV.

In addition to the network show Lehn & Fink uses a spot radio and television campaign, running currently in 11 major markets.

Hirshon-Garfield Agency Moves to New Boston Offices

HIRSHON-GARFIELD Inc. advertising agency (New York, Boston, Miami) officially opened new Boston offices at 420 Boylston St., with Vice President Gabriel M. Stern in charge of New England management, according to the agency. The new location features 14 large air-conditioned offices, which comprise more than double the agency's previous space, and a large conference room containing built-in tv and radio sets, movie screen and projector and play-back systems for viewing and hearing commercials prepared by the staff. The Hirshon-Garfield Boston office is celebrating its 15th anniversary this year and the parent office in New York is observing its 35th.



PARTICIPATING in opening day ceremonies of new, enlarged Boston offices of Hirshon-Garfield Inc. advertising agency are (l to r): Herbert Stern, H-G radio-tv director; Donald J. Hurley, president of the Greater Boston Chamber of Commerce; Gabriel M. Stern, H-G vice president and New England manager, and Ruby Newman, merchandising and sales promotion director of the agency.

Piel's at New Year's Peal

PIEL BROS. (Piel's beer), Brooklyn, will sponsor "New Year's in New York," a special two-hour musical variety program starring Orson Bean, hosted by Bud Collyer and featuring three dance orchestras, over WCBS-TV New York on New Year's Eve (11:30 p.m.-1:30 a.m. EST). Agency: Young & Rubicam, N. Y. Time and talent costs are estimated at $25,000.

LATEST RATINGS

PULSE

Top 20 Regularly Scheduled Once-a-Week Tv Shows

	Rating Nov.	Oct.
I Love Lucy (CBS)	40.3	37.8
Dragnet (NBC)	39.1	38.0
Toast of the Town (CBS)	35.9	35.6
Jackie Gleason (CBS)	37.4	34.0
Groucho Marx (NBC)	34.6	34.4
Godfrey's Talent Scouts (CBS)	30.8	30.6
Godfrey and His Friends (CBS)	28.6	27.9
Our Miss Brooks (CBS)	27.6	
Ford Theatre (NBC)	27.4	27.6
Burns & Allen (CBS)	26.7	26.9
December Bride (CBS)	26.3	26.0
This Is Your Life (NBC)	26.2	24.6
What's My Line? (CBS)	26.2	26.4
Mama (CBS)	26.1	24.8
Fireside Theatre (NBC)	26.0	25.8
Steve Allen Hour (NBC)	26.0	
Justice (NBC)	25.6	24.7
Two for the Money (CBS)	25.6	
Studio One (CBS)	25.5	
I've Got a Secret (CBS)	25.0	23.4

Top 10 Regularly Scheduled Multi-Weekly Shows

	Rating Nov.	Oct.
Perry Como (CBS)	14.7	14.5
Howdy Doody (NBC)	14.0	13.9
Eddie Fisher (NBC)	13.9	13.8
Camel News (NBC)	13.5	13.0
Dinah Shore (NBC)	13.1	12.7
CBS News (CBS)	12.4	12.2
Arthur Godfrey (CBS)	11.6	11.5
Search for Tomorrow (CBS)	11.6	11.3
Guiding Light (CBS)	11.5	11.1
Love of Life (CBS)	11.2	10.6

VIDEODEX

Network Top 10 Programs
Nov. 1-7, 1954

	Program	No. of Cities	% Tv Homes
1.	Dragnet (NBC)	116	40.3
2.	You Bet Your Life (NBC)	132	34.7
3.	President Eisenhower (CBS)	124	34.3
4.	Jackie Gleason (CBS)	97	30.6
5.	Ford Theatre (NBC)	156	30.0
6.	Fireside Theatre (NBC)	87	28.4
7.	Toast of the Town (CBS)	120	28.3
8.	Godfrey & Friends (Pillsbury) (CBS)	98	28.1
9.	Studio One (CBS)	84	27.9
	Tv Playhouse (NBC)	103	27.9
10.	Buick-Berle Show (NBC)	115	27.5

(Note: I Love Lucy pre-empted by President Eisenhower Address.)

	Program	No. of Cities	Homes (000's)
1.	Dragnet (NBC)	116	11,298
2.	You Bet Your Life (NBC)	132	9,628
3.	President Eisenhower (CBS)	124	9,612
4.	Ford Theatre (NBC)	156	8,671
5.	Toast of the Town (CBS)	120	7,847
6.	Tv Playhouse (NBC)	103	7,553
7.	Jackie Gleason (CBS)	97	7,534
8.	Godfrey & Friends (Pillsbury) (CBS)	98	7,366
9.	Studio One (CBS)	84	7,255
10.	Playhouse of Stars (CBS)	112	6,736

Copyright—Videodex Inc.

NIELSEN

Two Weeks Ending November 13, 1954 (Tv)
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (CBS)	14,074
2.	Dragnet (NBC)	13,998
3.	You Bet Your Life (NBC)	13,221
4.	Toast of the Town (CBS)	12,899
5.	Jackie Gleason Show (CBS)	12,777
6.	Buick-Berle Show (NBC)	12,463
7.	Max Liebman Presents—Sun. (NBC)	11,711
8.	Steve Allen Show (NBC)	11,581
9.	This Is Your Life—Wk. 2 (NBC)	11,549
10.	Ford Theatre (NBC)	11,001

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (CBS)	50.3
2.	Dragnet (NBC)	49.1
3.	Buick-Berle Show (NBC)	48.4
4.	Jackie Gleason Show (CBS)	47.2
5.	Toast of the Town (CBS)	46.1
6.	You Bet Your Life (NBC)	45.7
7.	Max Liebman Presents—Sun. (NBC)	41.9
8.	This Is Your Life—Wk. 2 (NBC)	41.5
9.	Steve Allen Show (NBC)	41.3
10.	Disneyland (ABC)	41.0

Copyright 1954 by A. C. Nielsen Co.

Esty Handles Eveready

EVEREADY batteries, whose advertising is handled by William Esty Co., New York, was erroneously shown as a Ruthrauff & Ryan account in B•T's Dec. 13 report that the advertiser is planning a spot announcement campaign starting Jan. 17.

Atlantic Sponsors Phillies

RADIO BROADCASTS of Philadelphia Phillies home and away games and televising of all home games and an undetermined number of away weekend and holiday games under the sponsorship of the Atlantic Refining Co. (gas and oil), was announced in a joint statement by the company and Robert Carpenter, club president. No road games were televised last year.

Details of the radio and tv schedules have not been worked out, but it is expected a radio network of Eastern Pennsylvania, New Jersey and Delaware stations will be used.

Atlantic Refining has been airing Philadelphia major league baseball since 1936.

NEW BUSINESS

Hamm Brewing Co., St. Paul, Minn., and **American Oil Co.,** Baltimore, to jointly sponsor *Year of Crisis: 1954,* one-time simulcast scheduled for Jan. 2 (4-5 p.m. EST), on CBS Radio and CBS-TV. Agencies: Campbell-Mithun, Minneapolis, for Hamm; Joseph Katz Co., Baltimore, for American.

Western Union Telegraph Co., N. Y., will sponsor first-half portion of *John Daly and the News* (ABC-TV, 7:15-7:30 p.m. EST) on Dec. 21 and Dec. 23. Agency: Albert Frank-Guenther Law, N. Y.

Helene Curtis Industries, Chicago, to sponsor *Professional Father* on CBS-TV, Saturdays, 10-10:30 p.m. EST, effective Jan. 8. Earle Ludgin and Gordon Best Co., Chicago, are the agencies for Helene Curtis.

Minute Maid Corp. to sponsor Tournament of Roses Parade from Pasadena, Calif., on NBC-TV, Jan. 1, 12:15-1:45 p.m. EST. Agency: Lynn Baker Inc., N. Y.

AGENCY APPOINTMENTS

Climalene Co. (Bowlene, Climalene, Skidoo, Softo, Softene, Spin cleaner products), Canton, Ohio, has appointed Ruthrauff & Ryan, Chicago. Tv will be used.

Zimmer, Keller & Calvert, Detroit, has resigned Larro Feed Div. of General Mills Inc. account, Minneapolis, effective Jan. 1.

Philco Distributors Inc., Phila., has appointed Gray & Rogers, same city.

Small Appliance Div., General Electric Co., Ashland, Mass., appoints N. W. Ayer & Son, N. Y.

Carlay Co. (Ayds, vitamin-mineral reducing candy), div. of Campana Sales Co., Batavia, Ill., names Erwin, Wasey & Co., N. Y., effective Jan. 1.

Anderson Assoc., Chicago, has appointed H. M. Gross Co., same city, for Saran refrigerator and freezer food bags. Tv is scheduled.

Olympic Radio & Television, N. Y., has named Product Services Adv., same city.

John B. Stetson Co. (men's hats), Phila., appoints Gray & Rogers, same city, for Stetson Div., and Arndt, Preston, Chapin, Lamb & Keen, that city, for Mallory Div. **Atlas Van-Lines Inc.,** Chicago, also appoints Gray & Rogers.

Penick & Ford (food products), N. Y., appoints BBDO, same city, for Brer Rabbitt Molasses and Vermont Maid Syrup, in addition to P&F's My-T-Fine puddings, to consolidate all advertising with one agency.

AGENCY SHORTS

American Adv. Bureau Inc., Oklahoma City, specializing in industrial advertising, has been formed with David A. Miller as agency's executive vice president and account executive, and Ray Cooley, former production manager and account executive, Lowe Runkle Co., Oklahoma City, also as account executive.

Edward Kletter Assoc., N. Y., will move next month to new and expanded offices at 515 Madison Ave., occupying entire 21st floor. Agency will celebrate second birthday that month.

Hixson & Jorgensen Inc., L. A., moves to 3257 Wilshire Blvd.; telephone remains Dunkirk 8-3121.

A&A PEOPLE

Sandor Heyman, account executive, Roy S. Durstine Inc., L. A., to Golan Import Co. (Diner's Club Wine & Spirits Co. division), Beverly Hills, Calif., as executive vice president.

Clifford Dillon, formerly vice president and copy chief, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Compton Adv., same city, as vice president and creative executive; **James J. Seaborne,** manager, Compton Adv., Hollywood office, transfers to New York office as producer; **Bill Bohen,** producer, named West Coast manager.

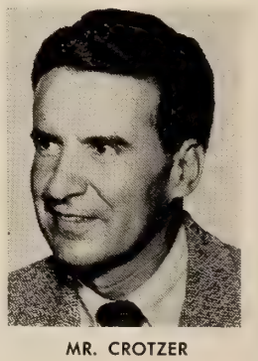


MR. DILLON

F. Winslow Stetson Jr., formerly vice president and account supervisor Bryan Houston Inc., N. Y., to Needham, Louis & Brorby, Chicago, as vice president and account executive.

Arthur Gordon, art director, Weiss & Geller, N. Y., appointed vice president.

Emmett H. Crotzer, Anderson-McConnell Adv. Agency, Hollywood, to Byron H. Brown & Staff, L. A., as vice president.



MR. CROTZER

William Bunn, Gordon MacLaren and **William K. Pehlert,** all account executives with Cunningham & Walsh, N. Y., elected vice presidents.

Andrew C. Boyd Jr., copy chief, Erwin, Wasey & Co., L. A., elected vice president.

Addis P. Butler, vice president, Young & Rubicam, N. Y., put in charge of Detroit office, also serving as account supervisor.

John G. Fogarty, formerly vice president, Ross Roy, Detroit, to Frank E. Duggan Adv., Chicago, in similar capacity, effective Jan. 1.

Lynn C. Wimmer, public relations director, Burton Browne Adv., Chicago, elected vice president.



MR. WIMMER

Robert Tait, president, Stromberg-Carlson Co., Rochester, N. Y., elected to board of directors, Ritter Co. (dental and medical equipment), Rochester.

Peter Geisler, J. Walter Thompson Co., Rio de Janeiro office, transfers to Lakeland, Fla., office, assisting **Albert I. Cameron,** who has been appointed vice president.

Philip S. Church Jr., formerly sales executive, WLWD (TV) Dayton, Ohio, to Bridges-Sharp & Assoc., same city, as food merchandising director and account executive.

Donald Josephson, Hecht Co., Washington, to concert dept., Blaine-Thompson Co., N. Y., as assistant account executive.

Ray Zielinski, formerly KTLN Denver, to Boccard, Dunshee and Jacobsen, same city, as account executive.

Russ Broman, public relations director, Western Adv. Agency, L. A., to Guerin, Johnstone, Jeffries Inc., same city, as account executive.

Harold M. Baum appointed account executive, Allan J. Copeland Adv. Agency, Chicago.

Robert K. Byars, formerly assistant advertising manager, Standard Oil Co. (Ind.), Chicago, appointed account executive, D'Arcy Adv. Co., same city.

Dean Landis, formerly with Fuller & Smith & Ross, Cleveland, to Russel M. Seeds Co., Chicago, as account executive.

John T. Doud, copywriter, advertising dept., Delco Appliance Div., General Motors Corp., Rochester, N. Y., to Hutchins Adv. Co., same city, as assistant account executive.

Irvin C. Kenney, assistant manager, Fairfield (Ala.) District Sales Office, Tennessee Coal & Iron Div. of U. S. Steel Corp., Fairfield, appointed to sales department as advertising manager, succeeding **J. D. Walker,** resigned.

Rickey Barr, formerly with traffic dept., Foote, Cone & Belding, N. Y., to Edwards Agency, L. A., as media director.

Robert C. Black, account executive, Dan B. Miner Co., L. A., to Kendall Foods Inc. (dog food subsidiary of Standard Brands), same city, as advertising sales promotion manager; **Walter Kendall** named board chairman and **Royal T. Jumper** named president of firm.

Ferdinand Ziegler, Biow Co., N. Y., to sales promotion dept., McCann-Erickson, same city, as manager.

Richard Terry, Foster & Kleiser Co. (outdoor advertising), L. A., to Don Frank & Assoc., Beverly Hills, Calif., as head of outdoor and radio-tv department.

R. S. Bright, administrative director, Power-Flite Transmission Plant, Indianapolis; transmission plant, Kokomo, Ind., and machined parts and forge plant, New Castle, Ind., Dodge Div. of Chrysler Corp., Detroit, additionally appointed to executive staff, Dodge Div.

Bruce F. Stauderman, producer-director, WXEL (TV) Cleveland, to radio-tv dept., Meldrum & Fewsmith, Cleveland, as manager.

Lois Rea, formerly with Roby Adv., Kansas City, returns to H. M. Gross Co., Chicago, as production manager.

A. W. Harding, director of special surveys section, General Mills Inc., Minneapolis, appointed manager of market analysis department.

Walter E. Taylor, special representative, staff office, product advertising and sales promotion, Ford Motor Co., L. A., named manager, motion picture and tv studio programs, with offices at Lincoln-Mercury plant, 5801 S. Eastern Ave.

Alvin Crane, national art director, Florsheim Shoe Co., Chicago, to Mort Goodman Adv., L. A., as art director.

William Reede appointed regional manager in Europe for Grant Adv., Chicago, opening new office for agency in Zurich, Switzerland.

Roger Patrick, account executive, Walter McCreery Adv., Beverly Hills, Calif., opens own agency, Roger C. Patrick Adv., at 221 S. La Brea Ave., L. A.; telephone: Webster 5-0302. Associated with him is **Paul B. Patrick,** formerly with KGLO Mason City, Iowa.

John D. Berg, formerly producer-director, ABC-TV, appointed tv director, George H. Hartman Co., Chicago.



MR. BERG

John Grogen, former production manager, WRCA-TV New York, and **Paul Burggraf,** director, ABC-TV, to N. W. Ayer & Son, N. Y., as program production staff member and radio-tv dept. manager, respectively.

Hugh Riker, former account executive, Robert Stevens Adv., L. A., starts own agency in Albuquerque, N. M., at 310 Washington St., S. E.

Nelson Daniels, commercial producer, Al Paul Lefton Co., Phila., to Bryan Houston Inc., N. Y., as tv producer.

Richard L. Ziegler, radio-tv copywriter, Ward Wheelock Co., Phila., to radio-tv dept., Gray & Rogers, same city.

John R. Gillingham, Westinghouse Electric Corp., Pittsburgh, to copy dept., Calkins & Holden, L. A.

James McMenemy, director-producer, to production staff, Sullivan, Stauffer, Colwell & Bayles, N. Y.

George Zikakis, news desk copy editor, Voice of America, to publicity staff, Kudner Agency, N. Y.

Ramona Vincent to publicity staff, Arndt, Preston, Chapin, Lamb & Keen, Phila.

Geofrey C. Doyle, account executive, Scandinavian Airlines System, N. Y., and **Erwin A. Levine,** formerly copy chief, Cecil & Presbrey, N. Y., to Grey Adv., same city.

Hall Named Gen. Mgr. For New Vitapix Corp.

EDWARD E. HALL, CBS Radio sales department business manager, has been named vice president and general manager of Vitapix Corp., it is announced today (Monday).

Mr. Hall, who will take over his new duties in January, will handle administrative functions of Vitapix, supervising station service and time clearance activities. He will work directly with Guild Films Co., which has entered into an agreement with Vitapix to sell programs on a national spot basis [B•T, Oct. 25, *et seq.*].

The new Vitapix executive was born in New York in 1911, and attended Columbia U. there. He joined CBS in 1934 in its accounting department, advanced to become manager of the Financial Statistics Division and in 1943 joined the network's Radio Station Relations Department. In 1948 he was appointed eastern division manager of the department. In 1951, Mr. Hall was named eastern division manager for the television station relations division. Later that year he was transferred to the radio side as sales service manager of CBS Radio. He became business manager of the CBS Radio sales department last summer. He lives in White Plains, N. Y., with his wife and three children.



NEW Vitapix Corp. vice president and general manager, Edward E. Hall (l), shakes hands with Kenyon Brown (KWFT-TV Wichita Falls, Tex.), Vitapix president.

'Cantor' Sold in 101 Markets After Four-Week Sales Drive

SALE of *Eddie Cantor Comedy Theatre* in 101 markets four weeks after the sales drive for the series was launched has been announced by John L. Sinn, president of Ziv Television Programs Inc. Included in the markets which will carry the show are New York, Chicago, Los Angeles, Detroit, Washington and Philadelphia.

Among the most recent sponsors signed for the series are P. Ballantine & Sons Brewing Co., which purchased the show for 21 markets on the East Coast; Continental Oil Co., for a number of markets in the mountain states to promote its Conoco products; Griesedieck Brewing Co., for the St. Louis market; Fort Pitt Brewing Co., for six markets, and Associated Grocers food stores for Salt Lake City.

WOR-TV Acquires 82 Films For New 'Long Run' Series

ACQUISITION by WOR-TV New York of 82 new feature-length films from Fortune Productions, New York, was announced last week by Gordon Gray, general manager of the station, who said the films will be shown on a new program called *Fortune Theatre*. Each new film product will be presented 14 times during a two-week period, with the series set to begin on Jan. 18.

Mr. Gray said the success of WOR-TV's *Million Dollar Movie* program has induced the station to utilize a multi-showing formula for *Fortune Theatre*. During the first week, he said, a feature film will be shown for five nights in the 9-10 p.m. EST slot, with an additional matinee from 3:30-4:30 p.m. EST on Saturday and Sunday. During the second week the same feature will be shown seven nights from 11:30-p.m. to 12:30 a.m. EST and a new film will go on from 9-10.

The new films are European productions made with English dialog and include such titles as "Angelo," "Woman Trouble," "The Sicilian," "SOS Submarine," "See Naples and Die" and "City of Violence." Included in the casts of the productions are Gino Lollobrigida, Anna Magnani, Dannielle Darrieux, Vittorio Gassman, Richard Ney, Jean Pierre Aumont and Rossano Brazzi.

Fremantle Sets Film Network For Davis Cup Tv Coverage

FREMANTLE Overseas Radio & Television, New York, has organized a world-wide television film network to bring this year's Davis Cup tennis matches in Australia to television audiences in the U. S., Canada, parts of South America, Great Britain and Italy.

The challenge round matches will be played in Sydney on Dec. 27, 28 and 29 and will be flown to the various countries in time to be transmitted on Dec. 29, 30 and 31. The films will be shown in the U. S. on NBC-TV; Canada, CBC; Great Britain, BBC; Italy, on stations of Radio Audizione Italiane, and on a list of Latin American stations that has not yet been completed. Paul Talbot, Fremantle president, estimated that more than 200 stations will carry films of the tennis matches.

Tele-Pictures to Distribute Lippert Films After Jan. 15

IN A joint announcement last week, E. J. Baumgarten, president of Lippert Pictures and Tele-Pictures Inc., and Harold L. Hackett, president of Official Films Inc., said it has been "mutually agreed that Tele-Pictures Inc., after Jan. 15, 1955, will take over the distribution of the Lippert Feature catalogue for television." Official Films has been distributing the Lippert feature films for the past year.

Mr. Baumgarten said he was "extremely happy" with the volume of sales of Lippert feature films accomplished by Official Films during the past year, but that he wanted Tele-Pictures' own sales organization to assume these duties after Jan. 15. The volume of Lippert feature film business achieved by Official Films during 1954 was said to have been "in excess of $1 million." Mr. Hackett noted that the change in no way affects Official's own half-hour filmed series.



SINGER Carl Brisson has before him a contract calling for $1 million in payments by North American Television Productions, for which he will star in a series of half-hour filmed shows scheduled to appear in early 1955. With him is E. M. Gluckman, NATP president.

Unity Sale Rumors Squelched

ARCHE MAYERS, general manager of Unity Television Corp., New York, last week issued a statement calculated "to offset much gossip and many rumors flying through the trade that Unity is for sale or about to be merged with any other company."

Mr. Mayers acknowledged that there have been "many overtures" made to Unity by syndicates and Wall Street investment groups with respect to public security issues. He said he considered these moves "natural" because Unity has over $3 million in signed contracts to be serviced in 1955, and its outlook for the future is "very bright."

Film Earnings Report Issued

AVERAGE weekly earnings of Hollywood motion picture production workers, including tv film employes, rose from $125.35 during September 1954, to $129.55 during October, according to monthly California State labor statistics bulletin.

FILM SALES

Louis Weiss & Co., L. A., has leased package of 60 full-length westerns to KRDO-TV Colorado Springs, Colo., and KCKT (TV) Great Bend, Kan., making more than 100 stations having leased package, according to company. Other sales for firm are two-run rights to 52 westerns and one-run rights to three 16-episode serials to WINK-TV Fort Myers, Fla., and one-year contract for 48 westerns to WGN-TV Chicago.

Ashley-Steiner Corp., Beverly Hills, Calif., named sales representative by Samuel Goldwyn Jr. for his *The Unexplained* tv film series. Pilot film has been completed and remaining films will go into production upon series' sale.

FILM PRODUCTION

Gross-Krasne Inc., Hollywood, has announced two new film series for January production: *Alias Jimmy Valentine,* 39 films based on O'Henry character, to be produced by Donald Hyde, and *O'Henry Television Playhouse,* with Edward Sutherland as producer-director. United Television Programs, Hollywood, will handle national sponsorship and syndication of both half-hour packages. Firm also is shooting new groups of commercials for H. J. Heinz Co., Pittsburgh, and Lever Bros. (Spry), N. Y., with Vernon Clark, G-K vice president, producing. Leo Langlois, tv director, Maxon Inc., is supervising production on former account. Agency for Lever Bros. is Foote, Cone & Belding, N. Y. Spry commercials feature Jan Miner.

Jerry Fairbanks Productions, Hollywood, has started shooting series of 33 tv spot commercials for Miller Brewing Co., Milwaukee, ranging from 20-seconds to 120-seconds in length, to be used in conjunction with firm's 100th anniversary, starting Jan. 1. Agency: Mathisson & Assoc., Milwaukee.

RANDOM SHOTS

Victory Television Enterprises Inc. (tv film production), 5 E. Preston St., Baltimore, has been formed and currently is producing *Who's On Parade,* syndicated mystery personality contest program.

John F. Ward Associate Productions (commercial films, tv packaging and film distribution), N. Y., has opened additional office and production space at 744 Broad St., Newark, N. J.

Movielab Film Labs Inc., N. Y., undergoing modernization of facilities, including construction of one floor devoted to Eastman Kodak color processing and additional cutting and editing rooms and theatre projection facilities will be made available for tv and motion picture industries.

CBS-TV Film Service, N. Y., has moved to new quarters at 524 W. 57th St.

Circle Film Labs, N. Y., announces it has inaugurated use of special plastic heat sealed bags, said to be dust- and moisture-proof, for shipment of processed films to clients.

Tv Spots, Hollywood, has moved to 1037 N. Cole Ave.; telephone: Hollywood 5-5171.

FILM PEOPLE

C. Halstead Cottington, formerly vice president in charge of radio-tv, Erwin, Wasey & Co., N. Y., to Hollywood Television Service Inc. as executive assistant to president, supervising N. Y. offices.

Richard P. Buch, formerly with CBS-TV Film Sales, N. Y., appointed account executive in charge of newly-created Atlanta (Ga.) office, Film Div. of General Teleradio Inc., N. Y.

Merriman Holtz Jr., formerly manager of cooperative programs and film sales, DuMont Tv, to Pictures Inc. (distribution), Portland, Ore.

Charles Marquis Warren, motion picture producer-director, novelist and short story writer, signed by CBS-TV to write pilot film and produce and direct video film version of CBS Radio *Gunsmoke*.

Sherman Adler, WMCT-TV Memphis, Tenn., to sales staff, NBC-TV Film Div., N. Y.

Rusty Hamer, "Rusty" of ABC-TV *Make Room for Daddy,* named "1954 Ideal American Child" by Jewish National Home for Asthmatic Children, L. A.

TvB'S WHEELS START ROLLING; CASH NAMED STATION RELATIONS DIRECTOR

Tv sales promotion organization launches nationwide membership campaign by mailing question-and-answer brochure to every tv station in the country. TvB claims it already has convinced a bank to invest in tv for a year.

THE NEW Television Bureau of Advertising last week named Norman E. (Pete) Cash, eastern sales manager of ABC, as its director of station relations.

Coincidentally, the bureau launched its nation-wide membership campaign by mailing question-and-answer brochures on the need for TvB to every television station in the country. More than one-third of the first year's $400,000 minimum budget already has been subscribed, even though no solicitations have yet been made, officials said, adding that they were certain the $400,000 would be exceeded.

Mr. Cash, whose appointment is the first announced by President Oliver Treyz since he was picked to head the all-industry sales promotion organization [B•T, Nov. 8], will remain with ABC the rest of this month and join TvB on Jan. 3, two days after its official start.



MR. CASH

Although the bureau does not commence operation officially until Jan. 1, the booklet being sent to stations reports that in its first "actual" week TvB "was instrumental in convincing a West Coast bank to invest in a year's television campaign" by assembling facts to prove "that tv's heaviest impact is among younger families . . . the very kind of prospects they want for new depositors . . . whereas print media predominantly reach older people who are *not* the bank's best prospects." TvB also has already "lined up its sights on a target list of top advertisers who aren't—but should be"—using tv, the brochure says.

The Cash appointment was announced by Mr. Treyz, also an ABC alumnus, at a Thursday news conference also attended by Lawrence H. (Bud) Rogers of WSAZ-TV Huntington, W. Va., TvB treasurer and membership committee chairman, who said the board is "delighted" with the selection of Mr. Cash. Stressing the need for an organization like TvB, Mr. Rogers said that television's share of advertising expenditures will surpass a billion dollars "almost immediately," and that with the help of TvB and tv stations' efforts themselves there is "no reason" why it shouldn't be two billion.

Mr. Treyz said the selection of Mr. Cash gives assurance that "TvB will go over the top in its membership drive."

Mr. Cash, who started his career as a customer's man with a Wall Street firm after graduation from New York U. in 1938, entered broadcasting as a page boy at NBC. He served successively as a producer, sales representative and director of station relations, and negotiated many of the first contracts for NBC-TV.

He moved to Crosley in 1952 as assistant sales manager and shortly became general sales manager, initiating new sales techniques and, among other activities, winning credit for a key role in securing what is termed the largest single television and radio sale, the General Mills account.

Mr. Cash joined ABC in November 1953. He became eastern sales manager a short time ago.

TvB officials, voicing confidence that the first-year minimum goal of a $400,000 budget for TvB will be surpassed, stressed that every dollar beyond the set figure for overhead—a figure not specified, although $250,000 was mentioned hypothetically—is "a fighting dollar" which goes directly for tv-selling projects. Assuming 100% of the tv stations sign up, TvB would have an income of about $930,000 a year as things now stand, not counting income from associate members, officials said.

Hard Work Ahead

The TvB brochure "For Every Tv Station in America" says, in a foreword by TvB Board Co-Chairmen Clair R. McCullough of the Steinman Stations and Richard A. Moore of KTTV (TV) Los Angeles, that "the past year has pointed unmistakably to the fact that television's Klondike days are about ended; 1954's near achievement of a billion-dollar market in tv advertising expenditures was reached with hard work. But, like climbing a mountain, the higher you go the harder it gets. . . .

"The advertising industry believes—as many tv station operators recognize—that from here on it's going to take a well-ammunitioned fight to win bigger shares of the advertiser's budget. . . . A share proportionate to television's immense ability to sell better than any other advertising medium ever devised.

"So TvB has been organized as a ready-to-battle promotion front whose prime function is to sell advertisers increased television appropriations. . . .

"TvB is dedicated to proving—through performance in 1955—that reading this booklet will be one of the most profitable things you have ever done."

Some of the booklet's questions and some of its answers, in shortened form:

Q.—Does television really need a TvB?

A.—We know tv is the No. 1 effective selling medium. So why does it rank third among media in advertising investment? Tv today gets only 10 cents out of every dollar the country's advertisers spend. Tv must get on its promotional bicycle and start peddling.

Q.—Can a single promotion organization, jointly supported by all tv stations, help make tv No. 1 in billings?

A.—As other major media learned long ago, a coordinated group of men equipped with rifles and trained to use them can attack and defend better than the same men on their own. Tv is the only medium without such an organization. Further, tv is beginning to be harrassed by heavily financed promotion of individual print media.

Q.—Won't people just naturally want anything that is better, like tv?

A.—Certainly, but you have to make sure they know about it. Many large advertisers have never been presented with facts on why tv should be their No. 1 medium. For instance, one large food advertiser has canceled its tv spot budget to put the money into a full-year schedule in *Life*. TvB now is undertaking to show this advertiser that it has "thrown the advertising-to-sales-potential out of joint." TvB says the company's main brand is a tea, and that 36 out of every 100 pounds of tea are sold in an area where *Life* has about 27% of its circulation The new advertising strategy leaves that region wide open to competition, covers the rest of the advertiser's market "sparsely and erratically," and costs much more per home reached for much less selling power. This is the sort of job only a TvB-like organization can do.

Things TvB Will Do

Q.—Just what will TvB do about this?

A.—These are some of the things that TvB is starting to do, even ahead of its official Jan. 1 starting date:

1. A program of original research to dig out the facts to validate tv's strength as the *best* way to reach and *sell most* of the advertiser's prospects.

2. Make direct contact with the strategy-making levels of advertisers—who are not—but should be—using tv advertising and convince them with dramatic presentations that they can't afford to ignore television.

3. Work on large current tv advertisers, re-selling them, pointing out they can profit by increasing the share of their budget now invested in tv, provided they do it with enthusiasm, knowledge and imagination.

4. A regular source of useful information about local selling trends and techniques, limited to material that can be used directly and soundly as local sales tools.

TvB will implement a policy of providing



NEW OFFICERS of the National Assn. of Television & Radio Farm Directors [B•T, Dec. 6] are (l to r) Frank Atwood, WTIC Hartford, Conn., president; John McDonald, WSM Nashville, Tenn., vice president; Jack Timmons, KWKH Shreveport, La., secretary-treasurer, and Herb Plambeck, WHO Des Moines, Iowa, historian.

RTNDA Supports

THE Radio-Tv News Directors Assn. has filed a letter supporting the West Virginia Broadcasters Assn. in the latter's opposition to the adoption of Canon 35 by the West Virginia Court of Appeals.

Charles A. Roeder, news director of WCBM Baltimore and chairman of RTNDA's Freedom of Information Committee, wrote the West Virginia Court of Appeals that "though the present subject is technically the extension to television of bans against broadcasting and photographs already practiced by your body, we judge it a step in the wrong direction." Deadline for comments on the court's adoption of Canon 35 was last Wednesday.

material that has *utility*. The criterion for TvB mailings will be: Would this information be available to you if "TvB didn't originate or analyze it and thereby make it available?"

Q.—Exactly how much effort will TvB exert in the local tv advertising field?

A.—TvB will have a separate local sales department. Local advertisers, as we plan it, will be solicited by group presentation meetings. This phase of TvB activity will be most important, particularly if local station members of TvB sponsor these meetings.

Q.—Then TvB plans to develop more advertising revenue by diverting appropriations from other media?

A.—Sales goals are not limited to a larger slice of existing appropriations. TvB's selling efforts also should draw to television new advertising money, thus strengthening the American economy by increasing consumption and creating a higher standard of living.

Q.—How is TvB going to put this plan of action into operation—that is, whose responsibility is it to see that these things get done quickly and right?

A.—Though the first responsibility lies with every station operator—to recognize the need for such a coordinated program and then to give it financial support—the job itself will be done by the best team of television advertising and promotion experts that TvB can assemble.

Q.—Referring to TvB set-up as a team operation: Who heads it?

A.—Selection committee interviewed and screened more than 40 different candidates over a period of more than three months, then chose the man whose qualifications and line of thinking were thought most suitable for the job: Oliver Treyz. He has had experience in research, selling, agency work and television.

Q.—Won't it take some time before TvB really can get started on some of these projects?

A.—No. Though TvB's official starting date is Jan. 1, it actually is at work now. In addition to swinging a West Coast bank to tv, the bureau has other targets and projects lined up. One example: The mechanics for a study of the sudless detergent field, designed to prove that tv reaches more automatic washing machine homes more efficiently than any other medium. Another: Procedures for documenting to large insurance companies that the best sales channel to the most potential new policy holders is tv.

Q.—How much does an individual station have to pay as its share of supporting TvB?

A.—Each member station's dues are pegged at a monthly figure equal to the highest published non-network quarter-hour rate. Membership is for a full calendar year.

Q.—Suppose a station wants to learn more about TvB's plans in various fields that interest it?

A.—Write TvB or phone collect, or drop in personally at TvB headquarters, 444 Madison Ave., New York. When a station "buys in," it is making an investment to help insure and increase the worth of a far greater investment than the station already has, the booklet concludes.

13 Vacancies to Open On NARTB Radio Board

THIRTEEN vacancies on the NARTB Radio Board will occur next year, with election processes to start in January, according to C. E. Arney Jr., secretary-treasurer. Forms will be sent am and fm stations on which they can certify an individual for nomination and election. Terms of odd-numbered district directors and one each of the four at-large groups will expire with the annual convention in May.

Kenyon Brown, District 13, is the only district director ineligible to run for re-election because of the two-term limit. Three of the four at-large directors whose terms expire are ineligible because of this limit. They are John H. Dewitt Jr., WSM Nashville, large stations; Edgar Kobak, WTWA Thomson, Ga., small stations, and Ben Strouse, WWDC-FM Washington, fm stations. G. Richard Shafto, WIS Columbia, S. C., is the fourth at-large director whose term expires.

District directors whose terms expire are, in addition to Mr. Brown: District 1, Herbert L. Krueger, WTAG Worcester, Mass.; 3, George H. Clinton, WPAR Parkersburg, W. Va.; 5, John Fulton, WQXI Atlanta; 7, F. Ernest Lackey, WHOP Hopkinsville, Ky.; 9, Hugh K. Boice Jr., WEMP Milwaukee; 11, F. E. Fitzsimonds, KFYR Bismarck, N. D.; 15, William D. Pabst, KFRC San Francisco; 17, Richard M. Brown, KPOJ Portland, Ore.

SRA ELECTS YOUNG AS '55 PRESIDENT

ADAM J. YOUNG JR., of Adam J. Young Jr. Inc., was elected president of Station Representatives Assn. Thursday for 1955, succeeding John P. Blair of John Blair Co.

Other officers elected at the annual meeting of the SRA were Arthur McCoy, vice president of Avery-Knodel Inc., vice president; Joseph Timlin, executive vice president of the Branham Co., secretary; John E. Pearson of John E. Pearson Co., treasurer. Elected to the board of directors: Joseph J. Weed, Weed & Co.; Mr. Blair; Russell Woodward, vice president of Free & Peters, and George Brett, vice president of The Katz Agency.



MR. YOUNG

In a discussion of future business, members also reviewed the current level of total advertising expenditure which generally is estimated to be some $8 billions. Expectation, according to SRA, is that this figure will increase, with both radio and tv benefiting.

Also studied were current rapid changes in the radio and tv business. Members were optimistic that spot advertising will fare well in the coming year.

Rhode Island AWRT Chapter Forms in Providence Meet

RHODE ISLAND chapter of American Women in Radio & Television held its organization meeting Dec. 13 in Providence, with Bette Doolittle, director of homemaking services for P. Ballantine & Sons, as guest speaker. Miss Doolittle is AWRT eastern area vice president.

Ruth M. Eddy, WJAR-TV Providence, is state chairman of the Rhode Island chapter. Alice Jackson, WJAR-TV, and Jo Sherman, WARA Attleboro, Mass., are co-chairmen of the New England chapter's annual meeting to be held in Providence in February.

Operations of the chapter were explained by Heloise Parker-Broeg, WEEI Boston, president of the AWRT New England chapter; Constance D. Stackpole, Granite State Network, first vice president, and Lillian Walker, Fall River, Mass., director-at-large for New England.

MEETINGS DILEMMA REMAINS JUST THAT

Reaction to B•T convention analysis — that they cost broadcasters $3.5 million annually — indicates change won't be easy.

SOLUTION to the industry's convention problem—a $3.5 million expense item plus time-consuming burden—isn't going to come easily, judging by reaction last week to a B•T analysis.

NARTB has been studying the whole convention situation and will have a report for the combined boards at their Jan. 25-27 meeting. The association has sent reprints of the Dec. 13 B•T convention analysis to board members and is scanning the whole schedule of meetings held in the last year.

Kevin Sweeney, BAB president, told B•T a partial answer can be found by bringing its clinics close to the stations. This requires more rather than fewer meetings, with BAB to hold 102 sales clinics around the nation in 1955.

If broadcasters feel particular types of meetings are unnecessary, the answer is "not to go," Mr. Sweeney said, noting that BAB's clinics are aimed at sales executives. BAB will run clinics in every city with three or more BAB members, and up to six in large states, cutting down station travel costs.

Carl Haverlin, BMI president, said many of its clinics are held under auspices of state associations back-to-back with their meetings.

102 in 1955

"BAB is undertaking 102 sales clinics in 1955 as a partial answer, paradoxical as it may seem, to the ills outlined in the B•T article on whether this industry is having too many meetings," Mr. Sweeney said.

"BAB sales clinics have been aimed primarily at a group in the radio business which had no meetings for 30 years. The industry has been paying the price recently for this oversight. That group radio missed. We have been trying to reach radio station salesmen and sales managers. We are anxious to have top management at our sales clinics but frankly we must have the salesmen and sales managers.

"BAB's sales clinics lay out a plan of attack on major local and regional advertisers and then develop step by step how the salesman executes this plan. In a sense it's a 'school' for salesmen. For three years we have been averaging about 40 of these sales clinics annually. We ran 40 from the outset—instead of 10 or 20—so that we would have one within a few hundred miles of every station salesman.

"Last year we had over 1,400 salesmen, promotion men, sales managers and managers—no outsiders—in 38 clinics. But that's only 35-40% of our potential because we estimate that our member stations employ about 4,000 men in these capacities and we should be getting to every one of them. The reason we had 1,400 instead of 4,000 is that we were still not close enough geographically to stations to permit them to send all the people who should attend.

"In 1955 we are trying to remedy that situation by running a clinic in every city that has three or more BAB members and by running up to six clinics in states that are large in area. Thereby, we eliminate all travel costs for about 40% of all stations in BAB membership (there's a meeting in their hometown). We estimate an attendance of 2,800 men in these clinics and a total travel cost of no more than $60,000. This is not nickels and dimes but still not considerable to implement a service for which sta-



The Red River Valley's rich black top soil is 16″ deep!

HERE'S a story you ought to know about the Red River Valley—a story that explains why people here are among the Nation's top buyers!

Don't take our word for it. Here's what the Encyclopedia Britannica says:

"This valley (the Red River Valley) was once the bed of a great glacial lake. Its floor is covered by the rich, silty lake deposits, coloured black by decayed vegetation, which makes it one of the most fertile tracts of the continent. Being free from rocks, trees and hills, its wide areas were quickly brought under cultivation by the pioneer, and the valley has continued to be one of the most famous grain-producing regions of the United States."

But the Britannica fails to add that grain accounts for only 30% of the Valley's farm income — and that hogs, lambs, dairy products, beef cattle and other crops account for the other 70%.

Fargo is on the banks of the Red River, the center of the old Valley. Our deep, deep top-soil makes deep, deep pocketbooks. The twenty-six counties in the Fargo Trading Area have a population of 483,700 people. The average per-family sales of these people is $4164, annually, as against $3584 for the rest of the nation.

The average farm in this area produces a gross income of $9518 as compared with the average national farm income of $6687.

You avaricious advertisers grasped the situation a long time ago, and started pouring money into Red River Valley media. And you poured it *right!*

HERE'S a story you ought to know about how and why you advertisers choose WDAY almost unanimously (and now WDAY-TV, too)!

From its very first day, in 1928, WDAY set out to run the goldernedest radio station in America.

Out in the farms and hamlets where the Pierce-Arrows, Cadillacs and Studebakers often got mired down in the winter barnyards, people began at once to listen to WDAY.

Also in the prosperous towns. Also in roaring Fargo itself.

Years later, other stations, and all the networks, came into the area — but WDAY was miles and miles ahead *and still is.* Year in and year out, WDAY racks up some of the most amazing mail-order stories you ever heard of! . . Fan mail pours into WDAY at the rate of 400 letters a day, including Sundays and holidays! . . More than 10,000 families have taken *paid* subscriptions to "Mike Notes", WDAY's monthly newspaper.

Let your Free & Peters Colonels give you the whole WDAY story. It's *really* something!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC.
Exclusive National Representatives

NOW in...



we always send a man to do a man's job

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION, INC. TELEVISION
REPRESENTATIVES, INC.

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

Harold Lindley, *Vice Pres.*
6253 Hollywood Boulevard
Hollywood 28, Calif.
HOllywood 7-1480

James Alspaugh, *Mgr.*
155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

Clarke R. Brown, *Mgr.*
452 Rio Grande National Building
Dallas, Texas
Randolph 5149

Bill McRae, *Mgr.*
101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

Jack Lee, *Mgr.*
520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

tions are paying roughly 10 times that amount.

"In short, by bringing the clinics to the members rather than the members to the clinics, we feel that we are doing something to solve the problems of expense and time away from their desks. We are asking our members to send their salesmen and sales management to a one-day school once a year or at most twice a year to make certain they are getting everything out of the service they support. The meetings are all 'how to', have no social aspects, no speeches, and are couched in a 'how to make money' vein.

"BAB has thoroughly explored at least five times in the past 15 months the feasibility of consolidating our meetings with other organizations. To put it bluntly—it just won't work. These are the reasons:

"(1) BAB clinics are for members only. If we meet jointly with organizations whose membership is virtually universal, e.g., state associations, only one-third of the stations in those organizations would benefit by this consolidation because that is all that would be eligible to attend our sessions.

"(2) BMI and BAB manfully tried to do their clinics together in 1953 but inevitable—in fact, necessary—differences between the organizations made it hard for both of us to make the same schedule. For example, BMI graciously agreed to go to cities they hadn't planned to at dates that were uncomfortable to them to accommodate a schedule we had to make.

"(3) The staggered scheduling of industry meetings makes adhering to their scheduling fantastically expensive. Obviously, we couldn't do everything we plan to do for $18,000 annually if we were in Seattle, Boston and Dallas the same week.

"(4) Too many meetings grouped together adversely affect the attendance of some of them. At the end of three days, darn few guys want to sit through another day of meetings no matter how good they are.

"What to do about the curse of too many meetings, we don't know. Meetings and conventions that duplicate one another should certainly go down the drain. But if there is a valid—which means to us 'money-making'—reason for broadcasters to get together then they should get together. We think the BAB sales clinics are that type of a meeting. The simplest way for broadcasters to eliminate any type of meetings they think superfluous is not to go. Maybe that's the best solution."

Mr. Haverlin said: "BMI is always sensitive to the desires of the industry it has served for the past 15 years. It can be pointed out that of 39 program clinics which will be held under the auspices of individual state broadcaster associations, 15 will be held back-to-back with state association meetings."

AWRT Plays Santa

ANNUAL Christmas party sponsored by the American Women in Radio & Television was held last Monday afternoon at the Hotel Warwick, New York. More than 2,000 gifts for 133 New York City families were placed under the AWRT Family Tree. Gifts will be distributed to these families under the auspices of the city's Department of Welfare and Youth Board.

The gift-giving plan was under the direction of Duncan MacDonald, tv consultant. Each member of the New York City AWRT chapter "adopted" a family and selected gifts for the children.

POLICE FIND TV CURBS DELINQUENCY

Television as a cause of juvenile crime is termed a minor factor in the problem by the Detroit Police Dept. Youth Bureau. NARTB Tv Information Committee reviews Detroit stations' efforts to inform the public and halt delinquency.

TELEVISION is useful in controlling juvenile delinquency, according to the Youth Bureau of the Detroit Police Dept.

In analyzing the relationship between tv and the delinquency problem, it was discovered that delinquents and non-delinquents have the same favorite program—*I Love Lucy*.

Findings of the Detroit police are reviewed by NARTB's Television Information Committee in one of a continuing series of analyses of tv's impact on juveniles. Committee chairman is Jack Harris, KPRC-TV Houston.

Inspector Ralph Baker, chief of the Youth Bureau, summed up results of an extensive bureau study this way: "In all juvenile offenders whom we have talked to as they are brought into the detention home, there has been only an occasional mention of tv. On the other hand, the local television stations in Detroit have been exceedingly helpful in carrying programs which will tend to educate parents and children alike in social behavior that will minimize our task. The less arrests we have to make, the better we like it."

Citing three cases in a half-day period in which one of three offenders said he got his robbery idea from a detective show, the inspector said he admitted he "probably would have committed some sort of crime anyway." The other two offenders said they had tv in their homes but did not feel it had anything to do with their offenses.

1-in-3 Not Typical

"This 1-in-3 ratio over a half-day period is not typical," Inspector Baker said, since the offender who mentioned tv was the first juvenile in a long time who made any mention of tv.

Lt. Francis Davey, of the Youth Bureau, believes tv has decreased juvenile delinquency by "keeping kids closer to home and off the streets at night," though frequency of juvenile offenses has been climbing in Detroit for several years. He gave these reasons.

"There has been a tremendous increase in juvenile population which has not been matched by a corresponding increase in social and corrective facilities for them. Naturally, there has been an increase in juvenile delinquency, but it has not been as large an increase as would have been experienced had not television provided a new reason for children sticking close to home and sharing experiences with their parents."

Chief causes of juvenile delinquency, he added, "are too many working mothers, broken homes, and adult circumvention of certain laws by organizing into 'pressure groups' which lead children to discover that they may be successful in circumventing laws by organizing into gangs."

Patrolman Allen Hartz, of the 15th Detroit precinct, finds rare mention of tv in his arrests.

Harlan Ringelberg, assistant chief probation officer of the Wayne County Juvenile Court, said, "Television is a very minor factor—if a factor at all. As a matter of fact, parents of children on probation are encouraged to devote attention to certain tv programs. The difficulty comes in getting them to watch enough of the tv fare which educates, informs and inspires."

"Television needs a drama that will train parents in their responsibilities and still be as compelling as the ordinary family comedy or detective script," in the opinion of Eugene Moran, Negro probation officer. "Television stations and networks put on good instruction, but the audience is largely composed of those adults who do not need the training." He added that parents are careless in knowing their childrens' associates and where they are at night.

"If tv has any effect on juvenile dissatisfaction it is only in presenting so many admirable and personable characters with which the child does not feel that his own parents 'measure up'," Mr. Moran said.

Because of the Detroit Youth Bureau's scientific approach to the problem, CBS has selected it for a sequence on the CBS-TV cultural series, *The Search*.

Dr. William Wattenberg, professor of educational psychology at Wayne U., Detroit, consults with bureau officials regularly and examines many offenders. Though none of his findings has disclosed any link between tv and delinquency, he believes producers of tv detective, mystery and western shows should be extremely cautious about showing any re-enactments of crimes in detail.

Detroit Stations Cooperate

Detroit stations have been cooperating with the Youth Bureau in the delinquency problem. WWJ-TV has a new 15-week series from the U. of Michigan titled *The Teenager*, a study of adolescent behavior. Dr. William C. Morse, associate professor of educational psychology and director of the university's fresh air camp, is instructor on the program which involves discussion of questions of special interest in the area of adolescence and dramatizes situations which teach by example. The station's *Traffic Court* often goes into youth driving problems. Traffic Judge John B. Watts presides over the telecast which the Traffic Safety Assn. and Michigan Bar Assn. officially endorse. A third program is titled *City Affairs*.

Half of the two-hour *Ed McKenzie's Saturday Party* on WXYZ-TV is devoted to teen-age talent shows co-sponsored by the Detroit Parks & Recreation Commission and public schools. WXYZ-TV has a weekly quiz, *Headline Hunters*, telecast in cooperation with public and parochial schools. Detroit police are guests on the WXYZ-TV *Heart of Detroit*, demonstrating police equipment and offering advice on law observance and safety. *Dinner Theatre* is a daily WXYZ-TV show using children from United Foundation-sponsored agencies. Numerous other WXYZ-TV programs deal with the subject.

WJBK-TV has assigned Glenn Boundy Jr. to be a member of the Detroit Mayor's Youth Committee; Kenneth Boehmer, public service director, is an officer of the Businessmen's Youth Club. A number of programs directed at teenagers and parents are telecast, including *Appointment With Age*, a program devoted to problems of retired life with emphasis on youthful respect toward older people. Problems of youngsters are discussed in a U. of Detroit half-hour feature in which educators and students discuss problems of young people. Two other programs are *The Christophers*, film series, and *This Is the Life*, another religious family feature. Michigan State College presents a program for teenagers and parents on WJBK-TV Saturday mornings and Wayne U. has a similar program.

Community Broadcasters Assn. Drafts Organizational Plans

KEY figures of the Community Broadcasters Assn., which seeks a boost from 250 w to 1 kw for Class IV stations, met in Washington last week with the association's counsel and engineer to draft bylaws and membership plans.

F. Ernest Lackey (WHOP Hopkinsville, Ky.), acting chairman, and Robert T. Mason (WMRN Marion, Ohio), John Henzel (WHOL Olean, N. Y.) and Earl Key (WKEY Covington, Va.) met with attorney Howard Shellenberg and engineer T.A.M. Craven. Annual $150 dues per station were decided upon, payable monthly, quarterly or annually.

The organization, which now has 136 member stations in 38 states, will be set up along a district structure corresponding with NARTB districts. State chairmen will be named by the district board.

Mr. Craven has been retained to make an engineering study of six typical Class IV stations across the country to be used by CBA in a membership brochure.

Church Leaves NARTB, Joins Storer Law Staff

ABIAH A. CHURCH, staff attorney of NARTB, has resigned effective Dec. 20 to join the home office of Storer Broadcasting Co., Miami Beach, as staff attorney.



MR. CHURCH

Mr. Church is a member of the bar of the U. S. Supreme Court, District of Columbia and State of Florida. He joined the legal staff of NARTB in September 1951. He received his law degree at George Washington U. in 1950. Before joining NARTB he was a law clerk in the U. S. Court of Claims and had served with several government agencies. He is married to the former Betty Jane Morrison of Washington. They have two children, Harry M., 2, and Susan E., 2 weeks.

NARTB has not yet selected a successor to Mr. Church.

Schneider Succeeds Gold As Film Council President

JOHN J. SCHNEIDER of the Biow Co. was elected president of the National Television Film Council last week, succeeding Melvin L. Gold of Mel Gold Productions.

Other new officers elected are: William Reddick, W. J. German Co., executive vice president; Sidney Mayers, Unity Television Corp., executive secretary; Samuel Spring, New York attorney, treasurer, and Beulah Jarvis, NBC, general secretary. New vice presidents of NTFC are: Arche Mayers, Unity Television Corp., distribution; Bert Hecht, Bill Sturm Studios, production; Jim Ellis, Kudner Agency, agencies; A. Rodner, ABC, stations; Ken Cowan, B•T, membership, and Lou Feldman, Tri-Art Color Corp., laboratories.

Elected to the board of directors are Dr. Alfred N. Goldsmith, Sally Perle, Harold DuMont, Waldo Mayo, Herb Golden, Victor Seydel, David I. Pincus, Charles Carpenter, Marshall Rothen, Kern Moise and Michael Sillerman.

SAFETY COUNCIL LAUDS RADIO-TV

Networks and stations are commended for support of President's S-D Day.

RADIO-TV and other media were lauded last week by the National Safety Council for their "magnificent cooperation" in helping to make S-D (safe-driving) Day a success throughout the nation.

Radio and television networks and stations went all out on the national and local level to drive home safety to American motorists and pedestrians as part of President Eisenhower's official S-D Day proclamation. Local stations were particularly active in newscasts, keeping listeners and viewers informed on traffic fatalities and accidents right up to the minute.

In a statement issued to B•T, Paul Jones, NSC public information director, said:

"Everybody concerned with S-D Day is extremely grateful to the public information media which literally went all out to make the day a success. We know that without this magnificent cooperation we couldn't have gotten to first base. In all the time I've been at the National Safety Council I have never seen finer leadership and cooperation shown by radio, television, the press and advertisers than on the S-D Day campaign. Our sincere thanks go out to them."

Mr. Jones added that broadcasters customarily have been in the forefront of media eliciting material from the Safety Council, particularly over holiday periods when traffic accident and death toll is the highest.

AP and UP wire accounts listed deaths at roughly 48 on mid-Thursday, 10 hours after S-D Day. It appeared that the toll would fall 10 to 15% from its normal level.

Rear Admiral H. B. Miller, director of the President's action for traffic safety, said "S-D Day did precisely what it was intended to do. It focused nationwide attention on the need for safer driving, and it proved that with just a little more care and effort, the traffic toll can be cut substantially." He estimated that if this campaign could have been projected to the entire year, 6,000 lives would have been saved.

A heavy bulk of radio-tv network programs supported the campaign on the eve of S-D Day.

Big Ten May Bolt NCAA In Tv Policy Dispute

DESPITE protests to the contrary, the Big Ten last week seemed girded for battle with the National Collegiate Athletic Assn. over its national football television policy.

At its meeting in Detroit Dec. 9-10, the Western Conference served notice, for the record at least, that it intends to "investigate the proceedings necessary to implement" a plan for regional football tv, subject, of course, to national NCAA policy. Falling short of this goal, the Big Ten said it will consider the "possibility of independent action to put such a program into effect"—thus, bolting the Big Ten.

The movement for a regional plan, adopted by the Big Ten's Tv Committee and approved by its faculty committee and athletic directors, took place after a tv unit report in Detroit [B•T, Dec. 15]. It was entered in the record with no reservation that the council of Western Conference presidents would have to be consulted beforehand.

But, notwithstanding the threat of a bolt from the NCAA, where the Big Ten is perhaps the strongest voice, spokesmen indicated after the Big Ten Detroit session that such a course of action might not be necessary. Observers agreed there is no ostensible reason why the Western Conference should resign from NCAA despite the fact it would be barred from all NCAA sports competition. If the Big Ten and the Pacific Coast Conference (also a backer of regionally-controlled tv) simply refrain from taking part in the NCAA 1955 football tv program it will cripple it to such an extent it would no longer be economically feasible.

The Big Ten will go through the motions of submitting a regional plan at the 1955 NCAA annual convention in New York Jan. 5-7 just as it did in Cincinnati last year.

There was speculation that under the Big Ten regional plan Notre Dame might be induced to join a seven-state region attractive enough to lure a national network and a sponsor. No one takes this proposition very seriously in view of the inherent opposition between Notre Dame and the Big Ten. The latter group's plan calls for one telecast of each team home and away or perhaps one countrywide appearance keyed to the NCAA national schedule.

In announcing the possibility of "independent action," Bill Reed, assistant Big Ten commissioner, acknowledged that "we do not have the answer now and we have ducked the question before. We will have an answer in January." The answer, according to well-informed authorities, was that the Big Ten would never bolt the NCAA.

The Big Ten would divide the program into two segments, one expiring on the Saturday before Thanksgiving and the other starting at that time. The Western Conference schedule is completed by the holiday. The second phase would cover other games telecast nationally.

Text of the statement by the athletic directors and faculty committee:

"The joint group declares that a National Collegiate Athletic Association television program of the character in operation this season is entirely unacceptable to the Big Ten.

"The joint group reaffirms its belief that a program of nationally-controlled regional television such as the conference has proposed in the past is the most suitable plan for NCAA control. The conference will strongly urge such a plan upon the NCAA.

"The conference is proceeding to investigate the procedures necessary to implement the conclusions stated above prior to the national convention in January. The tv committee has been instructed to put the plan of regional tv across."

Tv Football Control Urged By Retiring NCAA Committee

CONTINUATION of a "reasonable" tv football control program was urged by the retiring Television Committee of the National Collegiate Athletic Assn. at a meeting held Wednesday at NCAA Kansas City headquarters. The 1954 program was described as successful.

Walt Byers, NCAA executive director, said the new tv committee will be named at the annual convention in New York Jan. 3-7. Mr. Byers said the committee's four 1954 objectives had been attained. These were: to reduce adverse effects of live tv on game attendance; to spread tv among as many NCAA members as possible; to provide football tv to the public to the extent compatible with other objectives and to develop ways of promoting the best interest of college sports through tv facilities.

The Eastern Collegiate Athletic Conference had voted Dec. 10 to adopt a restricted tv football program similar to the NCAA formula [B•T, Dec. 13].


to all our friends in the
entertainment field
season's
greetings
and
best wishes
for a happy
and
prosperous
new year
ASCAP
The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N. Y.

March of Dimes Picks Chairmen From Industry

CHAIRMANSHIP posts on the 1955 March of Dimes committee have been given to a number of personalities in the broadcasting industry. In addition to Eddie Cantor, lifetime chairman of the March of Dimes On-the-Air, the following radio-tv celebrities will serve as chairmen: Bob Hope, Armed Forces Div.; Martin Block, Disc Jockey Div.; Douglas Edwards, News Commentator Div.; Dave Garroway, National Entertainment Div., and Les Brown, National Dance Band Leaders' Div.

The National Radio-Tv Div. is chairmanned by Harold E. Fellows, president of NARTB, with the following network executives as co-chairmen: William H. Fineshriber Jr., vice president, NBC Radio; Thomas A. McAvity, vice president, NBC-TV; Lester Gottlieb, vice president, CBS Radio; Hubbell Robinson Jr., vice president, CBS-TV; Robert M. Weitman, vice president, ABC; Herbert C. Rice, vice president, MBS, and Ted Bergmann, director, DuMont Television Network.

Adequate Farm Programming Sought By Ohio Farm Group

RECOMMENDATIONS looking toward adequate farm programming were outlined by delegates to the Ohio Farm Bureau Federation and sent to the American Farm Bureau Federation for forwarding to the FCC.

Called for were: full farm news coverage as a criterion for granting licenses by the FCC to rural stations; fixed sign-on and sign-off schedules throughout the year for farm stations which now operate on a "sunset" basis and "sufficient power to provide all rural areas with a strong, clear, interference-free signal through local or regional broadcasting stations."

The farm group also urged U. S. treaties with the country's neighbors for frequency allocations to minimize radio interference.

Massachusetts Assn. Formed

CHARTER was granted last week to Massachusetts Broadcasters Assn., with 28 original members, following an organizational meeting held last June. George H. Jaspert, WCCM Lawrence, is president; W. C. Swartley, WBZ-TV Boston, vice president; Gerald Harrison, WMAS Springfield, treasurer, and Sherwood J. Tarlow, WHIL Medford, secretary. Directors are Herbert L. Krueger, WTAG Worcester; Ansel E. Gridley, WWOR-TV Worcester, and John T. Parsons, WMGT-TV Pittsfield.

TRADE ASSN. PEOPLE

Robert L. Moore, eastern sales manager, Bureau of Adv. of American Newspaper Publishers Assn., N. Y., promoted to general sales manager, succeeding **John C. Ottinger Jr.,** who becomes assistant director of bureau; **Frank T. Barnes,** office and personnel manager, Bureau of Adv., named assistant business manager of bureau.

Harold E. Fellows, president, NARTB, to serve as judge, 1954-55 awards competition in Adv. Federation of America's annual club achievement contest.

Frank Crane, managing director, Southern Calif. Broadcasters Assn., Hollywood, named chairman, L. A. City Civil and Air Defense public relations advisory committee. Mr. Crane also named to Los Angeles Chamber of Commerce research committee.

LIFE MUSIC INDEX DRAWS BMI COMMENT

Haverlin letter seeks to clear up confusion about music publishing company's communication listing some 2,000 titles for which it implied copyright representation.

BMI last week released a letter it is sending to its licensed stations which have expressed concern or puzzlement over a communication circulated a fortnight ago by Life Music Inc. [CLOSED CIRCUIT, Dec. 13].

Life Music, a music publishing company, had sent broadsides to stations listing some 2,000 titles and implying it has copyright representation. The mailing also included a list of more than 50,000 tunes which the company said it has facilities for clearing [B•T, Dec. 13].

Reminding that BMI licensees can consult BMI indexes in their libraries and also have use of the BMI research department, Carl Haverlin, BMI president, told the stations that the organization "cannot, of course, advise stations on whether or not they should take out a license from Life Music Inc."

Along with the letter, BMI included a list of 195 Life Music selections which were deleted from BMI's catalog last February. Of this list, BMI said, "It is, in fact, a consolidation of two lists that BMI sent to its licensees; the first purely a title list and the second a list of the titles that had been recorded and/or transcribed."

Noting that Life Music Inc. (which split with BMI nearly a year ago) had requested stations to "execute license agreements" with the publishing company, BMI said a number of licensees had expressed confusion upon receipt of Life Music broadsides.

Pertinent portions of Mr. Haverlin's letter:

A quick and cursory examination of the "Title Clearance Index" sent out by Life Music Inc. indicates that all but one ("Daddy From Georgia Way") of the compositions deleted by BMI are included in the "Title Clearance Index."

If you will read Life Music's letter with which the Title Index was transmitted, however, you will see that Life Music Inc. does not claim that it exclusively licenses the more than 2,000 compositions which are listed in the Index. Indeed, Life Music Inc. states that this list includes "traditional and anonymous compositions, folk songs and other material of Musical Americana."

Some of our licensees are especially confused by noting that many familiar titles in the basic BMI catalogs and indexes also appear in the Life Music Inc. "Title Clearance Index" of Jan. 1, 1955.

Our cursory examination discloses that over 1,500 of the titles listed are titles of familiar selections which are in the public domain. Public domain compositions may, of course, be performed from original sources, in arrangements licensed by BMI and in arrangements licensed by other organizations from whom you may have licenses.

After deducting the titles of compositions formerly licensed by BMI and the titles which appear to be titles of familiar public domain compositions, there is, of course, a residue of several hundred titles about which, at the moment, we have no information.

Standard Announces 10 Sales

SALE of its transcription library service and new monthly "Shorty-Tunes" package to 10 stations was announced last week by Milton Blink, president of Standard Radio Transcription Services Inc. He also reported a 50% boost in sales of Standard's sound effects.

Sales were to the following stations: WDCF Dade City, Fla.; WTIK Durham, N. C.; KPOL Los Angeles; WNER Live Oak, Fla.; WBHP Huntsville, Ala.; WLBC Leesburg, Fla.; WCCO Minneapolis; WCEF Parkersburg, W. Va.; WPLA Plant City, Fla., and KSEW Sitka, Alaska.



HARRY WISMER (r), celebrating his 20th anniversary as a sportscaster, receives an autographed cartoon greeting from Barry Faris (l), editor-in-chief of International News Service, for which Mr. Wismer writes a twice-weekly column, and Thomas F. O'Neil, president of Mutual. Mr. Wismer is on a number of MBS shows, including *General Sports Time.*

Community Tv Assn. Fights KOA-TV Move

A REQUEST that community television systems in Casper and Laramie, Wyo., and Sterling, Colo., sign "affiliation" contracts with KOA-TV Denver is being fought by the National Community Television Assn., it was learned last week.

At the same time, it was understood that KFBC-TV Cheyenne, Wyo., has asked the three wired-tv operations to cease picking up its signals.

A conference with KOA-TV officials and with Bill Grove, KFBC-TV general manager, was the object of a hurried trip last week by E. Stratford Smith, NCTA Washington counsel. No definite commitments were made.

The KOA-TV memorandum to the three systems asked for an agreement which would permit the station's signals to be picked up for distribution to subscribers provided that no commercial announcements were deleted. It also provided that the community tv systems pick up and relay to subscribers a weekly minimum of 25 hours, of which at least 14 hours must be after 6 p.m. No payment for this permission was included in the agreement.

The KOA-TV letter, signed by Don Searle, executive vice president, said:

The rapid growth of community antenna systems has convinced us that it is now necessary to formalize arrangements between our stations and companies which, on a commercial basis, relay our signals to homes of subscribers.

Our primary interest is that of viewers of our stations having a fair opportunity to watch representative portions of our programming and that the advertising messages which accompanied programs be not deleted, since, in the final analysis it is the advertisers who bear the cost of producing and broadcasting the programs.

It is understood that the Casper antenna system now devotes more than 25% of its time to relaying the KOA-TV signals. The system, Community Tv Systems of Wyoming Inc., does not delete commercials, it was reported.

The systems in Laramie and in Sterling are owned by Collier Electric Co.

Both KOA-TV and KFBC-TV are members of NARTB's District 14, which has asked the NARTB to investigate community tv systems.

Community tv systems are under attack from other sources. Ziv Television Productions has threatened to sue Community Antenna Inc. of Reno to prohibit distribution of Ziv programs broadcast from San Francisco, and the New York Yankees and Brooklyn Dodgers have threatened court action against Pottsville Transvideo Corp. and Wire Televiews Corp of Pottsville, Pa., to stop pickups of their games.

Hotter than a dollar pistol



Slap leather, come up with Pinky Lee, and you'll move merchandise faster than an adman can write up an expense voucher.

70,000 CHECKERED BEANIES. Pinky makes just eight announcements that for two Kolynos box tops and 50¢ (a total cash outlay of $1.15) he'll send one of his checkered beanie caps. Pinky and Kolynos are swamped with 70,000 requests.

3,000,000 BRACELETS. Pinky, in thirteen one-minute announcements, offers a free identification bracelet with every purchase of Weatherbird shoes by International. To date, 3,000,000 bracelets are adorning the wrists of Lee-minded small fry.

20,000 IN A HOTEL LOBBY. Pinky announces *once* that he'll appear in person at a Cleveland hotel, and 20,000 children and adults try to jam into the lobby. Pinky gives two performances inside the hotel, and then, to satisfy the huge overflow, he does a show from the roof of a Euclid Avenue bus.

5,000,000 DAILY AUDIENCE. An average of 3,500,000 children and 1,500,000 adults watches Pinky Lee every weekday, Monday through Friday, 5-5:30 p.m. EST. The Pinky Lee Show is the second highest rated daytime program on the NBC-TV network.

Ponder Pinky for selling products specifically for children—or products whose purchase children influence (which covers about everything but cyclotrons). With participations or 15-minute segments, you get a dynamic personality-salesman, high year-round ratings, a vast late-afternoon audience of children and mothers, easy-to-earn discounts on low basic costs, maximum flexibility of scheduling and station-lineup.

Pinky Lee's the hot pistol that makes a habit of triggering phenomenal audience and sales response. Call your NBC representative for the details.

NBC television
a service of RCA

SEN. KILGORE, BROADCASTER CHERNOFF DRAFT RADIO-TV MONOPOLY PROBE PLANS

Chairman-apparent of Senate Judiciary Committee names fellow-West Virginian as consultant. The veteran broadcaster indicates he will 'proceed slowly.'

BROADCASTER Howard L. Chernoff and Sen. Harley M. Kilgore (D-W. Va.) have agreed on the "basic objectives" in the latter's proposed investigation of "monopoly practices in radio and television"—in which Mr. Chernoff would act as "consultant."

Sen. Kilgore, who becomes chairman of the Senate Judiciary Committee in next year's Democrat-controlled Congress, is making the announcement today (Monday) after conferences with Mr. Chernoff last week in Washington.

Following the talks with Sen. Kilgore, Mr. Chernoff conferred with top network manufacturing and other industry officials in Washington and New York in discussions relating to the "nature and extent" of the proposed probe.

Sen. Kilgore, who last winter strongly criticized what he called "monopolistic" trends in common ownership of radio and tv stations and newspapers [B•T, Feb. 22, *et seq.*], said he was "highly pleased" with last week's talks, which covered a "wide range of subjects" relating to the communications industry.

The senator said he had asked Mr. Chernoff, "a long-time friend" dating back to the latter's days as general manager of the West Virginia Network a decade ago, to act as consultant for the proposed inquiry.

Mr. Chernoff, for his part, made it clear immediately that he plans to "proceed slowly," saying that "too many investigations in the past have been conducted with a shotgun instead of a rifle." Mr. Chernoff, now a West Coast radio-tv consultant and former general manager of KFMB-AM-TV San Diego and the San Diego *Journal,* was asked by the senator to meet with top industry officials, members of the FCC and other interested parties for "exploratory conversations."

Sen. Kilgore said his talks with Mr. Chernoff covered such subjects as ownership of radio and tv outlets by newspapers and by networks and manufacturers of receiving sets and parts for sets. The conferences also dealt with network practices regarding free speech, open forums, commentators and presentation of both sides of issues, the West Virginian said.

The senator said they also discussed the practice of one local station tying up the programs of two networks, thus denying network programs to another station in the same market. Another subject included in the talks, he said, was the proposed subscription tv system—whether it could aid small station operators and whether the public will pay for "entertainment which has historically been given to it free of charge."

After his New York discussions last week, Mr. Chernoff left to spend the holidays at his San Diego home. He will return to Washington around Jan. 10 for a report to Sen. Kilgore with recommendations on the overall plans for the probe.

Sen. Kilgore, it was revealed last week, held talks with CBS President Frank Stanton during the latter's visit to Washington the previous weekend to attend the annual Gridiron dinner staged by newsmen in the Nation's Capital.

Meanwhile, speculation was seething last week on Capitol Hill and in the industry over a number of questions raised by the proposed Kilgore investigation: (1) How far and into how many fields does Sen. Kilgore intend to go? (2) Will the senator himself head the probe? (3) Will it be conducted by the full Judiciary Committee or its Anti-Monopoly Subcommittee? (4) If the probe is turned over to the subcommittee, will Sen. Kilgore become chairman of that unit? (5) If not, who will? A Democrat or Republican? (6) Will the Senate Commerce Committee, already in the middle of its Bricker probe of networks and uhf-vhf, stand still for a Kilgore sally into its jealously-guarded broadcasting domain? (7) If so, who will iron out jurisdictional problems and how?

Although some reports have indicated Sen. Kilgore intends to make a wholesale investigation in virtually all phases of communications, Mr. Chernoff's statement that the probe will use a "rifle" instead of a "shotgun" has been interpreted to mean that a good deal of restraint will be employed. For instance, it is not believed that a probe of the patent-licensing structure is intended, despite a statement by Sen. Kilgore last winter criticizing "wide influence throughout the industry" by one corporation which he said owned not only several radio and tv stations and networks, but also "numerous important patents"—an obvious reference to RCA.



BROADCASTER Howard L. Chernoff (l) confers with Sen. Harley M. Kilgore (D-W. Va.). The senator has asked Mr. Chernoff to become a consultant in a proposed investigation of "monopoly" in the communications field.

Sen. Kilgore at that time asked action by the Senate Judiciary and Commerce committees and by the Justice Dept.'s Anti-Trust Division.

There has been no indication that anyone other than Sen. Kilgore will head the monopoly investigation. It has been said that Sen. William Langer (R-N. D.) wants to become chairman of the Anti-Monopoly Subcommittee, and as such the North Dakota Republican conceivably could head the probe.

Precedent for appointment of an opposition party member to head a subcommittee of the Judiciary Committee was set originally in the 82nd Congress by the late Sen. Pat McCarran (D-Nev.), then committee chairman, who named Sen. Alexander Wiley (R-Wis.) as chairman of the Patents, Trademarks & Copyrights Subcommittee. GOP Sen. Langer, as committee chairman in the 83rd Congress, reciprocated by naming Democratic Sen. McCarran as head of the Judicial Improvements Machinery Subcommittee.

Democratic Sen. Estes Kefauver (Tenn.) has been mentioned as a possible choice for the anti-monopoly unit. The Tennessean also is ranking member on the Judiciary Committee's Juvenile Delinquency Subcommittee and his name has been mentioned for chairmanship of that group along with that of Sen. Thomas C. Hennings (D-Mo.). The juvenile delinquency unit, presently headed by retiring Sen. Robert C. Hendrickson (R-N. J.), expires Jan. 31 unless the Senate sees fit to continue it. This group has held several hearings on whether tv programs affect juvenile delinquency and will make a special report on television programs to the 84th Congress.

In the matter of jurisdiction between the Kilgore probe and the Bricker investigation of networks and uhf-vhf by the Senate Commerce Committee, some overlap is bound to come up.

Whether the Senate Commerce Committee, to be headed by Sen. Warren Magnuson (D-Wash.), would countenance the shift of any part of its investigation to the Kilgore probers remains to be seen.

If so, the direction of the Commerce Committee probe would have to be changed drastically, since its precipitation hinged largely on a proposal by Sen. John W. Bricker (R-Ohio), present chairman, calling for regulation of networks by the FCC.

It is almost certain no steps will be taken by the Kilgore probe until a conference among Sens. Kilgore and Magnuson as chairmen of the two committees, and possibly Sen. Lyndon B. Johnson (D-Tex.), Democratic leader, to determine areas of jurisdiction by the Commerce and Judiciary committees.

Mr. Chernoff, who resigned two years ago as general manager of KFMB-AM-TV [B•T, Nov. 16, 1953], is 42.5% owner with his wife of WTAP-TV Parkersburg, W. Va. (ch. 15). He also is an unpaid consultant for the Ford Foundation's Fund for the Republic and as such advises on the expenditure of about $3 million in television.

STORER MIAMI BUY APPROVED BY FCC

Multiple-station owner becomes first to hold maximum seven tvs. FCC reallocates Miami area channels.

FIRST multiple broadcast owner to own the full complement of seven tv stations is Storer Broadcasting Co. Last week, the FCC authorized Storer's purchase of WMIE-TV Miami and reallocated uhf channels between Miami and Fort Lauderdale [B•T, Nov. 22].

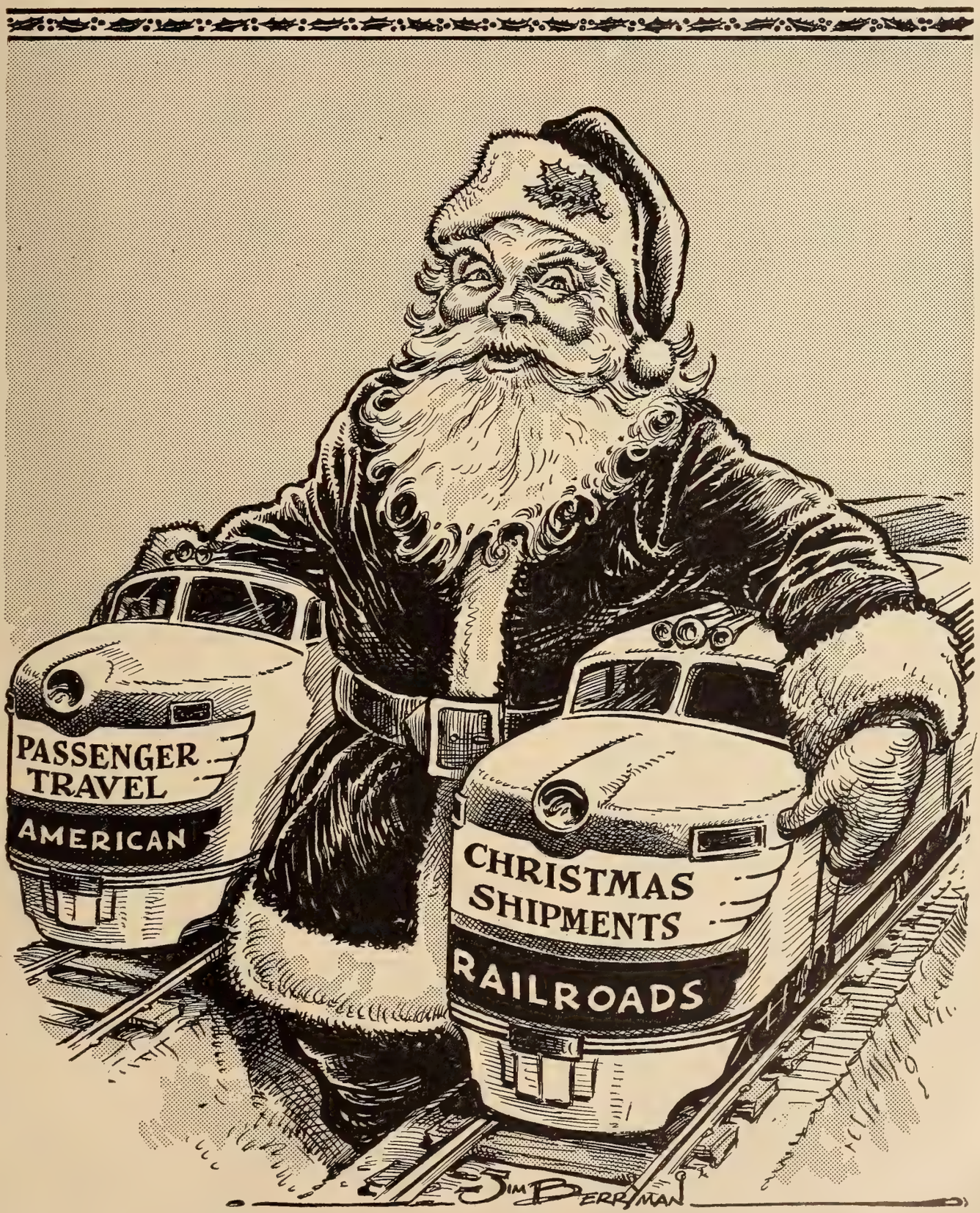
The action, taken over the dissents of Comrs. Frieda B. Hennock and Robert T. Bartley—with Chairman George C. McConnaughey abstaining—permits the establishment of a ch. 23 station at the Miami antenna "farm."

With the transfer of the WMIE-TV grant from E. D. Rivers Sr., former governor of Georgia, to Storer for $35,409, the Storer company is also buying the facilities of WFTL-TV Fort Lauderdale from the *Fort Lauderdale Daily News* and Noran E. Kersta, former NBC television executive, for $300,000. WFTL-TV has been operating on ch. 23 since May 1953.

WMIE-TV's grant was for ch. 27. Because of its lack of channel separation from WFTL-TV's ch. 23, it was impossible to locate WMIE-TV's antenna at the Miami "farm." By buying WMIE-TV and the assets of WFTL-TV, Storer was able to have ch. 23 moved to Miami and ch. 39 moved into Fort Lauderdale. This permits the use of ch. 23 at the Miami tv antenna cluster area, northwest of the city.

Storer plans call for the erection of a 1,000-

The Season's Best



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ft. antenna, with ultimate power of 1,000 kw. As an interim operation, WMIE-TV will be operated on ch. 23 at the Ft. Lauderdale location until a 500-ft. Miami tower and antenna are completed. The operation will then be moved to Miami location, under new WGBS-TV call letters. Storer already owns WGBS-AM-FM there. Mr. Kersta, 21% owner of WFTL-TV, remains as manager.

Upon commencement of WGBS-TV operation, the ch. 39 Fort Lauderdale grant will be returned to the Commission.

The FCC's approval of the Storer arrangement was made after one protest to the transaction was received by the FCC. This was from WINZ-WMFL (TV) Miami-Hollywood, Fla., and asked that a hearing be held.

In taking over the assets of WFTL-TV, Storer secures the present NBC-TV affiliation to that station. However, this contains a 90-day cancellation clause and it is considered doubtful if the new WGBS-TV can retain the affiliation if Biscayne Tv Corp. wins out in the Miami ch. 7 contest. Biscayne is composed of the Cox and Knight interests, with Niles Trammell, former NBC president, as key principal. Cox owns WIOD-*Miami News* and Knight owns WQAM-*Miami Herald*.

The Miami ch. 7 hearing, which is awaiting an initial decision from the hearing examiner, also involves East Coast Tv Corp., Southern Florida Tv Corp. and Sunbeam Tv Corp. All are composed principally of local businessmen.

The second unassigned Miami vhf frequency, ch. 10, is also the subject of a hearing. The hearing has been closed, and replies to proposed findings are due Dec. 31. Applicants are WKAT Miami Beach, WCKY Cincinnati, North Dade Video Inc. and Public Service Tv Inc. North Dade is composed of local businessmen, and Public Service is owned by National Airlines Inc.

WTVJ (TV) Miami, operating on ch. 4 since 1949, is affiliated with CBS, NBC and DuMont. It is owned by the Wolfson-Meyer Corp. (theatre owners). Also operating in the Miami area is WITV (TV) Fort Lauderdale on ch. 17, affiliated with ABC and DuMont.

Storer May Convert Vhf's

There has been talk that Storer planned to underwrite the cost of converting Miami area vhf sets to uhf. Last week, George B. Storer Sr., president of the company bearing his name, told B•T that a "thorough investigation into costs and other factors will be made" before a final decision is made on that subject. An appraisal of conversions already made will be undertaken soon, Mr. Storer said. He added that a preliminary study indicated that conversions have been going forward at a rapid pace because of existing available uhf service.

Storer moved into the Miami area immediately following the consummation of its $8.5 million purchase of Empire Coil Co., which owned WXEL (TV) Cleveland and KPTV (TV) Portland, Ore.; its $330,000 purchase of WJW-AM-FM Cleveland, and the $3.5 million sale of its KGBS-AM-TV San Antonio to the Express Publishing Co. [B•T, Nov. 15, 1].

With last week's FCC approval of its Miami purchase, Storer now owns the maximum am and tv stations permitted by FCC. This is seven in each category. However, in tv, the maximum cannot be more than 5 vhf's.

Storer ownership now embraces:

WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WGBS-AM-FM-TV Miami, WJW-AM-FM and WXEL (TV) Cleveland, KPTV (TV) Portland (Ore.) and WWVA-AM-FM Wheeling. The Portland and Miami tv's are uhf; the remainder are vhf.

AT&T HINTS NEW INTERCITY RELAY

NEW TYPE of AT&T intercity tv relay service seems to be on the horizon—and it may be cheaper than existing "lines."

That is the only inference to be drawn from a press release issued by AT&T Thursday following its filing of counter-comments in the FCC proposal to permit privately-owned intercity tv relays by tv stations in distant locations.

At the same time, the second application to establish a privately-owned, non-Bell, common carrier intercity relay between Denver and Rapid City, S. D., was filed last week with the FCC, in the name of Black Hills Video Co.

AT&T's statement referred to its counter-comments in answer to the several score comments filed last month in favor of the FCC's proposal [B•T, Nov. 15]. It then went on:

The company added, moreover, that it believes "a satisfactory solution can be found only through the joint effort of all concerned. To this end, it offers to cooperate to the fullest extent with the Commission and all other parties in an effort to solve the problem." In this connection the company is examining the possibility of a new type of service to meet the developing requirement for the off-the-air pickup method of serving smaller communities.

It was this last phrase in the statement—but which was not included in its reply comments—that set speculation going.

Just what the Bell system had in mind could not be ascertained at week's end, but it apparently hinted at a "junior" type service for tv stations utilizing off-the-air techniques. Since the major complaint on Bell intercity service is costs, the prospective new service is probably less expensive than the regular intercity connection tariff.

Unrealistic Figures

AT&T, in its reply comments, emphasized its belief that the comparative figures used by many stations to show that privately-owned intercity relays can be built and operated more cheaply than AT&T lines were "unrealistically low." AT&T said the figures used seemed to include only material costs and not such other charges as engineering surveys, legal expense, engineering and installation expenses for building, tower and equipment installation, test equipment, spare parts and access roads. It also said that many of the estimates seemed to be for intermediate links, and no allowances were made for terminal gear.

No provision seemed to have been made, it noted, for motor vehicle costs, power, tube replacements, repairs to towers, buildings and roads, costs of money, administrative expense, property taxes and income taxes.

AT&T acknowledged that off-air pickups were undoubtedly less expensive than direct coaxial or microwave links. But, it said, the pictures secured thereby were inferior, and there was risk of interference.

AT&T said the present rules are working and no change should be made. FCC policy is to have common carrier companies furnish intercity relay facilities to bring network programs to stations. However, stations may build their own relays, if common carrier facilities are not available, on an interim basis.

Others who filed counter-comments last week were North Dakota Broadcasting Co. (KCJB-TV Minot and KXJB Valley City), WEAU-TV Eau Claire, Wis., National Assn. of Educational Broadcasters, and Uhf Coordinating Committee.

North Dakota company said that in the month of October 1954, its AT&T bill for the 213-mile connection between Fargo, N. D., and Minneapolis was $11,765.60. It also had to pay a $11,000 expediting charge to get interconnection, it said. This was the company whose petition instituted the rule-making

WEAU-TV said the present FCC policy regarding intercity connections was arrived at during tv's "prehistoric" era. It called for new thinking on the subject in the light of today's experiences. NAEB seconded the comments of the Joint Committee on Educational Tv, stating that state-wide educational tv systems could only become a reality if the stations were allowed to build their own microwave interconnections. The uhf committee attacked the AT&T reasoning that it would lose money unless it secured both big and little customers on its routes.

Black Hills Video Co. numbers among its principals J. E. Belknap, whose J. E. Belknap Assoc. was the first to receive FCC approval for the installation of a common carrier microwave relay to feed Memphis tv signals to a community tv system at Poplar Bluff and Kennett, Mo. [B•T, May 10], and C. Hamilton Moses, chairman of Arkansas Power & Light Co., and Winthrop Rockefeller, financier. Both of the latter are associated with Midwest Video Co., which has interests in several community tv systems.

Last September an application to perform the same function was filed by Bartlett & Reed Management Co. [B•T, Sept. 27].

Black Hills plans to tie in Denver with Rapid City on a nine-hop system at a cost of $309,823 to build and $110,000 to operate. Income is estimated at $120,000 for the first year at a charge of $10,000 per month, assuming a single customer—either a tv station or a community tv system. Grant of ch. 3 to principals associated with KOTA Rapid City was made two weeks ago [B•T, Dec. 13]. There is no community antenna system at present.

The Bartlett & Reed application, still pending FCC approval, proposed a seven-hop relay, and stated it was planned to feed a community tv system. Cost was estimated at $211,265.51 to build, with revenues of $100,000 estimated the first year. Charge would be $8,500 per month. Both plan to use Philco 2,000 mc band microwave equipment.

Rapid City is 312 airmiles from Denver.

'Over-the-Horizon'

FCC last week authorized interim use of uhf tv channels in the 716-890 mc band for radio-telephone use in southern Florida to augment present AT&T underwater cables to Cuba, and to experiment in "over-the-horizon" tv transmissions [B•T, Nov. 15, Sept. 27]. Order, effective Jan. 21, warns that no harmful interference may be caused to tv stations in this country or in Cuba. It also conditioned the allocation on continuing review to determine when the interim allocation should be discontinued.

Only comment on the FCC's proposal was made by NARTB, which expressed "concern" about the use of a broadcast band for non-broadcast purposes, also asking that the authority be granted only for three years. AT&T, which asked for the change, assured the FCC that no interference to tv stations would result.

The order amends Part II of the FCC rules establishing frequencies in the International Fixed Public Radiocommunications Service.

Blaw-Knox 1029-foot tower stood firm against hurricane blasts

"During the last 30 years we've lost four towers to high winds and hurricanes," said John Peffer, assistant manager of WTAR-TV Norfolk, Virginia, "but we've never lost a Blaw-Knox Tower."

Mr. Peffer then cited their most recent experience during hurricane Hazel that hit so hard at Norfolk and the surrounding area.

In the nearby town of Driver, where WTAR's newest tower is located, the wind velocity was recorded up to 108 miles per hour. At that point the anemometer was blown down. But the 1029-foot, triangular, guyed Blaw-Knox TV Tower stood firm against the hurricane blasts.

In Norfolk, during the same blow, the indicator on the wind velocity meter frequently sat tight against the 100 mph pin (the maximum reading on that meter). But WTAR's tower in the downtown area . . . a 400-foot, four-legged, self-supporting Blaw-Knox TV Tower . . . came through in good shape.

These are just two typical examples of the sturdy strength of all Blaw-Knox Towers . . . designed and constructed to meet your specific requirements.

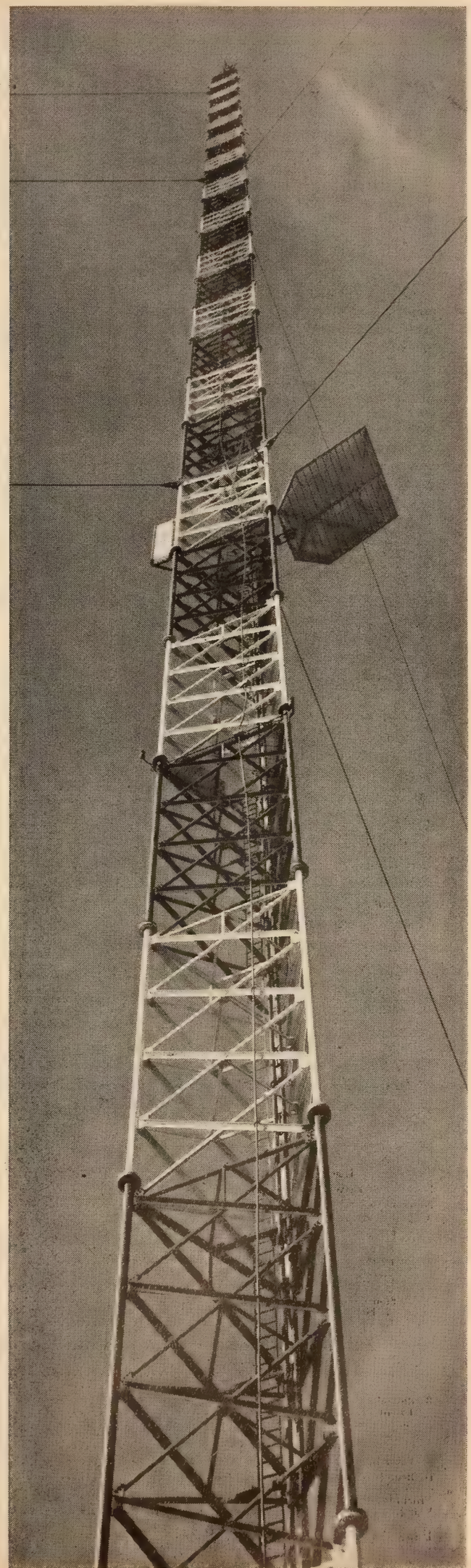
For further information on the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

BLAW-KNOX COMPANY
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'53 AM-FM-TV GROSS HITS $908 MILLION

FCC figures show am and fm grossed $475.3 million and that tv took in $432.7 million. The combined figures make 1953 the biggest year to date.

TOTAL revenues of the radio (am and fm) broadcast industry for 1953 amounted to $475.3 million, 1.1% above 1952, FCC reported last week. Combined with the final tv revenue of $432.7 million [B•T, Oct. 25], the broadcast industry did a combined record business of $908 million in 1953, the highest to date.

Total revenues comprise the sale of time, talent and program material to advertisers (Table 1).

Radio networks, including their 22 owned stations, reported total revenue of $97.3 million in 1953, or 3.3% below 1952. After deducting $86.9 million for cost of operation, network radio profits (before Federal income tax) totaled $10.4 million, 7.1% under 1952.

A total of 2,457 radio stations reported total revenues of $378 million in 1953, or 2.4% above the previous year. Expenses totaled $333.4 million, leaving an aggregate profit of $44.6 million, off 8.8% from 1952 (Table 2).

The radio industry (all networks and stations) reported a profit of $55 million in 1953, 8.4% less than the year before. Combined with the television industry profit of $68 million, the total broadcast industry profit last year was $123 million, or 6.4% above 1952. 1953 was the first year in which television profits exceeded those of radio, FCC explained.

Time sales by the radio networks declined 10.4% in 1953, the Commission reported, while non-network time sales to national spot advertisers increased 4.8% and sales to local advertisers increased 4.1% (Table 3).

Additional tabulations of 1953 radio financial data by tv and non-tv markets, profitable and losing stations, by network affiliation and size of community will be issued later, FCC said.

Table 1

BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES 1952-1953

Service	1953	1952	Percent Increase In 1953
	($ Millions)		
	Total Broadcast Revenues		
Radio	$475.3	$469.7	1.1
Television	432.7	324.2	33.5
Industry Total	$908.0	$793.9	14.3
	Total Broadcast Expenses		
Radio	$420.3	$409.6	2.6
Television	364.7	268.7	35.7
Industry Total	$785.0	$678.3	15.7
	Broadcast Income (before Federal Income Tax)		
Radio	$55.0	$60.1	(8.4)
Television	68.0	55.5	22.5
Industry Total	$123.0	$115.6	6.4

[1] Includes AM and FM broadcasting.

NOTE:1953 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,434 AM and AM-FM and 45 independent FM stations. 1952 data are for the same networks and 2,324 AM and AM-FM and 56 independent FM stations. 1953 TV data cover the operations of 4 networks and 334 stations; 1952 data are for the same networks and 122 stations.

Table 2

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES 1952-1953

	1953	1952	Percent Increase or (Decrease) 1953
	($ Millions)		
	Total Broadcast Revenues		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$97.3	$100.6	(3.3%)
Other radio stations[2]	378.0	369.1	2.4
Total	$475.3	$469.7	1.2
	Total Broadcast Expenses		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$86.9	$89.4	(2.8)
Other radio stations[2]	333.4	320.2	4.1
Total	$420.3	$409.6	2.6
	Broadcast Income (before Federal Income Tax)		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$10.4	$11.2	(7.1)
Other radio stations[2]	44.6	48.9	(8.8)
Total	$55.0	$60.1	(8.5)

[1] Includes the operations of 25 network owned stations in 1952 and 22 network owned stations in 1953.
[2] Includes 2,355 AM, AM-FM or Independent FM stations in 1952 and 2,457 in 1953.

Table 3

COMPARATIVE FINANCIAL DATA OF RADIO[1] NETWORKS AND STATIONS 1952-1953

($ Thousands)

Item	Amount 1953	Percent of Increase (Decrease)
Number of networks	7[2]	
Number of stations	2,434[3]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$92,865	(9.4)
b. Regional networks	4,235	(4.0)
c. Miscellaneous networks and stations	957	(67.2)
Total	98,057	(10.4)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	129,605	4.8
b. Local advertisers and sponsors	249,544	4.1
Total revenues from non-network time sales	379,149	4.4
Total revenues from time sales	477,206	0.9
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	51,196	(2.8)
Net revenues from time sales	426,010	1.3
B. Revenues from incidental broadcast activities:		
Talent	33,616	0.6
Sundry broadcast revenues	14,959	2.0
Total revenues from incidental broadcast activities	48,575	1.0
Total broadcast revenues	474,585	1.3
C. Total broadcast expenses of networks and stations	418,789	2.8
D. Broadcast income (or loss) before Federal income tax	$55,796	(8.6)

[1] Excludes 45 independently operated FM stations.
[2] Includes 3 regional networks, the Yankee Network, Inc., The Don Lee Broadcasting System and the Texas State Network, Inc.
[3] 2,324 stations reported in 1952.

Table 4

COMPARATIVE FINANCIAL DATA OF RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS 1952-1953

($ Thousands)

Item	Amount 1953	Percent of Increase (Decrease)
Number of networks	7	
Number of stations	22[1]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$65,426	(0.5)
b. Regional networks	1,570	(47.5)
c. Miscellaneous networks and stations	14	(84.6)
Total	67,010	(2.9)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	16,852	6.2
b. Local advertisers and sponsors	8,076	(3.9)
Total revenues from non-network time sales	24,928	2.7
Total revenues from time sales	91,938	(4.6)
3. Deduct—Commissions to regularly established agencies, representaives, brokers and others	18,244[2]	(10.6)
Net revenues from time sales	73,694	(3.0)
B. Revenues from incidental broadcast activities:		
Talent	19,383	(3.2)
Sundry broadcast revenues	4,256	(8.5)
Total revenues from incidental broadcast activities	23,639	(4.2)
Total broadcast revenues	97,333	(3.3)
C. Total broadcast expenses of networks and stations	86,922	(2.8)
D. Broadcast income (or loss) before Federal income tax	$10,411	(7.2)

[1] Includes the operations of 25 network owned stations in 1952.
[2] Of this amount $14,001,360 is applicable to the total sale of network time.

Table 5

COMPARATIVE FINANCIAL DATA OF RADIO STATIONS 1952-1953

($ Thousands)

Item	Amount 1953	Percent of Increase (Decrease)
Number of stations	2,412[1]	
A. Revenues from the sale of time:		
1. Network time sales to:		
a. Nationwide networks	$27,439	(24.2%)
b. Regional networks	2,665	87.3
c. Miscellaneous networks and stations	943	(66.7)
Total	31,047	(23.2)
2. Non-network time sales to:		
a. National and regional advertisers and sponsors	112,753	4.6
b. Local advertisers and sponsors	241,468[2]	4.4
Total revenue from non-network time sales	354,221	4.5
Total revenues from time sales	385,268	2.2
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	32,952	2.2
Net revenues from time sales	352,316	2.3
B. Revenues from incidental broadcast activities:		
Talent	14,233	6.3
Sundry broadcast revenues	10,703	6.8
Total revenues from incidental broadcast revenues	24,936	6.5
Total broadcast revenues	377,252	2.5
C. Total broadcast expenses of networks and stations	331,867	4.3
D. Broadcast income (or loss) before Federal income tax	$45,385	(9.0%)

[1] 2,299 stations reported in 1952.
[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

This message is the tenth of a series

How does research help Boeing build airplanes?

The facilities for research and development at Boeing's Seattle plant are probably the most complete in the aircraft industry. No other plane builder spends as much money or as many engineering man-hours in research.

What's the reason for this investment of time and funds? How does it help Boeing contribute to the national defense?

Some knowledge of current aircraft trends is required to understand the answer. The jet airplanes Boeing builds are bigger, faster, fly farther at higher altitudes and are vastly more complex than any planes of the past. And along with their development the company is engaged in a highly important pilotless interceptor program for the Air Force.

Even Boeing's long experience provided few precedents for these projects. Many of their details were in unexplored territory. That is why the time spent in aerodynamic research alone on such an advanced airplane as the B-52 Stratofortress has totaled more than 318,000 engineering man-hours.

Laboratories built with profits

To supply the modern equipment needed for research and development by more than 5,000 Boeing engineers, the company has consistently plowed 70 per cent of its earnings back into the business for this and other purposes.

In the rapidly changing science of aviation, facilities that are up to the minute one day may be wholly inadequate after a short time. As an example, the Boeing trans-sonic wind tunnel, completely rebuilt at a cost of $1,600,000 and trebled in horsepower two years ago, has been of great value in developing the B-52 and the jet Stratotanker-Stratoliner. Yet today a requirement exists for a second tunnel capable of even faster supersonic speeds. A study for such a tunnel has been virtually completed.

In like manner, a dozen other laboratories for applied research are constantly improved to meet new conditions. They include such facilities as the huge new $6,000,000 Flight Test Center, equipped with instruments that record the myriad changes of pressure, stress and strain in an airplane flying miles above the earth; the Structural Test area, where complete aircraft are subjected to terrific punishment in a hydraulic "torture chamber" four stories high; and the Climate Room and Strato-Chamber, which duplicate the extremes of heat and cold, moisture and atmospheric pressure encountered in today's faster, higher flight.

The shifting pattern of research

New problems arise in the design of each advanced model. Metallurgical research has become increasingly vital, for supersonic planes and their component parts are now subjected to strains and temperatures that would have disintegrated the metals used in earlier aircraft.

Boeing's Electrical and Electronics Laboratories are engaged in large-scale research projects to implement the complicated automatic systems of both manned and pilotless aircraft. And at the same time development is pushed forward in the Mechanical Equipment, Hydraulic, Physical Research, Acoustics, and Rocket and Ram-jet Power Laboratories. In still a newer realm, investigations are progressing into the nuclear power field.

Electronic computers aid the research engineers by providing answers in a few hours to problems that once would have required months to solve. Yet human ingenuity and vision are of greater importance than ever before.

Today the Boeing 707 jet tanker-transport prototype is setting an extraordinary record of success in its test flights. The reason can be traced to the aerodynamic research that went into its development—research that tested the wing design, pod-mounted engines and other outstanding features.

Only through such long, painstaking effort can America be assured of the world's best aircraft.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

'DIVERSIFICATION' DISCRIMINATES, ANPA BRIEF TO SAY ON FCC POLICY

'Amicus Curiae' brief to be filed next month with U. S. Court of Appeals for D. C. by publishers association on behalf of California's McClatchy newspaper-broadcasting chain. It will charge FCC discriminates against newspaper applicants.

AMERICAN Newspaper Publishers Assn. moved last week to help get a court ruling on FCC's policy of what ANPA termed "discriminating against newspapers or persons associated with newspapers in the matter of granting or refusing applications for television permits."

The action was taken by the ANPA board, authorizing its legal counsel to file an "amicus curiae" (friend of the court) brief in the U. S. Court of Appeals for the District of Columbia in McClatchy Broadcasting Co.'s appeal from an FCC ruling [B•T, Nov. 8].

A spokesman for ANPA told B•T late Thursday that Elisha Hanson, general counsel of ANPA, will file the brief "sometime in January," pointing out that this action will be taken after McClatchy Broadcasting files its brief.

ANPA noted that in the McClatchy case, the hearing examiner of the Commission found that McClatchy Broadcasting, which is associated with the McClatchy Newspapers of Calif., is "better qualified in every respect to render service to the community than its competing applicant for a television construction permit."

ANPA pointed out that the Commission overruled its examiner and ruled that superiority of the McClatchy application "does not outweigh the comparative advantages alleged to inhere in the competing applicant because of the fact that it had no connection with a newspaper or other radio or television interests in Sacramento, as well as throughout the central valleys of California."

ANPA Questions Criteria Use

The ANPA statement noted that the Federal Communications Act provides that permits shall be granted only after a finding by the Commission that such grants the made in the public interest, convenience and necessity. The statement added:

"In recent months, the Commission apparently has adhered to a policy of denying applications by anyone associated with the newspaper publishing business where a competing applicant has shown that its principals are of good character and sound financial standing. Thus, the broad criteria of public interest, convenience and necessity have been subordinated to a commission policy of 'diversification of media'."

Cranston Williams, general manager of ANPA, issued the following statement designed to explain ANPA's reason for its action:

"The board of directors of the ANPA has authorized this action, not for the purpose of assisting a particular applicant for a television construction permit, but for the sole purpose of obtaining a court ruling on the present policy of the Commission, which is nothing more nor less than a policy of discrimination against newspapers or anyone associated with newspapers applying for a television construction permit. By a distorted construction of its authority under existing law, the Commission has been and is now discriminating against persons associated with newspapers solely because of the fact that they are associated with newspapers.

"In an earlier case, the Court of Appeals for the District of Columbia held that the Commission's power 'does not embrace and should not be extended by implication to embrace a ban on newspapers as such, for in that case it would follow that the power to exclude exists also as to schools and churches; and if to these, the interdict might be applied wherever the Commission chooses to apply it. This, we think, would be in total contravention of that equality of right and opportunity which Congress has meticulously written into the Act, and likewise in contravention of that vital principle that whatever fetters a free press fetters ourselves.'

"It is the contention of the American Newspaper Publishers Association that in the present state of the law, a newspaper owner who demonstrates ability to render superior service cannot be denied an application for a license or a construction permit by the FCC on the sole ground that someone not connected with a newspaper is presumed more capable of serving the public, for that reason and that alone.

"The sole issue which this association will present to the court is the issue of discrimination incident to the present Commission policy of treating diversification of ownership as paramount to all other considerations in determinining the public interest, convenience and necessity in the granting or refusing of applications. That policy, as now administered, is administered almost solely against newspapers or persons associated with newspapers."

ADLER REPORTS BOOSTER SUCCESS

SUCCESSFUL four-and-a-half month operation of a booster station to fill in a Waterbury, Conn., shadow area was reported to the FCC last week by Adler Communications Labs, New Rochelle, N. Y.

Constructed and operated by Adler Labs in conjunction with ch. 53 WATR-TV Waterbury, the booster increased median signal strength into the waterfront area of the Connecticut city from 700 microvolts for the direct signal to 10 millivolts for the retransmitted signal, it was reported.

It was also found, the report said, that interference between the direct signal and the booster signal—both on the same channel—could be overcome by proper siting of the receiving antennas.

The experiment is continuing, following FCC authority to operate the experimental booster fulltime. The work reported was based on daytime-only operation.

WATR-TV has its transmitter on West Peak, 10 miles east of Waterbury. A section of Waterbury, lying along the Naugatuck River, is 300 to 400 ft. below a hilly area east of the central part of the city. This is 9 to 11 miles from the transmitter.

Using specially designed equipment, including a high-gain receiving antenna and a directional, high-gain transmitting antenna at the site of the WATR radio transmitter 1½ miles SSE of the center of Waterbury, the booster began operation July 1. The site was 150 ft. higher than the center of the city.

Measurements in the shadow area, using a 35-ft. high, corner-reflector receiving antenna, showed that the gain in signal intensity over that of the direct signal was equivalent to that obtainable from a 200-fold power increase at the main transmitter. It was found that whereas only 18% of the locations received a signal of 64 dbu or better from the main transmitter, 86% of the locations were receiving that intensity from the booster.

It was also found, it was reported, that the booster's transmissions had no effect on the am station's radiation pattern. WATR operates on 1320 kc with 1 kw, directional. The booster's antennas were attached to one of the WATR towers.

The new experiments have as their object checking zones of interferences between direct and retransmitted signals and methods of adjusting and siting receiving antennas to overcome this.

WJRT (TV) Asks Change Of Flint Transmitter Site

WJR, The Goodwill Station Inc., Detroit, last week asked the Federal Communications Commission to modify the construction permit of WJRT (TV) Flint, which it owns, to change the transmitter site from a location near Clarkston, about 20 miles southeast of Flint, to Chesaning, about 20 miles northwest.

The proposed change was approved by the steering committee of the Flint Citizens Committee, which had opposed the grant of ch. 12 there to WJR on the grounds that the tv station would not be wholly local. Other applicants for the channel were WFDF Flint and Butterfield Theatres Inc.

Detroit lies to the southeast of Flint and the proposed modification to the northwest will not enable WJRT to cover Detroit with even a Grade B signal, WJR claims. This move also will make it easier to secure the proposed CBS-TV affiliation, WJR maintains.

The steering committee gave its approval at a luncheon meeting with John F. Patt, president of WJR; Worth Kramer, general manager, and A. Donovan Faust, manager of WJRT.

WAYS-TV Sold for $1 Plus $150,000 Debt

SALE of ch. 36 WAYS-TV Charlotte, N. C., for $1 plus assumption of obligations of about $150,000 was filed with FCC last week.

Purchaser of the ch. 36 facility is Hugh A. Deadwyler, owner of a local advertising agency and president-treasurer of Filmakers Association Inc., producers of motion pictures. Mr. Deadwyler proposes to sell his 35% interest in Filmakers for $20,000.

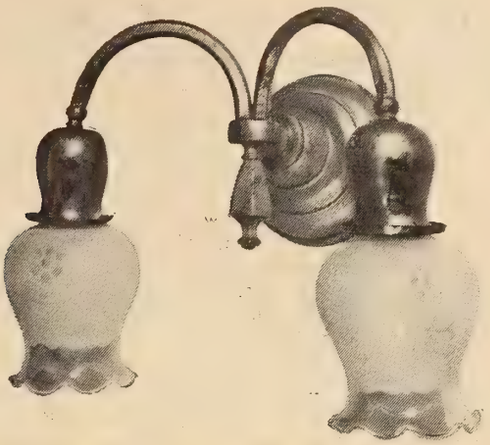
Sellers of WAYS-TV are George Dowdy, B. T. Whitmire, Harold Thomas and Norton Doughton.

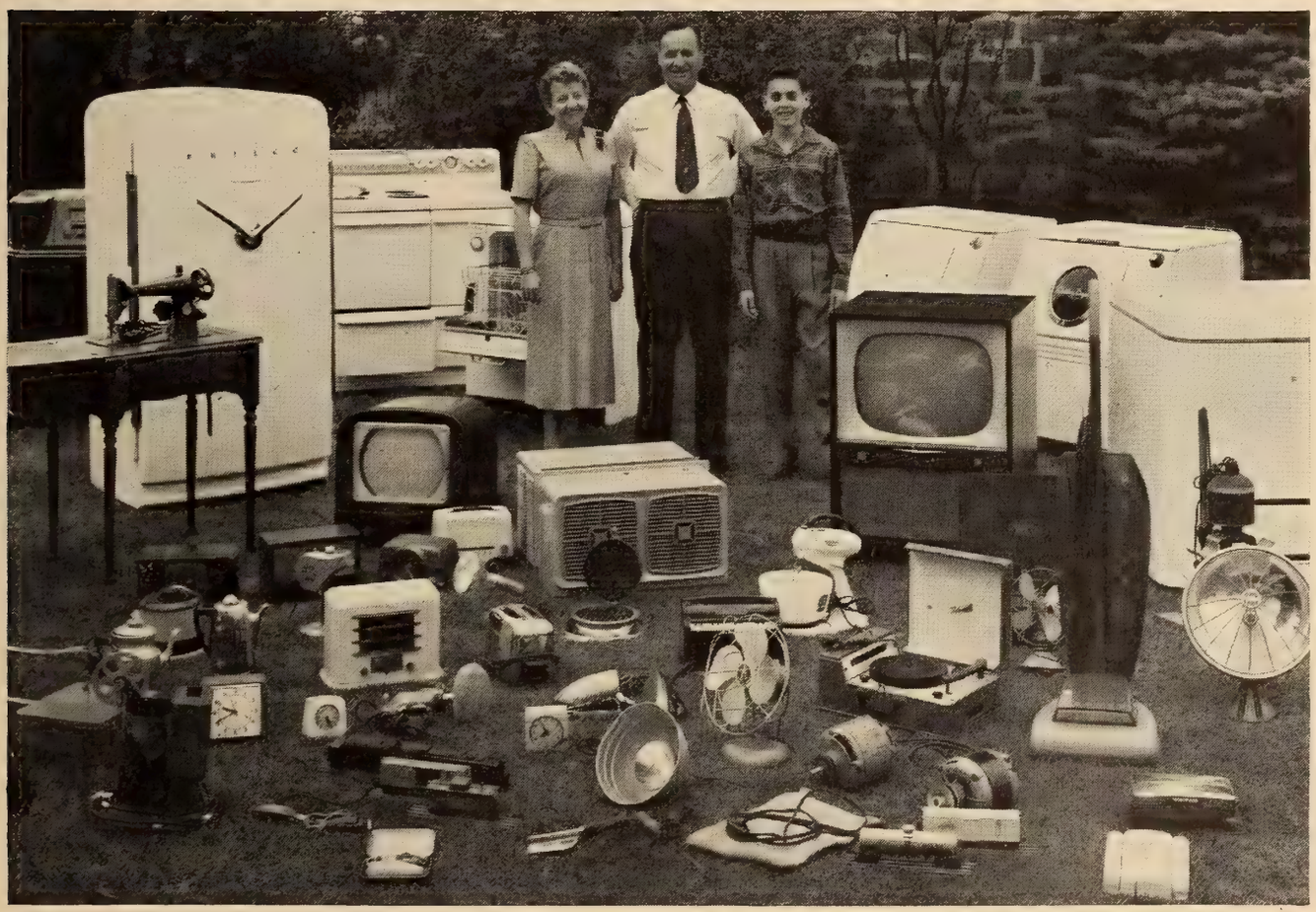
In requesting quick Commission action on the sale, WAYS-TV noted that it had sustained heavy losses. The WAYS-TV balance sheet as of Nov. 30 reported its total current assets at $7,396, total fixed assets at $178,932, with total assets at $199,582. Total liabilities were listed as $261,857 with a net loss of $82,275.

WILM-TV Returns Permit

PERMIT for ch. 83 WILM-TV Wilmington, Del., was surrendered to the FCC last week. Delaware Broadcasting Co., permittee, explained its action because "the increased power of the Philadelphia stations seems to have stepped up their signal strength in the Wilmington area and we believe we would be unable to successfully compete with so many stations serving this area."

WHEN David's dad was David's age, his family used electricity mostly for lighting, in fixtures like this...





Today David's family uses electricity mostly for appliances—52 of them—and enjoys far more and better lighting. Today they use seven times as much electricity. But they pay just a little more than twice as much for it.

When David has his own home he will have many more new electric appliances. He'll be using twice as much electricity as his dad is using today. And he will have all the electricity he needs—because America's electric light and power companies are building ahead so there will always be plenty. That's one reason why there's no need to increase the public debt by building more unnecessary federal government power projects.

↑ *Suppose you collected all your appliances for a photograph like this one. How would they compare with this Sellersville, Pa., family's? Here are the Hoageys of 340 Church St.—son David and his parents, Mr. and Mrs. Lloyd A. Hoagey. (A daughter, 18, is attending Pennsylvania State University.) Check your time and work saving appliances with the number the Hoageys have.*

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

"YOU ARE THERE"—CBS television—witness history's great events

U.S.-MEXICO AM TALKS COLLAPSE

American delegation returns home after failing to reach bilateral agreement on broadcast allocations.

HOPES for a bilateral agreement with Mexico on standard broadcast allocations were dashed last week as the U. S. delegation, refusing to accede to new Mexican demands, prepared to return home last Saturday. Only a fortnight ago, prospects for the Mexico City pact appeared bright [B•T, Dec. 13].

As of late Thursday, the U. S. delegation was endeavoring to arrange a "recess" of the conference looking toward possible resumption of the talks after the New Year in Washington. There was no immediate indication whether this suggestion would meet with the approval of the Mexican delegation. The talks could wash out completely.

Underway since early November, the Mexico City conference hit its biggest snag last week when Mexico expressed reluctance to reach any agreement with the U. S. before Mexico has had opportunity to iron out channel disputes with Cuba.

The Mexican delegation, however, reportedly was willing to forget its Cuban reservation providing the U. S. would make a major concession—namely, "division" of a U. S. clear channel. The specific channel was not disclosed. Still another source indicated Mexico wanted "division" of more than one U. S. clear, but this could not be confirmed.

Up until now, the Mexicans have held out for concessions on secondary assignments on U. S. clear channels, but the trend last week was to reduce the secondary assignment demands and press for the "division" of a U. S. clear channel. Originally, Mexico wanted some eight or nine additional secondary assignments, it was learned, but last week the demand was said to have been "substantially" reduced.

Mexico's difficulties with Cuba began when Mexico walked out of the 1950 North American Regional Broadcasting Agreement negotiations. Cuba subsequently designated certain new assignments on what had been Mexican clear channels under the 1937 NARBA. Mexico apparently considers that since it is not party to the 1950 NARBA, the earlier pact is still in effect as far as Mexican clears are concerned. The U. S. has taken no position on the Cuban claims.

The 1950 NARBA still waits ratification by the U. S. Senate.

The Mexican delegation last week was understood to have feared that a compromise pact with the U. S. at this time might affect the course of conversations it must have with Cuba and weaken the Mexican bargaining position.

The U. S. delegation refused to consider Mexico's alternative position—"division" of a U. S. clear channel—but was willing to give and take on secondary station assignments. It was reported the U. S. would stick to its insistence for border protection and the basic engineering concepts of the 1937 NARBA.

Mexico earlier had pressed for a new concept of protection for eastern U. S. clear channels. This was protection to a specific service contour regardless of political boundaries on the argument that eastern U. S. clear channel stations do not render practical service in the West.

Boston Hearing Probes 'Post' Financial Status

ALTHOUGH FCC found all five applicants in the Boston ch. 5 television contest were initially qualified on legal, technical and financial grounds, the hearing last week was highlighted by controversy over the financial background of the *Boston Post* (WCOP) and whether its president, John Fox, is in default on payments for purchase of the paper's stock.

Chief Hearing Examiner James D. Cunningham recessed the case Tuesday until Jan. 4, at which time the record may be closed if there is no rebuttal testimony. Applicants besides the Post Pub. Co. are WHDH, DuMont, Greater Boston Television Corp. and Massachusetts Bay Telecasters Inc.

Mr. Fox was questioned closely on the present financial affairs of the Post Pub. Co. as well as details of his approximately $3.5 million purchase of the firm's stock from the Grozier estate more than two years ago. The stock is being held in escrow pending payment of some $850,000, it was disclosed.

Mr. Fox indicated the financial obligations will be met through public offering of all the stock of a "public utility" for about $10 million, but the utility was not identified. The Post Pub. Co.'s balance sheet for March 31, 1954, showed a large interest in North Penn Gas Co.

Charles Steadman, attorney for the paper and the Grozier estate, testified that Mr. Fox was late in making certain purchase price payments, but he did not consider this to be default "in effect." His counsel noted "permissive" language in the sale agreement, but the witness acknowledged the estate can order public sale of the stock should default be declared.

Post Pub Co. purchased WCOP earlier this year for $210,000 from Thomas B. Baker Jr., A. G. Beaman and Roy V. Whisnand [B•T, May 31].

U. S. SUIT ALLEGES PHILCO MONOPOLY

SYSTEM of independent distributors of name-brand products came under attack by the government last week when the Dept. of Justice filed a civil anti-trust suit against Philco Corp. in the U. S. District Court, Philadelphia.

The Justice Dept. charged that Philco's distributors are prohibited from selling to dealers outside prescribed territory and also from handling competitive lines. It also alleged that franchised Philco retailers are forbidden from selling Philco products (radio-tv, refrigerators, home freezers, air conditioners) to other retailers. The effect of these restrictions, the government said, is to eliminate competition in Philco products at both the wholesale and the retail level. Once a product is sold to a distributor or a dealer, Attorney General Herbert Brownell Jr. said, it is the property of the distributor or dealer and he should be permitted to sell to whom he wishes.

James H. Carmine, president of Philco, termed the suit "a sweeping attack upon an established distribution system which has been widely used for years by maunfacturers of brand name products." He said the government was attempting to impose a new concept of anti-trust regulation which he called "a new and dangerous challenge to those manufacturers who are endeavoring to preserve the system of independent distributors."

In denying the government's allegations, Mr. Carmine said that if the Justice Dept.'s complaint is upheld, "It will force manufacturers to establish their own distributing subsidiaries [which] might well result in the end of many small businesses. . . ." A manufacturer of home appliances, Mr. Carmine said, has a continuing obligation to have service and warranty facilities constantly available for the benefit of the purchaser.

"If its products are bandied about by untrained, unfranchised dealers, unknown to the manufacturer and unequipped to give service to the purchaser," Mr. Carmine added, "not only the manufacturer, its distributors and its dealers selected by them will suffer, but most importantly the public will suffer."

FCC Denies KGUL-TV Protest

PROTEST by ch. 11 KGUL-TV Galveston, Tex., against FCC's grant of temporary authority for ch. 13 KTRK-TV Houston to commence operation, was dismissed by the Commission last week on the ground KGUL-TV failed to prove the injury alleged. Comr. John C. Doerfer dissented. The move of KGUL-TV to a new site is itself in hearing at FCC, based upon protest by KTRK-TV [B•T, Dec. 13, Nov. 1].

THE LATEST WCKY STORY

In Cincinnati—LOOK Before You Buy

	Share of Audience	Open ¼ hour Daytime Rate	Power
WCKY	**21%**	**$60.00**	**50,000 watts**
Sta A	14	70.00	250 watts
Sta B	27	80.00	5000/1000 watts
Sta C	13.5	263.50	50,000 watts
Sta D	17	60.00	5000 watts

* Pulse, Sept.-Oct., 1954
** Standard Rate & Data, Nov., 1954

For Audience, Cost and Power Invest your ad dollars WCKY-s-ly



National Board of Fire Underwriters invites you to enter the

Gold Medal Awards

for community fire prevention and safety



If you are a newspaper editor or the manager of a radio or television station, chances are you've plunked hard for fire prevention and safety. The extra stint you did was directed at saving lives and property, perhaps even your own. Most likely you gave little thought to reward for your time and effort . . . And it's possible they could have gone unnoticed, too.

But the fire insurance business wants to bring your activities to public attention, to honor you . . . to show others by example that what you have done, others, too, can do . . . that the terrible loss of 11,000 lives every year and nearly a billion dollars in property damage can be checked—at least reduced.

In the 13 years since the National Board of Fire Underwriters instituted its Gold Medal Awards for this purpose, 12 dailies, 8 weeklies, and 14 radio or television stations have been so honored and some 100 others, in their respective classifications, have received Honor Award Citations.

Your newspaper, radio or television station is eligible for these honors provided it makes outstanding contribution to fire prevention during 1954.

There are four classifications for entries—daily newspaper, weekly newspaper, radio station, television station. A Gold Medal or its equivalent of $500 in cash is awarded in each classification. In addition a number of Honor Award Citations are presented.

You may nominate yourself as an entry or be nominated by your local fire department, civic organization or town official. To support your nomination, a scrapbook of clippings, letters, photographs, recordings, or other material relating to your 1954 fire prevention activities should be submitted to the National Board of Fire Underwriters. The National Board will place it before a panel of judges.

The judges are outstanding representatives in your medium's classification—daily newspaper, weekly newspaper, radio or television. The National Board, of course, takes no part in the judging.

Deadline for 1954 Gold Medal Awards entries is February 14, 1955

Presentation of Gold Medals and Honor Award Citations usually is made at local civic functions. Generally these take the form of a luncheon or dinner attended by community leaders, municipal and fire department officials, joining together to honor the local newspaper, radio or television station.

The National Board of Fire Underwriters will welcome your entry and takes this means to invite your participation in its 1954 Gold Medal Awards.

Address all inquiries to Gold Medal Awards

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 38, N. Y.

TOWER LIMIT PLAN BUCKED TO TOP AAC

DISAGREEMENT among members of the Technical Division, Air Coordinating Committee, has required that the proposal to limit tv antennas to 1,000 ft. above ground be submitted to the top ACC members, it was announced last week.

The announcement followed a half-day meeting of ACC's Technical Division Wednesday, which heard representatives of the radio-tv industry and the aviation industry speak on the Airspace Subcommittee's proposal to put a ceiling on tv antennas [B•T, Nov. 29 *et seq.*].

However, it was agreed that until a top-level policy declaration was made, the Airspace Subcommittee will continue to evaluate applications for tv towers no matter what their heights. Airspace committee had recommended that pending a final determination, it would refuse to consider applications for tv antennas above 1,000 ft. This is the committee which recommends to the FCC whether proposed antennas and towers are hazards to air navigation.

The Technical Division members were told by broadcast delegates that the FCC was solely responsible for determining the required site and heights of tv antennas. They also pointed out that the FCC spent four years in arriving at the decision that 2,000-ft. above average terrain antennas were desirable to make television a national service. Reference was also made to the 1952 joint CAA-FCC study of antenna heights which resulted in the decision to continue processing antenna application on a case-by-case basis.

Speaking for the broadcasters were Vincent T. Wasilewski, NARTB; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers; Eugene T. Mullin Jr., attorney for WSLA (TV) Selma, Ala.; Frank U. Fletcher, attorney for WBEN-TV Buffalo, N. Y.; Neville Miller, attorney for WHAS-TV Louisville, Ky., and Lowell Wright, aeronautical consultant.

In the course of the discussion, John Evans, FCC Aviation Division chief, and member of the ACC's Technical Division, told the panel that the FCC would have to accept its responsibilities under the law in granting tv stations. He also said that in cases involving what might be termed excessive antenna heights the FCC might set these for hearing, with interested parties, government or otherwise, invited to testify.

Mr. Wasilewski called attention to the fact that aviation is not the only user of airspace, and an aeronautical body should not by itself try to set policy for such use. He also referred to the establishment of the Airspace Subcommittee as a body to evaluate requests for airspace use and warned that setting a basic, inflexible policy was a negation of this responsibility.

Mr. Kennedy suggested that aviation-oriented agencies should not try to impose their criteria on operations about which they are not familiar. He suggested that if it was required another government-industry study could be undertaken to re-examine the problem and make necessary recommendations.

Representing Air Transport Assn., in favor of the proposals, was William Becker.

Although no definite date was scheduled for ACC's consideration of the proposed 1,000-ft. limitation, it is believed that it will be taken up early next month. Members of the ACC are:

Roger Lewis, assistant secretary of the Air Force; George H. Roderick, assistant secretary of the Army; J. Weldon Jones, economic adviser, Bureau of the Budget; Chan Gurney, chairman, Civil Aeronautics Board; Robert B. Murray Jr., undersecretary of Commerce for Transportation; James H. Smith Jr., assistant secretary of Navy for Air; Alvin B. Barber, transportation consultant, Office of Defense Mobilization; E. George Siedle, assistant Postmaster General; Samuel C. Waugh, assistant secretary of State for economic affairs, and H. Chapman Ross, assistant secretary of Treasury.



Commission Makes Two Standard Daytime Grants

TWO new daytime standard stations at Tifton, Ga., and Dallas, Ore., were granted by the FCC last week.

• At Tifton, a new station on 1570 kc with 1 kw power was granted to Radio Tifton, a partnership composed of Charlie H. Parish Jr. (75%) and his father, Charlie H. Parish Sr. (25%). The Parishes are equal partners in an application for a new am station at Columbus, Ga.

• At Dallas, grant for new station on 1460 kc with 500 w went to Polk County Broadcasters, a partnership composed of Edward C. McElroy and Leland M. Tucker. Mr. McElroy is an engineer and announcer at KGW Portland, Ore. Mr. Tucker is a real estate salesman and service station owner.

Meanwhile, the Commission granted WPLH Huntington, W. Va., a permit to change facilities from 1450 kc with 250 w, unlimited, to daytime operation on 1470 kc with 5 kw. Grant is subject to condition that WPLH assume responsibility for installation and adjustment of suitable filter circuits or other equipment which may be necessary to prevent reradiation of the local WSAZ signal.

FCC McFarland Letter To WSFA on Sale to WKY

PRE-HEARING McFarland notice sent by FCC to WSFA-AM-TV Montgomery, Ala., concerning the stations' prospective sale to WKY Radiophone Co. [B•T, Dec. 13, Oct. 4] discloses that the Commission considers inadequate the WKY explanation of its reason for acquiring the Montgomery outlets. The letter was made public last week.

WKY Radiophone, operator of WKY-AM-TV Oklahoma City, has bought WSFA-AM-TV for $562,600 plus the assumption of some $500,000 in obligations. The transfer is subject to FCC approval. The Commission a fortnight ago advised WSFA that the transfer application "indicates the necessity of a hearing," but under the McFarland procedure the Commission can act without hearing if the response to the letter is adequate.

The McFarland letter, dated Dec. 8 and addressed to Montgomery Broadcasting Co., operator of WSFA-AM-TV, pointed out that the transfer of control application requests "a *full* statement of transferee's reasons or purposes for requesting this transfer" and noted that WKY's reply merely stated: "To acquire and operate radio and television stations WSFA and WSFA-TV. . . ."

The letter takes no notice of a pending protest to the sale filed by WCOV-AM-FM-TV Montgomery and KWTV (TV) Oklahoma City but an FCC spokesman stated the complaint is under consideration [B•T, Nov. 8]. The petition charged the Oklahoma Pub. Co., parent WKY firm, has practiced advertising and news discrimination against KWTV and others.

Charleston, Palm Springs, Fairmont Sales Approved

TRANSFERS of WUSN-AM-TV Charleston, S. C., WVVW and WJPB-FM-TV Fairmont, W. Va., and KCMJ Palm Springs, Calif., received FCC approval last week.

• At Charleston, 45% interest in WUSN-AM-TV was purchased for $48,418 by the Evening Post Publishing Co., former owners of WTMA-AM-FM there. The Evening Post had withdrawn its bid for the ch. 2 facility in exchange for the option to purchase.

• At Fairmont, 75% interest in the three stations was sold by J. Patrick Beacom for $72,500 to Donn D. Baer, owner of Donn D. Baer Auditing Service Co., Cincinnati. Mr. Beacom retains a 25% interest.

• At Palm Springs, KCMJ was sold by Palm Springs Broadcasting Co. for $130,000 to David H. Margolis, minority stockholder WONE Dayton.

Best Wishes
for the
Coming Year
KGVO KGVO-TV
MISSOULA, MONTANA

New Tv Survey

THAT the financial progress of post-freeze television stations still is of concern to FCC is indicated in the disclosure that the Commission has sent questionnaires to all such tv outlets asking for another interim report on their profit or loss status. Covering the period April through October, this year, the questionnaire is a short form of the earlier interim report submitted to the Senate Communications Subcommittee uhf-vhf hearing [B•T, May 24]. Final tv figures for 1953 were issued two months ago [B•T, Oct. 25]. FCC wants questionnaires retured by Dec. 31 at the latest.

Hearings Set for Fall '55 On Release of 16mm Films

TENTATIVE compromise date for the start of court hearings in the Justice Dept. suit to force the release of 16mm prints of theatrical films to tv and other uses [B•T, Oct. 25, *et seq.*] was set for Sept. 6, 1955, by U. S. District Judge Harry C. Westover last week.

The date was set by Judge Westover after hearing agreement between government attorneys and those of the 11 defending motion picture production and distribution firms that the huge mass of material to be studied makes an earlier trial date impractical. However, Assistant U. S. Attorney James McGrath and other government attorneys requested that the trial start in May, while counsel for the defendants asked postponement until October.

Meanwhile, pre-trial proceedings will continue today (Mon.), with Judge Westover hearing a government objection to certain answers to Justice Dept. interrogatories, filed by all defendants earlier this year. He will also hear a motion by defense attorneys asking modification of a pre-trial order issued last October.

Vhf Satellites Asked For Roseburg, Hilo

APPLICATIONS for two new vhf satellite tv stations at Roseburg, Ore., and Hilo, Hawaii, were filed with the FCC last week.

Applicant for satellite operation on ch. 4 at Roseburg is South West Oregon Television Corp., 51% owned by ch. 13 KVAL-TV Eugene, Ore.

South West proposes to operate the ch. 4 Roseburg facility without any studio there for an indefinite period of time, until set sales reach a point where the station could be self-supporting and programmed entirely at the Roseburg studios. It also plans to rebroadcast by off-the air pickup the programs of KVAL-TV, a primary NBC affiliate. A local film camera chain, plus motion picture and slide projectors will be provided to cover local community events and activities by a crew of four, the application disclosed.

The application reported the satellite will cost an estimated $100,449 and asked effective radiated power of 5.21 kw visual. Antenna height above average terrain was given as 740 ft.

Ch. 5 KBES-TV Medford, Ore., has also sought FCC approval for a ch. 4 satellite at Roseburg, population 8,390 [B•T, Nov. 22].

At Hawaii, a second application for a satellite tv station was filed by ch. 9 KGMB-TV Honolulu, at Hilo.

KGMB-TV previously had filed for a satel-

WHAT'S GOING ON IN ALBANY?

Plenty!

Latest *ARB figures show
that WTRI is
way out in front
of the other Albany station!

In the 168 quarter hours
when both stations are telecasting—
(monday thru sunday, 5-11 pm)

WTRI
CAPTURED
144 SEGMENTS
or
86%
OF THE VIEWING TIME!

When you consider that
only 35 segments
were network programs . . .
you can begin to realize
the complete superiority
of WTRI's
program structure,
staff
and
facilities!

That's why
with two UHF stations
in Albany—
there's only
ONE choice!

** American Research Bureau*
October, 1954

WTRI Television
ALBANY, N. Y.
serving
ALBANY • SCHENECTADY • TROY

represented by BLAIR TELEVISION

lite station on ch. 3 at Wailuku, Maui County [B•T, Dec. 6]. KGMB-TV proposes to transmit its signal to the ch. 3 satellite at Wailuku, which in turn will rebroadcast the signal to a point 20 miles outside of Hilo. From this point the signal would be microwaved to the ch. 9 satellite at Hilo. The ch. 9 satellite will utilize the transmitter site of KHBC there, with the KHBC staff operating both the radio and proposed tv transmitter. Hawaiian Broadcasting System Ltd., operator of KGMB-TV, also owns KHBC.

Exclusive of items of property on hand, the cost of construction of the proposed ch. 9 satellite will be approximately $22,500, the application disclosed. Effective radiated power of 2.12 kw visual and antenna height above average terrain of minus 302 ft. was specified.

CBS, WSTV-TV, WOKY-TV Discount WTRI (TV) Appeal

WTRI (TV) Albany, N. Y., has no standing as a party in interest to ask the FCC to hold up action on CBS' purchases of WSTV-TV Steubenville, Ohio, and WOKY-TV Milwaukee, Wis., the network and the two stations concerned told the FCC last week.

Their oppositions were filed against part of the Albany station's petition which was mainly directed against the FCC approval of the purchase of WROW-TV Albany by Lowell Thomas and associates [B•T, Dec. 6, Nov. 8]. The ch. 35 WTRI claimed that there was an arrangement to have ch. 41 WROW-TV affiliated with CBS after it is granted a move to ch. 10. Move of ch. 10 to the Albany-Schenectady-Troy area was asked by WROW-TV following the grant of control transfer. In the course of its petition, WTRI asked the FCC to defer action on the pending CBS acquisitions in Steubenville and Milwaukee.

The network and the two stations it proposes buying objected that the purchases had nothing to do with the Albany situation. CBS additionally said that reference to violation of the multiple ownership rule because of its relationship to a "contract employe," Mr. Thomas, was stretching the regulation too far. It also claimed that WTRI was a "mere interloper" in the Steubenville and Milwaukee situations.

Igoe Orders Sarnoff, Others To Answer Counsel for Zenith

JUDGE MICHAEL L. IGOE of Chicago Federal District Court last week ordered Brig. Gen. David Sarnoff, RCA board chairman, and other witnesses to answer questions asked by counsel for Zenith Radio Corp. and its subsidiary, Rauland Corp., in the latter's $16 million antitrust suit against RCA [B•T, Dec. 13]. Depositions were being taken in New York.

Text of the order:

1. That the witnesses to be examined in the depositions being taken pursuant to notice under Federal rules of civil procedure by cross-claimants and including the witness David Sarnoff, may be examined on matters, conversations, correspondence, agreements or arrangements and any subject matter relevant to the allegations of the counter-claims during the period commencing Jan. 1, 1919, and ending Feb. 11, 1954, the date of the filing of the amended counter-claims.

2. That the witness, David Sarnoff, be and is hereby directed to answer any and all questions heretofore propounded to him by Zenith and Rauland counsel which he has refused to answer on the advice of RCA counsel . . . and that likewise all other RCA witnessses who have heretofore refused to answer questions because of the aforesaid advice of RCA counsel for such reason and likewise instructed and directed to forthwith answer the same.

Witnesses to be Recalled When Lamb Hearing Resumes

FOUR witnesses of the FCC Broadcast Bureau in the license renewal case involving Edward Lamb's WICU (TV) Erie, Pa., will be recalled for further cross examination when the hearing resumes Jan. 4, it was indicated last week as counsel for Mr. Lamb notified FCC. The hearing, under way since September, was recessed early this month [B•T, Dec. 6].

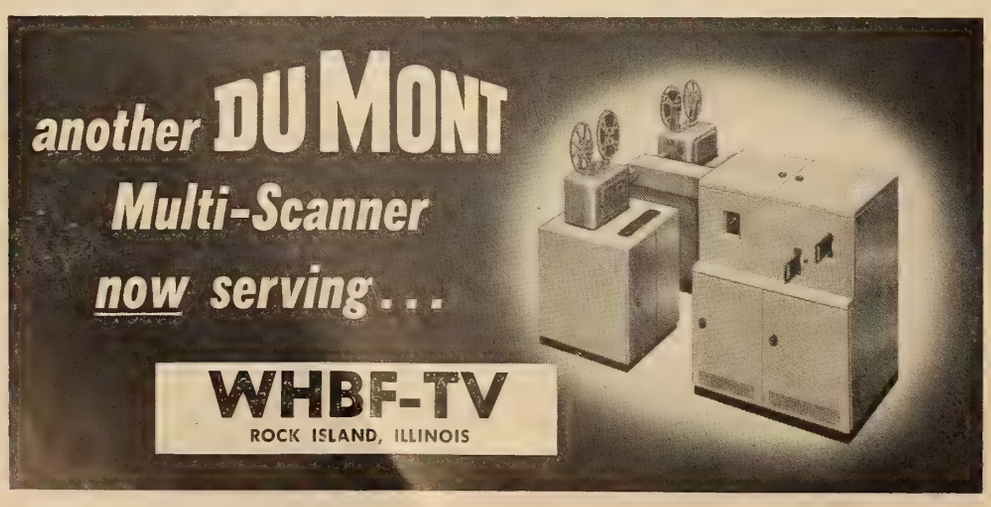
Russell Morton Brown, who with ex-U. S. Attorney General J. Howard McGrath is counsel for Mr. Lamb, indicated he wishes to further cross examine William Garfield Cummings of Toledo, Mrs. Marie Natvig of Miami Beach, Clark Wideman of Columbus, Ohio, and Lowell Watson of Olathe, Kan. These four were among the more than 20 witnesses called by the Broadcast Bureau in its effort to learn whether Mr. Lamb lied when he said he never had Communist associations.

Bricker Probe Awaits Completed Questionnaires

COMPLETE answers are expected this week from all four major television networks in the probe of networks and the uhf-vhf situation, being conducted by Sen. John W. Bricker (R-Ohio) as chairman of the Senate Commerce Committee.

Although all tv networks have replied to a questionnaire sent out last October by the committee's investigation staff, only one network has filed a complete answer, according to a spokesman for the probe group.

A partial answer also has been received to a questionnaire sent to the FCC. Remaining information to be submitted by the FCC has required more time because the data requested, among other things, include charts and maps.



WEMP PURCHASES WCAN FOR $250,000

WEMP buys physical assets of WCAN under agreement reached last week to be filed with FCC for approval, retaining WEMP call.

NEGOTIATIONS for the purchase of WCAN by WEMP in Milwaukee for $250,000, long in the talking stage, were completed last week, contingent upon the sale of the latter property and subject to customary FCC approval.

Under the agreement, WEMP, which operates with 250 w on 1340 kc, buys the physical assets of WCAN radio, 5 kw on 1250 kc, and will retain the WEMP call letters.

Papers will be "finalized" once a deal is consummated for the present WEMP property, it was understood. The transaction was handled by Blackburn & Hamilton, station brokerage firm. Transfer of ownership papers are expected to go to the Commission sometime this week.

WEMP is owned by A. M. Spheeris and Associates and also is 30% holder of stock in Milwaukee Area Telecasting Corp., licensee of WTVW (TV) on ch. 12 in Milwaukee, for which Hearst Corp. has been actively negotiating.

WCAN is owned by Lou Poller and Assoc. along with ch. 25 WCAN-TV, whose plant CBS proposes to obtain in exchange for the facilities of WOKY-TV, which it recently acquired in a $335,000 transaction with Bartell Broadcasting Inc. CBS would retain the WOKY-TV call letters and operate on ch. 19 from the present WCAN-TV facilities, while Mr. Poller would continue WCAN-TV on ch. 25 from the WOKY-TV plant [B•T, Nov. 22, Oct. 25]. The proposed ownership change already has been submitted to the FCC.

WTVW (TV) Negotiations Reported

Meanwhile, negotiations reportedly continued in New York last week on the proposed acquisition by the Hearst radio-tv properties of WTVW (TV) Milwaukee [CLOSED CIRCUIT, Dec. 13].

Hearst Corp. operates WISN-AM-FM in Milwaukee and WBAL Baltimore as licensee, and owns WCAE-AM-FM Pittsburgh, Pa., through Hearst Pub. Co. D. L. Provost, vice president and general manager for radio-tv, Hearst Corp., acknowledged last Tuesday that there have been "several talks" looking toward such a sale.

WCAN, licensed to Midwest Broadcasting Co., went on the air in 1948 as WMAW and later changed its call to the present letters. WEMP began operation in 1935 and is licensed to Milwaukee Broadcasting Co. WEMP is an independent outlet while WCAN, heretofore independent, has been carrying ABC Radio programs.

WOKY-TV will continue operating from the WEMP-FM tower as a lessee, it was understood, in the wake of any sale of physical assets by Milwaukee Broadcasting Co. to a future buyer. Originally it was contemplated that WEMP's facilities in any transaction would be sold outright to WOKY-TV, now embroiled in the CBS-Poller deal, when the deal was reported in negotiation some months ago [AT DEADLINE, Sept. 13].

Report on the WEMP-WCAN transaction was confirmed by Hugh Boice, general manager of WEMP, and the station brokerage firm.

QRG NAMES DAY, OTHERS TO POSTS

FOUR APPOINTMENTS to the staff of the Quality Radio Group are being announced today (Monday) by William B. Ryan, executive vice president of the new program and sales organization.



MR. DAY

Fay Day is to be director of sales development for the group, with Ben F. Conway a QRG account executive, Idella S. Grindlay, program coordinator, and Helen Moore, Mr. Ryan's executive secretary.

Mr. Day, previously research manager for CBS Spot Sales, o&o stations and Syndicated Film Sales, is to develop and coordinate basic coverage, rate and sales data and presentations for QRG. He has been with WTOP Washington, D. C., the Office of War Information and the Navy, and the A. C. Nielsen Co., Chicago.

Mr. Conway comes to QRG after experience with the New York office of the Crosley Broadcasting Corp., KABC-TV Los Angeles, Robert Meeker Assoc. and Dancer-Fitzgerald-Sample Inc.

Miss Grindlay was operations manager of WABC-TV New York and also has been employed by the Kudner Agency, MBS and NBC.

Miss Moore has served in secretarial capacites with the Vitapix Corp. and ABC.

Uhf WQXI-TV Goes on Air In 3-Vhf Atlanta Market

WQXI-TV Atlanta, Ga., operating on ch. 36, began regular programming last Saturday. The uhf outlet is entering a market with three well-established pre-freeze vhf's. Robert W. Rounsaville, who holds permits for uhf stations in Louisville and Cincinnati, is president and owner. He also operates WQXI-AM.

The debut of WQXI-TV increases to 419 the number of tv stations programming.

Reports from other permittees:

WEAT-TV West Palm Beach, Fla., expects to begin test patterns the end of this week with programming scheduled to start the first week in January. The ch. 12 station is a primary affiliate of ABC and is represented by the Walker Co. James R. Meachem is president.

KTVK (TV) Phoenix, Ariz., will begin operation Jan. 15 with 100 kw, Ralph Watkins, general manager, has announced. Facilities, including a tower 1,684-ft. above average terrain and studios housed in a new building, are nearing completion. Weed Tv is national representative of the ch. 3 outlet.

KBET-TV Sacramento, Calif., will begin programming in mid-February equipped by General Electric, including a 50 kw transmitter and eight-bay antenna, John H. (Jack) Schacht, vice president and general manager, has reported. The ch. 10 outlet is the second station and first vhf there. KBET-TV reports it will cover a minimum of 22 northern California counties including some 230,000 tv families. Sacramento Telecasters, licensee, is composed of 16 local businessmen.

Black Hills Broadcasting Co., which a fortnight ago received grant for ch. 3 at Rapid City, S. D., expects to be affiliated with ABC, CBS, and NBC when it begins commercial programming June 1, Leo Borin, general manager, has announced.

Tupelo Citizens Tv Co., which also received a tv grant two weeks ago, this one for ch. 9 at Tupelo, Miss., plans commercial operation by early fall 1955. Complete equipment will be custom built by majority owners Frank K. Spain, director of engineering at WHEN-TV Syracuse, N. Y., and Joseph G. Petit, NBC tv development engineer, Mr. Spain has announced.

KEPR-TV, KIMA-TV Satellite, Sets Dec. 23 Pattern Date

KEPR-TV Pasco, Wash., satellite of ch. 29 KIMA-TV Yakima, expects to begin test patterns on Dec. 23, according to an announcement from the station. Installation of a 1 kw GE transmitter and a 5-bay antenna, to be mounted on a 300-ft. Fisher tower, is scheduled to begin this week. The new stations, to be sold only in combination with KIMA-TV, will duplicate the latter's programming and double, it is estimated, its population coverage.

M. Dow Lambert, formerly with KING-TV Seattle, has been named chief engineer of the new ch. 19 satellite operation.



They're
PICKIN'
COTTON
in Rochester

DOROTHY COTTON
..we mean

Rochester's Top-Rated Hostess On
'To The Ladies'
9:30 a.m.
Mondays through Fridays



Yes, radio listeners and sponsors as well are picking Cotton for good listening, good salesmanship! In addition to charming personality, she has wit and versatility that makes "To The Ladies" a daily treat for women of all ages, all tastes —a program packed with information (fashions, books, music, beauty hints, etc.)—and with SELL!

If you have a product that women are, or should be, interested in, you can buy participations on this show at our Class B rates.

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

WTOP Promotes Pfanstiehl; Adams Succeeds as Prom. Dir.

CODY PFANSTIEHL, promotion director of WTOP-TV Washington, becomes public relations director of WTOP Inc. Jan. 3, according to John S. Hayes, WTOP Inc. president. He will be succeeded by Robert M. Adams, promotion and advertising manager of WRC-AM-TV Washington and at one time on the WTOP staff.

Mr. Pfanstiehl will direct special public relations and promotion projects, working with



MR. PFANSTIEHL



MR. ADAMS

the WTOP, WTOP-FM and WTOP-TV divisions. He has been with WTOP seven years, moving through audience promotion, press information, publicity and sales promotion. He is 38 and is a member of the Washington Ad Club board as well as many civic groups.

Mr. Adams, 30, a graduate of George Washington U., was with WTOP in 1949-51, later moving to WOL Washington and to NBC Washington in 1952.

WTVH-TV Appoints Three

RESIGNATION of Donald G. Roper as program manager of WTVH-TV Peoria, Ill., and the appointment of Robert G. Holben to succeed him, were announced last week by Edward G. Smith, station manager. He also reported appointments of Robert Douglas and Chris Erskine as account executive and tv director, respectively.

Mr. Roper is resigning to enter the McCormick Theological Seminary, Chicago.

Mr. Holben also will continue as production manager, a post to which he was appointed last August. Mr. Douglas comes from WKNX-TV Saginaw, Mich., where he was tv sales promotion manager, while Mr. Erskine has been producer-director at WGN-TV Chicago for five years.

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

579 Fifth Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

Great Expectations

FRUSTRATED by the FCC in its attempt to get call letters WFCC assigned to its new radio station in Haines City, Fla., KWK Inc. has received the Commission's nod for the call WGTO. The FCC objected to the former because of connotation with the Commission's initials. KWK Inc., which operates KWK St. Louis, wanted the Haines City call to represent "Florida Coast to Coast." The firm has settled for a new slogan, "Gulf to Ocean."

WLW Offers 'Two-for-One' Time, Promotion Plan

WLW Cincinnati reports that it is offering its clients a "Two for One" time and promotion plan effective Jan. 1, described by R. E. Dunville, WLW president, as the "most ambitious sales plan in the 33-year history of the Crosley Broadcasting Corp."

For every dollar that an advertiser spends with WLW the station is to spend a comparable amount on certified, contractually-guaranteed point-of-purchase and mail promotion and merchandising. The basic concept is that a complete saturation campaign via radio and retailer, especially in food and drug products, can be worked out.

The WLW "Two for One" plan was devised by Dr. James Anderson, Crosley Broadcasting Corp. researcher, after a year of work, the station says.

KOGA Announces Staff

KOGA Ogallala, Neb., scheduled to go on the air today (Monday) has announced its staff.



MR. LAUNER

Ed Launer, traffic manager of KODY North Platte, Neb., is to be KOGA station manager, with Al Peters, also formerly of KODY, as chief engineer. Jim Creed, previously with KSID Sidney, Neb., and KDEF Albuquerque, N. M., is on the staff. KOGA, owned by the Ogallala Broadcasting Co., operates with 500 w, daytime, on 930 kc and is affiliated with the Keystone Broadcasting System.

WRC-TV Sets Income High

WRC-TV Washington, which began telecasting in 1947, showed greater net income in 1954 than in any year in its history, Carleton D. Smith, vice president and general manager of the NBC o&o station, has announced. Local and national spot net time sales were 28% higher than 1953. Net time sales for WRC-AM were substantially higher than in 1953 and the highest since 1948, Mr. Smith said.

Broader acceptance by advertisers and the public were responsible for a large proportion of the new revenue, Mr. Smith declared. The population of metropolitan Washington, he said, has reached 1,780,000 or 21.6% greater than the 1950 census year, and WRC-TV now reaches nearly 700,000 tv homes.

KTVQ (TV) Under Trusteeship Pending Reorganization Plan

KTVQ (TV) Oklahoma City was operating under a trusteeship last week following its petition for reorganization in Federal District Court, Oklahoma City, earlier this month.

The ch. 25, ABC-affiliated station is operating under court-appointed trustees Duke Duvall, Oklahoma City attorney, and John Esau, president of the station. Trusteeship maintains the status quo, protecting the station from creditors' suits until it can work out new financial plans for additional capital. The plight of KTVQ is due to lack of adequate working capital, Mr. Esau said, and is the result of temporary financial problems. In the petition for reorganization, filed Dec. 1, KTVQ listed $400,000 indebtedness. Station was valued at $600,000.

KTVQ began operating Nov. 1, 1953. It is owned by Mr. Esau and local businessmen.

Last August, KPMT (TV) Oklahoma City, on ch. 19, petitioned for reorganization, and has been operating under a trustee appointed by the court since then. KPMT is principally owned by theatre owner R. Lewis Barton.

Turk Named WMOG Gen. Mgr.

E. JERE TURK, formerly commercial manager of WJHO Opelika, Ala., has been named general manager of WMOG Brunswick, Ga. Mr. Turk, a Montgomery, Ala., native, is a 1952 graduate of Alabama Polytechnic Institute, having worked as a part-time salesman for WJHO while in college. During World War II Mr. Turk served in the Southeast Asia area as "frogman" for the Navy.



MR. TURK

WSYR-TV's First Local Color

WSYR-TV Syracuse, N. Y., staged its first local color show last Friday, E. R. Vadeboncoeur, station president and general manager, reported. The telecast material consisted of commercials, promotion spots, local news, sports and a half-hour dramatic show. The station believes it is the first in New York state, except New York City, to transmit local color.

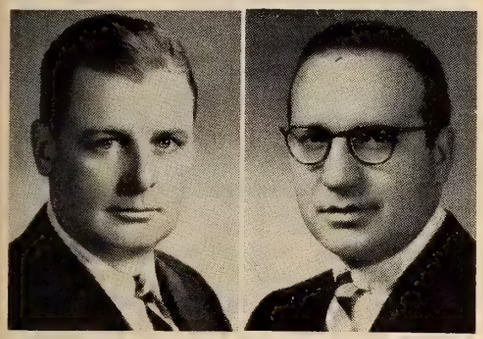
WSUN-TV Increases Power

WSUN-TV St. Petersburg, Fla., on Dec. 8 increased its power more than 10 fold when it changed over from 20 kw to 257 kw, following more than two days of test patterns with the new power. The ch. 38 station went off the air due to a power failure on Dec. 5 during a special afternoon program celebrating the increase. It returned later that afternoon at the old power and re-scheduled the special program for the following night.



STATION PEOPLE

G. Paschall Swift, WGR Corp., Buffalo, N. Y., appointed national sales manager, WGR-TV; **Anthony C. Rocco,** sales representative, WGR, appointed radio sales manager, WGR; **Phillip H. Curtis** appointed promotion manager, WGR-TV, succeeding **Ross McPherson.**



MR. SWIFT MR. ROCCO

Les Ryder, formerly commercial manager and public relations manager, KBMT (TV) Beaumont, Tex., and **Mrs. Ryder,** formerly program manager, KJIM Beaumont, to KCIL Houma, La., as commercial manager and program director, respectively.

Jim Coyle, owner-manager, J. E. Coyle Adv., L. A., and **Andy James,** production staff, KWKW Pasadena, named sales manager and account executive, respectively, KWKW.

Frank Balch Jr., announcer-salesman, WJOY Burlington, Vt., appointed assistant manager and program director; **Dean Slack,** formerly with WCAX Burlington, to WJOY as music director; **Marjorie Dow,** formerly with WTWN St. Johnsbury, Vt., to station as receptionist.



MR. BALCH

John A. Buning, formerly southeastern states station relations manager, MBS, appointed sales manager, WSUN St. Petersburg, Fla.; **Dayton Saltsman,** WSUN, appointed program director.

George A. Kirkpatrick named local sales manager, KFEL-TV Denver.

Sydney King, acting program manager, WBAL-TV Baltimore, appointed program manager.

William J. Reagan, assistant chief engineer, KOMU-TV Columbia, Mo., promoted to chief engineer, succeeding **Duane M. Weise,** who moves to WTTW (TV) Chicago as head of engineering staff.

Walt Gambell, former engineer, KPRO Riverside, Calif., to KUAM Agana, Guam, as chief engineer; **Gary Fuller,** program director, KAGR Yuba City, Calif., to KUAM as chief announcer and music director.

Gene Grubb, sales staff, KLZ-TV Denver, named farm sales manager.

Ted Nathanson, director, WRCA-TV New York, promoted to executive producer.

Ann Lebert, administrative assistant, CBS Radio business affairs, Hollywood, to KABC-TV there in similar position.

Capt. William C. Eddy, Television Assoc., Michigan City, Ind., retained as consultant for WTTW (TV) Chicago.

H. B. Thorpe has resigned as trustee and representative of creditors of KCOK-KVVG (TV) Tulare, Calif.

Arthur Loesser, concert pianist, to WTAM Cleveland as conductor, weekly one-hour record show.

Norman Van Brocklin, sports commentator, KFVD Los Angeles, to KABC Hollywood as host, five-weekly five-minute *The Van Brocklin Sports Parade.*

Harry Babbitt, singer-host, CBS Radio *Harry Babbitt Show,* adds similar duties on KCOP (TV) Hollywood *Lucky Seven-Eleven* program.

Raymond E. Spencer, formerly news and publicity director, KLAS-TV Las Vegas, Nev., to KFSD San Diego, Calif., as disc m.c.

Pete Williams, disc m.c., WGGA Gainesville, Ga., to KTKT Tucson, Ariz., in similar capacity, effective Jan. 1.

William A. Krein to KDB Santa Barbara, Calif., as account executive.

Wally Jorgensen, formerly with KBIF Fresno, Calif., to KGST there as account executive.

Jack Satterfield, formerly with WSAZ Huntington, W. Va., to sales dept., WLWD (TV) Dayton, Ohio.

Richard H. Gurley Jr., sales manager, WTAO-TV Cambridge, Mass., to sales staff, WEEI Boston.

Julie Williams, KATV (TV) Pine Bluff, Ark., to sales personnel section, commercial dept., WBAP-TV Fort Worth, Tex.

Richard Lyon, formerly with KTBC Austin, Tex., to WDRC-AM-FM Hartford, Conn., as parttime announcer.

Bob Caffey, to WDSU New Orleans as announcer.

Mike Nichols, formerly production director, WFMT (FM) Chicago, to WFLN (FM) Philadelphia.

Sig Sakowicz, commentator, WAIT Chicago, signed to handle commercials for WBBM-TV Chicago's *Playhouse at Eleven,* film series sponsored by City and Suburban Heating Co. (Norge distributor) Thurs., 11-11:30 p.m.

Bob Perez, account executive, KNXT (TV) Hollywood, won national hard court doubles tennis championship with partner Bill Crosby at La Jolla, Calif., Dec. 12; **John Galbraith,** announcer, KNXT, narrated Oakland, Calif., annual Christmas pageant for fifth consecutive year, Dec. 11-12.

Marcus Bartlett, station manager, WSB-TV Atlanta, Ga., father of boy, Brian Frank, Dec. 10.

Bernie Sandler, disc m.c., and **Norma Jane Sandler,** personality, both WEBR Buffalo, N. Y., parents of girl, Allynne Margaret, Nov. 27.

Dick Campbell, program director, WDVA Danville, Va., father of boy, Robert Carlton.

O. K. Garland, 47, chief engineer, WJHL-AM-TV Johnson City, Tenn., died Dec. 3.

Once again it's Christmas-time,

And time again to say—

Season's Greetings to you all

On this happy holiday!

SESAC Transcribed Library

475 FIFTH AVENUE

NEW YORK 17, NEW YORK

—PROFESSIONAL SERVICES—

PROFESSIONAL SERVICE PEOPLE

Fritz Snyder, former national director of station relations, CBS-TV, to *Television* magazine, N. Y., as vice president.

Jack Gillman, manager, Detroit edition, *Tv Guide*, appointed Chicago edition manager, effective Jan. 1; **Kenneth Armstrong,** assistant manager, Phila. edition, succeeds Mr. Gillman; **Ben Miller,** assistant manager, Washington-Baltimore edition, appointed manager. Texas edition, effective Jan. 1.

Robert J. Simmons, accountant, Gould, Gleiss & Benn Inc. (marketing consultants), Chicago, to L. A. office as office manager.

Don Walsh, Steve Hannagan Assoc. (public relations), N. Y., to Phil Dean Assoc. (public relations), same city, as account executive.

M. R. Hershon, partner, Nat C. Goldstone Agency, Beverly Hills, Calif., forms own tv personality management and packaging agency with offices at 9952 Santa Monica Blvd., same city; telephone: Crestview 4-6381.

Lewis C. Teegarden, formerly general manager, Standard Radio Transcription Services Inc., Chicago, has formed law partnership with **Frank Barclay** and **Louis N. Mantalica** under name of Mantalica, Barclay & Teegarden, L. A., with offices at 519 Douglas Bldg., 257 S. Spring St.

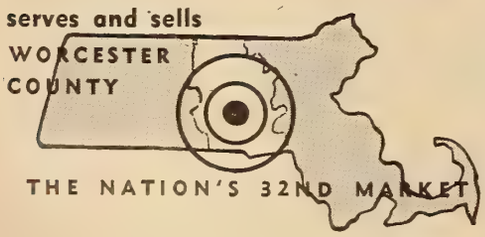
Henry Bollinger, publicist, KTLA (TV) Hollywood, to Cleary, Straus & Irwin (public relations), same city, in similar capacity.

John Pacey, former director of public relations and special features, ABC, to Benjamin Sonnenberg (public relations), N. Y., specializing in radio, tv, business and finance and advertising.

Essential Coverage!

UNDUPLICATED!

WWOR-TV. CH. 14
serves and sells
WORCESTER COUNTY



Now, * Over 69,000 UHF sets Receive the Best Picture on Worcester County's Only TELEVISION STATION!

*As of December 1, 1954

SEE PAUL H. RAYMER CO.
WWOR-TV
1ST STATION IN NEW ENGLAND'S NO. 3 MARKET
A B C — DUMONT

—AWARDS—

NBFU Asks Awards Entries, Sets Deadline at Feb. 14

THE NATIONAL Board of Fire Underwriters last week invited radio and tv stations and newspapers to take part in its Gold Medal Awards of 1954, presented annually since 1942 for outstanding public service in fire prevention and fire safety. Awards consist of a gold medal or $500 in cash at the option of the recipient. The board also presents a number of Honor Award Citations. Deadline for nominations is Feb. 14, 1955. Winners will be announced in March.

In the 13 years since the awards were instituted, 14 radio or tv stations have been recipients of the gold medal honors. The station may nominate itself or be nominated by the local fire department, civic organization, representative community leader or town official. Material supporting the nomination should be mailed to the board at 85 John St., New York 38.

duPont Deadline Nears

LESS than two weeks remain for submission of nominations for the 13th annual radio-tv awards of the Alfred I. duPont Awards Foundation. Deadline for entries for 1954 awards is Dec. 31. Three awards will be made: one to a large radio or tv station, one to a smaller station and one to a news commentator. Each award is presented for outstanding performance in the public interest and carries a stipend of $1,000. Nominations and supporting materials should be sent to the Curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

AHA Gives Radio-Tv Awards

AMERICAN HEART ASSN. awards were presented at a luncheon meeting Dec. 9 in New York to William B. Templeton, vice president in charge of radio-tv for Bryan Houston Inc., and Alvin Kabaker, vice president in charge of radio-tv for Dancer-Fitzgerald-Sample. Messrs. Templeton and Kabaker served as co-chairmen of the 1954 Heart Fund Radio and Television Committee. Sylvester L. Weaver Jr., president of NBC and chairman of AHA's Public Relations Committee, presided and introduced John F. Meagher, vice president for radio, NARTB, and Myron P. Kirk, vice president, Kudner Adv. Agency, who will be radio and tv chairmen for 1955.

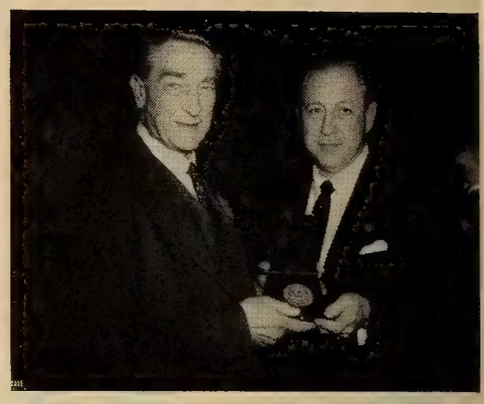
Carmas Wins Scott Award

MARVIN CARMAS, accepted as the inventor of modern magnetic recording and now senior physicist at the Armour Research Foundation of the Illinois Institute of Technology in Chicago, will receive the John Scott Award for scientific achievement in New York Jan. 31.

Officials of the City of Philadelphia, trustee of the fund, will present him with the $1,000 award, medal and scroll at ceremonies during the winter meeting of the American Institute of Electrical Engineers at the Hotel Statler.

AWARD SHORTS

Sam Black, farm personality, WEEU Reading, Pa., has had his program, *Sam Black Show*, selected as best farm radio show by livestock farming families and will be recipient of formal presentation made next month by Pennsylvania Gov. John S. Fine at Pennsylanvia Farm Show at Harrisburg.



WILLIAM S. PALEY (r), chairman of CBS Inc., receives the National Planning Assn.'s Gold Medal for his chairmanship of the President's Materials Commission in 1952. The award, made at NPA's 20th convention banquet in Washington last week, is presented by H. Christian Sonne, NPA chairman.

Bishop Fulton J. Sheen, conductor, *Life Is Worth Living* (DuMont Tv, Tues., 8-8:30 p.m. EST), presented first Thomas J. Walsh Memorial Award Dec. 14 from Catholic War Veterans of U.S.A., Dept. of N. Y., for "his dynamic role in the exposure of materialist communism; for his contribution to man's consciousness of God . . . for his devotion in the cause of God, country and home."

George Diab, sports director, WTRF-TV Wheeling, W. Va., chosen to present trophies to coaches of Ohio Valley Athletic Conference football champions and individual awards to All-Star team members, and was recipient of trophy as being valley's most outstanding sports announcer.

Buck Barry, western personality, WOOD-AM-TV Grand Rapids, Mich., presented his Silver Spur Award to Daniel Guzman, fifth grade student, for outstanding job in school safety.

Cathode-Ray Tube Div. of Allen B. DuMont Labs, Clifton, N. J., presented company's first plaque of achievement in quality control in recognition of division's reputation for quality and dependability.

Denver Adv. Club has presented its "Fame and Fortune" award to Continental Air Lines, Denver, for "its achievement . . . through sound advertising, selling and merchandising."

Frank M. Folsom, president, RCA, N. Y., presented 1954 Catholic Action Medal, awarded annually by St. Bonaventure U. to layman outstanding in Catholic action.

Ray Dietrich, western personality, KEYT (TV) Santa Barbara, Calif., made honorary sheriff of Santa Barbara County for work with juveniles.

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TECHNICIANS STRIKE AGAINST KPIX (TV)

Wages and scope-of-work disputes were under discussion when union walked out. Station alleges sabotage of vital television equipment.

WIDESPREAD sabotage of KPIX (TV) San Francisco equipment as National Assn. of Broadcast Employes and Technicans (CIO) employes walked out last Tuesday led to damage that cannot even be determined for several weeks, according to Philip G. Lasky, general manager of the Westinghouse outlet.

The transmitter was put back on the air within 13 hours, supervisory personnel restoring enough equipment to permit telecast of CBS-TV network and film programming for three hours, Westinghouse announced, but KPIX was unable to provide facilities Wednesday to pick up the Olson-Langlois fight sponsored on CBS-TV by Pabst beer. CBS-TV remote equipment and crews from Hollywood handled the fight, transmitting the feed to Hollywood for network transmission.

Mr. Lasky said one camera chain was back in operation Wednesday night, being used for three live shows, back-to-back. Regular programming was resumed Thursday.

While Westinghouse was examining equipment to find the extent of damage, FCC and FBI investigators were reported at the scene. Mr. Lasky said the Communications Act "makes willful damage of broadcasting installations a federal offense." The FCC has received a preliminary report from its West Coast office.

Technical gear "was sabotaged in a manner without precedent in the more than 30 years of broadcasting history in the United States," he said.

Frank Sloan, of FCC's San Francisco office, was quoted as saying he would have no comment until he completes his investigation.

The strike caught Westinghouse by surprise, it was explained, since the union and management had agreed Dec. 10 to submit their differences to the San Francisco office of the Federal Mediation & Conciliation Service at a joint meeting scheduled for 10 a.m. last Wednesday. No strike deadline or other warning was given that employes would not continue to work, at least until after the Dec. 15 meeting with the conciliator, according to Westinghouse. The Wednesday meeting was reaffirmed by union representatives and KPIX management at a meeting late Monday, it was added.

Thirty-three technicians and 11 floor men at KPIX are represented by NABET.

Members of AFTRA and AFM, both AFL unions, voted to return to work as soon as the station could resume local programming, KPIX said, the unions having explained they were not consulted on the strike and would urge members to cross picket lines to work.

Mr. Lasky quoted Charles Kennedy, president of AFM Local 6, as having written that the strike was called without consulting the local and that AFM considered it an "illegal strike."

Mr. Lasky said that within the first 36 hours after damage was noted, the following examples were found:

More than a hundred fuses were removed. In their places, dummy fuses were inserted.

Equipment, blueprints and instruction books were hidden.

All sync generators were "knocked out" by tiny pieces of wire concealed in obscure spots.

Scores of audio circuits were shorted or otherwise disabled.

Tubes were removed from sockets and replaced with defective tubes.

Optical systems of film projectors were put out of alignment.

Many other examples of sabotage were found, all requiring technical knowledge of television operations, Mr. Lasky said.

The damage was discovered at 6 a.m. Tuesday by supervisory engineers who arrived to put the station on the air. That morning the studios were picketed by NABET and no NABET members reported to work.

Union officials were quoted as emphatically denying KPIX charges that "equipment and electronic circuits have been illegally tampered with, removed and otherwise sabotaged."

The union claims the strike was called over wages and scope-of-work disputes. Engineers are paid $132.50 a week, asking $150, and floormen get $97, asking $112.

Mr. Lasky said management has offered a 6% wage increase in the first year of a two-year contract and an additional 7% raise for the second year.

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EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Newly-Organized WGA East Elects Officers, Council

ERICK BARNOUW was elected as the first president of the recently-organized Writers Guild of America East Inc. last Wednesday in New York. Other officers chosen are Philo Higley, vice president, and William Kendall Clarke, secretary-treasurer.

Members elected to the Council are John Agger, Nathan Brandt Jr., Jean Carroll, Max Ehrlich, Don Ettlinger, George Fass, Will Glickman, Graham Grove, Edwin Mabley, Elizabeth Pennell, Robert Shaw, Sheldon Stark, Halsted Welles and Max Wilk. Appointment of Evelyn F. Burkey as executive director was approved unanimously.

PERSONNEL RELATIONS PEOPLE

Leith Stevens elected president by eastern and western directors board, Composers Guild of America; with **Gene von Hallberg, Walter Schumann** and **Ben Ludlow,** vice presidents; **Mack David,** secretary-treasurer; and **Winston Sharples,** assistant secretary-treasurer. In previous elections, **Basil Adlam, Richard Aurandt, Carmen Dragon** and **Rex Koury** were elected western board radio members; **Frank DeVol, Wilbur Hatch, Irving Miller, Mr. Schumann** and **Nathan G. Scott,** western board tv members; **Mr. Ludlow** and **Mr. von Hallberg,** eastern radio members; and **Milton Kraus, Ralph Norman** and **David Terry,** eastern tv members.

Miami U. Offers Tv Course

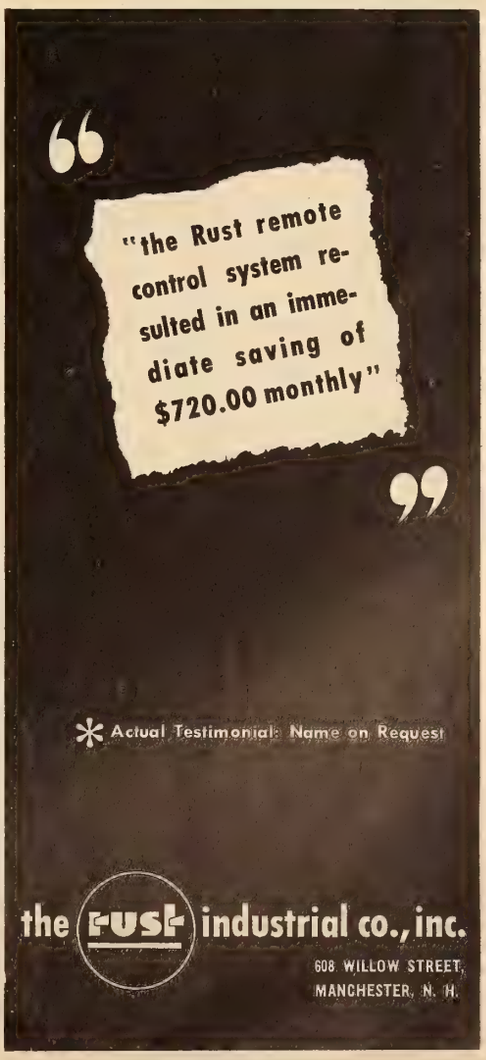
THREE-WEEK institute in live tv and tv film will be offered next summer by the radio-tv-film department of the U. of Miami, Coral Gables, Fla., in conjunction with WTVJ (TV) Miami and its film production subsidiary, Reela Films of Miami. The course, which will be held from July 11 through July 31, is designed primarily for professionals in public communication. Emphasis will be placed on direct experience and learning-by-doing in live tv film planning and production. Classes will be held on the university campus at WTVJ studios and at Reela laboratories. Tuition is $120 and enrollment is by advance application only. Complete details may be obtained from Dr. Sydney W. Head, chairman of the U. of Miami radio-tv-film department.

Michigan State Sets Meet

MICHIGAN State College, East Lansing, has scheduled its 10th annual conference on radio-tv for educators and the first annual radio-tv conference for high school and college students for March 12, 1955, Dr. Robert P. Crawford, MSC director of radio-tv education and conference chairman, announced. Panels, films, lectures, seminars, and a clinic will be features of the free conferences.

EDUCATION SHORTS

Northwest Radio & Television School, Portland, Ore., has announced signing of lease with Time Magazine Inc. for seven offices and reception room, comprising nearly 3,000 square feet, at 540 N. Michigan Ave., Chicago, to be occupied around Jan. 11.



15 OUTLETS ACCEPT CBS-TV'S NEW PLAN

FIFTEEN of the 20 stations offered CBS-TV's Extended Market Plan affiliations at the time the plan was announced [B•T, Nov. 29] have accepted the offer. Eleven of these signed contracts with CBS-TV at a luncheon in New York last Thursday.

The four others will get their contracts by mail, CBS-TV said. The four were not identified, officials explaining that although the four had accepted, specific details in some cases were still in negotiation.

Discussing the plan, designed to extend network television to small-market stations, CBS Inc. Vice President Richard S. Salant, who represented CBS Board Chairman William S. Paley and President Frank Stanton at the luncheon, said, "This is a milestone in all television broadcasting."

Several CBS Television department heads acquainted the guests with their specific operations and services, all of which would be at the disposal of the EMP group. These included John P. Cowden, creative director, advertising and sales promotion; Charles J. Oppenheim, director of press information, and William H. Hylan, vice president in charge of network sales.

Hosts at the luncheon were Herbert V. Akerberg and Edward P. Shurick, CBS Television station relations. Merle Jones, vice president of CBS-owned television stations and general services, represented J. L. Van Volkenburg, president, CBS Television, at luncheon.



FIRST station signed up for CBS-TV's Extended Market Plan was WMSL-TV Decatur, Ala. During New York ceremony Thursday when 11 of 15 stations which have accepted the plan signed CBS-TV contracts, WMSL-TV is represented by President Frank Whisenant (seated l) and CBS-TV by Station Relations Vice President Herbert V. Akerberg. Waiting to sign are (l to r): A. J. Mosby, KGVO-TV Missoula, Mont.; Les Hacker, KVEC-TV San Luis Obispo, Calif.; Rex G. Howell, KFXJ-TV Grand Junction, Colo.; A. J. Bauer, WINK-TV Ft. Myers, Fla.; James E. King, WMSL-TV; Frank C. McIntyre, KLIX-TV Twin Falls, Idaho (background); O. E. Richardson, WFAM-TV, Lafayette, Ind.; Rogan Jones, KVOS-TV Bellingham, Wash.; Aaron B. Robinson, WDXI Jackson, Tenn.; Charles J. Truitt, WBOC-TV Salisbury, Md.; Birney Imes Jr., WCBI-TV Columbus, Miss.; Edward Shurick, CBS-TV station relations director (extreme r).

ABC-TV Adds 4 Vhf Stations Bringing Affiliation to 222

ABC-TV AFFILIATES now total 222 with the addition of four more stations reported last week by Alfred R. Beckman, director of station relations for the network.

All four stations are vhf and include KXLF-TV Butte, Mont., WSAU-TV Wausau, Wis., KREM-TV Spokane and WTVN-TV Columbus, Ohio.

KXLF-TV, owned and operated by Television Montana, joined ABC-TV on Nov. 30. Ed Craney is general manager. WSAU-TV, owned and operated by Wisconsin Valley Television Corp, was added Dec. 6.

KREM-TV also affiliated with the network Dec. 6. The station is owned and operated by Louis Wasmer. WTVN-TV was added Dec. 13. The Columbus outlet is owned and operated by WTVN Inc.

Six Kansas Stations Form Sunflower Chain

FORMATION of the Sunflower Network of six Kansas stations in the 5 kw or over daytime category, and set up to attract national and regional advertisers on a "one-package, one-rate card buy" basis effective Jan. 1, 1955, was announced last week.

Archie J. Taylor, general manager of KANS Wichita, will serve as temporary chairman, and Fred L. Conger, business manager of WREN Topeka, will be temporary secretary-treasurer. John E. Pearson Co. will be national sales representative for the new network, according to Mr. Taylor.

Aside from KANS and WREN, other stations are KGGF Coffeyville, KOAM Pittsburg, KSAL Salina and KVGB Great Bend. To realize a special group discount, as yet unrevealed, advertisers would be required to take all stations as a "must buy."

Purpose of the new statewide network was described by Mr. Taylor as one designed to give advertisers a one-rate card buy on stations which he claims cover 87% of Kansas and parts of Nebraska, Oklahoma, Missouri and Arkansas. He described the other states as a "bonus" area.

Combined coverage of these states in terms of population is 1,802,955 in Kansas, 1,044,623 in Oklahoma, 890,606 in Missouri and 67,490 in Arkansas. Sunflower expects to cover an area boasting more than $3.5 billion in retail sales, with Kansas pegged at $1,811,271,000 or 84% of all retail sales in that state.

Articles of incorporation will be filed in Topeka in the near future and permanent officers will be elected. Other principals listed by Mr. Taylor for stations of the network are Robert Pratt for KGGF, E. V. Baxter for KOAM, Ray Jensen for KSAL and Grover Cobb for KVGB—all managerial executives.

Sarnoff Boosts Color In Los Angeles Talk

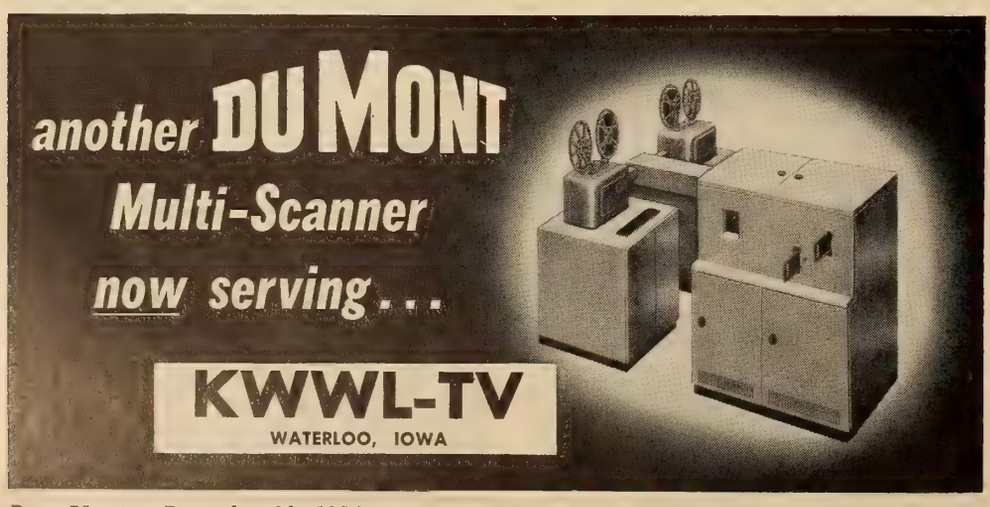
COLOR TV will stimulate advertising, which in turn will stimulate color tv, Gen. David Sarnoff, NBC board chairman, stated in a Los Angeles interview last week following a demonstration of the new 21-in. RCA color receiver at the Greater Los Angeles Press Club during NBC-TV's *Dateline* from New York Dec. 13.

While admitting that the manufacture of color receivers is limited at present, he added that advertisers will accept higher production costs when the multichrome sets appear in quantity. "There is no question the sponsor will pay the higher costs once you have the circulation," he said, likening higher color video costs to those of color in magazine and newspaper advertising.

Public response to multichrome video is "very satisfactory" so far, he said, and continued, "If the set is poor, color tv won't make good. If it is good, it will add a new dimension to advertising."

Video tape recording equipment has been installed at NBC-TV New York, he stated, with practical field tests to begin early next year.

After the showing he left with RCA President Frank Folsom for Palm Springs.



WGAR Renews With CBS Effective April 1955

WGAR Cleveland has signed a standard renewal of its affiliation agreement with CBS Radio effective April 1, 1955, William A. Schudt Jr., vice president in charge of station relations at CBS Radio, announced last week [CLOSED CIRCUIT, Dec. 13].

The anticipated announcement by CBS spiked speculation that the Cleveland affiliation would shift to WJW, newly-purchased by Storer Broadcasting Co. This belief had been premised on an impending shift on March 1 of CBS-TV from WEWS (TV), owned by Scripps-Howard, to WXEL (TV), a Storer station.

Mr. Schudt noted that WGAR started its 25th year as a CBS Radio affiliate on Dec. 15. The 50 kw station on 1220 kc is owned and operated by the People's Broadcasting Co., of which Herbert L. Evans is vice president and general manager. Carl E. George is general manager of WGAR.



WGAR Cleveland and CBS Radio agree to renew their standard affiliation effective April 1, 1955. L to r: William A. Schudt Jr., CBS vice president in charge of station relations; Herbert L. Evans, vice president and general manager, People's Broadcasting Co., WGAR licensee; Adrian Murphy, CBS Radio president, and Carl E. George, WGAR general manager.

Noble Adds $5 Million To Foundation's Fund

GIFT of $5 million has been presented by Edward J. Noble, chairman of the finance committee of American Broadcasting-Paramount Theatres Inc. and chairman of the board of Life Savers Corp., to the Edward John Noble Foundation, philanthropic organization founded in 1940.



MR. NOBLE

The purpose of the gift, according to Mr. Noble, is to add to the large endowment, used for the support of education, charities and hospitals. The Noble Foundation in 1953 received a $2 million gift from Mr. Noble.

The foundation has made funds available to North Country Hospitals Inc., a unit of three hospitals; St. Lawrence U., and charities in New York such as the Salvation Army, the National Foundation for Infantile Paralysis and Community Chests as well as charities in Greenwich, Conn., and in the New York State communities of Port Chester, Gouverneur, Watertown, Canton and Alexandria Bay.

NBC-TV 'Magazine Concept' To Be Used in New Drama

THE NEW daytime drama, *Way of the World*, will begin on NBC-TV Jan. 3 as a Mon.-through-Fri., 10:30-10:45 a.m. (EST) series. The format is described by NBC as "designed to resemble more closely the magazine technique of presenting complete stories in several episodes."

The series will start under the Monday, Wednesday and Friday sponsorship of the Borden Co., through Young & Rubicam. Production will be under the direction of Therese Lewis who will also be script editor. Frederic Carr has been signed to direct.

Gloria Louis, portraying Linda Porter, will introduce each episode and deliver commercials. Casts are to vary with each story.

NBC RADIO SELLS $1.4 MILLION MORE

NEW BUSINESS representing $1,412,615 in annual gross billings was reported last week by William H. Fineshriber Jr., vice president in charge of the NBC Radio Network.

NBC Radio a fortnight ago reported renewals for the period (dating back to about Nov. 15) at $17,959,607 [AT DEADLINE, Dec. 13]. The renewals included 19 national advertisers and were for 52 weeks.

Total new and renewal business for the network is $19,372,222.

Referring to this figure, Mr. Fineshriber said: "This business is another clear indication of the stability of NBC Radio and reflects the fact that the NBC Radio Network with its new sales packages and program structure offers desirable properties sought by national advertisers who are judicious in their choice of media."

He said NBC Radio in the past year has continued its nighttime "strip programming," adding *The Great Gildersleeve* to this category after achieving particular success with *Fibber McGee & Molly*. The pattern also is being followed in the daytime, Mr. Fineshriber said, with Mary Margaret McBride's new show "sold out within a few weeks" after it was added late this fall.

Mr. Fineshriber noted that NBC Radio now is extending the McBride five-day-a-week pattern to Saturday, a sixth day, for Calgon Inc. Other sponsors of the show are General Foods, Q-Tips Sales Corp. and Star-Kist Foods Inc.

He also said NBC Radio would continue to expand its list of "outstanding personalities during the new year with more top names, new shows and new sales patterns."

NETWORK PEOPLE

James Fonda, director of network programs, CBS-TV Hollywood, assumes producer-creator position with network.

Edward Arnold, tv, radio and motion picture personality, named to succeed late **Lionel Barrymore** as host-m.c., CBS Radio *Hallmark Hall of Fame*.

William Martin, account executive, network sales, NBC-TV, appointed sales specialist, NBC sports department.

Tennessee Ernie Ford, singer, CBS Radio *Tennessee Ernie Ford* programs, adds duties as

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DAYTON, O.

"THE CITY BEAUTIFUL"

host-m.c., NBC-TV program with similar name.

Harry S. Ackerman, vice president in charge of network programming, CBS-TV Hollywood, named honorary chairman of L. A. Advertising Club-U. S. Marine Corps reserve "Toys for Tots" drive and Christmas party tomorrow (Dec. 21); **Bob Crosby,** CBS personality, named party m.c.

Paul Harvey, news commentator, ABC Radio, additionally to write syndicated newspaper column for General Features Corp., N. Y., beginning Jan. 15.

Bob Wolff, sportscaster, WWDC Washington, selected by MBS to air play-by-play of 'Gator Bowl football game, Jacksonville, Fla., Dec. 31.

Ben Alexander, "Officer Frank Smith," *Dragnet,* NBC Radio and NBC-TV, presented diplomas to 22 law enforcement officers at graduation ceremonies Dec. 2, Delinquency Control Institute, USC.

Merle S. Jones, vice president in charge of stations and general services, CBS, named chairman, tv-radio div., Visiting Nurse Service of New York 1954 fund raising program.

Danny Greene, assistant film editor, Revue Productions, Hollywood, father of girl, Dec. 5.

Dennis Day, singer-comedian, NBC Radio *Dennis Day Show* and CBS Radio and CBS-TV *Jack Benny Show,* father of girl, Eileen Maria McNulty, Dec. 4.

Arthur Henley, producer, *Make Up Your Mind,* CBS Radio, father of boy, Kenneth, Dec. 2.

Everett Mitchell, farm commentator, NBC Chicago, father of boy, Peter Michael, Dec. 1.

Harry Essman, 46, engineer, CBS Radio, Hollywood, died Dec. 9.

NETWORK SHORTS

NBC-TV yesterday (Sun.) presented Gian-Carlo Menotti's "Amahl and the Night Visitors" opera on *Hallmark Hall of Fame Program* (5-6 p.m. EST) for fourth consecutive year.

NBC Radio broadcast a full-hour salute to Ernest Hemingway Dec. 19 (7-8 p.m.), to honor novelist's acceptance of Nobel Prize on Dec. 10. Program included evaluations of Mr. Hemingway's works by well-known critics and readings by actors from novelist's "For Whom the Bell Tolls," "A Farewell to Arms" and "The Old Man and the Sea."

CBS COLOR PATENTS LICENSED TO RCA

Five year agreement is seen unofficially as a form of 'protection' on part of RCA.

NEW and different twist in the RCA-CBS color television rivalry developed last week in the revelation that RCA has taken a license for the use of CBS patents on color television tubes.

RCA, confirming this fact, noted first that it is not manufacturing the CBS color tube but rather is turning out one of its own development. The licensing arrangement—which extends for five years and includes CBS patents that may be issued on pending applications and future inventions for direct-view color tv picture tubes during the five-year period, as well as for the original direct-view picture tube of the curved-screen type—was seen unofficially as a form of "protection " on the part of RCA.

RCA's statement said:

RCA is not manufacturing the CBS color tube, which is a 19-inch glass tube.

RCA is manufacturing its own color tube—the 21-inch metal shadow-mask tube developed by RCA and announced to the industry and to the press last July.

RCA has taken a license under CBS patents on color tubes.

The CBS statement, issued by President Frank Stanton:

Nov. 30 CBS licensed RCA to manufacture direct-view color television picture tubes of the curved-screen mask type.

Charles F. Stromeyer, president of CBS-Hytron, the division of CBS Inc. which developed the curved-screen mask type of tube, signed the licensing agreement under U. S. Patent No. 2,690,518 for CBS. E. C. Anderson, executive vice president of RCA, signed for RCA.

The license grants RCA the right to use the original patent as well as other CBS patents that may issue from pending applications and future inventions for direct-view color television picture tubes during the five-year term of the agreement.

CBS-Hytron, while currently producing a 19-inch color picture tube, is known to be working on, and is expected shortly to announce, development of a 22-inch color picture tube [CLOSED CIRCUIT, Nov. 22].

Hallicrafters Aligns Posts Following Graver Death

REALIGNMENT of Hallicrafters Co.'s top executive and marketing posts, in the wake of the death of Richard A. Graver, its vice president, were announced last week.

William J. Halligan, Hallicrafters president, was elected chairman of the board, and Raymond W. Durst, executive vice president, was elevated to the presidency. William J. Halligan Jr., communications sales manager, was appointed director of marketing.

Mr. Halligan Jr., along with Michael D. Kelly, tv sales manager, who was named marketing director for television and home radio (as distinguished from shortwave), will handle the marketing duties formerly assigned to the late Mr. Graver, for whom funeral services were conducted in Chicago last Monday. He died in New York the previous week.

Caleb A. Shera, a district sales manager, has been selected distribution director for tv and home radio and will work with Messrs. Kelly and Halligan Jr. Harry J. Hemingway was elected to the board of directors, replacing Mr. Graver.

Parking by Tv

LATEST USE for the "tv eye" developed by RCA as a means of extending human sight, is space-spotting to speed car parking service. RCA's Engineering Products Div. announced last week that the closed-circuit spotter is being used at Oakland, Calif., by the Downtown Merchants Parking Assn.

The installation enables the attendant to hasten spotting as he directs motorists to vacancies on the car lot. The camera scans the parking area and projects what it sees to a 21-in. receiver in the entrance booth where the attendant can spot a vacant parking place at a glance.

High for Shipments Set by Westinghouse

THE ALL-TIME company record of more than $1.6 billion worth of products shipped was set by Westinghouse Electric Corp. in 1954 although new orders were down from 1953, it was announced last week in a year-end statement by Gwilym A. Price, president of Westinghouse. He predicted that production during 1955 "in terms of sales billed will approach or equal the record set this past year."

Mr. Price reported that in television, Westinghouse Broadcasting Co. purchased KPIX (TV) San Francisco and WDTV (TV) Pittsburgh. Plants and other facilities, Mr. Price said, represent the last large outlay in the approximately $300 million expansion program begun by Westinghouse in 1950 and which will be "virtually completed" by the middle of 1955. He added that the latest expansion, coupled with one completed in 1948, will raise Westinghouse productive capacity by next year to 125% over that at the end of World War II.

Orders to Westinghouse Electric Corp. during 1954, excluding defense business, were off about 5%, according to Mr. Price. He said the company "anticipates an increase in orders in 1955 of some 10%".

New GE Development May Key 'Picture-On-The-Wall' Video

A NEW "light amplifier" which may become a key factor in future "picture-on-the-wall" television has been developed by the General Electric Research Labs at Schenectady and will be demonstrated for newsmen Tuesday in New York.

Miles J. Martin, GE's manager of research

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New York City	51 East 42nd Street	Murray Hill 7-7971
Washington, D.C.	13th & E Streets, N.W.	Metropolitan 8-0522
Houston, Texas	2700 Polk Avenue	Atwood 8536
Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
Atlanta, Georgia	13th & Spring Streets	(open October 1, 1953)
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec Canada	Canadian Marconi Co.	Atlantic 9441

information services, said the demonstration would show—"for what we believe to be the first time in scientific history—a projected photographic image being brightened by passing an electric current through a small phosphor surface used as the projection screen."

Mr. Martin said that, aside from picture-on-the-wall television, the development may be useful in X-ray fluoroscopy, photography and for "seeing in the dark" devices.

Gates Reports Production Of 50 W Vhf Transmitter

PRODUCTION of a standard 50 w vhf transmitter has been announced by the Gates Radio Co., Quincy, Ill. The company believes it is the only manufacturer producing a standard tv transmitter in this low power range.

The transmitter is housed in a cabinet 50 inches wide, 84 inches high and 21 inches deep and was originally developed for the Armed Forces Information and Education Agency for overseas tv service. The first Gates 50 w transmitter is in use at an Air Force base in the Azores.

Gates has a companion ring-type antenna designed for use with the new transmitter.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
WBBA Pittsfield, Ill.	250 w	am	new station
WBMA Beaufort, N. C.	250 w	am	new station
KCMU Columbia, Mo.	250 w	am	new station
KBNZ LaJunta, Colo.	250 w	am	replace transmitter
WTRN Tyrone, Pa.	250 w	am	new station
. . . Washington, Ind.	250 w	am	new station
KOGA Ogallala, Neb.	500 w	am	new station
WMTA Central City, Ky.	500 w	am	new station
WNES Central City, Ky.	500 w	am	new station
WCLG Morgantown, W. Va.	500 w	am	new station
KVIN Vinita, Okla.	500 w	am	new station
WTKM Hartford, Wis.	500 w	am	replace transmitter
CBY Cornerbrook, Nfld.	1 kw	am	replace transmitter
WBRT Bardstown, Ky.	1 kw	am	new station
WRUM Rumford, Me.	1 kw	am	power increase
WPGC Morningside, Md.	1 kw	am	power increase
KATZ St. Louis, Mo.	1 kw	am	new station
WWWB Jasper, Ala.	1 kw	am	replace transmitter
WCBL Benton, Ky.	1 kw	am	new station
WCLS Columbus, Ga.	1 kw	am	new station
WDKN Dickson, Tenn.	1 kw	am	new station
CBV Quebec, Que.	5 kw	am	power increase
CBO Ottawa, Ont.	5 kw	am	power increase

MANUFACTURING PEOPLE

A. E. Keleher Jr., staff assistant on product planning committee, Raytheon Mfg. Co., Chicago, additionally named product manager, communications equipment.

Dr. George L. Haller, dean of College of Chemistry and Physics, Pennsylvania State U., appointed manager of laboratories dept., electronics div., General Electric Co., Syracuse, N. Y.



MR. HALLER

H. G. Cook appointed district manager, Detroit District, Graybar Electric Co., N. Y., succeeding **E. R. Yonkers,** who transfers to Cincinnati in same capacity, effective Jan. 15.

Henry Berlin, sales engineer and advertising manager, Mark Simpson Mfg. Co., Long Island City, N. Y., chosen honorary member of RCA Institute Alumni Assn.

WROL 'MYSTERY TUNE CONTEST'

WROL Knoxville, Tenn., is conducting a weekly "Mystery Tune Contest," playing 14 mystery melodies weekly at various times during the broadcast day. Each week listeners submit their list of answers along with the name of their favorite WROL program and reasons why they like it. First prize each week is a radio-lamp-clock combination, with the next five winners receiving theatre tickets. To show that everybody isn't watching television after 8 p.m., the station airs one tune in the evening only, and one week about 50% of the entrants identified it, according to WROL.

'MERRY WIDOW' IN COLOR

OPERETTA, "The Merry Widow," will be presented in color tv Dec. 26 on *Omnibus,* the Tv-Radio Workshop of the Ford Foundation, producers of the program, has announced. The entire 1½ hours of *Omnibus* (CBS-TV, 5-6:30 p.m. EST) will be devoted to the operetta, which will feature Patrice Munsel singing the title role and Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra, conducting the performance. The production, staged by Cyril Ritchard, will have a cast of 30, including separate dancing and singing choruses. Each of the three sets to be used will be done in one of the three primary colors, the workshop said, to "improve the clarity of both the color and the compatible black-and-white pictures."

WTVW (TV) OUTDOOR ADS

HEAVY outdoor advertising campaign has been launched by WTVW (TV) Milwaukee, including 200 outside bus cards, 500 three sheet billboards and 12 bus "spectaculars," painted WTVW advertisements occupying the entire side of a bus.

'HOSPITALITY CENTER' VISITORS

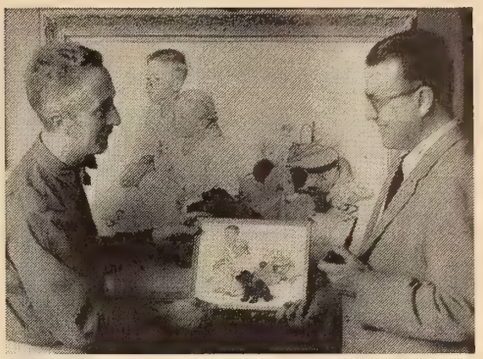
WGN-AM-TV Chicago's "Hospitality Center" at the International Livestock Exposition in that city drew visitors from 20 states and six countries and territories outside of the United States, the station reports. The center was open to the public daily throughout the exposition and was the origination point for a total of 25 separate WGN broadcasts and 10 non-broadcast shows, as well as transcribed programs. The station's farm department distributed 7,000 farm service brochures, and 664 visitors signed the WGN farm family guestbook.

WAVE-TV 'FARM' PROGRAM

WAVE-TV Louisville, Ky., will begin a new series of live programs, *Farm,* starting Jan. 15 from its 350-acre farm near Worthington, Ky. The hourly Saturday program will include such categories as soils, machinery, buildings, fertilizers, insecticides, chemicals, livestock, crops, feed and home living, and will be conducted by Paxton Marshall, who on occasion has been featured on WAVE-TV, and Shirley Anderson, who earlier this year was presented a distinguished service award from Secretary of Agriculture Ezra Taft Benson on behalf of the Dept. of Agriculture. The station is presenting the program to serve its farm audience, which it claims to be 83,701 homes and 632,500 persons reached by total programming.

GOLD RUSH AT KVOR

"GOLD RUSH days have come to the Pikes Peak Region where most people listen to KVOR . . ." says the cover of the 1954-55 program schedule being distributed by KVOR Colorado Springs, Colo. The schedule reports five gold mines being worked in the region are: the market's population of 91,200 and buying income of $144,986,000; Fort Carson military base with 25,000 personnel and a monthly payroll of $4,000,000; 500,000 annual tourists spending $44,000,000; a new Fort Carson housing construction to start soon costing $13,427,000, and the new U. S. Air Force Academy to cost over $600,000,000 with an estimated monthly payroll $1,500,000. The presentation also includes market statistics and rankings. "Stake your claim at KVOR in the new Pikes Peak gold rush," the station advises.



NORMAN ROCKWELL (l), noted artist, receives a full color reproduction of his painting, "Their First Television Christmas," from Jack Siegrist, merchandising manager of the Tv Receiver Div. of Allen B. DuMont Labs. The painting was run in a *Saturday Evening Post* DuMont advertisement and the company reports it drew thousands of reprint requests. As part of DuMont's merchandising campaign for its new line of "Wide Horizon" tv receivers, DuMont has made available reproductions to dealers as a Christmas give-away. DuMont expects copies of the painting will soon be in a million American homes.

'THE CASE OF . . .'

WRTV (TV) Asbury Park, N. J., reports "one of its most successful presentations" has been *The Case of . . .*—a weekly program on which practicing attorneys are the actors. Sponsored by the Monmouth Bar Assn., the program dramatizes cases involving public interest issues decided by New Jersey courts.

'CLINK-A-LONG CLACK-A-TY'

"CLINK-A-LONG Clack-a-ty," a robot lawman, is a new personality of KTNT-TV Tacoma, Wash., featured each weekday afternoon as the Marshal of Mechanical City on a children's movie and cartoon show over the station. Clink-a-long, who is hollow to allow a man to stand in him, is outfitted with dials, batteries, lights, coils and tubes which "control" the cartoons and movies.

GOOD LISTENING ON KSOO

TO DETERMINE station penetration and program popularity, KSOO Sioux Falls, S. D., conducted a "Good Listening Contest" in which listeners were asked to explain in 25 words or less why they liked a particular program or personality. Prizes given away were a new Nash Rambler station wagon, furniture to outfit a living room, a man's or woman's wrist watch, an easy chair and weekly awards of Parker pen and pencil sets.

Station Authorizations, Applications

(As Compiled by B • T)

December 9 through December 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Nov. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,634	533	124
CPs on air	16	21	†310
CPs not on air	112	11	141
Total on air	2,650	554	434
Total authorized	2,762	565	575
Applications in hearing	137	2	167
New station requests	174	3	18
New station bids in hearing	76	0	151
Facilities change requests	133	9	19
Total applications pending	647	67	173
Licenses deleted in Nov.	2	5	0
CPs deleted in Nov.	1	0	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,668	2,646	124	163	76
Fm	554	535	31	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	267	316	583[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	294	115	409
Noncommercial on air	6	3	9

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	940	337	727	531	1,259[2]
Educational	56		28	28	56[3]
Total	996	337	755	559	1,315[4]

[1] One hundred-fourteen CPs (21 vhf, 93 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 616 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

KBET-TV Sacramento, Calif.—Sacramento Telecasters Inc. granted mod. of CP for ch. 10 to change studio location to 601-607 Seventh Ave., Sacramento; transmitter location to 3.5 miles S. of El Dorado, Calif.; antenna height above average terrain 1,119 ft. Granted Dec. 9; announced Dec. 14.

KLRJ-TV Henderson, Nev.—Southwestern Pub. Co. granted mod. of CP for ch. 2 to change ERP to 12.3 kw visual, 6.3 kw aural; antenna height above average terrain 110 ft. Granted Dec. 6; announced Dec. 14.

WCBS-TV New York, N. Y.—Columbia Bcstg. System granted CP for ch. 2 to change ERP to 42 kw visual, 21 kw aural; antenna height above average terrain 1,300 ft. Granted Dec. 10; announced Dec. 14.

WLOK-TV Lima, Ohio—WLOK Inc. granted mod. of CP to change from ch. 73 to ch. 35; change ERP to 16.2 kw visual, 9.55 kw aural; antenna height above average terrain 340 ft. Granted Dec. 7; announced Dec. 14.

WJAR-TV Providence, R. I.—The Outlet Co. granted mod. of CP for ch. 10 to change ERP to 160 kw visual; antenna height above average terrain 920 ft. Granted Dec. 6; announced Dec. 14.

KCOR-TV San Antonio, Tex.—KCOR Inc. granted mod. of CP for ch. 41 to change transmitter and studio location to 111 Martinez, San Antonio; ERP to 17.8 kw visual, 9.77 kw aural; antenna height above average terrain 350 ft. Granted Dec. 10; announced Dec. 14.

KCTS (TV) Seattle, Wash.—U. of Wash. granted STA for noncommercial educational ch. 9 to commence program tests until Feb. 23, pending filing of license application. Granted Dec. 6; announced Dec. 14.

WOAY-TV Beckley, W. Va.—Robert R. Thomas Jr. granted STA to operate commercially on ch. 4 until Feb. 2. Granted Dec. 9; announced Dec. 14.

APPLICATIONS

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. seeks mod. of CP to specify ch. 19 (500-506 mc); ERP 124 kw visual, 67.3 kw aural; antenna height above average terrain 2,116 ft. Filed Dec. 14.

WSJS-TV Winston-Salem, N. C.—Triangle Bcstg. Corp. seeks mod. of CP for ch. 12 to change transmitter location to Sauratown Mt., approximately 7 miles N. of King, N. C.; change ERP to 315 kw visual, 158 kw aural; antenna height above average terrain 2,000 ft. Filed Dec. 14.

CALL LETTERS ASSIGNED

KTHV (TV) Little Rock, Ark.—Ark. Television Co., ch. 11.

KTRE-TV Lufkin, Tex.—Forest Capital Bcstg. Co., ch. 9.

New Am Stations . . .

APPLICATIONS

Valdosta, Ga.—J. E. Massey Sr., J. E. Massey Jr., L. C. McCall and Betty J. McCall d/b as Lowndes County Bcstrs., 1450 kc, 250 w unlimited. Post office address % L. C. McCall, P. O. box 86, Palatka, Fla. Estimated construction cost $16,100, first year operating cost $36,000, revenue $42,000. Principals in general partnership include **J. E. Massey Sr.** (40%); **J. E. Massey Jr.** (40%); **L. C. McCall** (10%), and **Betty J. McCall** (10%). Messrs. Massey Sr. and McCall are equal owners of WWPF Palatka, Fla. Filed Dec. 13.

Portland, Ore.—Albert L. Capstaff, 1290 kc, 1 kw daytime. Post office address 612 Commercial St., Astoria, Ore. Estimated construction cost $14,200, first year operating cost $48,000, revenue $62,500. Mr. Capstaff is pres.-25% owner KVAS Astoria, Ore. Filed Dec. 2.

APPLICATIONS AMENDED

Colorado Springs, Colo.—Arenze Bcstrs. amend bid for new am station on 1450 kc 250 w unlimited to specify 970 kc, 1 kw daytime. Filed Dec. 10.

Georgetown, Del.—Rollins Bcstg. of Del. Inc. amends bid for new am station on 1250 kc 1 kw daytime to specify 5 kw, directional. Filed Dec. 10.

Paris, Ky.—D. C. Stephens tr/as Paris Bcstg. Co. amends bid for new am station on 1470 kc 1 kw daytime to specify 1440 kc. Filed Dec. 10.

Existing Am Stations . . .

APPLICATIONS

KOTN Pine Bluff, Ark.—Universal Bcstg. Corp. amends bid to change from Pine Bluff to Brinkley to specify 100 w; studio and transmitter location to U. S. Hwy. 70, ½ mile S. of Brinkley. Filed Dec. 10.

KGEK Sterling, Colo.—Edmer G. Beehler seeks mod. of license to change from daytime to unlimited on 1230 kc. Filed Dec. 9.

WPGC Morningside, Md.—WPGC Inc. seeks mod. of CP to change daytime power from 1 kw Canadian Restricted (250 w during critical hours) to straight 1 kw. Filed Dec. 14.

WKOZ Kosciusko, Miss.—Cu N. Bahak el seeks CP to change from 1340 kc 250 w unlimited to 1350 kc 5 kw daytime. Filed Dec. 10.

WTON Staunton, Va.—Charles P. Blackley seeks CP to change from 1400 kc to 1240 kc. Filed Dec. 14.

Existing Fm Stations . . .

ACTIONS BY FCC

WCRS-FM Greenwood, S. C.—Grenco Inc. granted CP to change ERP to 5 kw. Granted Dec. 8; announced Dec. 14.

WMVA-FM Martinsville, Va.—Martinsville Bcstg. Co. granted CP to change ERP to 655 ft. Granted Dec. 13; announced Dec. 14.

Ownership Changes . . .

ACTIONS BY FCC

KCMJ Palm Springs, Calif.—Palm Springs Bcstg. Co. granted voluntary assignment of license to Palm Springs Bcstg. Corp. for $130,000. Principals include Pres.-Treas. **David H. Margolis** (100%), minority stockholder WONE Dayton, Ohio. Granted Dec. 15.

KFSD-AM-FM-TV San Diego, Calif.—Airfan Radio Corp. granted voluntary assignment of license to parent corporation KFSD Inc. Granted Dec. 10.

KSTO Santa Rosa, Calif.—Finley Bcstg. Co. granted acquisition of control by Ruth Finley Person and Evert B. Person from Robert W. Finley through purchase of 49.8% interest for $14,423. Granted Dec. 15.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

KUKI Ukiah, Calif.—Marguerite E. Sims, executrix of the estate of Bartley T. Sims, deceased, granted voluntary assignment of license to Marguerite E. Sims (100%), sole heir to the estate. Granted Dec. 15.

WGAC Augusta, Ga.—**Twin States Bcstg. Co.** granted voluntary relinquishment of control by Millwee Owens & G. R. Boswell through purchase of ⅓ interest by A. D. Willard Jr. for $45,000. Mr. Willard is pres.-general manager of WGAC. Granted Dec. 15.

WGBA Columbus, Ga.—**L. H. Christian & C. A. McClure d/b as Christian & McClure** granted voluntary assignment of license to WGBA Inc. No consideration involved as partners retain identical interests. Granted Dec. 15.

KWNO-AM-FM Winona, Minn.—**Maxwell H. White** granted voluntary assignment of license to Maxwell H. White, Edward M. Allen & H. R. Hurd d/b as Winona Radio Service through sale of 10% interest based on net worth of the company. Granted Dec. 15.

WNLA Indianola, Miss.—**W. L. Kent & John M. McLendon d/b as Central Delta Bcstg. Co.** granted voluntary assignment of license to corporation Delta Bcstg. Co. No consideration involved as principals retain identical interests. Granted Dec. 6.

WPIT Pittsburgh, Pa.—**WPIT Inc.** granted voluntary transfer of control to Allen Berkman, Jack Berkman & Louise Berkman through purchase by corporation of 14.3% from Helen Teitlebaum for $31,325 and 2% interest from George W. Fellows for $4,375. The Berkmans will now own 50.4% interest. Granted Dec. 15.

WUSN-AM-TV Charleston, S. C.—**Southern Bcstg. Co.** granted voluntary relinquishment of control by J. D. Hastie, S. C. Hastie & C. N. Hastie Jr. through issuance of 45% interest in new treasury stock to local Evening Post Pub. Co., former licensee of WTMA-AM-FM there for $48,418. Granted Dec. 15.

KRBC-AM-TV Abilene, Tex.—**Reporter Bcstg. Co.** granted voluntary assignment of license to Lewis J. Ackers, Sybil Ackers, Dale Ackers & Jack Andrews d/b as Abilene Radio & Tv Co. No consideration involved as change is from corporation to partnership with each principal retaining ¼ interest. Granted Dec. 9.

WNRG Grundy, Va.—**Va.-Ky. Bcstg. Co.** granted transfer of control to Charles F. Trivette through purchase of 37½% interest of Kenneth J. Crosthwait for $700. Mr. Trivette will now own 75% interest. Granted Dec. 9.

WVVM-WJPB-FM-TV Fairmont, W. Va.—**Fairmont Bcstg. Co.** granted voluntary transfer of control to Donn D. Baer through sale of 75% interest for $72,500. J. Patrick Beacom retains 25% interest. Mr. Baer is owner-manager of Donn D. Baer Auditing Service Co., Cincinnati. Granted Dec. 15.

APPLICATIONS

KVON Napa, Calif.—**Gibson Radio & Pub. Co.** seeks voluntary assignment of license to Oliver Fort Pearson for $45,000. Mr. Pearson is free lance radio-tv announcer and producer. Filed Dec. 7.

KCBS San Francisco, Calif.—**Columbia Bcstg. System Inc. of Calif.** seeks voluntary assignment to parent corporation Columbia Bcstg. System Inc. Filed Dec. 10.

KAKI (TV) Visalia, Calif.—**Irvin V. Willat tr/as Sequoia Telecasting Co.** seeks assignment of CP to Sequoia Telecasting Corp. No consideration involved as Mr. Willat is sole owner. Filed Dec. 3.

WJOL-AM-TV Joliet, Ill.—**Joliet Bcstg. Co.** seeks transfer of control to Joseph F. Novy & Jerome F. Cerny through sale of all stock for $112,500. Principals include Joseph F. Novy (½), chief engineer, WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, engineer at WBBM stations. Filed Dec. 2.

KVOL-TV Lafayette, La.—**Evangeline Bcstg. Co.** seeks assignment of share-time CP for ch. 10 to its companion share-timer KLFY-TV for $45,000. Consideration represents expenditures of KVOL-TV in processing its application. Filed Dec. 3.

WORC Worcester, Mass.—**Radio Worcester Inc.** seeks voluntary assignment of license to WORC Inc. for $94,000. Principals include Pres. **Robert F. Bryar** (25%), free lance announcer and talent; Vice Pres. **Harold Kaye** (25%), president of Marlin Research Labs Inc., owner of tv rights on group of motion picture features; Sec. **Marian Kaye** (25%), and Treas. **Shirley L. Bryar** (25%). Filed Dec. 3.

TAPE DUPLICATION

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.

RECORDED PUBLICATIONS LABS.

1558-70 Pierce Avenue Camden, N.J.

Cam.: WO 3-3000 • Phila.: WA 2-4649

WESK Escanaba, Mich.—**M & M Bcstg. Co.** seeks voluntary assignment to Northern Bcstg. Co. for $20,000. Principals include Pres. **Stanley R. Pratt** (50%), president-8% stockholder WSOO Saulte Ste. Marie, and vice president-20% stockholder WMIQ Iron Mt., both Michigan; Vice Pres. **Ann O. Pratt** (33⅓%), secretary-20% stockholder WSOO; Vice Pres. **Russell J. Staffeld** (8⅓%), general manager WMIQ, and Treas. **Richard Burnett** (8⅓%), director 0.4% stockholder WSOO. Filed Dec. 7.

WLOL Minneapolis, Minn.—**Independent Bcstg. Co.** seeks assignment of license from Iowa corporation to Minnesota corporation of the same name. No consideration involved. Filed Dec. 3.

WNNJ Newton, N. J.—**Simon Geller, Robert Mensel, Wm. Fairclough & Elizabeth Fairclough d/b as Sussex County Bcstrs.** seek voluntary assignment to Robert Mensel, Wm. Fairclough, Simpson C. Wolfe Jr. & Naomi E. Wolfe d/b as Sussex County Bcstrs. Mr. Geller sells his ⅓ interest for $13,000 to Mr. & Mrs. Wolfe, local garage owners. Filed Dec. 10.

WSPN Saratoga Springs, N. Y.—**SPA Bcstrs. Inc.** seeks transfer of control to Joseph Donohue and 7 others through sale of 39.5% interest for $7,900. Principals now include Pres. **Richard O'Connor** (22.5%); **Joseph Donohue** (38%), Treas. **Martin Karig** (12.5%), 25% stockholder WWSC Glens Falls, 99% stockholder WLPS Ticonderoga, and 7½% stockholder WNOR Syracuse, all New York, and **Kenneth H. Freebern** (20%). Filed Dec. 2.

WCKY Cincinnati, Ohio—**L. B. Wilson Inc.** seeks involuntary transfer of control (76%) to Constance F. Wilson, George A. Smathers, and the Miami Beach First National Bank, executors of the estate of L. B. Wilson, deceased. Filed Dec. 7.

KAKC Tulsa, Okla.—**Public Radio Corp.** seeks voluntary transfer of control to Forrest G. Conley through sale of all stock for $85,000. Mr. Conley is Minister of the Revival Tabernacle Church, Tulsa. Filed Dec. 6.

WTPA (TV) Harrisburg, Pa.—**Harrisburg Bcstrs. Inc.** seeks assignment of CP for ch. 71 to its parent corporation the *Patriot News*. Filed Dec. 3.

WDTV (TV) Pittsburgh, Pa.—**Allen B. DuMont Labs Inc.** seeks assignment of license to Westinghouse Bcstg. Co. for $9.7 million. Westinghouse is owner of KDKA-AM-FM Pittsburgh, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KYW-WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, KEX-AM-FM Portland, Ore., and WOWO Ft. Wayne, Ind. Filed Dec. 7.

WMDD Fajardo, P. R.—**Jose R. Madrazo & Ruben Diaz Atiles d/b as Madrazo & Diaz** seek voluntary assignment to WMDD Inc. through sale of 50% interest by Mr. Atiles to Mr. Madrazo for $8,500. Mr. Madrazo will now be sole owner. Filed Dec. 10.

WBEU Beaufort, S. C.—**Beaufort Bcstg. Co.** seeks voluntary relinquishment of positive control by John M. Trask through sale of 90 shares for $17,100. Principals will now include Vice Pres. **Harold E. Trask** (25%), truck farming, packing and shipping; Sec.-Treas. **Jacob M. Dowling** (5%), attorney; **George L. Tucker** (10%), dry cleaning, and **G. G. Dowling** (5%), attorney. Filed Dec. 13.

WHBT Harriman; WDEH Sweetwater, Tenn.—**The Harriman Bcstg. Co.** seeks voluntary assignment to F. L. Crowder tr/as Harriman Bcstg. Co. No consideration involved as Mr. Crowder is sole owner. Filed Dec. 7.

WAYB Waynesboro, Va.—**Waynesboro Bcstg. Corp.** seeks voluntary transfer of control to N. Wilbur Kidd through purchase of remaining 61% interest for $22,627. Filed Dec. 2.

Hearing Cases . . .

OTHER ACTIONS

WRAG Carrollton, Ala.—By Order the Commission denied a petition to enlarge issues filed Sept. 28 by WRAG Carrollton, Ala., insofar as it requests enlargement of the issues in re application of WELO Tupelo, Miss., to change from 1490 kc, 250 w, to 580 kc, 500 w-N, 1 kw-LS, to include a showing of the areas and populations now served by WRAG which will lose service if WELO's proposal is granted; granted petition insofar as it requests the addition of an issue with respect to program comparisons between WRAG and WELO in the areas of interference, and amended issue No. 4 in this proceeding. Action Dec. 8.

Boise, Idaho—FCC, by Report and Order, finalized rule making, proposed Nov. 1, and exchanged tv chs. 2 and 9 between Caldwell and Boise, Idaho, respectively, effective Jan. 18. Comr. Hennock not voting. This was initiated by petition of station KBOI (TV), now operating on ch. 2 at Meridian (within 15 miles of Caldwell). The purpose is to permit KBOI to become a Boise station with its temporary studios at Boise to be used on a permanent basis. Action Dec. 6.

WOPA Oak Park, Ill.—By Order, the Commission denied a petition filed Oct. 22 by WOPA Oak Park, Ill., for reconsideration and grant without hearing of its application to change transmitter site. Comr. Lee dissented. Action Dec. 8.

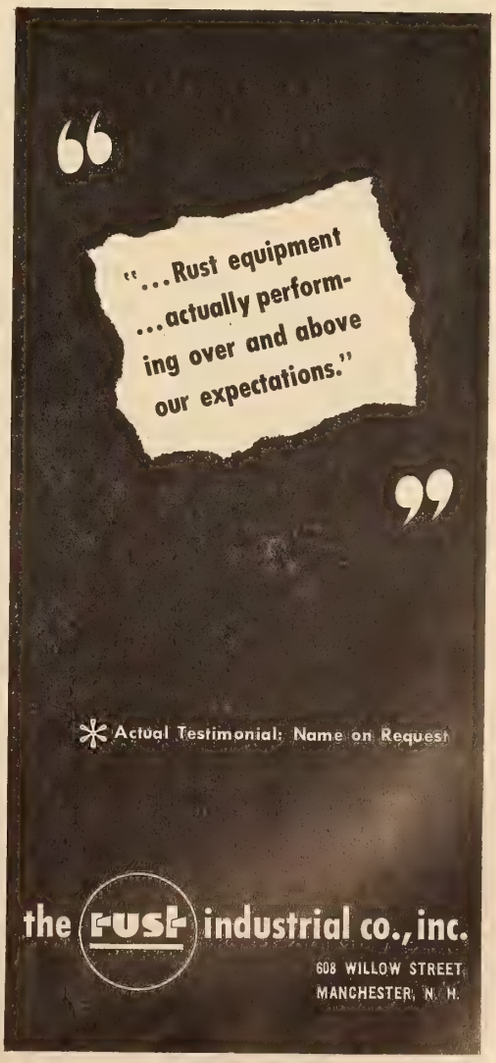
WLEW Bad Axe, Mich.—By Memorandum Opinion and Order, the Commission denied motion of the Broadcast Bureau for removal from hearing of the application of WLEW to change its operation at Bad Axe, Mich., from 1540 kc, 250 w, D to 1340 kc, 250 w, U; and (1) granted joint petition of Booth Radio & Tv Stations Inc. and Sparks Bcstg. Co. requesting enlargement of the issues, (2) granted Broadcast Bureau's petition for modification of the hearing issues to substitute a new issue No. 3 for existing issue No. 3 and to add new issues 4, 5 and 6, concerning engineering standards, program service proposed, etc. Action Dec. 8.

WCUE Akron, Ohio—By Order, the Commission denied a petition filed Aug. 18 by the Chief Broadcast Bureau for deletion of issues and removal of party intervenor in the proceeding re application of WCUE Akron, Ohio, to change from D to U time using 500 w-N-1 kw-LS, DA-N. Comr. Doerfer dissented. Action Dec. 8.

WNET (TV) Providence, R. I.—By Memorandum Opinion and Order, the Commission denied a petition filed Dec. 6 by Channel 16 of Rhode Island Inc. (WNET [TV]), Providence, R. I., for remand, clarification of procedure and other relief, and motion of Cherry and Webb to strike that petition; and ordered that oral argument before the Commission en banc scheduled herein for Dec. 13 is rescheduled for Dec. 27. Action Dec. 9.

KGUL-TV Galveston, Tex.—By Memorandum Opinion and Order, the Commission dismissed protest and petition filed Nov. 18 by KGUL-TV, ch. 11, Galveston, Tex., for reconsideration of Commission's grant without hearing on Nov. 17 of application of Houston Consolidated Television Co. for special temporary authority to commence commercial operation of station KTRK-TV Houston, on ch. 13. Comr. Doerfer dissented. Action Dec. 15.

Wichita Falls, Tex.; Lawton, Okla.—By Order, the Commission denied request for a final decision without an initial decision, and remanded to the examiner the proceeding involving competing applications for new am broadcast stations (1050 kc, 250 w, D), by White Radio Co., Wichita Falls, Tex., and Lawton Bcstg. Co. and Progressive Bcstg. Co., both of Lawton, Okla. Action Dec. 8.



Routine Roundup . . .

December 10 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

St. Louis, Mo., Columbia Bcstg. System Inc.—Granted petition for an extension of time to and including Dec. 21 within which a reply may be filed to joint petition for review of St. Louis Telecast Inc., 220 Tv Inc. and Broadcast House Inc. re ch. 11 (Dockets 8809 et al.) (Action of 12/8).

Port Arthur, Tex., Smith Radio Co.—Denied petition for additional time to file brief in support of an appeal from Examiner's ruling in re (Dockets 10285, 10352) (Action taken 12/7).

By Hearing Examiner James D. Cunningham on December 7

Hartselle, Ala., Dorsey Eugene Newman—Granted motion for extension of time to Jan. 12 within which all parties may submit proposed findings in proceeding re am facilities (Docket 10638 et al.).

By Hearing Examiner Charles J. Frederick on December 7

Jacksonville, Fla., City of Jacksonville—Ordered that specific objections made to certain questions and answers occurring in depositions of Robert Dow Jr. et al. are overruled, and all the testimony of Roger Van Duzer occurring in Vol. 43 of the transcript for Oct. 21 is stricken, in re proceedings for ch. 12 (Dockets 10833 et al.); denied motions to strike testimony of Marion D. Trowell.

Hastings, Neb., The Seaton Pub. Co.—Issued an Order closing the record in re application for ch. 5 (Docket 10965), as of Dec. 7, and extended from Dec. 8 to Dec. 15 the time for filing proposed findings.

By Hearing Examiner Annie Neal Huntting on December 8

Newburyport, Mass., Theodore Feinstein; Sherwood J. Tarlow—Ordered all parties or their attorneys to appear at a pre-hearing conference on Dec. 15 in re am proceeding (Dockets 11141, 42).

WSDR Sterling, Ill., Blackhawk Bcstg. Co.—Ordered parties to appear at pre-hearing conference on Dec. 16 (Docket 11146).

December 10 Applications

ACCEPTED FOR FILING

Application Returned

WAKN Aiken, S. C., Aiken Electronics Advertising Corp.—Voluntary transfer of control of licensee corporation from B. T. Whitmire, J. P. Williamson, John Shealy and Jack S. Younts, to John Mare (990 kc) (Filed only in name of licensee).

Modification of CP

KGFT Grafton, N. D., KVOX Bcstg. Co.—Mod. of CP (BP-9135) which authorized new standard broadcast station for extension of completion date (BMP-6720).

WHLM Bloomsburg, Pa., Harry L. Magee tr/as Bloom Radio—Mod. of CP (BP-8494) as mod. which authorized change in frequency; change in power and hours of operation; install DA-2 and change transmitter location for extension of completion date (BMP-6719).

Remote Control

KNEA Jonesboro, Ark., Radio Jonesboro Inc.—(BRC-601).

WBRT Bardstown, Ky., V. R. Anderson—(BRC-602).

Applications Returned

Henryetta, Okla., W. D. Miller, Glyndal D. Roberts and Donaghey G. Sammons d/b as Henryetta Bcstg. Co.—CP for a new standard broadcast station on 1590 kc, with 500 w, Daytime (Necessary to file Section I).

KWOR Worland, Wyo., Joseph P. Ernst—CP for change in frequency from 1490 kc to 1340 kc (Section I not dated).

December 13 Applications

ACCEPTED FOR FILING

Modification of CP

KODL The Dalles, Ore., Western Radio Corp.—Mod. of CP (BP-8898) as mod. which authorized change in frequency, increase power, installation of DA-N, changes in the antenna system and change in type of transmitter for extension of completion date (BMP-6723).

KOL Seattle, Wash., Seattle Bcstg. Co.—Mod. of CP (BP-9062) as modified, which authorized change from employing DA day and night (DA-1) to DA for night use only for extension of completion date (BMP-6722).

Remote Control

KBIF Fresno, Calif., John Poole Bcstg. Co.—(BRC-603).

WWPA Williamsport, Pa., Williamsport Radio Bcstg. Associates Inc.—(BRC-604).

License for CP

WHA-FM Madison, Wis., State of Wisconsin-State Radio Council—License to cover construction permit (BPED-263) which replaced expired permit (BRED-161).

Modification of CP

KJEO (TV) Fresno, Calif., O'Neill Bcstg. Co.—Mod. of CP (BPCT-1194) as modified, which authorized new tv station to extend completion date to 4-1-55 (BMPCT-2653).

December 14 Decisions

BROADCAST ACTIONS

The Commission en banc

WTBO Cumberland, Md., Tennessee Valley Bcstg. Corp.—Granted mod. of license to change name to Cumberland Valley Bcstg. Corp. (BML-1608).

By the Broadcast Bureau

Actions of December 10

Remote Control

The following stations were granted authority to operate transmitters by remote control:
WBRT Bardstown, Ky.; KNEA Jonesboro, Ark.

Granted License

WNRI Woonsocket, R. I., Friendly Bcstg. Co.—Granted license for am broadcast station; 1380 kc, 1 kw, D (BL-5542).

KOSI Aurora, Colo., Mid-America Bcstg. Co.—Granted license for am broadcast station; 1430 kc, 1 kw, D (BL-5544).

KCMC-TV Texarkana, Tex., KCMC Inc.—Granted license for tv broadcast station (ch. 6) (BLCT-181).

CP

WNBF Binghamton, N. Y., Clark Associates Inc.—Granted CP to change daytime non-directional antenna location employing proposed tv tower and ground system (BP-9525).

Modification of CP

WHIZ Zanesville, Ohio, Southeastern Ohio Bcstg. System Inc.—Granted mod. of CP for extension of completion date to 3-7-55; condition (BMP-6716).

Actions of December 9

WEBQ-FM Harrisburg, Ill., First Trust Assn.—Granted license for fm broadcast station; ch. 260 (99.9 mc), 4.2 kw, U (BLH-1017).

Granted License

KCBH Los Angeles, Calif., A. A. Crawford—Granted license for fm broadcast station; ch. 254 (98.7 mc), 50 kw, U (BLH-979).

KNBX Kirkland, Wash., East Side Bcstg. Co.—Granted license covering increase in daytime power and installation of a new transmitter; 1050 kc, 1 kw, D (BL-5525).

KENN Kenedy, Tex., Kenedy Bcstg. Co.—Granted license for am broadcast station; 990 kc, 250 w, D (BL-5527).

WLFA Lafayette, Ga., Radio Dixie—Granted license for am broadcast station; 1590 kc, 5 kw, D (BL-5539).

WIOK Tampa, Fla., H. C. Young Jr.—Granted license for am broadcast station; 1150 kc, 1 kw, D (BL-5535).

KLRS Mountain Grove, Mo., Kickapoo Prairie Bcstg. Co.—Granted license for am broadcast station; 1360 kc, 1 kw, D (BL-5520).

WSVA Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—Granted license covering change in power from 1 kw D and N to 1 kw, 5-kw-LS, DA-N, and change type transmitter (BL-5522).

WRPB Warner Robins, Ga., Warner Robins Bcstg. Co.—Granted license for am broadcast station; 1350 kc, 1 kw, D (BL-5524).

KPMO Pomona, Calif., Valley Bcstg. Co.—Granted license covering increase in daytime power and make changes in transmitting equipment; 1600 kc, 500 w, 1 kw-LS, U (BL-5531).

WDOB Canton, Miss., Madison County Bcstg. Co.—Granted license covering increase in power; 1370 kc, 1 kw, D (BL-5534).

WBBA Pittsfield, Ill., Pike Bcstg. Co.—Granted license for am broadcast station; 1580 kc, 250 w, D; condition (BL-5530).

KPEP San Angelo, Tex., Concho Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 1 kw, D (BL-5536).

KWFR San Angelo, Tex., Solar Bcstg. Co.—Granted license for am broadcast station; 1260 kc, 1 kw, D (BL-5537).

WDCF Dade City, Fla., The Pasco Bcstg. Co.—Granted license for am broadcast station; 1350 kc, 1 kw, D (BL-5540).

(Continued on page 89)

Merry Christmas

Appraisals ✕ **Negotiations** ✕ **Financing**

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
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J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-2009
(nights-holidays telephone
Herndon, Va. 114)

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Service card advertising
contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager for new small market rural station—dairy belt of northeast. Farm background and small town station experience helpful. Position open late February. Write full details first letter. Box 587F, B•T.

Manager-salesman for southern one kw. Salary and percentage basis. Opening January 25. Box 670F, B•T.

Here is an opportunity for successful small station commercial manager familiar with southern markets. Fulltime station in growing market offers good salary and commission in one of the south's finest resorts. All correspondence confidential. If possible include picture with resume. Box 685F, B•T.

Manager: Washington, D. C., suburban. Excellent opportunity. Salary, commission. WPGC, Morningside, Maryland. Redwood 6-7770.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Unlimited opportunity for experienced, high-calibre salesman with top southern station in one of "America's top markets". Salary plus commission. Write or wire Box 676F, B•T.

Opportunity for experienced salesman with 50,000 CBS newspaper-tv affiliate. Write or wire KENS, San Antonio.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Announcers—1st phone, early January, for Texas Gulf Coast station. Emphasis on announcing. $275.00 plus. Send audition, reference and background. Box 561F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcer with friendly voice, one who can run smooth record shows . . . really sell on the air. Not interested in the "deep-brown" voice type. Must be natural, unaffected. Combo job, permit necessary. Family man preferred. Very good salary. Box 583F, B•T.

Wanted: Announcer experienced in news writing, editing and broadcasting for north Michigan station. Forward audition, qualifications and salary expected to Box 624F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Staff announcer southeastern kilowatt independent. Experienced capable board operator. Car preferable but not required. Picture, audition, resume. Material will be returned. Box 665F, B•T.

1 announcer—2 experienced newsmen for America's number one independent station. Announcer, send tape and all info, first letter to Ray Carr, KELP, El Paso, Texas. Two newsmen send tape and all info, first letter to Gene Edwards, KLIF, Dallas, Texas.

Experienced announcer who also likes program or sales. Send audition, photo, complete information, salary desired, KSPR, Casper, Wyoming's foremost station.

Will have opening around January 15 for good, reliable announcer with 3rd class ticket. 36 hours per week on board and extra time selling if you desire. 250 MBS fulltime prefer man from Alabama or adjoining state. Salary open for right man. Send details and references or come for interview. WEBJ, Brewton, Alabama.

Dee jay—salesman—metropolitan market. Be able to produce type program you can sell. Salary and commission. Send picture, tape and background resume, Manager, Radio Station WLBS, Birmingham, Alabama.

Immediate opening — two positions: One all-around staff announcer, strong on adlib, convincing. One combination staff announcer and local news reporter with car. Starting salaries commensurate with experience and ability. Excellent opportunity for two good men. Rush photo, tape and resume. They will be returned. WPAQ, Mt. Airy, N. C.

ENGINEERS AND TECHNICIANS

Gates needs a few good engineers with a knowledge of radio and audio frequency matters, and also several top-flight technicians. Engineers must be college graduates or equivalent senior classifications. Technicians have wide practical experience in transmitter and audio circuits, with mechanical knowledge, will qualify. This need is not to plug any gap for a specialized defense contract but instead, adding permanently to our force. Pleasant working conditions, with Profit Sharing, Group Insurance, paid vacation, sick benefits, etc., in a midwestern city on the banks of the Mississippi River.

WRITE:
ROGER VEACH
GATES RADIO COMPANY
QUINCY, ILLINOIS

RADIO

Help Wanted—(Cont'd)

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Technical

Need two licensed operators—no announcing—no experience necessary. Wisconsin. Box 625F, B•T.

Engineer-announcer with first class ticket. Must be capable maintenance man and technician, and a reasonably good straight announcer. Good salary. Box 631F, B•T.

Wanted: Chief, combo, send tape, references and desired salary. Permanent. Address replies care of Box 683F, B•T.

Chief engineer, 1000-watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engineer. Salary open. Write: Manager, KRMS, Osage Beach, Missouri.

Chief engineer for good small market operation. No announcing. Good pay. Forty-four week. Write WCNT, Centralia, Illinois, or phone 5151.

Radiotelephone, first class licensed engineer for am-fm-tv stations. Contact WICA, Ashtabula, Ohio.

Production-Programming, Others

Continuity writer—production assistant wanted for am-tv station in midwest city of 100,000. This is one of the nation's most successful operations and only qualified applicants will be considered. Send copy samples, biography, photograph and references in first letter. Box 654F, B•T.

Girl Friday. Able to write letters, rapid typist, bookkeeper, familiar all phases radio. Ideal opportunity. Middle Atlantic states. Box 667F, B•T.

Wanted: Girl for traffic, continuity as well as generalized secretarial duties with similar experience in small town radio station. Fine chance for advancement with large organization. Eastern states. Box 668F, B•T.

News director with good voice for live-wire Pennsylvania independent. $75.00 to start. One week's paid vacation first year—two weeks thereafter. Mileage allowance. Position offers challenge to provide creative first-rate news and feature coverage of big interesting area. Work with tape recorder. Station going 5000 watts fulltime. WCOJ, Coatesville, Pa., 2100.

Copy writer: Qualified, experienced radio copy writer needed at once. Apply by letter giving experience, references, etc. to Continuity Director, WILS, Lansing, Michigan.

Situations Wanted

Managerial

Manager with ability to do all-around job. Can sell, program, handle engineering. Can make a going business out of your run down station and will prove it. Available for interview. Box 559F, B•T.

Six years experience. Mature, sales-conscious PD interest in management opportunity. Small, medium market. Box 592F, B•T.

General, commercial manager. With ideas that have proved able to build audience and increase sales. Available soon. Wire or write Box 620F, B•T.

General manager—over 20 years radio experience—two years tv. Excellent references. Box 639F, B•T.

Sales manager. Radio. A go getter. 15 years successful experience. Top references. Box 641F, B•T.

Commercial manager one or two-station market southeast. Eight years radio. Play-by-play, stable. College. Family. Box 647F, B•T.

Manager-sales manager . . . over 20 years experience in all phases radio and television. Local, regional, national experience. Strong sales background. Relocation desired. Box 664F, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesman

Native Texan, wishes to return to first love, radio (or tv). One year radio sales, 4 years top sales national publications: national agency advertising. Box 678F, B•T.

Announcers

Experienced staff man, DJ, news man. Trained voice. First phone. Negro. Box 510F, B•T.

Superior, experienced announcer available: family. Good salary, working conditions required. Box 534F, B•T.

Disc jockey — announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 566F, B•T.

Experienced announcer-salesman, copywriter. Southerner with personality. Proven entertainment ability, song and dance man. Capable of producing, directing. Completed advanced training SRT, New York. Married, 25, veteran, eager to settle. Box 588F, B•T.

Announcer, newsman, 5½ years experience, available immediately. Permanent. Veteran. Married. Box 622F, B•T.

One year experience—all around ability. Let me send tape and you decide. Young—vet—travel. Box 623F, B•T.

Dynamic versatile announcer thoroughly trained all phases broadcasting. Sings: Musical knowledge, Bach to bob. Box 626F, B•T.

Experienced announcer with permit, presently employed, wishes to relocate near New York City. Singer, instrumentalist, seeking staff position or station personality or both. Strong on news. Sober, dependable, family man. Tape, resume on request. Interview after 1st of year. Box 633F, B•T.

Seeking permanent position with small station. Good voice; excellent news and commercial. Reliable, willing to work. Box 634F, B•T.

Desire relocate due sale of station. First phone, BS, 4 years radio-tv, all phases. 2 children. Box 648F, B•T.

Married vet, 27, desires radio work in south. Good voice, diction, also do dialects. Shy on experience, made up for with desire and ambition. Box 649F, B•T.

Announcer, good friendly voice. Smooth DJ, strong on news, commercials, some commercial writing. Trained by top New York announcers. Vet, married, tape, resume. Available at once. Box 650F, B•T.

Versatile announcer. Experience plus thorough training, all phases radio announcing. Good commercial. News, editing and newscasting. Available at once. Box 651F, B•T.

Announcer—deejay—3 years experience, Armed Forces Radio Service, Florida 1000 watter. References. Currently studying dramatics in N. Y. Desires opportunity. Vet, 24. Will travel but prefer south. Tape, photo, resume on request. Box 656F, B•T.

Well trained announcer, graduate of accredited radio and television school. Trained by top New York announcers in radio and television. Available immediately, willing to travel anywhere. Tape, resume and photo on request. Box 657F, B•T.

Announcer, broadcasting school graduate; some experience as combo DJ, newscaster and copywriter. Box 674F, B•T.

Attention 250-500 watters. Recent announcing school graduate. Good staff announcer with easy to listen to DJ delivery. 23, single, tux, travel. Box 675F, B•T.

Disc jockey and MC with proved successes in major markets on radio and tv plans change. Eight years radio. Show business background. Presently employed. Available after first of year. Job must offer at least one tv show a week along with radio . . . full or tv with good salary and fees. Box 677F, B•T.

RADIO

Situations Wanted—(Cont'd)

West Coast—eight years before the mike! Family. $80.00 minimum. Box 679F, B•T.

Announcer, saleable commercial, desires to please, ambitious, tape, references, single. Prefer south, consider all. Albert Yale, Laceyville, Penna.

Technical

1st phone—4 years experience, am-tv. No announcing. Box 655F, B•T.

20 years experience broadcasting, communications am-fm will relocate, prefer east. 42 years old, married. Resume on request. Box 672F, B•T.

Engineer—six years experience studio, transmitter, remotes, recordings. Box 680F, B•T.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd.. Hollywood, California.

Production-Programming, Others

Newsman—experienced radio-tv. No announcing. Available January 1. Box 532F, B•T.

Newsman announcer. Can report and write local news. Handle sports and write copy. Tape and details on request. Box 558F, B•T.

Thoroughly experienced program manager immediately available for similar position with large market station. Box 593F, B•T.

Program director, news. For experience, resume, tape, references, photo, write Box 621F, B•T.

Do you need a New York publicity, programming department on a retainer basis? Can handle public relations, trade press, plus network, agency and film. Available to limited number of stations only. Will work with representative if necessary. Box 635F, B•T.

Director—Director-announcer. Wide experience producing-directing all types programs. Complete radio-tv announcing background. Six years college. Vet. Midwest. Box 643F, B•T.

TELEVISION

Help Wanted

Managerial

Florida opening for a person of exceptional ability, manager or commercial manager wanted for operation of combination uhf and a 1kw daytime radio operation, both of which will go on the air around the first of the year. Replies kept in strictest confidence. Box 628F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Wanted—tv sales coordinator with tv directing experience to do some directing, planning and working with local accounts on producing spots or programs. Give full information and photo. Box 576F, B•T.

Announcer

Announcer for established vhf television station in southwest. Permanent. Will consider radio announcer seeking tv opportunity. Prefer southwesterner. Send letter and photo. State present salary. Box 614F, B•T.

Announcer wanted for one of the naiton's foremost tv-am operations in midwest city of 100,000. Only qualified applicants need reply with audition disc or tape, photograph, biography and references. Box 681F, B•T.

Technical

Do you want to settle in Vermont? Transmitterman in good physical health who likes skiing, has a reputation for reliability, wanted for operation of GE transmitter on Mt. Mansfield. Station provides pleasant living quarters at transmitter. Watch schedule two days on, one day off. Professional and character references required. S. T. Martin, General Manager, WMVT, Burlington, Vermont.

Production-Programming, Others

Need conscientious journalism graduate who's willing to learn for vhf-tv news staff. Send picture and full particulars first letter. Must be competent. Write Box 642F, B•T.

Situations Wanted

Managerial

Manager, assistant manager or program manager, experienced all phases in both tv and radio. Currently manager for CBS basic, vhf, 700,000 population area. Best references from present and past employers. Also network and agency experience. Age 36, married, one child. Prefer midwest. Box 568F, B•T.

Assistant manager. Five years supervisory experience, radio-tv, including new station operation. Excellent record, references. Box 594F, B•T.

Station-commercial-sales manager. Proven successful managerial and sales record with local and major uhf-vhf operations. Can cut costs and increase sales. Presently employed, but station has been sold. Seek permanent position with percentage or stock arrangement. Box 636F, B•T.

Continued on next page

AVAILABLE IMMEDIATELY

TELEVISION RADIO SALES MANAGER

One of Radio and Television's most successful commercial-announcer-program directors, dropped 5-figure income 3 years ago for sales background necessary management. As account executive leading VHF-TV, 6-months billing $150,000 and $200,000. 8-months top metro AM indie. Brought small station from 8th to 2nd place 6 months. Now Sales Manager medium market AM and UHF-TV directing 8 salesmen. Impending sale situation untenable. Unusual executive qualifications all departments. At home Main Street or top agencies. Financially sound, mature family man. Active civic and regional Radio-Tv Association affairs. New York City interview convenient. All replies strict confidence. Resume —photos.

Box 666F B • T

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Television—pitch-sales-specialist. Young, aggressive, able with dynamic personality—interesting, smooth delivery. Native abilities, talent, attributes, training, plus 10 years of sales presentations experience label's me a money maker and spells successful guaranteed results. Box 629F, B•T.

Announcer

Television announcer-producer. Exceptional talent, outstanding background. Eleven years radio-tv experience. Top-notch emcee, smooth selling personality. Resourceful producer-director, finest professional recommendations, college education, family man. Resume, photo, interview. Box 638F, B•T.

Tv announcer, director, production supervisor, eight years experience, excellent references. Box 645F, B•T.

Announcer, 2 years commercial "on camera" experience. Best references from midwest regional station. Married, 24, draft exempt. Box 646F, B•T.

Meteorologist, ten year broad Air Force weather experience and one year radio and television weathercasting desires weather staff position in larger market area. Box 659F, B•T.

Experienced. 3 years all types television announcing, including news. Some production. Six years radio programming and announcing. Family. College. Best offer accepted. Box 660F, B•T.

Employed top announcer seeks position in programming, production and airwork. Four years radio, tv, exploitation. 25, draft-exempt. Box 684F, B•T.

Technical

Tv engineer 1st phone. Experienced audio, video, camera, projection, transmitter. Box 644F, B•T.

Production-Programming, Others

Experienced PD put two television stations on air. Immediate availability for supervisory position, larger market. Best references. College education. Box 595F, B•T.

Experienced tv continuity director desires similar position in major market. Box 596F, B•T.

Tv producer-director—top experience. Presently employed midwest tv station. Seeking greater opportunity in aggressive station. Resume return mail. Box 630F, B•T.

Film editor, year experience at midwest station, good background, single, vet. Box 640F, B•T.

Need top program ideas? Now running unique tv show in northeast. Would click anywhere. Distance no barrier. Box 652F, B•T.

Seeking versatility? Doing everything from pitchman to film editing. Talent now unrewarded. Seek progressive station. Distance no barrier. Box 653F, B•T.

Film editor, station experience 15 months. Shipping, filing, references. Can handle all phases of film department. Music programming. Box 658F, B•T.

Production assistant, experienced, 27, thorough knowledge studio operation, equipment, currently employed. Producer N. Y. Desires production position with tv station. Will relocate. Box 663F, B•T.

Experienced cameraman—all studio operations. Seeking position with production opportunity. Box 673F, B•T.

For Sale

Stations

250 watt fulltime independent Wisconsin market, well staffed, well established, new equipment, exclusive county, excellent future, $35,000, liberal financing. Box 632F, B•T.

For Sale—(Cont'd)

Stations

Southern one kw station operating in the black with modern building and good equipment. Price $30,000, with $15,000 down. Box 669F, B•T.

Kentucky small market daytimer with rather large population coverage. $35,000, terms. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

3kw GE fm transmitter, including tubes, monitors, console; approximately 400 feet Andrew transmission line. Excellent condition. $2000.00. Box 560F, B•T.

For sale: Federal type 191A one kilowatt fm transmitter and General Electric type BM1A fm station monitor. Very good condition. F.O.B. Western Pennsylvania. Box 637F, B•T.

For sale—1 GE stabilizing amplifier: Model 4TV16-B1 with a GE power supply—Model 4TP-13-C1. Equipment A-1 condition, now in use. Please make offer. Box 671F, B•T.

Dage 300C camera, 700A camera control, 400A sync generator, lenses, tripod and friction head, 3-wheel dolly, C105 multiplexer, offer in whole or part, subject to prior sales, by defunct UHFer. Cost over $6000. Used only 8 months. Bids invited. Box 682F, B•T.

Fm transmitter, 10 kw WE power amplifier, used on 98.1, with power supply, full set of tubes. Also 8-section cloverleaf fm antenna, WE 54-A, gain 4.7. Make us an offer. KCMC-TV, Texarkana, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

RCA TF5A 5 bay antenna for channels 4-5-6. This antenna complete in every detail including de-icer equipment. Available now. Write or call Robert Sinnett, Station WHBF-TV, Rock Island, Illinois.

Priced to sell—5 kw Collins fm broadcast transmitter, with all accessories. Tuned to 102.5 mcs. Included 4 bay antenna. In use less than 2 years. Perfect condition. Changing operation so must move in 30 days. Contact WWWB, Jasper, Alabama.

Used recording tape—7" reels. 6 for $4.00, 12 for $7.00. Prepaid. Brown, 1037 S. Glenstone, P. O. Box 2292, Springfield, Missouri.

Wanted to Buy

Stations

In market with trading area of 100,000 population or more. Box 580F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Wanted used 5kw am transmitter and used 1kw am transmitter. Send all information and price to Box 538F, B•T.

Used 5kw am transmitter and spare tubes. State price, condition, full details. Box 627F, B•T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31334, Bowling Green, Ohio.

Miscellaneous

Recording fan! Swap tapes all over the world. Details free. Box 1404-Y, San Francisco, Calif.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

TELEVISION

Help Wanted

Technical

TV Transmitter Technician

Immediate opening for licensed technician with minimum of one year experience, maintenance and operation of VHF transmitter. Permanent position, excellent working conditions, good pay, other benefits with new basic CBS affiliate. Maximum power, channel 5, 1179 foot tower, now telecasting network color—local color equipment on order. Drifters need not apply. Applicants must be settled, ambitious, sober and men of good character. Write or call: Chief Engineer, WLAC-TV, Nashville, Tenn.

Situations Wanted

Production-Programming, Others

SIX YEARS RADIO-TV EXPERIENCE

Young man with supervisory experience in station operations, programming, production, commercial copy. Available January 1, 1955 for similar position—radio or TV. College education, as well as degrees from School of Experience. Dependable, stable, with family responsibilities. A brief letter describing your operation and position you have available will bring you a 20 page brochure containing photo, details of qualifications, background, experience, references, etc. Put new radio and TV stations on air and into black. Now looking for permanent position with opportunity for professional growth. Successful record and excellent references.

Box 612F, B•T

For Sale

Equipment

USED 1KW TRANSMITTER

We have taken in on trade a Collins 20-T Transmitter. This is the large deluxe two-cabinet unit, in practically new condition. Sold for around $8000.00 new. Price tuned to frequency, with used tubes, $4500.00—We will also have near the end of January a Raytheon RA-1000 1kw transmitter taken in on trade. Price with tubes and tuned to frequency $3750.00: or as is, directly off of broadcaster's floor $3400.00. Write, wire or phone: Larry Cervone. Gates Radio Company, Quincy, Illinois.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continued from page 84)

Modification of CP

KFAC-FM Los Angeles, Calif., Los Angeles Bcstg. Co.—Granted mod. of CP for extension of completion date to 3-14-55.

KCTS (TV) Seattle, Wash., U. of Wash.—Granted mod. of CP to make changes in antenna of ed. tv station (BMPET-52).

The following were granted extension of completion dates as shown:

WOR-FM New York, N. Y., to 7-1-55; WNOW-TV York, Pa., to 7-5-55; WATR-TV Waterbury, Conn., to 6-29-55; WMAZ-TV Warner Robins, Ga., to 7-1-55; KCTL (TV) Seattle, Wash., to 6-7-55; WABI-TV Bangor, Me., to 6-28-55; WGTH-TV Hartford, Conn., to 7-5-55.

Actions of December 8

Granted CP

WABC-TV New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Granted CP to make changes in auxiliary transmitting equipment, to use main transmitters specified in BMPCT-855 in lieu of those specified in BMPCT-831 (BPCT-1913).

Modification of CP

WHA-TV Madison, Wis., Wisconsin State Radio Council—Granted mod. of CP for extension of completion date to 6-7-55.

WHIZ-TV Zanesville, Ohio, Southeastern Ohio Television System—Granted mod. of CP for extension of completion date to 6-7-55.

Actions of December 7

Granted License

KFMB San Diego, Calif., Wrather-Alvarez Bcstg. Inc.—Granted license covering change in frequency, increase in power and installation of a new transmitter; 540 kc, 5 kw, DA-1, U (BL-5386).

KANI Kaneohe, Oahu, Hawaii, Windward Bcstg. Co.—Granted license for am broadcast station; 1150 kc, 1 kw, DA-1, U (BL-5157).

WMYR Ft. Myers, Fla., Robert Hecksher—Granted license covering change in hours of operation from D to U, using power of 500 w N and installation of DA for night use only (BL-5457).

Modification of CP

WTAQ LaGrange, Ill., The LaGrange Bcstg. Co.—Granted mod. of CP to change type transmitter (BMP-6713).

WATE (TV) Knoxville, Tenn., Greater East Tennessee Tv Inc.—Granted mod. of CP for extension of completion date to 7-2-55.

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Actions of December 6

Remote Control

WPON Pontiac, Mich., Gerity Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following stations were granted mod. of CP's for extension of completion dates as shown:

WICA-TV Ashtabula, Ohio, to 6-30-55; WAIM-TV Anderson, S. C., to 5-30-55.

December 15 Decisions

ACTIONS ON MOTIONS

By Commisioner John C. Doerfer on Dec. 7

Odessa, Tex., Clarence E. Wilson and Philip B. Jackson d/b as The Odessa Television Co.—Denied petition for extension of time to and including Jan. 3 within which to file exceptions to initial decision in re ch. 7 (Dockets 10975-76).

By Hearing Examiner Herbert Sharfman

Chief Broadcast Bureau—Granted extension of time from Dec. 31 to and including Jan. 14 within which to file initial proposed findings in re applications of WKAT Inc., et al., for ch. 10 at Miami, Fla., with optional replies due 30 days thereafter (Dockets 9321 et al.). Action taken 12/13.

By Hearing Examiner Hugh B. Hutchison

Murphy, N. C., Cherokee Bcstg. Co.—Granted petition requesting that prehearing conference in re am facilities (Dockets 11101-02) scheduled for Dec. 15 to exchange affirmative cases between applicants, be postponed to Feb. 14, and final prehearing conference scheduled for Dec. 22 be postponed to Feb. 24, and the Commission on its own motion continued without date the hearing now scheduled for Jan. 4. Action taken 12/9.

Dallas, Tex., Texas Star Bcstg. Co.; KTRH Houston, Tex., KTRH Bcstg. Co.—Scheduled further hearing in proceeding re am facilities (Dockets 8258, 8753), for Jan. 17. Action taken 12/13.

By Hearing Examiner William G. Butts on Dec. 13

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—ordered that a conference be held on Jan. 7 in re application for am facilities (Docket 10944).

By Hearing Examiner Annie Neal Huntting on Dec. 8.

Levittown-Fairless Hills, Pa., Drew J. T. O'Keefe, et al.—Granted extension of time from Nov. 4 to Dec. 6 within which to prepare and furnish new information for its direct case, in re am facilities (Docket 10931 et al.).

BROADCAST ACTIONS

The Commission en banc

Renewal of License

Granted renewal of license of following stations on regular basis:

WENC Whiteville, N. C.; WATA Boone, N. C.; WIST Charlotte, N. C.

December 15 Applications

ACCEPTED FOR FILING

Renewal of License

WRHT Griffin, Ga., Mrs. Virginia Price Bowen—(BR-2769).

Modification of CP

WMVT (TV) Montpelier, Vt., WCAX Bcstg. Corp.—Mod. of CP (BPCT-1327) as mod. which authorized new tv station to change corporate name to Mt. Mansfield Television Inc. (BMPCT-2655).

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Dec. 23 (8:30-9:30 p.m.): *Shower of Stars,* "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 25 (4:30-5 p.m.): *Holy Night* (sustaining).

Dec. 26 (5-6:30 p.m.): *Omnibus,* "The Merry Widow," Aluminum of Canada and Scott Paper Co. through J. Walter Thompson Co.; Norcross Co. through Abbott Kimball Co.

Jan. 5 (10-11 p.m.): *Best of Broadway,* Westinghouse Electric Co. through McCann-Erickson.

Jan. 8 (9:30-10 p.m.): *My Favorite Husband,* Simmons Co. through Young & Rubicam.

Jan. 10 (7:30-7:45 p.m.): *Doug Edwards & the News,* American Home Products Corp. through Biow Co.

Jan. 11 (7:30-7:45 p.m.): *Doug Edwards & the News,* American Cigarette & Cigar Co. through Sullivan, Stauffer, Colwell & Bayles.

Jan. 12 (7:30-7:45 p.m.): *Doug Edwards & the News,* Appliance & Electronics Div. of Avco Mfg. Corp. through Earl Ludgin & Co.

NBC-TV

Dec. 23 (9-9:30 p.m.): *Dragnet,* Liggett & Myers Tobacco Co. through Cunningham & Walsh.

Dec. 23 (9:30-10 p.m.): *Ford Theatre,* "Slide, Darling, Slide," Ford Motor Co. through J. Walter Thompson Co.

Dec. 28 & Dec. 30 (11 a.m.-noon): *Home,* 9-minute cooking spot. Participating sponsors.

Dec. 30 (9:30-10 p.m.): *Ford Theatre,* "The Unbroken Promise," Ford Motor Co. through J. Walter Thompson Co.

Jan. 2 (7:30-9 p.m.): *Max Liebman Presents,* Sunbeam Corp. through Perrin-Paus Co.; Hazel Bishop Inc. through Raymond Spector Co.

Jan. 5 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 6 (9:30-10 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson Co.

Jan. 10 (8-9:30 p.m.): *Producer's Showcase,* "Yellow Jack," Ford Motor Co. and RCA through Kenyon & Eckhardt.

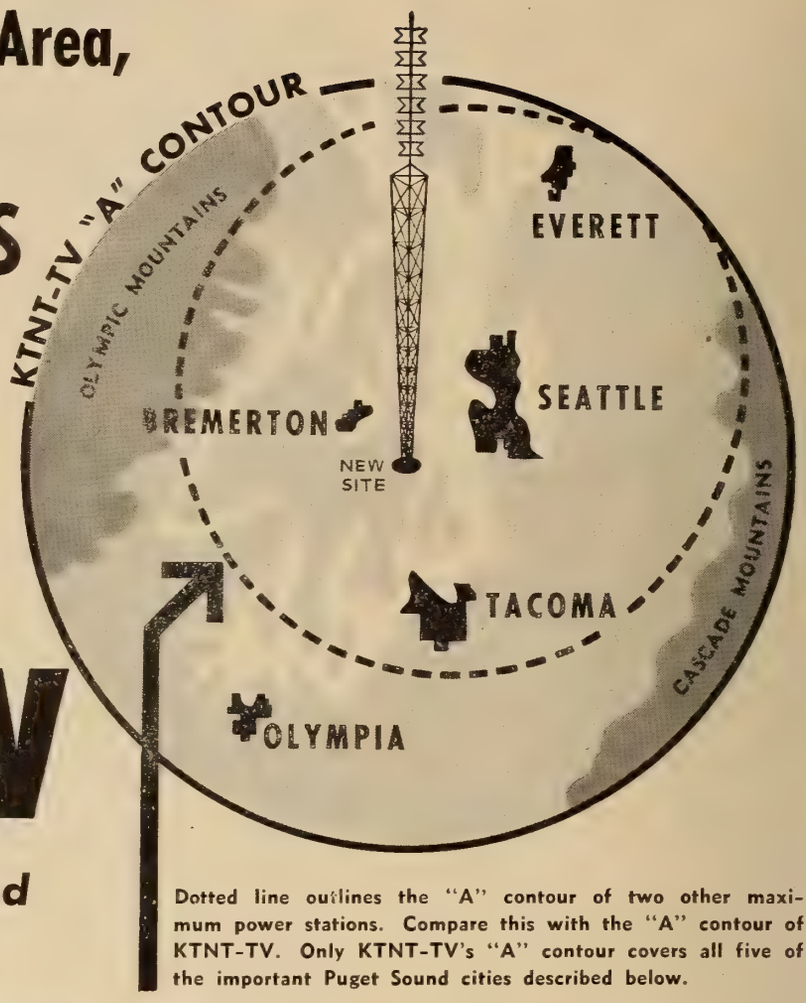
Jan. 12 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

In the Puget Sound Area,

ONLY ONE TV STATION COVERS ALL FIVE*

in its "A" Contour



Dotted line outlines the "A" contour of two other maximum power stations. Compare this with the "A" contour of KTNT-TV. Only KTNT-TV's "A" contour covers all five of the important Puget Sound cities described below.

. . . that station is

KTNT TV

BEST over Puget Sound

CHANNEL ELEVEN

316,000 WATTS

★

ANTENNA HEIGHT

1000 FT. ABOVE SEA LEVEL

★

"A" Contour Population

OVER 1,200,000

★

INFLUENCE AREA

The Influence Area of KTNT-TV includes entire Western Washington, a part of Oregon to the south, and a portion of British Columbia in Canada to the north. This area contains over 2,000,000 able-to-buy people.

★

CONTACT WEED TELEVISION

*__SEATTLE:__ Seattle's population now ranks 19th in the United States and it is the largest city in Washington State. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's 316,000 watt transmitter site. Seattle residents constitute approximately one-third of KTNT-TV's market population.

*__TACOMA:__ Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

*__BREMERTON:__ Famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

*__OLYMPIA:__ Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

*__EVERETT:__ The northernmost city of "Middle Puget Sound", Everett is one of the important centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.

KTNT-TV, 11th and Grant, Tacoma 5, Washington

CBS TELEVISION for PUGET SOUND

TELESTATUS

December 20, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 303,680
►WBRC-TV (6) CBS; Katz; 304,316
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) NBC; Walker; 22,250

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/25/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 106,800
►KPHO-TV (5) CBS, DuM; Katz; 101,523
KTVK (3) Weed; 6/10/54-1/15/55

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 34,866
►KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
►KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 85,764
KETV (23) 10/30/53-Unknown
KTHV (11) 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

Total stations on air in U. S. and possessions: 418; total cities with stations on air: 278. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,519,978.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton. Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Starters

The following tv stations are the newest to start regular programming:

WIRI (TV) Lake Placid-Plattsburg, N. Y. (ch. 5), Dec. 9.

KCTS (TV) Seattle, Wash. (ch. 9), Dec. 7, educational.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 84,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778

Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,955,185
►KHJ-TV (9) DuM; H-R; 1,955,185
►KNXT (2) CBS; CBS Spot Sls.; 1,955,185
►KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (c)
►KTLA (5) Raymer; 1,955,185
►KTTV (11) Blair; 1,955,185

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
►KMBY-TV (8) ABC, CBS, NBC. DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-2/15/55

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,033,430
►KPIX (5) CBS; Katz; 1,033,430
►KRON-TV (4) NBC; Free & Peters; 1,033,430
►KSAN-TV (32) McGillvra; 136,250

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
►KVEC-TV (6) ABC, DuM; Grant; 78,148.

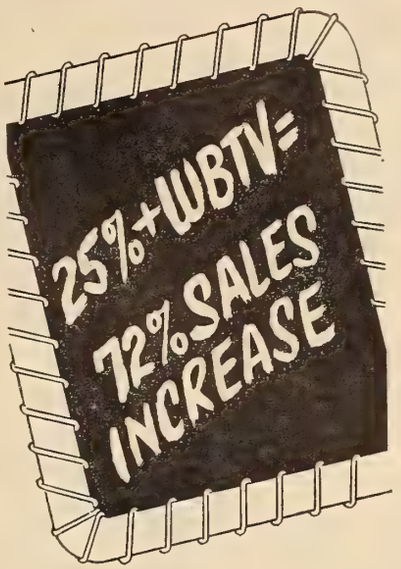
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692

Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



This may not be the way you learned arithmetic, but it adds up to some mighty satisfactory figures for C. W. Harvey, Sales Manager of Hickory Auto Parts in Hickory, N.C.

Mr. Harvey explains it this way: "To get the same coverage that WBTV provided during our recent campaign, our advertising budget would not have been adequate to give coverage of but 25% of the territory that was exposed to our WBTV commercials.

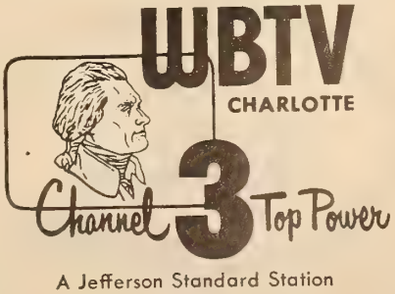
"We received inquiries from the WBTV advertising from all over the State of North Carolina as well as Virginia, Tennessee and South Carolina. We were able to set up many associate distributors and in no instance did we ever go to a place of business that the product wasn't known.

"With an increase in sales of 72%, our company became the top distributor in the nation for Royal Triton Motor Oil in increases over last year.

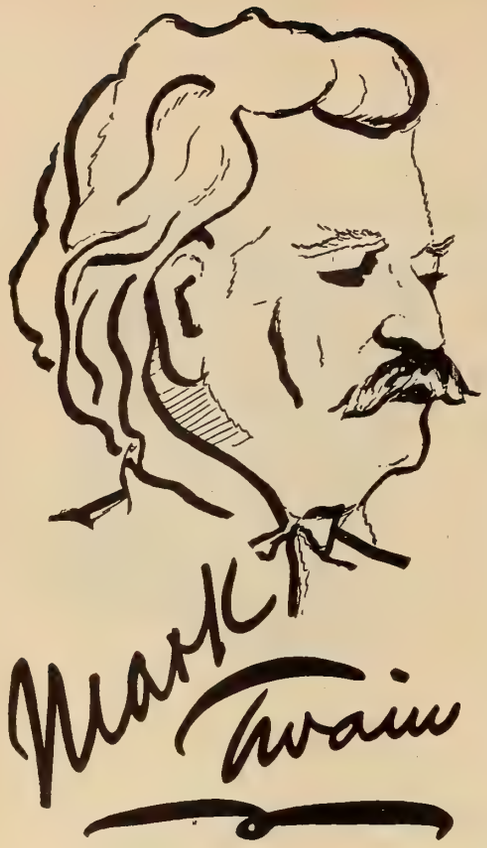
"I think that this can be definitely attributed to our television advertising program with your company. Let me assure you that next year the bulk of our advertising program will again be spent with WBTV to promote our product."

For some ready arithmetic on how to increase your sales, contact:

CBS TELEVISION SPOT SALES



A Jefferson Standard Station



NEVER DREAMED OF SUCH COVERAGE

136,032

Television receivers are tuned to KHQA-TV — Channel 7 in Hannibal and Quincy, the land of Tom Sawyer and Huck Finn.

Bridging the rich Mississippi River Valley, with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV offers the largest coverage in the tri-state area.

KHQA-TV
CHANNEL 7
CBS – DUMONT

represented by
WEED TELEVISION

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000

Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman, 7,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 620,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 340,763
WOBS-TV (30) Stars National; 8/12/53-1/1/55

Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 287,600
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500

Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (c)

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 124,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Unknown

West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, ABC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
WQXI-TV (36) 11/19/53-12/18/54 (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 127,700
► WRDW-TV (12) CBS; Headley-Reed; 110,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) Weed; 135,290

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 39,675
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,450

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 300,274

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 34,692

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 214,837
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) NBC, ABC, CBS, DuM; Meeker; 584,843 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 78,446
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS; Katz; 665,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lafayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,500
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 205,321
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 117,028

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) ABC; Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 112,572
Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC, ABC, DuM; Hollingbery; 139,450
► KVTV (9) ABC, CBS, DuM; Katz; 125,788
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) Bolling
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 76,116
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 388,142
Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 65,389
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-Jan. '55
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
► KPLC-TV (7) NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 30,000
Monroe—
KFAZ (43) See footnote (c)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 292,587
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 66,800
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707
Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
► WCSH-TV (6) NBC; Weed; 141,504
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 50,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,239,424
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,239,424
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 156,000
► WWLP (61) ABC, NBC; Hollingbery; 156,000

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	**1,543,700**
Families	**477,910**
TV Homes—3/1/54	**264,811**
Effective Buying Income	**$2,455,549,000**
Per Capita	**$1,590**
Per Family	**$5,565**
Retail Sales	**$1,859,761,000**

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 68,112

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 410,390

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55

Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 74,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 550,000
► WTCN-TV (11) ABC; Blair; 550,000

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC; Blair; 550,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 108,450

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
Tupelo Citizens Tv Co. (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R 53,048.

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 115,845

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 18,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 18,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 15,200

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55

Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 18,442

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,150,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 51,716
► KGGM-TV (13) CBS; Weed; 51,716

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 307,020
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 432,819
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 19,000

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 290,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 405,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 153,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,000

Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 440,406

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 88,660

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 245,189
► WTOB-TV (26) ABC, DuM; H-R; 81,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

BUYOGRAPHY



The 32 counties in Sioux City Sue-land include Nebraska's leading farm county, South Dakota's second, and two of Iowa's top three. Five of the 32 are among the first 75 in the U. S. in farm income. From cattle, hogs, corn, oats and other products, Sioux City Sue-land enjoys an annual cash farm income of better than half a billion dollars. The value of farm products sold in the area, according to the last Census, topped the totals of 34 states; average per farm *value of products sold* was $9,460, more than double the national average. Sioux City is the nation's fourth largest livestock center, fourth largest grain market, 31st metropolitan area in wholesale sales. Its more-than-300 manufacturers include the world's largest maker of wind-propelled generators, world's largest pop-corn manufacturer, and makers of assorted tools, batteries, fishing tackle and farm supplies. There are about 125,000 tv sets in Sioux City Sue-land, the owners of which (so many tell us; rating data upon request) find watching KVTV rewarding.



CBS, ABC & DuMont

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KVTV Channel 9

SIOUX CITY, IOWA

***KVTV**, a Cowles Station, is under the same management as **WNAX-570**, the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, DuM; Katz; 1,063,000

Columbus—
► WBNS-TV (10) CBS; Blair; 425,537
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/53-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872

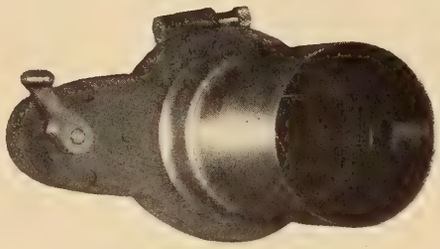
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

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Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000

Klamath Falls†—
KFJI Broadcasters Inc. (2) 12/2/54-Unknown

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 23,750

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 204,798
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Fall '54

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Blair; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,878,518

Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870

Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,166,344
► WNET (16) ABC, CBS, DuM; Raymer; 75,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 101,205

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC, DuM; H-R; 138,000

Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) NBC; Free & Peters; 133,542 133,542
► WNOK-TV (67) CBS; Raymer; 67,500

Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000

Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
Black Hills Bcstg. Co. (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 107,311

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 115,361
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

Memphis—
► WHBQ-TV (13) CBS; Blair; 315,032
► WMCT (5) ABC, NBC, DuM; Branham; 315,032
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 205,165

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 221,750

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 62,437
► KGNC-TV (4) NBC, DuM; Katz; 62,437
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 37,600
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Unknown

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 60,602
► KTSM-TV (9) NBC; Hollingbery; 56,766

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000

Harlingen† (Brownsville, McAllen, Weslace)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,173

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 40,000

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 65,679
► **KDUB-TV (13) CBS, DuM; Avery-Knodel;** 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

Midland—
► **KMID-TV (2) ABC, CBS, NBC; Venard; 38,500**

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 223,978
► WOAI-TV (4) NBC; Petry; 223,978

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-
Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 94,292

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 89,700

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 64,853

Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 48,960
KWTX Bcstg. Co. (10) 12/1/54-Unknown

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,173

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,750
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Blair; 167,200
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► **WBTM-TV (24) ABC; Gill-Perna; 21,545**

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000

Harrisonburg—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 93,971

Lynchburg—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery;** 152,000

Newport News—
► **WACH-TV (33) Walker**

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 342,581
WTOV-TV (27) See footnote (c)
► **WVEC-TV (15) See Hampton**

Petersburg†—
WPRG (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 473,643

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) CBS, DuM; Forjoe; 140,653

Pasco†—
KEPR-TV (19) 11/3/54-Unknown

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 398,400
► KOMO-TV (4) NBC; Hollingbery; 398,400
► KCTS (*9)
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) ABC; Petry; 91,970

Tacoma (Seattle)—
► KTVW (13) Branham; 387,300
► KTNT-TV (11) CBS, DuM; Weed; 387,300

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed;** 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown

Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 48,820

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55

Fairmont†—
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna;** 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 463,591
WHTN-TV (13) 9/2/54-Spring '55

Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54 (granted STA Dec. 9)

Parkersburg†—
► **WTAP (15) ABC, DuM; Forjoe; 30,000**

Wheeling—
WLTV (51) 2/11/53-Unknown
► **WTRF-TV (7) ABC, NBC; Hollingbery; 281,811**
► **WSTV-TV (9) See Steubenville, Ohio**

WISCONSIN

Eau Claire—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery;** 75,000

Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► **WMBV-TV (11) See Marinette**

La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 45,340
WTLB (38) 12/16/53-Unknown

Madison—
► **WHA-TV (*21)**
► WKOW-TV (27) CBS; Headley-Reed; 70,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► **WMBV-TV (11) ABC, NBC; Venard; 175,000**

Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 408,900**
► WOKY-TV (19) DuM; Bolling; 378,340
► **WTMJ-TV (4) NBC; Harrington, Righter &** Parsons; 722,178
► **WTVW (12) ABC, DuM; Petry**

Neenah—
► **WNAM-TV (42) ABC; George Clark**

Superior† (Duluth, Minn.)—
► **WDSM-TV (6) CBS, DuM; Free & Peters; 70,000**
► **KDAL-TV (3). See Duluth, Minn.**

Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 43,800

WYOMING

Cheyenne†—
► **KFBC-TV (5) ABC, CBS, NBC, DuM; Holling-**bery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► **KTVA (11) NBC, DuM; Feltis; 10,000**

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► **CHCT-TV (2) CBC; All-Canada, Weed**

Edmonton, Alt.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000

Hamilton, Ont.—
► **CHCH-TV (11) CBC, CBS, NBC; All-Canada,** Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000

London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 90,000

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,000

Rimouski, Que†—
► CJBR-TV (3) CBC; CBC

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,616

Toronto, Ont.—
► **CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC;** 280,000

Vancouver, B. C.†—
► **CBUT (2) CBC; CBC; 30,000**

Windsor, Ont. (Detroit, Mich.)—
► **CKLW-TV (9) CBC, DuM; Young**

Winnipeg, Man.†—
► **CBWT (4) CBC; CBC; 5,000**

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
► XETV (6) Weed; 260,850

UPCOMING

DECEMBER

Dec. 23: FCC Comments on proposed allocation of five more educational tv channels for Michigan, Washington, D. C.

Dec. 31: Deadline, return post-freeze tv station questionnaires to FCC, Washington, D. C.

Dec. 31: Deadline, Alfred I. duPont Foundation Awards, Wash. & Lee U., Lexington, Va.

JANUARY

Jan. 3-4: NCAA Tv Committee meets, Hotel New Yorker, New York.

Jan. 5-7: NCAA 49th Annual Convention, Hotel New Yorker, New York.

Jan. 9-11: National Appliance & Radio-Tv Dealers Assn. annual convention, Conrad Hilton Hotel, Chicago.

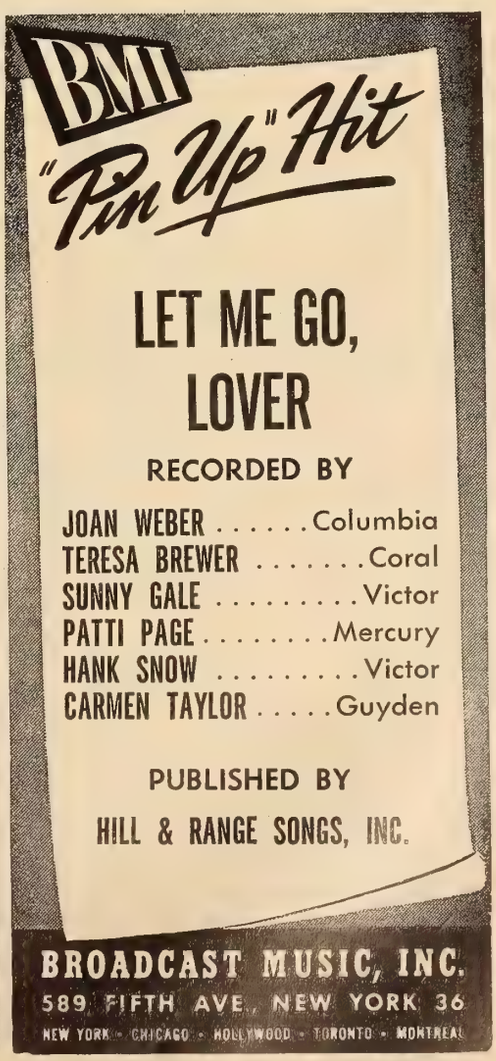
Jan. 10: RAB Clinic, Miami, Fla.

Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.

Jan. 14: RAB Clinic, Augusta, Ga.



Story of the 'Top 32'

THE comparative billings in radio and television of the 32 biggest radio-tv advertising agencies may denote, to the casual reader, a gloomier record for radio than is justified by the facts.

In contrast to a $131 million (37%) increase in tv business for these leading agencies, their radio billings dropped $16.5 million, an 8% decrease from the radio spending of the 32 leading agencies of 1953. (Because of 1954's round of rate "adjustments" they probably bought more time for fewer dollars.) These figures, however, should by no means be taken as an indication of how radio as a whole is doing.

Detailed reports of total 1954 radio volume are not yet compiled, but preliminary studies by B•T indicate that radio has just about held its own this year. Even if it had slipped a bit, the volume would still be impressive. In 1953, radio time sales were nearly half a billion dollars. Figures in the order of that for 1954 will not be those of an expiring industry.

As we pointed out a year ago when we published our survey of leading radio-tv agencies, billings were showing vast advances for tv and meager gains for radio. Even then, radio was stabilizing into a mature business, while television grew with the rapidity of the young.

The situation persists today. If tv were not expanding much more rapidly than radio, it would be a sick child indeed.

Gross figures alone do not tell the story of radio and television. As by far the more expensive media of the two, television is bound to represent an increasingly larger total dollar volume than radio. Yet despite the discrepancies in dollar volume, radio will continue to be a basic medium.

New Game of 'Monopoly'

EVERY SEGMENT of the advertising business (of which broadcasting is an integral and expanding force) should be alerted to plans being incubated for the next Congress which could strike a crippling blow at our free competitive enterprise concepts.

Every advertiser, every agency and every medium has a life-and-death stake in the kind of legislation that is being fomented for the "split-administration" with the Democrats controlling Senate and House while the Republicans hold forth at the other end of Pennsylvania Ave. Underlying it all is the quest for the Presidency in 1956.

"Monopoly" is the key word. It connotes "big business." Politicians figure they can't lose by attacking bigness. Hence, the project of Sen. Kilgore of West Virginia to strike at "monopoly" in communications and electronics—from the manufacturing companies at the top, through networks, their owned stations, newspaper ownership of broadcast stations and even joint am-tv station ownership.

The Federal Trade Commission has become active in checking observance of cease and desist orders against advertisers, and whether commitments to tone down extreme claims have been complied with. The Dept. of Justice has raised an eyebrow toward advertising agencies, presumably checking expansion of larger ones to detect any trend toward anti-trust violations.

"Monopoly," according to our Webster's Collegiate, means: "Exclusive control of the supply of any commodity or service in a given market; hence, in popular use, any such control in a given market as enables the one having control to raise the price of a commodity or service materially above the price fixed by free competition."

Where, we would like to know, is there "monopoly" in any of the fields Sen. Kilgore, as the new chairman of the Senate Judiciary Committee, proposes to investigate? RCA is in the electronics manufacturing field, but it has at least two dozen powerful competitors. It is in the network field, but there are four tv networks and four radio networks. Many newspapers own radio and television stations, but more do not. And those that have broadcasting adjuncts in almost every instance have radio and television competitors.

We can conceive of no "monopoly" portents in the advertising agency field when there are more than 2,000 agencies, from the one-man shops to the multi-million billing establishments in the major markets, catering to all classes of clients.

Events of the past two or three years make some kind of a Congressional inquiry into the communications-electronics field inevitable. Inexorably the FCC will be drawn in, because there will be demands for explanations as to why many uhf stations are in a fix, why many television hearing cases have been delayed, why "de-intermixture" of uhf and vhf in the same markets hasn't been fostered, why given networks have affiliated with tv stations in given markets and dis-affiliated in others, why the existing multiple ownership rules and what about allegations of "trafficking" in licenses.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Just listening to you two gals has given me an idea for a brand new soap opera!"

Congress is going to take a look. Whether it will be the Kilgore Committee or whether agreement will be reached to allow the so-called Bricker investigation to proceed under the aegis of the Senate Commerce Committee may be settled early in the next session. It would be wasteful and onerous to have both committees try to cover the same ground.

Whatever the situation, everything that has developed in communications-electronics has been legal and within the existing law and the regulations. If Congress should determine that new laws are needed, it should write them.

The danger is that over-zealous politicians in their quest of headlines and votes, will do violence to our system of free, competitive enterprise—a system which has made America the economic and sociological leader among all nations.

Oh, Say Can You See (for a Fee)

MANY broadcasters, receiving from Life Music Inc. proposed license agreements plus a list of some 2,000 tunes, including the *Star Spangled Banner* [B•T, Dec. 13], have written to us asking whether they should sign up with Life Music and pay the fee of their highest half-hour rate per year for two-year licenses to play Life-controlled music.

Whether any station should take a license from any music performing rights licensing organization—BMI, ASCAP, SESAC, Life or any other—depends entirely on the music needs of that particular station. That's a matter which each station management must decide for itself.

Without presuming to direct any broadcaster's decision (we are in the toils of attorneys who tell us there are applicable laws), we nonetheless feel impelled to suggest that each station program head examine the catalogues of music his station is already licensed to perform. Compositions in the public domain—and the *Star Spangled Banner* falls in that group—may be arranged in many different ways, and each new arrangement may be copyrighted. In time, arrangements themselves become part of the public domain, available to any user. Station operators may well find that the national anthem and other tunes on Life's list are already available to them either under their present licenses or through the public domain.

We repeat: each station management must make its own decision as to what licenses it needs to carry on its programming. The wise management will find out how well any license or combination of licenses meets its requirements before signing on the dotted line.

The BIG News in Detroit...



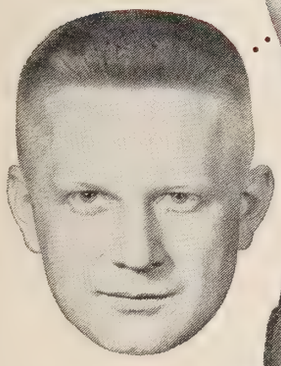
complete coverage on every newscast-



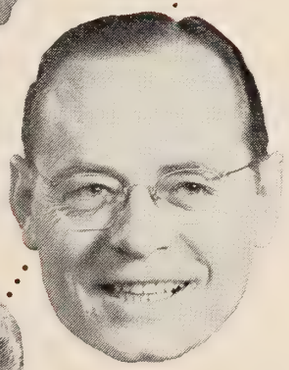
JAMES CLARK
News Editor



KIRK KNIGHT



CARL CEDERBERG



CHARLES LEWIS



PETER STONER

on WWJ ... *of course!*

There's depth in WWJ's day-long schedule of 15-minute newscasts; depth of coverage, of facilities, of personnel. This combination makes WWJ the Number One news buy in Detroit, the market whose total retail sales per family are 25% above the national average.

Shown here is one platoon of the team—the men behind the mike who give listeners more news per broadcast, more facts per news story. Each is a full-time specialist in his field. Each is rich in radio reporting experience. All are established favorites you can count on for listener loyalty.

Put WWJ's unsurpassed news depth to work for you—under complete sponsorship or participation. Phone, wire, or write your nearest Hollingbery office for further information.

WWJ AM FM

Associate Television Station WWJ-TV
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives: The GEORGE P. HOLLINGBERY CO.*

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this independent inland market — separated from the coast by mountains — the Beeline taps a net effective buying income of nearly 4 billion dollars. (Sales Management's 1954 Copyrighted Survey).



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

DECEMBER 27, 1954 35c PER COPY

BROADCASTING TELECASTING

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Begins on Page 35

24TH year

THE NEWSWEEKLY OF RADIO AND TV



Radio's rarin' in Baltimore!

...and the BIG BARGAIN buy is still W-I-T-H

128,095 radio sets sold last year; only 48,334 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year 128,095 radio sets were added in the Baltimore area.
Now—more than ever—you get a lot for a little from W-I-T-H.

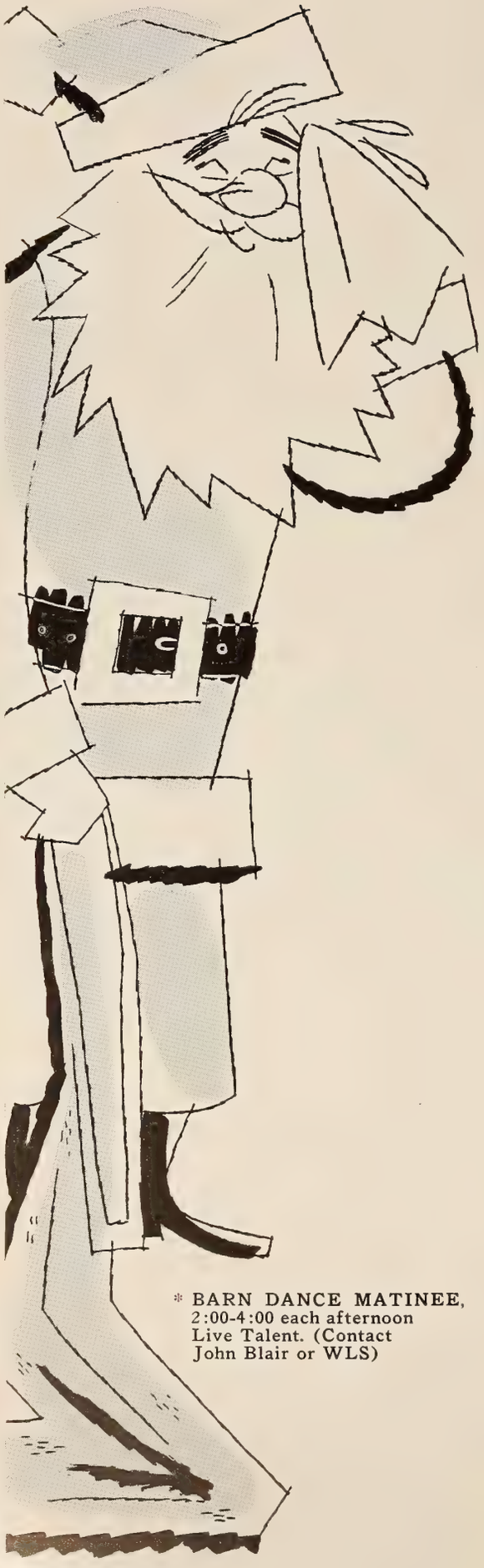
Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H, and the Baltimore market.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY



'Twas the DAY *AFTER* Christmas

'Twas the day after Christmas and Santa's worn out
From writing and sending his greetings throughout.

He made known his offer in a one week test *
To send Christmas cards to those who request.

In came the letters by bushel and bale,
Twenty thousand pieces of all kinds of mail.

Over *five thousand* requests he received in *one day*
Santa's so happy, he has this to say:

"To reach the people with *coverage complete*
Buy WLS; it just can't be beat!"

* BARN DANCE MATINEE, 2:00-4:00 each afternoon Live Talent. (Contact John Blair or WLS)

WLS
The PRAIRIE FARMER STATION

CHICAGO 7
890 KILOCYCLES • CLEAR CHANNEL

50,000 WATTS • ABC NETWORK • REPRESENTED BY JOHN BLAIR & CO.

kgul TV

CHANNEL ELEVEN

BEST BUY
IN
TEXAS





CBS TELEVISION NETWORK

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



all roads lead to super sales

The Channel 8 Mighty Market Place

York	Reading
Harrisburg	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Bloomsburg
Frederick	Lewisburg
Westminster	Lewistown
Carlisle	Lock Haven
Sunbury	Hagerstown
Martinsburg	

STEINMAN STATION

Clair R. McCollough, Pres.

WGAL-TV

NBC • CBS • DUMONT

LANCASTER, PA.

Superpowered WGAL-TV covers miles upon miles of prosperous territory—many prosperous cities, many well-to-do-towns. This is a rich area where three million people have an effective buying income of $5 billion, *spend* $3 billion in retail sales each year. Here everyone turns to Channel 8 for good entertainment and for your sales message. Sell your product on WGAL-TV, the one station that reaches this vast market.



316,000 Watts

Representatives

MEEKER TV, Inc.

New York · Chicago · Los Angeles · San Francisco

closed circuit.

TV TO GO UPSTAIRS? • Bombshell may explode any time on demands of military for new vhf spectrum space deemed essential in atomic era communications. Proposal could well be that low-band vhf tv (in area chs. 2 to 6) be expropriated with tv services to move up spectrum into uhf. Counter proposal—probably from FCC—may be for reappraisal and review of entire spectrum both militarily and for private use. Comr. Robert T. Bartley several months ago had advocated that tv, whatever its ultimate place in spectrum, be assigned to single contiguous band and not be spread through spectrum.

B•T

WHETHER CBS will continue its colorcasting schedule when first year cycle is completed in April will be determined within next few weeks. Lack of "circulation" of color sets, plus desultory interest at this stage of most advertisers, may bring curtailment or suspension of schedule after all network advertisers have had their turn in one-year color sequence.

B•T

MAGNUSON'S PLANS • Friends of Sen. Magnuson (D-Wash.), who becomes chairman of Interstate and Foreign Commerce Committee next session, say he intends to retain full jurisdiction over all communications legislation. Overlap implicit in proposal of incoming Chairman Kilgore (D-W. Va.) of Judiciary Committee to investigate purported monopoly in communications, manufacturing and networking, will be resolved in Washington senator's judgment before committees get underway. Sen. Magnuson is represented as feeling that his committee should review communications legislation with view toward establishing "ground rules" for next quarter century.

B•T

WHO WILL head Senate Interstate Commerce Subcommittee on Communications under Democratic control at next session? Appointment will be made by incoming Chairman Magnuson, and conceivably he could name himself chairman although this is regarded unlikely. Second ranking Democrat is Lyndon B. Johnson (Tex.), but he'll be majority leader and probably won't assume any chairmanships. Next in seniority are: John O. Pastore (R. I.); A. S. (Mike) Monroney (Okla.) and George A. Smathers (Fla.). Best guess: Pastore.

B•T

NOW IT CAN BE TOLD • Westinghouse-DuMont deal for WDTV (TV) Pittsburgh for $9,750,000, signed Dec. 3, was off as of preceding evening. Higher bid, reportedly $10 million, had been made by publishing company now in broadcasting, but Allen B. DuMont decided next morning to proceed with original transaction since both Westinghouse and DuMont boards had approved original deal.

IN HIS QUEST for firsthand information on subscription tv, FCC Comr. Robert E. Lee spent last Thursday in New York. Skiatron, one of top three pay-see promoters and which previously had petitioned FCC for early consideration, was main object of his inspection. He previously had seen Zenith's Phonevision in Chicago. He also talked with others, including Sidney Alexander, CBS executive staff economist who has been assigned to overall study of pay-as-you-go tv.

B•T

RATE FIXING • Observers on Washington scene are convinced that Senate Commerce Committee counsel Robert F. Jones is shooting for introduction of "common carrier concept" in broadcasting which would mean fixing of rates for networks and presumably stations too. Mr. Jones, who knows FCC inside by virtue of having served as Commissioner (1947-1952), has Commission in dither over his request for economic data on individual stations and networks, including network affiliation contracts and rates. FCC's current view is that financial statements and contracts are furnished on confidential basis and therefore can't be made "public." (See story page 65.)

B•T

COLOR SET production for first quarter of 1955 may not exceed 10,000 units according to one of top industry manufacturing sources. Most manufacturers appear to be taking dim view of sales prospects for color receivers (they complain about limited colorcast schedules, plus lack of standardization on color tubes).

B•T

COSTLY QUESTIONNAIRE • If all 363 tv permittees and licensees as of Oct. 1 send their FCC request for coverage maps (see story page 65) to their consulting engineers—and most of them seem to be doing that—it's going to cost station owners $250,000 in aggregate. This is based on going rate of $1,000 per station for 108 pre-freeze stations and $500 per station for post-freeze stations. Although these sums do not add up to the quarter-million dollars, some stations will pay above these figures.

B•T

EVERYTHING in color costs money. Production of first 21-in. rectangular picture tube shell for CBS by Corning Glass, which involved basic research and laboratory testing, ran figure for first tube to $350,000.

B•T

SPREADING CANDELABRA • Liberace, current sensation in tv film syndication, may be sold nationally to single sponsor through Guild Films Inc. Million-dollar-plus transaction, it's understood, would cover 39 new half-hour programs, plus 13 re-runs, for 52-week contract and would be placed in more than 100 markets.

B•T

RASH of press agentry seeking free tv publicity for Hollywood movies and stars has been breaking out in recent weeks. Stations all over nation have been receiving everything from outright requests for movie plugs to script service for Hollywood-type gossip shows. Most have been rejecting plugs on grounds television would be idiotic to give free promotion to competitor in entertainment business.

B•T

MEMBERSHIP REPORT • On heels of announcement by Westinghouse that it is aligning all of its stations in NARTB, comes another Christmas membership tiding from *Washington Post* tv stations, WTOP-TV Washington and WMBR-TV Jacksonville. John S. Hayes, president of newspaper's broadcast operations, plans to have stations join trade association first of year.

B•T

WATCH for concerted effort on part of new FCC Chief Hearing Examiner James Cunningham to expedite hearings, bring uniformity to rulings among examiners and bring greater dignity to proceedings which suffered during rush to clear tv backlog. He foresees cooperation of counsel and parties.

B•T

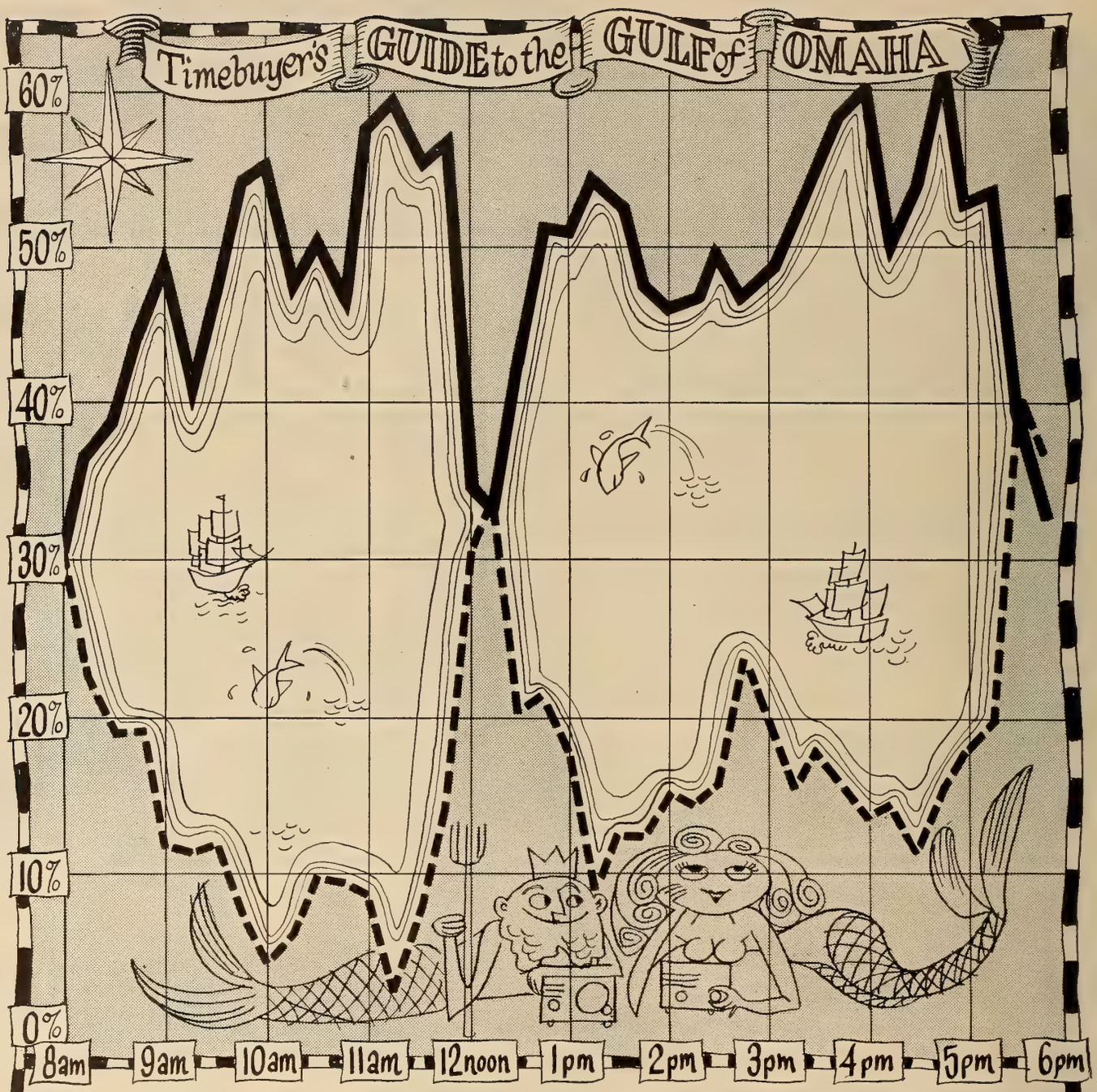
HEARING PROBABLE • All signs point to hearing on proposed acquisition by CBS of WSTV-TV Steubenville (ch. 9) in light of protests and question raised over "area" rather than single market coverage.

B•T

NEXT to join trend toward consolidation of station facilities at suburban transmitter site may be WWDC-AM-FM Washington. Station studying plans for headquarters operation at 29-acre Silver Spring plant, with sales office downtown. WTOP-AM-FM-TV Washington was first in D. C. to move out of crowded downtown. Should bulk of WWDC station's offices and studios be moved to suburban site, it's believed MBS headquarters would remain at station's present office, 1627 K St.

B•T

CRAIG TO WEINTRAUB • Walter Craig, advertising manager of Pharmaceuticals Inc., New York, and formerly vice president in charge of radio and television for Benton & Bowles, New York, expected to join William H. Weintraub agency, New York, early next year, as vice president in charge of radio and television.



This map shows the tremendous gulf which separates Omaha's two leading radio stations audience-wise.

Legend: Solid line—KOWH share of audience. Broken line—second station's share.*

No legend: KOWH quarter-hour averages run as high as 61.5%, no lower than 30.5%. KOWH leads in 36 of 40 daytime quarters. More sets were tuned to KOWH than to the other stations combined in 18 periods. Latest Hooper (Oct.-Nov.): KOWH, 45.5%, second station 20.5%.

This man-made gulf is created by the Mid-Continent formula: engaging personalities, spinning top tunes, talking good sense, handling the news to Omaha's taste. For a *tour de force,* see your travel agent—the H-R man, or talk to KOWH General Manager Virgil Sharpe.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.

KOWH
OMAHA

* Data from latest available Hooper "Quarter Hour Averages," 8 a.m. to 6 p.m., Monday through Saturday.

at deadline

FCC PROBES DAMAGE TO KPIX (TV)

FCC on own motion Friday ordered inquiry into damage of technical facilities at Westinghouse's KPIX (TV) San Francisco, found after walkout of National Assn. of Broadcast Employes & Technicians (CIO) employes Dec. 14 [B•T, Dec. 20].

Commission said it wants to find out who did damage (which put KPIX off air) and whether FCC rules or criminal provisions of Communications Act were violated. Philip G. Lasky, general manager of station, reported earlier it will take several weeks to learn extent of damage. Supervisory personnel got KPIX back on air within 13 hours.

FCC order read in part:

The Commission, having received information concerning damage to the equipment and installation of television station KPIX San Francisco . . . which disabled the station to such an extent that it was unable to broadcast between 6.45 a.m. and 7 p.m. on Dec. 14, and it appearing that the damage . . . may have been willful and may have been committed by a person or persons licensed as radio operators by this Commission, and would in that event be in violation of Sec. 13.65 of the Rules and Regulations of this Commission and present grounds for suspension of the operator licenses of such person or persons pursuant to Sec. 303(m)(1)(C) of the Communications Act of 1934, as amended, or for prosecution criminally under Sec. 502 of the Communications Act . . .; it is ordered, that, pursuant to the provisions of Sec. 403 of the Communications Act . . . an inquiry is hereby instituted to ascertain whether any of the rules and regulations of this Commission or any of the provisions of the Communications Act . . . have been violated in connection with the tampering with and damage to the equipment and installation of station KPIX San Francisco . . . and if so, to ascertain by whom the violations were committed and what action should be taken in connection with these matters by this Commission.

Meanwhile, George Heller, national executive secretary of American Federation of Television & Radio Artists, told B•T AFTRA members in San Francisco had been granted permission to respect NABET's picket lines.

Liberty Group Negotiating To Buy WEMP Milwaukee

NEGOTIATIONS are underway for purchase of WEMP Milwaukee by group of four principals headed by Barton R. McLendon and Gordon McLendon, executives in defunct Liberty Broadcasting System. Estimated purchase price was $200,000, though deal had not been finally consummated late Thursday. Gordon McLendon is majority stockholder in KLIF Dallas and KELP-AM-TV El Paso, Tex. Other principals, it was understood, are James Foster, another former LBS executive, and William Weaver, general manager of KLIF. Blackburn-Hamilton Co., station brokers, reportedly handling deal.

B. R. McLendon, president of Trinity Broadcasting Co., holds 50% stock in KELP-TV and Gordon McLendon, his son, 49%, as president and vice president, respectively. Trinity also is grantee of KTLG (TV) in Corpus Christi, Tex.

Four Nominees on Ballot For NARTB Board Vacancy

FOUR nominees' names are carried on NARTB ballot mailed to member stations in District 16 (Ariz., S. Cal., Nev.). Election being held to fill board vacancy created by resignation of Albert D. Johnson, formerly of KOY Phoenix and now at KENS-AM-TV San Antonio. Term expires in 1956.

Nominees are William J. Beaton, KWKW Pasadena, Calif.; Richard O. Lewis, KTAR Phoenix; Calvin J. Smith, KFAC Los Angeles, and George Whitney, KFMB San Diego. Mr. Smith is former NARTB board member. Ballots are returnable to C. E. Arney Jr., NARTB secretary-treasurer, Jan. 3.

WJOL-TV Permit Returned

PERMIT of ch. 48 WJOL-TV Joliet, Ill., returned to FCC Thursday. Sister am and fm outlets sold earlier this month, pending FCC approval, to Joseph F. Novy, chief engineer, WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, WBBM engineer, for $112,500 [B•T, Dec. 20].

WTRF-TV, WTVD (TV) Win In Merchandising Contest

WTRF-TV Wheeling, W. Va., and WTVD (TV) Durham, N. C., won first and second prizes in promotion-merchandising contest run for *Norman Sper and His Football Forecasts,* sponsored by duPont's Zerone and Zerex through BBDO. First prize winner won two tickets to Rose Bowl game and week's stay in Hollywood while second prize was two tickets to Orange Bowl game and week in Miami.

Ten stations received MacGreggor antifreeze jackets for honorable mentions: WICU (TV) Erie; WDAY-TV Fargo; WMAZ-TV Macon, Ga.; KSL-TV Salt Lake City; WNEM (TV) Bay City, Mich.; WBNS-TV Columbus, Ohio; KARK-TV Little Rock; KOLN-TV Lincoln, Neb.; KNOE-TV Monroe, La., and WVEC (TV) Hampton, Va.

WTMV-TV Raises Palsey Fund

PLEDGES totaling over $75,000 received from Dec. 17-19 telethon held on WTMV-TV St. Louis, ch. 54 outlet, with cerebral palsey fund as beneficiary, John D. Scheuer Jr., WTMV-TV executive vice president and general manager, said Thursday. Pledges were still coming in, he added. Ted Mack headed talent array that included artists from St. Louis area stations with 4,300 volunteer workers handling detailed assignments.

RECORD TV HOOKUP

NATIONAL Football League championship play-off game yesterday was scheduled to be carried on 187 affiliates of DuMont Television Network. Game, between Cleveland Browns and Detroit Lions, originated at Municipal Stadium, Cleveland. Co-sponsors were Miller Brewing Co., Milwaukee, and Buick Motor Div. of General Motors Corp., and Atlantic Refining Co. Figures from A. C. Nielsen National Television Index showed 187 station lineup was largest single network ever put together to carry single show.

• BUSINESS BRIEFLY

REVLON CHANGE • Revlon Products sponsoring *What Goes On* on ABC-TV will replace with *Pantomine Quiz* effective Sun., Jan. 2. In addition, advertiser will sponsor half of *Danger* on CBS-TV, Tues., 10-10:30 p.m. (EST) effective Feb. 8. Revlon Products handled by two agencies, William Weintraub and Sullivan, Stauffer, Colwell & Bayles, N. Y.

PHILCO RENEWS CLUB • Philco Corp. renews Monday, Wednesday and Friday sponsorship of 9:45-10 a.m. segments of *Breakfast Club* for 52 weeks on ABC Radio, effective Dec. 27. Agency: Hutchins Adv., Philadelphia.

LONE STAR TO R&R • Lone Star Gas Co., Dallas, appoints Ruthrauff & Ryan, Chicago, to handle its advertising effective Jan. 1. Use of radio-tv undecided but firm allocated $36,000 to tv and $12,000 to radio past year.

Horace Lohnes, Noted Lawyer, Is Victim of Heart Seizure

HORACE L. LOHNES, 57, senior active partner in Dow, Lohnes & Albertson, Washington law firm, died suddenly Thursday night of heart seizure. There had been no indication of heart difficulty.



MR. LOHNES

One of broadcasting's best-known figures, Mr. Lohnes began communications practice in mid-twenties in geophysical field for petroleum interests.

Born in Donnellsville, Ohio, near Dayton in 1897, he was a law graduate of George Washington U., Washington. He had resided for many years at Twin Oaks, Vienna, Va., where Federal Communications Bar Assn. held its annual outings.

He is survived by his widow, Thelma; daughter, Bobby Lee; his parents who reside in Dayton, and his brother, George, Washington consulting engineer.

Mr. Lohnes had not complained of illness. He was stricken at his desk about 6 p.m. Thursday and promptly was removed to Doctors Hospital, apologizing enroute to his doctor for inconveniencing him during the holiday week. He died at 9 p.m.

Funeral arrangements had not been made at press time.

'Godfrey Time' Sold Out

LEWIS-HOWE Co., St. Louis (Tums), to sponsor first quarter-hour of 90-minute *Arthur Godfrey Time* on CBS Radio, on alternating schedule, beginning tomorrow (Tues.). *Godfrey Time* is now sold out. Lewis-Howe sponsorship is for 10-10:15 a.m. on alternate Tuesdays, starting tomorrow; alternate Wednesdays, beginning Jan. 5, and every fourth Friday, effective Jan. 7. Agency for Lewis-Howe, Ruthrauff & Ryan, St. Louis.

sum total!

(a refresher course in profitable arithmetic for the timebuying profession...)

add up-

PRODUCTIVITY
in thousands of industrial plants

PEOPLE
whose skills earn them bigger incomes

PAYROLLS
measured in millions and millions yearly

PROFITS
which mean greater and faster growth

PROSPERITY
with no limitation anywhere in sight

then add up-

PROGRAMMING
that's tailored to local tastes

POWER
for wider and clearer coverage

POPULARITY
that has no equal in the whole area

PROMOTION
planned to benefit every advertiser

PERSUASIVENESS
that gets results day after day after day

and you get
GIGANTIC BUYING POWER
in the Industrial Heart of America!

and you get
GIGANTIC SELLING POWER
in the Industrial Heart of America!

PUT THEM TOGETHER—
WORKING FOR YOU
with this perfect radio-TV combination...



WSAZ-TV
CHANNEL 3 BASIC **NBC** NETWORK
100,000 WATTS **ERP**
HUNTINGTON-CHARLESTON, W. VA.

RADIO
930 KC. **WSAZ** ABC
HUNTINGTON, W. VA.
1490 KC. **WGKV** NBC
CHARLESTON, W. VA.

REPRESENTED NATIONALLY BY
The KATZ Agency

at deadline

Five New Am Stations Are Authorized by FCC

FCC granted five new am stations Thursday, also approved changes in four existing am operations.

New grants were:

Memphis, Tenn.—Tri-State Broadcasting Service, 1430 kc, 1 kw DA, daytime only.

Monticello, Ky.—Wolf Creek Broadcasting Co., 1570 kc, 250 w, daytime only. Principal owner Clifford Spurlock owns minority interest in WTCO Campbellsville, Ky.

Carson City, Nev.—Edwin L. and Alma F. Bullis, 1400 kc, 250 w, unlimited. The Bullis' also own KLUK Evanston, Wyo.

Bedford, Pa.—Inquirer Printing Co., 1310 kc, 1 kw, daytime only. John F. Biddle, principal stockholder, owns WHUN Huntington, Pa., and is associated in ownership of *Clearfield* (Pa.) *Progress* and *Bedford* (Pa.) *Gazette*.

New Albany, Miss.—New Albany Broadcasting Co., 1470 kc, 500 w, daytime only. Owned 51% by Vernon K. Wroten, engineer and 20% owner of WTUP Tupelo, Miss., and manager-engineer, WBIP Boonerville, Miss. Wynez Wroten, 49% owner, is program manager, WBIP.

Changes in facilities approved by FCC were:

KRUZ San Francisco, Calif.—Increased power from 1 kw daytime, to 10 kw daytime, directional antenna, engineering conditions (1010 kc).

KECC Pittsburg, Calif.—Increased power from 1 kw, directional night, to 5 kw, DA-2, engineering conditions (990 kc).

WATH Athens, Ohio—Changed frequency from 1540 kc to 970 kc (1 kw day).

KCHJ Dalano, Calif.—Increased power from 1 kw day, to 5 kw LS, day, and 1 kw, directional, night, engineering conditions (1010 kc).

KICA Clovis, N. M., Sold

SALE of KICA Clovis, N. M., for $125,000 reported last week by Blackburn-Hamilton Co., station brokers, subject to customary FCC approval. Property would change hands from De Witt Landis to Garfield C. Packard, Paul H. Raymer Co., station representative firm, Chicago; Francis Leslie, accountant, and Mrs. Mae Strauss. Station went on air in 1933, has been affiliated with MBS and operates with 1 kw DA-N on 980 kc.

Beaumont Dismissal Asked

ENTERPRISE Co., operator KRIC Beaumont, Tex., and losing applicant in ch. 6 tv contest there, petitioned FCC Friday to dismiss bid of KFDM Beaumont on ground its application was changed by agreement resulting in dismissal of bid by third applicant, KTRM there [B•T, Dec. 20]. Final grant to KFDM was suspended earlier this month until outcome of argument heard Tuesday on petitions for reconsideration filed by Enterprise and KTRM (early story page 66).

Toigo Elected L & N Head

REORGANIZATION of Lennen & Newell, New York, announced with Adolph J. Toigo, executive vice president, elected president to succeed late H. W. (Hike) Newell and Thomas C. Butcher, senior vice president and account supervisor, elected executive vice president. Both men have been with agency since 1952.

Biow Stays as Chairman

MILTON H. BIOW, board chairman of Biow Co., told 500 members of his staff Friday he plans to remain as board chairman of firm, soon to become Biow-Beirn-Toigo, whose president will be F. Kenneth Beirn and executive vice president, John Toigo.

IKE'S MESSAGE

PRESIDENT Dwight D. Eisenhower's State-of-The-Union message to be delivered to 84th Congress Jan. 6 will be carried by ABC-TV, ABC Radio, CBS-TV, CBS Radio, NBC-TV, NBC Radio, DuMont and Mutual from 12:30 p.m. (EST) to conclusion (approximately 45 minutes). Following custom, message will outline President's legislative proposals and review developments during his administration.

Allen B. DuMont Labs Realigns Executive Setup

MAJOR realignment of top management of Allen B. DuMont Labs announced Thursday with election of William H. Kelley as vice president and general manager of DuMont manufacturing and sales division. Dr. Allen B. DuMont, president, also announced election of William C. Scales as manager of receiver sales division.

Under new set-up, DuMont's instrument, cathode-ray tube, communication products, international, government contracts and receiver manufacturing and sales divisions will report to Mr. Kelley. These divisions include all of DuMont's organization excepting its research and network operations.

Mr. Kelley joined DuMont Labs year ago as vice president in charge of marketing, after 10 years with Motorola, where he was vice president in charge of sales. He was with RCA from 1924 to 1944. Mr. Scales has been with DuMont six years, joining as southern regional manager for receiver sales division, and in 1950 was appointed sales manager of cathode-ray division.

A. W. Dannenbaum Dies

ALEXANDER W. DANNENBAUM, retired president of WDAS Philadelphia, died Dec. 22 at Presbyterian Hospital, Philadelphia. He was former senior partner and president of Pine Tree Silk Mills, that city, and a well-known horseman. Surviving are his wife, Mrs. Miriam Dannenbaum; two sons, Alexander W. Dannenbaum Jr., commercial manager of WPTZ (TV) Philadelphia, and Paul O. Dannenbaum; daughter, Mrs. Mary Anne Louchheim, and five grandchildren.

NEW DIPLEXER

NEW diplexer unit, type 5411-A, permitting simultaneous transmission by tv antenna of both sound and video output of television transmitter, has been developed by tv transmitter department of Allen B. DuMont Labs, Clifton, N. J. Diplexer will handle total aural and visual power for any tv transmitter from 5 to 50 kw. It can be used on any single channel from 7 through 13.

PEOPLE

BEN DUFFY, president of BBDO, N. Y., elected to board of directors, Advertising Club of New York.

JACK GILBERT, assistant manager of KHOL-TV Holdrege, Neb., promoted to station and operations manager, and **A. B. McThillany** appointed national sales manager and promotion director. Mr. Gilbert joined KHOL-TV in 1953 as program director.

NANCY CRAIG, WABC-AM-TV New York personality, presented with certificate of appreciation last week by American Cancer Society.

PHIL JOHNSON, WCSH-TV Portland, Me., news director, presented with Veterans of Foreign Wars Certificate of Achievement Award for "faithful and meritorious service" in reporting on world, national, state and local news.

JERRY BIRN, radio-tv director, McCann-Erickson, Chicago, to radio-tv commercials writing-production department of Tatham-Laird Inc., same city, as supervisor, effective Jan. 17.

Shipments of Tv Sets To Dealers Increase 30%

SHIPMENTS of tv sets from factories to dealers in October were nearly 30% above same 1953 month, rising from 698,594 to 903,160 for the four-week month, according to Radio-Electronics-Tv Mfrs. Assn. Shipments in September 1954, five-week month, totaled 1,005,725 sets.

Ten-month shipments this year totaled 5,372,756 sets compared to 5,342,050 in same 1953 period.

State	Total	State	Total
Alabama	78,746	New Jersey	157,240
Arizona	24,640	New Mexico	18,560
Arkansas	71,243	New York	508,351
California	384,029	North Carolina	132,327
Colorado	42,307	North Dakota	22,440
Connecticut	74,703	Ohio	269,884
Delaware	12,012	Oklahoma	78,368
District of Columbia	36,594	Oregon	59,744
Florida	159,704	Pennsylvania	354,774
Georgia	119,970	Rhode Island	18,353
Idaho	29,843	South Carolina	67,708
Illinois	330,616	South Dakota	16,557
Indiana	163,801	Tennessee	113,509
Iowa	120,086	Texas	284,605
Kansas	87,049	Utah	18,783
Kentucky	66,081	Vermont	18,568
Louisiana	110,473	Virginia	91,787
Maine	73,836	Washington	91,645
Maryland	66,603	West Virginia	59,662
Massachusetts	150,306	Wisconsin	141,891
Michigan	216,366	Wyoming	5,745
Minnesota	104,483		
Mississippi	44,999	U. S. TOTAL	5,361,422
Missouri	154,473	Alaska	2,449
Montana	20,245	Hawaii	8,885
Nebraska	55,062		
Nevada	6,482	GRAND TOTAL	5,372,756
New Hampshire	26,169		

Edel Named by DuMont

HERMAN EDEL named assistant manager of promotion, advertising and merchandising for DuMont Television Network. From 1949 to 1953 Mr. Edel was advertising and publicity director for several circuits of theatre division, AB-PT Inc., and in 1953 joined Ruben Shor Inc. as advertising-publicity director for firm's chain of 18 theatres, three restaurants and insurance company.

KOPP Ogden, Utah, Sold

SALE of 1 kw daytimer KOPP Ogden, Utah, from G. Stanley Brewer to M. B. Scott Co., Los Angeles advertising agency, for $55,000, announced Thursday. Independent station operates on 730 kc. Mr. Brewer retains interest in KJAM Vernal, Utah. Transfer subject to FCC approval.

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*Reg. U. S. Patent Office

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Merry Christmas
KFAB
50,000 WATTS
BIG MIKE
Holiday Greetings . . . from the land of plenty . . . from Big Mike and a million and a half regular listeners . . .
THE MIDWEST-EMPIRE STATION
1110 K.C.
KFAB
50,000 WATTS OMAHA BASIC CBS

Save $7,000 a year in operating cost*

..WITH RCA's TRANSMITTER



RCA 12-section low-band antenna at KCEN-TV. Powered by an RCA 10-kw VHF transmitter (low-band) this antenna can radiate 100 kw ERP—with gain to spare.

RCA 10-kw VHF transmitter operation at KGNC-TV. Operated in conjunction with an RCA high-gain antenna, the combination is producing 100 KW erp at substantially lower cost per radiated kilowatt than any low-band equipment package now available.

---

*Compared to a 25-kw transmitter operated in conjunction with a 6-section antenna. Ask your RCA Broadcast Sales Representative for a comparison breakdown of the tube and power savings.

RCA Pioneered and Developed Compatible Color Television

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

EXCLUSIVE 100-KW -ANTENNA COMBINATION



WHAT TELECASTERS ARE SAYING ABOUT RCA'S EXCLUSIVE 100-KW TRANSMITTER-ANTENNA COMBINATION

KCEN-TV (6). Reports W. O. Crusinberry, Chief Engineer: "We are getting almost unbelievable coverage with our RCA 10-kw VHF transmitter and 12-section antenna combination.
Operating economy—on the basis of both equipment operating costs and radiated kilowatts per dollar—exceeds our most optimistic calculations."

KGNC-TV (4). Says William H. Torrey, Chief Engineer: "Audience reports indicate that our RCA 10-kw VHF transmitter and RCA 12-section high-gain antenna equipment package is blanketing our coverage area with strong, snow-free signals. We appreciate getting the most ERP for our operating dollar."

Today, RCA's low-band 10-kw VHF transmitter and 12-section Superturnstile antenna "package" is delivering remarkable coverage—at an equipment *operating cost of less than one dollar an hour!*

Think of the savings this offers: 100 kilowatts of effective radiated power at a reduced tube and power expenditure — that amounts to as much as $70,000 over a 10-year period.

Think of the protection to your investment: 100 kilowatts ERP—ready to go to work for you on *COLOR* whenever you say. No equipment rebuilding. No extra expense for color conversion. And, of course, the same low equipment operating costs as with monochrome transmission.

For more than a year now, RCA's exclusive low-band 10-kw and 12-section Superturnstile antenna combinations have been setting records for blanket coverage and low-cost operation. For the complete facts on this remarkable combination—designed and built only by RCA—call your RCA BROADCAST SALES REPRESENTATIVE. In Canada, write RCA Victor, Ltd., Montreal.

criterion in the carolinas



"THE HITCHHIKER"

Departing from the usual format, WBT has come up with a DJ-road show which is truly unique.

The Hitchhiker thumbs a ride late every weekday afternoon with a motorist who is unheard but provides numerous conversational topics. The Hitchhiker discusses all the latest motoring information, items which appeal to the housewife, and, of course, the car in which he is riding always has a radio to provide the best in popular music.

Here, too, is the zenith of integrated commercials. The Hitchhiker may casually mention his wife's enthusiasm for a new detergent . . . or the smooth ride which he's enjoying in the motorist's car . . . or how he happened to try a new cigarette which he's now smoking.

Carolinians go for a clever DJ show and The Hitchhiker timespot is enjoying a powerful 12.1 Pulse rating and 48% share-of-audience.

For your ride to bigger sales, thumb along with The Hitchhiker by calling:

CBS RADIO SPOT SALES

WBT

CHARLOTTE, N.C

A Jefferson Standard Station

WHAT'S GOING ON?

THE OLD MASTERS of tv guessing game programs, Goodson and Todman, have hit on a new twist to the basic formula in *What's Going On?*, new Sunday evening (9:30-10 p.m. EST) series on ABC-TV.

In this one, the panel of guessers sits before a screen on which other members of the company are seen by the audience, but not the panel, in various out-of-studio activities. The panel members, without peeking, ask questions in an effort to determine "what's going on" out there and where "out there" is. Each problem is rated as worth so many bells; each wrong guess is given a bell sound by Lee Bowman, who conducts the program, and when the quota of bells has been rung the game is over and the panel has lost.

On Dec. 19, the goings-on the panel had to guess were: (a) Cliff Norton counting sheep in the Chicago Stock Yards, (b) Susan Oakland wrapping up a mailman as a Christmas package —and for this question the mailman's wife was guest panelist, winning $100 for guessing the answer, and (c) Kitty Carlisle in New York's Grand Central Station with the men's glee club of the New Haven Railroad.

The regular members of the *What's Going On?* panel who did the guessing that Sunday were Audrey Meadows, Hy Gardner and Gene Raymond. On the succeeding Sunday (yesterday), this trio were to be on location, while Misses Carlisle and Oakland and Mr. Norton occupy the seats before the screen and try to beat the bell to the right answer.

Each episode of the program was mildly entertaining in itself, but the program as a whole didn't quite come off. It lacked that mystic ingredient that makes the same producers' *What's My Line?* a continuing delight and a program which one can see week after week, year after year, without ever feeling sated by too much of the same formula.

The Revlon commercials were straight hard-sell spots, with no misguided attempts at integration. The distaff side of the house found them more interesting than the other items of the program, but that was her own opinion, unshared by this reviewer.

Production Costs: $24,000.
Telecast on ABC-TV, Sunday, 9:30-10 p.m. EST.
Sponsored by Revlon Products Corp. through SSC&B and William H. Weintraub & Co.
Produced by Goodson-Todman Productions.
M.C.: Lee Bowman.
Players: Kitty Carlisle, Hy Gardner, Audrey Meadows, Cliff Norton, Susan Oakland, Gene Raymond.
Creative Producer: Allan Sherman; technical producer and director: Jerome Schnur; associate director: Willard Mellor; program staff: Frank Wayne, Bob Warner; program supervisor: Barbara R. Olsan; production manager: Mitchell Leiser.
Announcer: Jimmy Blaine.

RAY BOLGER SHOW

FOR THOSE who admire the inimitable talent that is Ray Bolger's, the ABC-TV *Ray Bolger Show* is a step in the right direction. A great improvement over last season's offering, the revised format gives the dancer-comedian much more scope for his abilities. While no longer the irresponsible boob who barely made the theatre in time for the curtain, he still is portraying a Broadway star, Raymond Wallace, a satisfactory bit of type casting.

Almost without exception, each program depends upon a case of mistaken identity around which the plot must revolve. Week-in and week-out this can become rather tedious, but the gimmick does allow for much merriment and tomfoolery—some of it good.

Plot-wise, the Dec. 10 program had Mr. Bolger involved in putting on "The Navy Show." After breaking dates with Susan (Marjie Millar) on the excuse he was closeted in his apartment with a Chief Petty Officer, she and Katy, her roommate (Christine Nelson), discover the "rugged old salt" is a WAVE (Merry Anders). Complications ensue but are resolved in time for a clinch on the stage of the theatre after Mr. Bolger, Sylvia Lewis and Maurice Kelly performed a novel, but singularly dull "underwater" dance routine. The series as a whole should not be judged by the Dec. 10 entry.

Holdovers from last season are Richard Erdman, somewhat softened but still brash, as the star's self-appointed press agent, and Sylvia Lewis, his dancing partner in the theatre sequences. New to the cast is Marjie Millar, who, while no threat to starlets who can dance, is quite appealing and completely acceptable as the young would-be writer who captures the hero's heart. Other new faces belong to Christine Nelson, the heroine's somewhat rowdy roommate, who can really belt out a song, and Charles Cantor, whose portrayal of a neighbor is more than competent.

With Ray Bolger, there just has to be dancing and musical numbers. In each of the current programs, these seem to be broken down into (1) a song to Susan at the beginning which has some connection with the plot to be unfolded, (2) a production number or a rehearsal of it in the theatre and (3) a song-dance potpourri at the end with Misses Millar and Nelson joining in. Even Mr. Erdman has been known to get into the act with a chorus and a time step.

The outstanding quality of *The Ray Bolger Show* is the general air of cameraderie and good fellowship that emanates from the star himself. It may not always be a funny program, but it's a happy one. And, Mr. Bolger gets to sing and dance to the viewer's content. Let's face it, if you like Ray Bolger, you don't care about his doing anything else. This time around he's doing it with some attractive and talented people. Also, filming the program before an audience might be responsible for much of the enthusiasm generated by the cast.

Production cost: approximately $28,000 per program.
Sponsor: Lehn & Fink Products Corp. through Lennen & Newell Inc.
Produced on film by B & R Enterprises through facilities of DPI. Broadcast on ABC-TV, Fri., 8:30-9 p.m. EST.
Producer: Paul Henning (alternating with Stanley Shapiro); director: John Rich; musical direction: Music Service Inc., Earle Hagen and Herbert Spencer.
Cast: Ray Bolger, Marjie Millar, Christine Nelson, Richard Erdman, Charles Cantor.
Writers: Stanley Shapiro (alternating with Paul Henning), Fred Fox, Maurice Richlin.

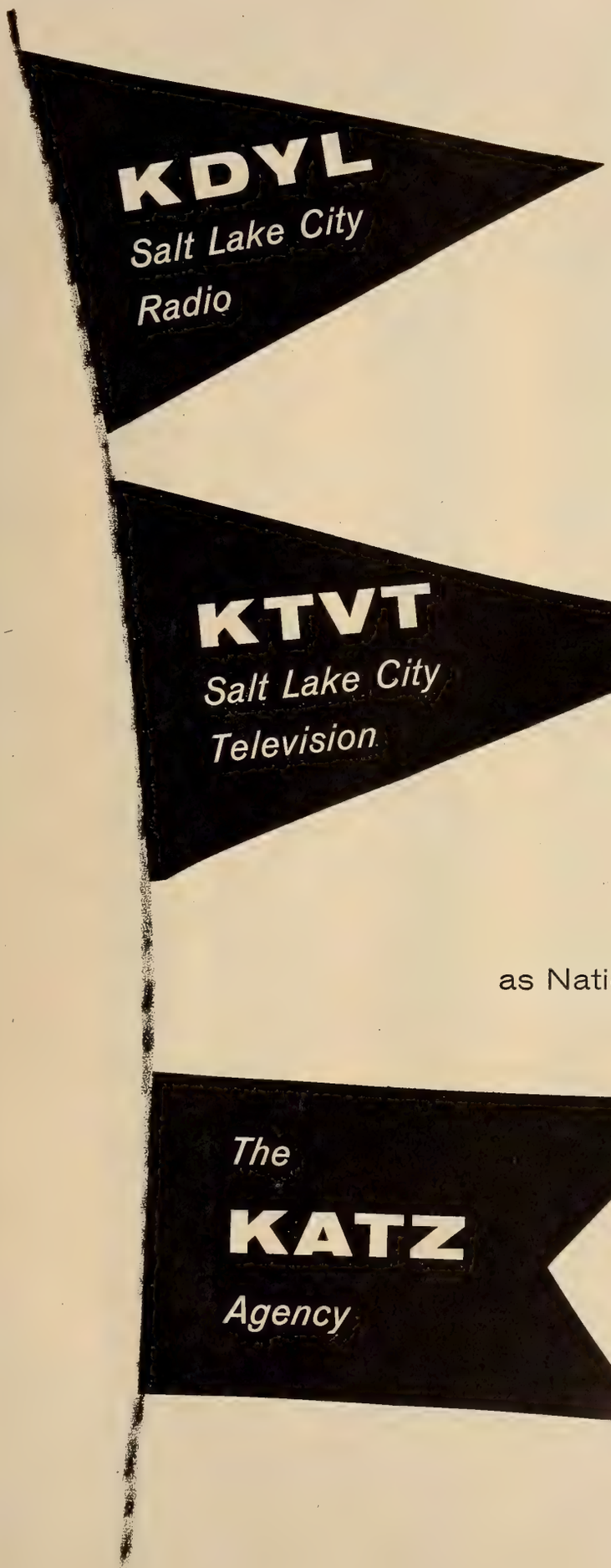
RED CHRISTMAS

IT TAKES calm nerves, a philosophical approach, if not a sedative, to view *The Medic* on NBC-TV (Monday, 9-9:30 p.m. EST).

Last Monday's episode was appropriately labeled *Red Christmas*, a word play on the story's bloody theme.

Keeping within form, the program portrayed a saddened Christmas Eve through the jaundiced, cynical eye of a neuro-surgeon on duty at a hospital prepared for an annual influx of cut up cutups.

The case for the evening was Frances Monahan, a young secretary who concludes an



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NBC for UTAH

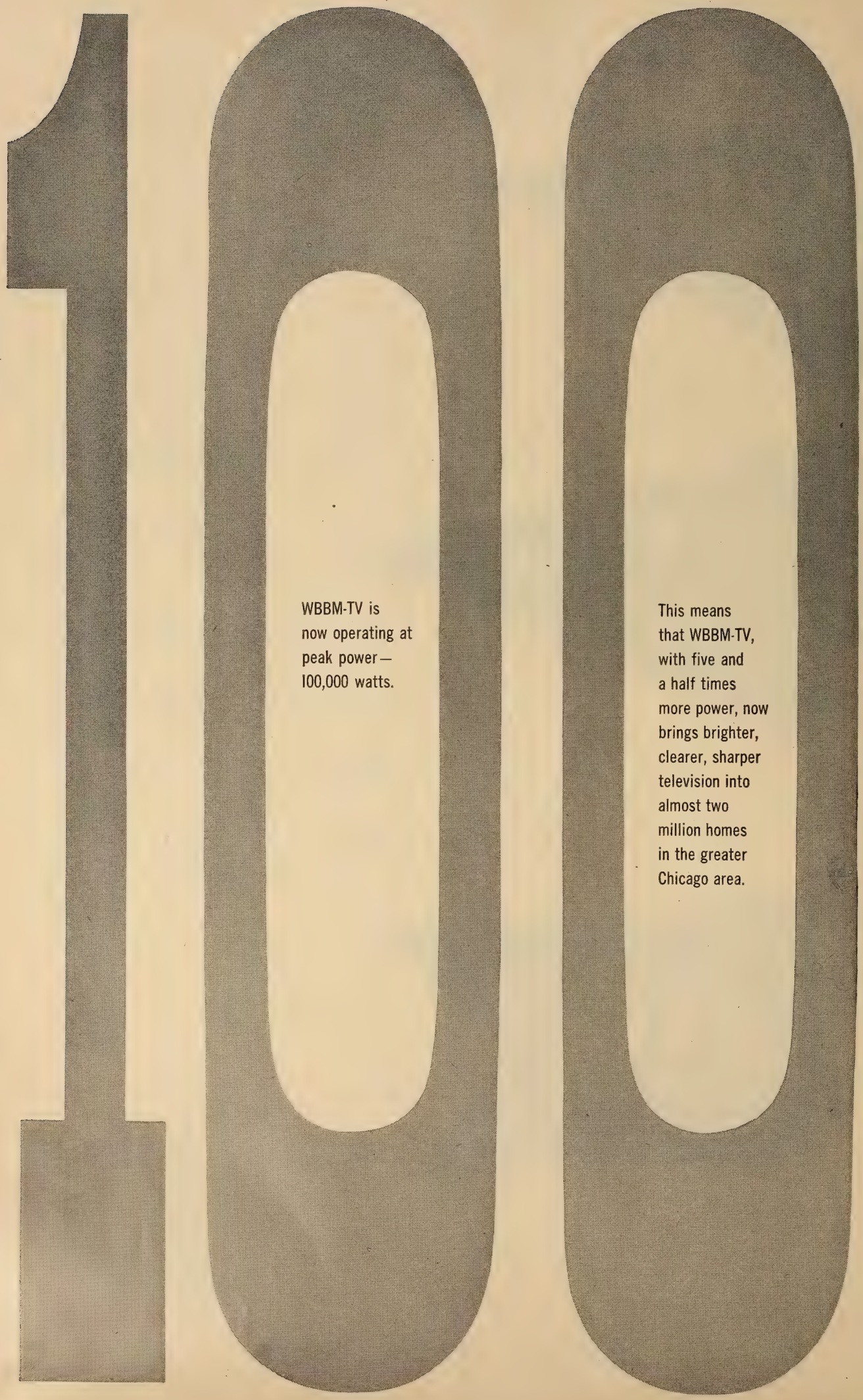
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announce the appointment of

THE KATZ AGENCY, INC.

as National Advertising Representatives

effective January 1, 1955



WBBM-TV is
now operating at
peak power—
100,000 watts.

This means
that WBBM-TV,
with five and
a half times
more power, now
brings brighter,
clearer, sharper
television into
almost two
million homes
in the greater
Chicago area.

It means that
Channel 2
can be seen for
the first time
in additional
thousands of
homes in
this important
market.

Most important
of all, it means
that WBBM-TV,
which already
delivers the
largest audiences
in Chicago
television, is
now giving
advertisers more
viewers, more
customers, more
sales power
than ever before.

WBBM-TV

now
100,000 watts
Channel 2...
Chicago's
Showmanship
Television
Station...
CBS Television's
Key Station
in Chicago



After all, it's music and dance and drama and mystery and romance and . . . well, everything everybody wants 365 days a year.

It's here . . .CKCW-Television.

A new station may be an old story in the States, but to 150,000 folks hereabouts, well, it's mighty exciting.

It's the best of network programming, carefully edited films fare and local shows developed to community tastes.

To the advertiser it's money invested with return all out of proportion to costs.

Now—at the start—rates are low. You can establish yourself squatters rights to valuable time franchises.

In short and in fact, you'll make a mint in Moncton.

A call to Adam Young does it. So do it now, won't you.



CKCW-TV

MONCTON, NEW BRUNSWICK

The Hub of the Maritimes

ADAM YOUNG NATIONAL REP.

IN REVIEW

office Christmas party spree as an automobile accident casualty. Both the young lady and her companion, her boss and driver of the car, had one too many for the road.

The driver was portrayed by as crass a character as one would not want to meet. At first, he could only mumble that the accident wasn't his fault—"The other guy did it." He hung about the ward, not sure what his role ought to be in this morbid affair. He had to get home for Christmas Eve. He had been a bit playful and carried a tell-tale lipstick smudge. He didn't think the whole thing necessary.

Meanwhile, Dr. Styner, who played the Jack Webb type in this highly-dramatized hospital horror, intoned the awful facts of Miss Monahan's condition which, in non-medical terms, was a plain critical mess. She was swathed in bandages from head to toe. (The show took great pains to point up blood, tears and wretched realism.)

We went through a call to Miss Monahan's mother. The slowly sobering employer, impatient to leave, got the cryptic suggestion from the doctors—why not stay around until Frances' mother arrives, and hear about the victim's condition as it is told to Mrs. Monahan? Finally, the boss heard the season's tidings—Frances would be blind for the rest of her life. He mentioned that he had to get home, and left. Mrs. Monahan, bewildered and sick at heart, arrived.

Through all this, Dr. Styner, in comments to the bumbling boss and to the shaken mother, as well as to the nurse and other doctors, imparted his rightful indignation at the sheer waste, physical suffering and damage caused by such liquid-inspired episodes. The message was imparted with the subtleness of a sledge hammer.

The program, already tinsled with the Sylvania Award, carried through its morbid message format without a hitch. To those who like their Yuletide stories merry, spiritual, heartwarming and even jolly, last Monday night's unhappy jolt was hard to take, with or without an anesthetic.

Production Cost: Approximately $30,000.

NBC-TV, Mon., 9-9:30 p.m. EST.

Officially endorsed by the Los Angeles County Medical Assn.

Sponsored by Dow Chemical Co. through McManus, John & Adams.

Created and written by James Moser.

Executive producer: Worthington Minor; producer: Frank La Tourette; director: Bernard Girard.

Music director: Victor Young.

Narrator: Richard Boone, as Dr. Konrad Styner.

★ ★ ★

BOOKS

THE PROCESS AND EFFECTS OF MASS COMMUNICATIONS, edited by Wilbur Schramm. U. of Illinois Press, Urbana, Ill. 586 pp. $6.

MOST of this work is devoted to such problems as "how the communications process works, how attention is gained, how meaning is transferred from one subjective field to another, how opinions and attitudes are created or modified and how group relationships, role concepts and social structure are related to this process," the author states in his foreword. Students of advertising, broadcasting and other fields of mass communication will find this a valuable text, although most of its illustrations are drawn from the field on international communications, for which it was originally designed.

OPEN MIKE

Definite Interest

EDITOR:

In a CLOSED CIRCUIT item in your latest issue, you make reference to my having "no stomach for the assignment."* Sen. Kilgore [D-W. Va.] has asked me to act as his consultant in a proposed investigation of various facets of the radio and television industry and while it is true that I do not have a stomach for a shotgun investigation, which would produce nothing but publicity, I am definitely interested in inquiring into the subjects the Senator is interested in and I plan to do so as diligently as possible. I likewise plan to have a preliminary report ready for the Senator shortly after the first of the year.

Howard L. Chernoff
San Diego

[* Proposed Senate Judiciary Committee inquiry into purported monopoly in electronics-broadcasting fields.]

One Vote for Socializing

EDITOR:

I read the article in the Dec. 13 issue on conventions with a great deal of interest, and I thought you might possibly like to have the viewpoints of a broadcaster.

I will probably be the only one to ever admit this, but it has been my experience that the "socializing" is, by far, the most productive part of any convention. Somebody stated that "You can stay home and get drunk much cheaper"; however, I have found that I can get more information and exchange many more ideas, sitting around with the other fellows, over a highball.

I can't ever remember receiving any idea worth anything out of the formal sessions—which have always seemed to me to be forums for frustrated broadcasters, in the guise of asking questions of a panel, and making lengthy speeches that add up to nothing. If it weren't for the informal sessions with other broadcasters, I wouldn't go near a convention!

Name Withheld

[EDITOR'S NOTE: The writer is a prominent Midwesterner associated with radio, television and newspaper properties.]

Tv Press Plugs Rankle

EDITOR:

Maybe I'm crazy . . . but I can't help but wonder what is behind NBC's thinking when they plug the newspaper industry nightly on Gene Rayburn's *Tonight* tv newscast by displaying the front pages and headlines in the New York dailies.

Radio and tv are supposed to be the leading news sources for the public, at least the quickest. Why show newspaper headlines to illustrate a tv news story? I've never seen a newspaper consistently quote a radio or tv station as saying thus and so.

Small thing? Sure, but small things add up.

George Gothberg, President
WFPA Fort Payne, Ala.

Attention!

EDITOR:

We are trying to contact all personnel who were associated with the Far East Network of the Armed Forces Radio Service during the Korean conflict.

We are trying to form an alumni association. We need names, addresses and vital statistics. Please mail information to *both* the undersigned.

Frank Rossiter
WKAN Kankakee, Ill.

Julian Barber
WSJS-TV Winston-Salem, N.C.



SOME THINGS CAN'T BE RUSHED

IT TAKES TIME TO GO FROM RED TO GREEN

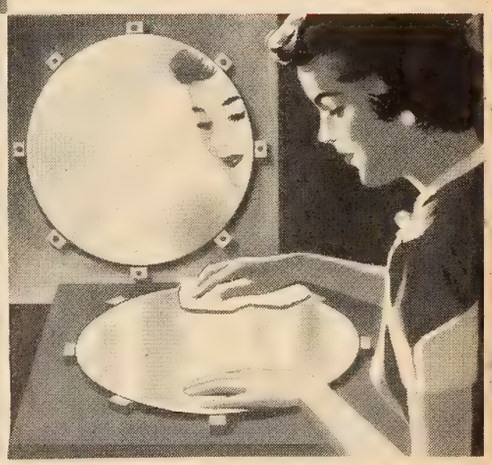
and it takes *time* to make a good recording disc...

Know-*when* is as vital as know-*how* in making a fine recording disc. This most sensitive "instrument" must be handled with special care at every point—from original preparation of materials down to the method of wrapping.

Slam-bang mass production could never achieve anything like the flawless recording discs produced by Presto. For Presto takes all the time in the world—to make Presto discs the best-performing and permanent in the world.

PRESTO GREEN · ORANGE · BROWN AND WHITE LABEL DISCS ARE USED THROUGHOUT THE WORLD—WHEREVER FINE RECORDING IS DONE





TIME-CONSUMING STEP #1 IN MAKING A PRESTO RECORDING DISC

Your recording discs start with an aluminum base. The slightest flaw in the aluminum shows up in the finished disc. That's why Presto takes the time to specify and inspect every aluminum blank. It must be milled precisely. Thickness must be 100% uniform. Circles must be die-cut 100% perfect. The approved aluminum discs go into production. Edges are burred. Platters are cleaned. And every disc is polished to shimmering smoothness—the slow-but-sure way—*by hand*. Presto Recording Discs take time to make. That's why they are well worth your time—and money!

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: | 25 Warren Street, New York 7, N. Y.
Canadian Division: | Instantaneous Recording Service, 42 Lombard St., Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS



the lion's share

is mighty big in the norfolk market

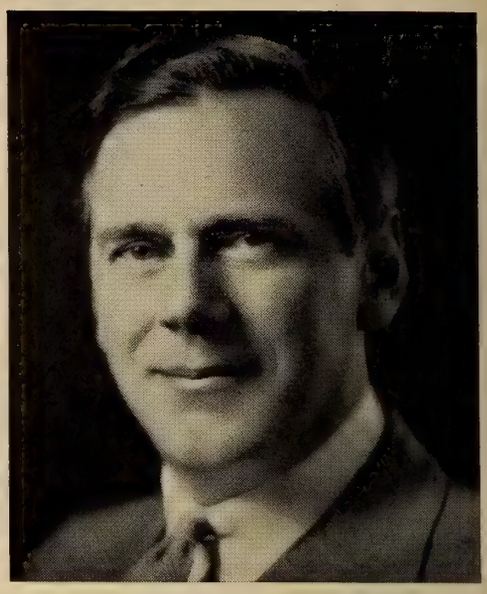
Neilsen circulation shows that WTAR reaches more than twice as many homes as the second station, more than the next two combined. Pulse shows WTAR first in average audience morning, afternoon and night. You'll get "the lion's share" of results in America's 25th market when you put your sales message where it reaches the audience.

CBS Radio

Buy Only WTAR RADIO *to Sell America's Miracle Market*

NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC



on all accounts

GEORGE LAWSON BAGNALL

SHREWD conception of what the public wants and the product to serve that need has keystoned the success of George Lawson Bagnall. As president of George L. Bagnall & Associates, Beverly Hills tv film distribution firm, he has found the line of least resistance is the half-hour film package. He also believes that the quarter-hour series can be very successful in small markets.

Connected with films for the past 26 years, Mr. Bagnall started life May 24, 1896 in Mullinger, Ireland. He completed his education at Exeter College in England and in 1921 came to the United States. He started his celluloid career in 1928 by joining Fox Film Corp. as comptroller in Hollywood. Within two years he was in charge of all the finances.

By 1937 Mr. Bagnall was holding down a vice presidency at Paramount Pictures, having joined the company in 1935 as studio treasurer. Keeping the title of vice president, in 1941 he moved to Alexander Korda Films and the following year became vice president in charge of production for United Artists.

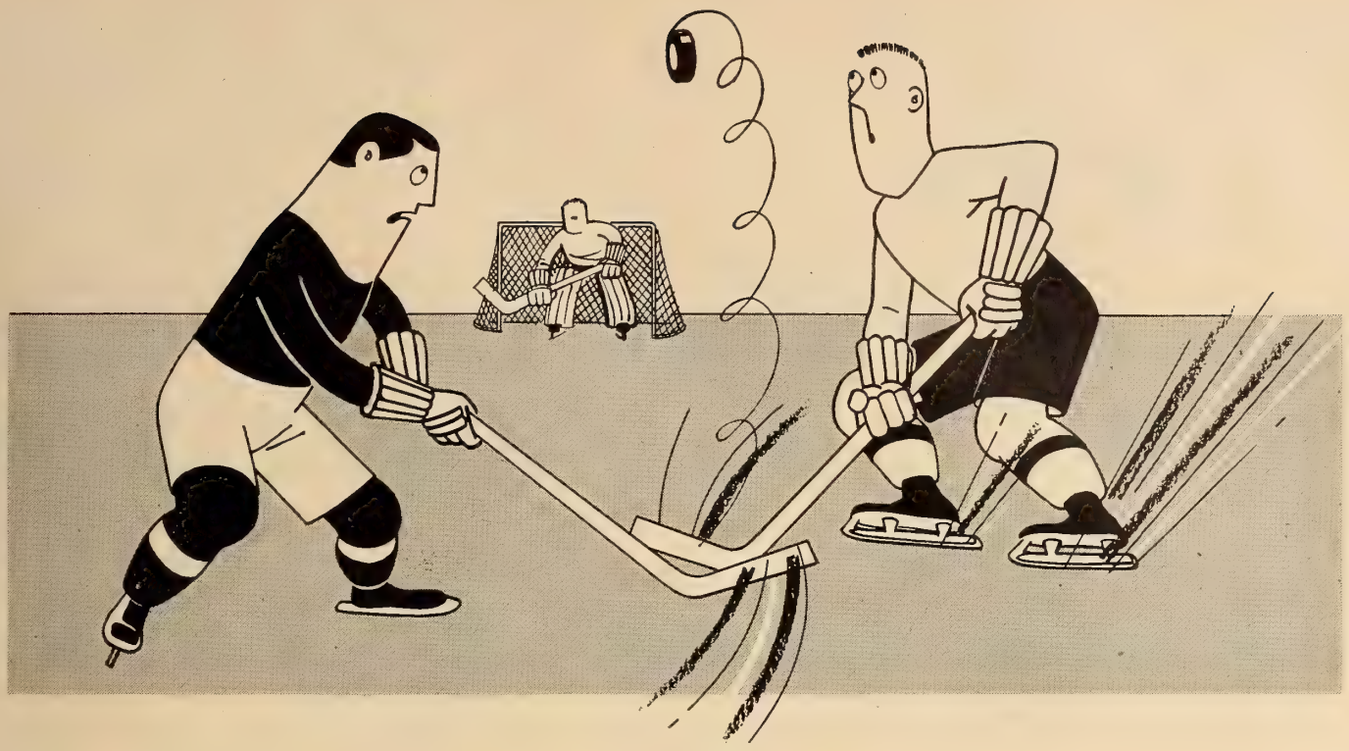
Leaving UA in 1949 he studied the video situation and formed his distribution firm in 1952. He first acquired a group of bank-foreclosed feature films, including "Lured" and "Carnegie Hall." Now he has branched out into the quarter-hour field with such series as *This Is Hawaii, World of Wolo, Spotlite on Hollywood, Sports Mirror* and *The Sewing Room.*

In March 1954 Mr. Bagnall assumed the management of Consolidated Television Sales. Included in the catalogue is *Crusader Rabbit,* a package of 195 4½-minute films currently shown on five tv stations in New York City.

Believing the trend is more toward syndication than heretofore, Mr. Bagnall nevertheless feels that feature films are still going great on tv. There is a weak price structure, though, with only about three or four distributors both getting good prices and giving good values, he declares. Too many distributors, he adds, are taking anything in order to unload inferior products.

Though sold on distributing films to tv, Mr. Bagnall does not limit himself and so serves as vice president of the Motion Picture Relief Fund, a director of Cathedral Films, treasurer of the Independent Society of Motion Picture Producers and treasurer of the University Religious Conference.

He and his wife, Muriel, live in suburban Westwood. Their sons are Michael, 23, and George, 19.



It's No Draw...in Omaha

The KMTV audience-pleasing team of television personalities will score *more* sales goals for you in the Omaha market.

Consider, for example, how KMTV's homemaker, Bettie Tolson, scored recently on her "Your TV Home" program.

In a six week contest promoted exclusively on Bettie's program, she awarded a gas range each week for the best recipe submitted by a viewer.

The contest drew 3,752 entries . . . from 449 cities and towns . . . in Nebraska, Iowa, Missouri, Kansas and South Dakota!*

This heavy mail response from five states illustrates the *size* of KMTV's coverage area—a market of a million-and-a-half people . . . more populous even than such cities as Baltimore, Cleveland or Washington, D. C.—a market with a greater population than the states of South Dakota, North Dakota and Wyoming combined.

Audience surveys also show that KMTV's popularity is as strong as its coverage is wide. In the latest ARB survey (Oct. 14-21) of the Omaha area, viewers gave KMTV *all* of the top 10 weekly shows. The latest Pulse (Sept. 7-13) gave KMTV 11 of the top 15 weekly shows.

It all adds up to this: KMTV is the *favorite* TV station in an area that includes 65 per cent of all the people in Nebraska . . . KMTV's Class A signal covers the state's two major population areas, Omaha and Lincoln . . . and KMTV gives you a valuable bonus market in Iowa and three adjoining states. To put this selling power to work for you, contact KMTV or your Petry man today.



**Breakdown of mail by cities and states on request.*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.
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THESE ARE THE STATIONS

NATIONAL SPOT



FREE & PETERS
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Pioneer Station Representatives Since 1932

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444 Madison Ave.	*230 N. Michigan Ave.*	*Penobscot Bldg.*
Plaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blva.*	*Russ Building*
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FOR YOUR

RADIO CAMPAIGN . . .

EAST, SOUTHEAST			
WBZ+WBZA	Boston-Springfield	NBC	51,000
WGR	Buffalo	NBC	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth—Dallas	NBC-ABC	50,000
KENS	San Antonio	CBS	50,000
MOUNTAIN AND WEST			
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

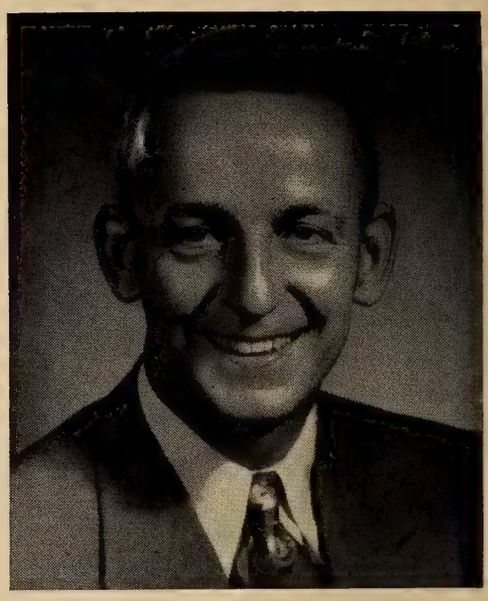
In Movie & TV Circles it's

• Editing • Processing • Printing • RCA Sound Recording • Capital Film Studios

CAPITAL
FILM LABS, INC.
Formerly McGeary-Smith
1905 Fairview Ave., N.E.,
Washington 2, D.C.

our respects

WORTH HOLLIS KRAMER



FROM his present pinnacle as vice president and general manager of WJR Detroit and of the Goodwill Station's WJRT (TV) Flint, Worth Kramer gives off not a little light as a shining example of a man who became a success in the talent end of broadcasting—then switched over to become just as successful on the business side.

And his fellow broadcasters sit back and listen when he talks about how to make the broadcasting business a better one. He was one of the top speakers in the last series of NARTB district meetings, traveling from Lake Placid to San Francisco and Spokane to expound his gospel of sound radio practices.

Mr. Kramer's audiences were receptive, despite the nature of the information he had to impart. This amounted to some pretty stinging diatribes against some faulty radio practices—among them what Mr. Kramer believes to be an unwise emphasis in some parts of the industry on ratings and merchandising.

The Detroit broadcaster was able to hold his listeners' attention on the subject of radio because broadcasting, in all its aspects, has been becoming increasingly familiar to him throughout his 24 years of holding an assortment of radio jobs ranging from baritone to boss.

Born Nov. 28, 1908, in Montpelier, Ind., Mr. Kramer's drift toward the radio field might be said to have begun while he was still at high school in Findlay, Ohio, where his hobbies were singing, football, basketball and baseball, in that order. He made the team in all of them.

It came about quite logically that when he went on to Ohio Wesleyan U., he joined a male trio, "The Collegians." In his junior year (1929) the Collegians decided their talent had been withheld from the rest of the world long enough and bummed a ride the 22 miles from Delaware (Ohio) to Columbus to be auditioned by the then WAIU there. They made the grade and were sold commercially.

After college, Mr. Kramer joined WTAM Cleveland in 1930 as a singer, after some time moved over to WGAR there and before long was also doing a vocal series on NBC and Mutual.

At this time Mr. Kramer's ambition decided for him that he also could hold down a job in the business end of broadcasting and he became an announcer for WGAR. Progressively, he became chief announcer, traffic manager, production manager and program director.

As program director, Mr. Kramer developed *Wings Over Jordan,* a quickly-acclaimed success. It became a regular CBS feature and was praised by radio and music critics the country over. He resigned from WGAR to devote full time to *Wings Over Jordan.*

In 1941, he took advantage of a business opportunity and bought an interest in WGKV Charleston, W. Va., becoming station manager and president of the Kanawha Valley Broadcasting Co. Military service interrupted his commercial broadcasting career in 1943. He sold his interest in WGKV and entered the Navy, serving 19 months as a communications and ship executive officer.

Upon leaving the Navy in July 1946, Mr. Kramer joined WJR as program director. After exceptional success with WJR programming, he was named assistant general manager in July 1948. In August 1950, he was appointed vice president and general manager and in June 1951 was elected a director of the company.

In recent years, Mr. Kramer has been using his experience to make WJR a leader in sound radio operational practices. He will soon apply this experience to television when WJRT begins programming. The company was granted ch. 12 in Flint last May and expects to be on the air in early 1955.

Mr. Kramer is recognized in the area served by WJR as an active civic and business leader. He is a director of the Detroit Adcraft Club and a former director of the Michigan Assn. of Radio & Tv Broadcasters. He belongs to the Rotary Club, the 100 Club, the Recess Club, the Detroit Golf Club and the Detroit Athletic Club. He has served as radio chairman of the United Foundation Torch Drive and is active in the Detroit Roundtable of Catholics, Jews and Protestants.

He considers the FCC mandate of "public interest, convenience and necesity" not as a legal requirement to be met, but as a formula for successful operation: Believes that doing a good job of public service is the best assurance of business success.

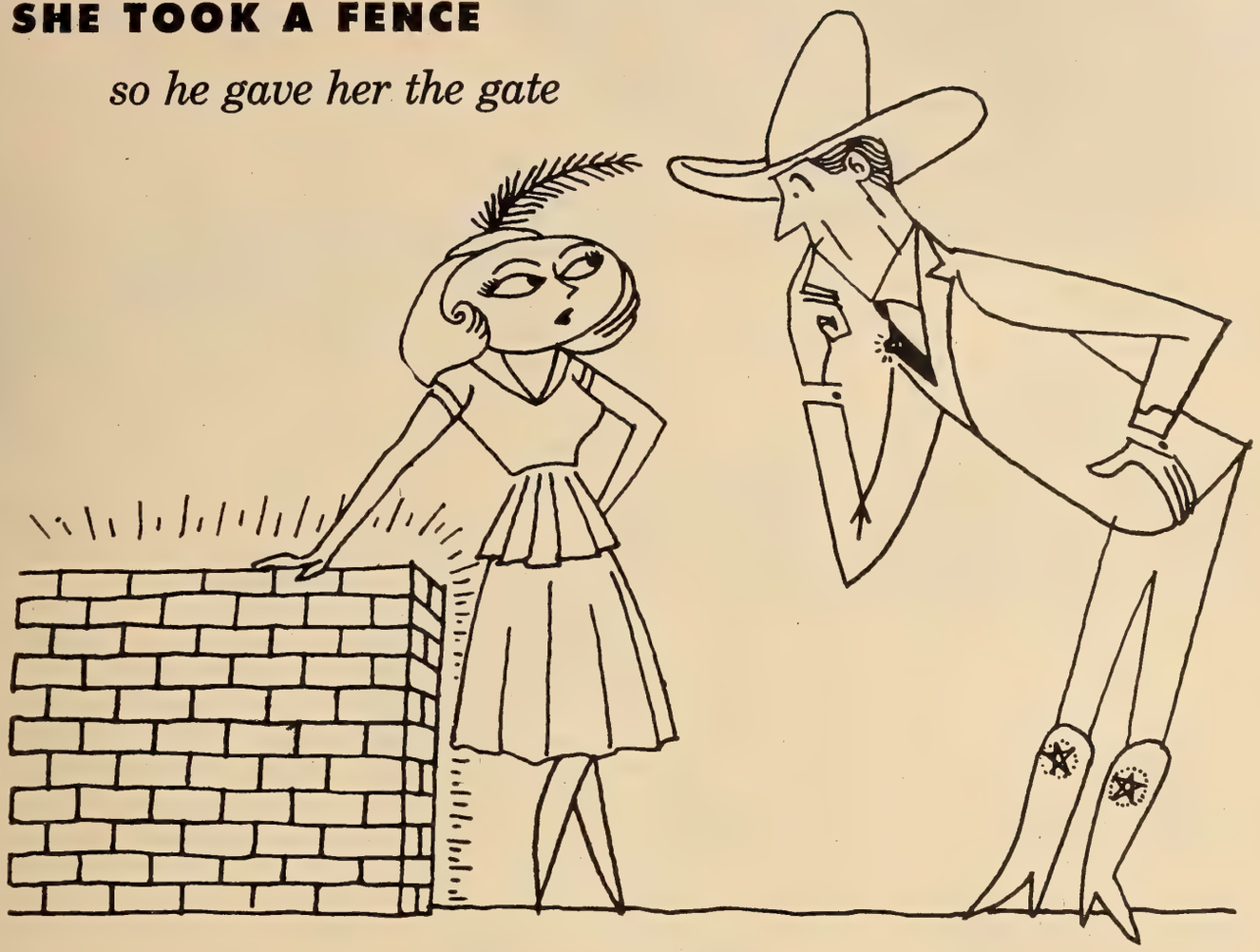
Mr. Kramer's touch is recognizable along these lines in the large number of distinguished service awards and citations to WJR from several organizations including: Freedom Foundation, American Legion, National Conference of Christians & Jews, Veterans of Foreign Wars, March of Dimes, Veterans Administration, Michigan Military District, U. S. Junior Chamber of Commerce, Firemen's Service Fund, Detroit Police Dept. and others.

The 46-year-old Mr. Kramer enjoys golf as a hobby.

The Kramer family includes wife, Mary; daughter, Linda, 15; son, Lanny, 13. The Kramers live in Dearborn Hills, a residential suburb of Detroit.

SHE TOOK A FENCE

so he gave her the gate



"Texas," said the lady from Kentucky, "would be a wonderful place, if they ever finished it."

"Lady," replied a Texan, "it grows so much it won't ever be finished." And he proceeded to regale the lady with stories of the wealth and glory of our favorite state . . . until she grew weary, and a mite impolite.

"Back home," she remarked pointedly, "there's enough refined gold buried in the ground to make a fence four feet tall around the perimeter of the whole state of Texas."

The Texan, too much a gentleman to make the obvious reply about the U. S. ownership of the gold, contented himself with "Okay, lady. You go right ahead and have your little fence built. If I like it, I'll buy it."

Needless to say, the gentleman was from the Texas Panhandle, whose hub, Amarillo, enjoys the greatest annual retail sales per family in the nation.



NBC and DuMONT AFFILIATE

TV: Channel 4. AM: 10,000 watts, 710 kc. Represented nationally by the The Katz Agency

still another way WWSW comes close and stays close to the heart of Pittsburgh!



Everybody, they say, talks about the weather . . . and in Pittsburgh WWSW has been letting Mr. Weatherman himself do it. Ever since the day in 1937 when first we put our microphone in the office of the U. S. Weather Bureau at Pittsburgh he has warned of floods, freezes . . . and, most recently, calmed public fears of the blustering "Miss Hazel!" One more way WWSW comes close and stays close to the heart of Pittsburgh.

WWSW

970 kc. 5,000 Watts

PITTSBURGH, PENNSYLVANIA

Represented by John Blair & Co.

BROADCASTING TELECASTING

December 27, 1954 Vol. 47, No. 26

ADV. RESEARCH FOUNDATION SETS STANDARDS FOR RATINGS

Two-year study also evaluates audience measurement methods in line with new criteria—but without discussing the program ratings services themselves. Report establishes precedent by publicizing critical comments of raters as well as committee recommendations.

WHY do different audience research services give different ratings to the same program? Which is right?

A first step toward answering those ever-present questions came Friday, when the Advertising Research Foundation issued an 88-page volume with the imposing title, "Recommended Standards for Radio and Television Program Audience Size Measurements. Copyrighted (1954)." The study was developed and written by the Working Committee on Standards and Methods, a subcommittee of ARF's Radio-Television Ratings Review Committee.

Chairman of the subcommittee is G. Maxwell Ule, vice president and director of research of Kenyon & Eckhardt. Other members are Donald W. Coyle, director of network tv research, ABC, and E. L. Deckinger, vice president in charge of research, The Biow Co., who also is chairman of the full Radio-Tv Ratings Review Committee.

The working committee leans over backward to confine its study to establishing standards for broadcast audience measurements and reporting on the potentials of each method for meeting those standards. It expressly refrains from commenting on the performance of any of the presently operating audience measurement services. In the foreword of the report, the committee states:

"This report presents what your Committee hopes will become long-term standards in the Industry for program audience size measurements. . . . This report is not a critique of any individual program audience size measurement service as such. It is, rather, a study of what each method can and cannot accomplish if it is operated up to the limit of its fullest practical potentialities, regardless of who the operator might be. Neither is any effort made to appraise the extent to which particular practitioners do or do not employ their chosen methods in such a manner as to derive maximum results for them."

Despite this disclaimer, it seems virtually certain that each reader of the ARF document, evaluating the committee's conclusions in the light of his own experience and prejudices, will draw his own conclusions as to whether the committee judgments have been completely objective or are more or less biased. The operators of audience size measuring services, who were shown a draft of the committee report before publication and whose comments fill 31 pages of the volume, generally indicate a feeling that the recorder method of collecting audience size data is unduly favored.

As could have been expected, no audience size measurement practitioner expresses full agreement with the committee findings. Their comments run almost the full scale, from that of James W. Seiler, president, American Research Bureau, who called the report "an excellent over-all job" and said that ARB intends to "do everything feasible to comply with its specifications," to that of the late C. E. Hooper, who blasted it as "one of the most unenlightened and potentially misleading pieces of work to be released by any responsible advertising group in the past 20 years."

In announcing publication of the report, which he termed ARF's "first effort in analysis of research methods," Mr. Ule said: "We expect there will be some disagreement from some quarters at various points in the analysis. It would be utterly impossible in so controversial a field to find complete agreement on all points."

Citing the comments already received from the various services, Mr. Ule said that "many difficult decisions had to be made and we made them. We didn't 'duck' anything. We felt that if this work was to be of any real service, we had to adopt the criterion of 'What decision will meet the greatest need of the greatest number of users of ratings?' A better understanding of all the methods can be gained from a careful study of the report."

The Advertising Research Foundation's copyrighted (1954) news release about the report—and the unique act of copyrighting a publicity story shows the importance with which the Foundation regards the study—also contains a warning from Committee Chairman Deckinger that "while this report is intended to help reduce confusion in the ratings field, it should not be regarded as a panacea or 'cure-all.'

"It should be regarded," Dr. Deckinger states, "as the first step taken by this Committee in a long-range program. Current plans include the conduct of controlled experiments, analysis of available ratings data and a study of the procedures actually followed by the various services."

In presenting its recommendations for standards in broadcast audience size measurements, the Committee explains that "these standards represent an optimum compromise, considering present theory, practice and cost. These standards are thought to be theoretically sound and at the same time wholly realistic and practical.

"Our standards are long-term objectives, not all of which can be met at the present time," the Committee states. "They are presented as the goals toward which we hope program audience size measurement practitioners will aspire."

The Committee presents 22 standards, divided into three categories: information, procedure and accuracy. Information standards are further divided into basic and supplementary; all standards for procedure and accuracy are considered to be basic.

The recommended standards are:

INFORMATION STANDARDS—BASIC

1. Exposure to a broadcast should be measured in terms of set tuning.

The Committee recommends set tuning as a standard because it is the "most objective," "simplest," "most understandable" and "most inclusive," the "only measure which does not require a subjective evaluation of some kind on the part of the exposed person (which evaluation is different for different persons under identical exposure conditions)" and "the only

THESE DREW UP THE REPORT



MR. ULE MR. COYLE MR. DECKINGER

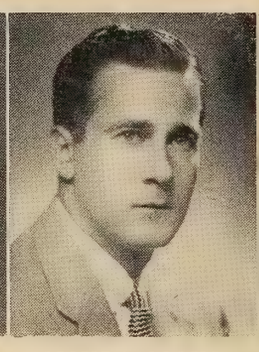
THESE PROVIDE THE RATINGS



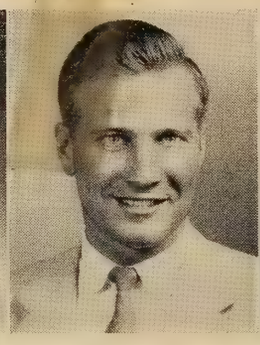
ARTHUR NIELSEN
Nielsen



JOHN L. GUYANT
Conlan



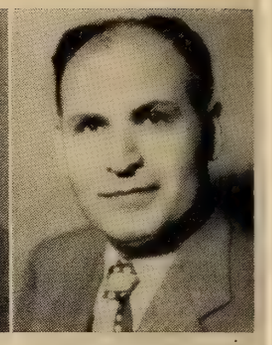
ROBERT B. ROGERS
Trendex



ALLAN V. JAY
Videodex



JAMES W. SEILER
ARB



SYDNEY ROSLOW
Pulse

measurement which is unambiguous since it can only be interpreted one way."

2. The unit of measurement should be the household.

A measurement made on a household base has "wider application" than one based on individuals, the Committee says, because "the household is the typical economic unit in marketing," with "interaction between members . . . influencing most purchase decisions."

3. All sets owned by the household should be measured.

"This concept includes both in and out-of-home tuning . . . just so long as the set is associated with the household being measured. [It] excludes such tuning as that which occurs in bars, restaurants and places of employment . . ."

4. The entire reception area should be measured.

This gives a program "full credit for its entire audience."

5. The measurement should be representative of all households.

It is recommended that "program audience size measurements cover all types of homes regardless of economic class, telephone ownership or any other characteristic. Otherwise, the measurement cannot be expected to reflect tuning activity in all households, because it would be derived from a biased sample of the area covered."

6. The measurement should report the average instantaneous audience.

This is recommended because it "automatically weights persons or households into the audience in proportion to the amount of their tuning." Therefore, it "permits uniform comparisons of audience size measurements for programs of different duration." Total audience measurement is designated as a supplementary standard. "A total audience measurement, while counting all households which were exposed over an arbitrary minimum of time, counts them all equally, regardless of how long they were exposed over that minimum."

7. The measurement should express the number of households reached.

"If program measurements are expressed as percentages," the Committee writes, "a particular program can be given different estimates (even though these estimates represent the same absolute number of homes) because different bases may be used for the calculation of percentages. Reporting in terms of numbers of households tuned in eliminates this source of variation. Audience size measurements for less than full network programs should also express the number of households reached."

INFORMATION STANDARDS—SUPPLEMENTARY

8. Total household audience.

By estimating the number of households which tuned to any part, over a specified minimum, of a broadcast, this standard provides additional audience size information.

9. Unduplicated household audience to two or more broadcasts.

This can tell the cumulative total number of households reached in a period of time, plus the "average frequency with which the average household is reached."

10. Program audience size measurements as percent of all households.

For national ratings, all U. S. households would be the base. For defining local areas, the Committee recommends listing all counties the station reaches, arranging them in order of estimated exposure hours, measuring all counties necessary to get 90% of the station's total exposure.

11. Households using receivers.

The Committee recommends an estimate of the number of households in which at least one receiver was in use for every measured quarter-hour. For local programs audience size measurements, the Committee says, "the area in which the number of households using receivers should be measured is that defined in . . . Standard 10 . . . Where the area used for the basic program audience size measurement is not identical with that defined in Standard 10, shares of audience can only be computed when the information discussed in Standard 10 is made available, because only then are the program audience size measurement estimate and the estimate of households using receivers on the same base."

This article was submitted to and approved by ARF.

The Committee recommends "that all national program audience size measurement reports include what is known as a 'time period sets-in-use' (household using receivers) for each 15-minute period reported. This would be a simple count of the number of homes anywhere in the United States with receivers tuned in to any station during the average instant of the 15-minute period."

12. Audience characteristics.

"Since the sales potential for many commodities varies with such characteristics of the audience as sex, age etc.," the Committee comments, it recommends "that measurements of audience size within certain population subgroups be made available. Some of these subgroup estimates would be obtained on an individual basis, some on a household basis. These data should be expressed as absolute numbers (households or individuals)."

Individual measurements considered important are: sex, age, product ownership or use; important household measurements are: family size, income class, geographic area, city or county size, product ownership or use.

The Committee "recognizes that no individual measurement can be defined strictly on a tuning basis. For this supplementary standard, therefore, [the] Committee recommends that an 'attended sets' concept be applied."

13. Program audience size measurements for specific segments of a program, such as commercials.

14. Full network audience by specific time periods.

"This standard," the Committee states, "is included to permit measurement of the audience to all the stations of a particular network at a given time, whether or not the network has sold its full facilities for one particular program."

PROCEDURE STANDARDS

15. The program audience size measurement should be based upon a probability sample.

"Only this kind of sample is projectible to the total population studied," the Committee says. "Probability samples eliminate biased judgment in the selection of respondents, and only probability samples permit estimates of the precision of sample measurements."

16. The program audience size measurement should be based upon the audience during a single week.

The Committee recommends deriving audience size measurements for once-a-week programs from a single broacast, for "strip" programs from an average of all the program's broadcasts during the week.

17. The measurements should be reported for each commercially sponsored segment of the broadcast.

18. All-broadcast hours from 6 a.m. to midnight should be measured.

The "overwhelming portion of broadcast time is sold between these hours."

19. The measurement should be available at varying frequencies, depending upon the importance of the market:

Collective industry needs will determine the frequency. Suggested are monthly audience size measurements for national and major market programs, quarterly for secondary areas and twice a year for smaller areas, once in the summer, once during the fall-winter-spring.

20. The measurement should be available within one month of the last measured broadcast.

A month is suggested as a workable basis for getting speed of reporting without excessive costs.

ACCURACY STANDARDS

In the two standards on accuracy, the Committee specifies the amount of each type of error it feels will be acceptable. "These two standards should not be considered separately," it warns. "Actually, it is your Committee's intention in setting these two standards to specify

the total acceptable error in audience size surveys."

21. There should be adequate control of sampling errors.

Recommended for "the simplest type of probability sample—an unrestricted random sample" is "a minimum sample size of 400 households for local audience size measurements and 1,200 for national audience size measurements for each 15-minute program or program segment."

22. The net effect of non-sampling errors should not exceed the sampling error.

Non-sampling errors are described as: nonresponse; conditioning of tuning behavior by persons who know their behavior is being measured; reporting or recording errors, processing errors.

Methods of obtaining audience size measurements are divided into ten, seven basic and three combination, listed with the Committee descriptions and the practitioners of each:

DIARY. This method requires that some member (or members) of the household keep a written record or log of program exposure. American Research Bureau Inc. Videodex Inc.

RECORDER. This is a method which electronically or mechanically records automatically individual set tuning including frequency or channel to which the set is tuned. A. C. Nielsen Co. (Both C. E. Hooper Inc. and The Pulse Inc. have announced recorders ready for commercial use but neither is yet in service.)

PERSONAL COINCIDENTAL. Personal interviews are made throughout the duration of a program or time period, and respondents are queried regarding program exposure in the household at the moment of the call. (No continuing service.)

PERSONAL ROSTER RECALL. Respondents are shown a list of programs and stations and asked to indicate which they were exposed to during the measured time span. The Pulse Inc.

PERSONAL UNAIDED RECALL. Personal interviews are made during which respondents are asked about program exposure for a preceding span of time. Unlike the roster, the personal unaided recall uses no list of programs or stations, depending entirely upon the respondent's unaided memory for exposure information. (No continuing service.)

TELEPHONE COINCIDENTAL. This method employs the same principles as the personal coincidental method except that the interviews are made by telephone. Trendex Inc.

TELEPHONE RECALL. This method employs the same principles as the personal unaided recall except that the interviews are made by telephone. (No continuing service.)

COMBINATION TELEPHONE COINCIDENTAL AND TELEPHONE RECALL. Respondents are asked in a telephone interview about both coincidental and previous broadcast exposure. C. E. Hooper Inc.

COMBINATION TELEPHONE COINCIDENTAL AND DIARY. This method combines broadcast exposure information obtained by the coincidental telephone method in one sample of homes with information obtained

KJBS 1950 'TWO UMPIRES' AD WAS THE START OF IT ALL

TWO AND A HALF YEARS elapsed between the first meeting of the ARF Radio & Television Ratings Review Committee in July 1952 and the publication last week of "Recommended Standards for Radio and Television Program Audience Size Measurements" (see page 27)—two and a half years of hard work by the full committee and its subcommittee on standards and methods, the working group that actually prepared the report.

But the inception of an analysis of rating methods dates well before that. It began with a full page advertisement for KJBS San Francisco in the July 3, 1950, issue of B•T.

This was an unusual advertisement. It did not talk about the reasons why smart timebuyers should use the facilities of KJBS to advertise the goods and services of their clients. Instead, this advertisement was an open letter to the industry, signed by Stanley Breyer, commercial manager of the station, to call attention to a troublesome if not intolerable situation existing in the San Francisco Bay area because program audiences were being measured by two ratings services whose ratings did not agree.

"Two Umpires Behind the Plate Isn't Any Good in Broadcasting, Either" was the way Mr. Breyer headlined his message. After describing the confusion arising from the variations between the ratings of San Francisco program audiences issued by C. E. Hooper Inc. and by The Pulse Inc., Mr. Breyer suggested that something be done about it.

Specifically, he proposed that the ratings derived from the data collected by Hooper through coincidental telephone interviews and those gathered by Pulse through personal roster recall interviews both be matched against a special coincidental personal interview survey to be conducted at the same time, with the cost of this special survey jointly underwritten by Hooper and Pulse.

This survey should be supervised, Mr. Breyer proposed, by an impartial committee whose membership would include research experts representing Hooper, Pulse, an advertiser, an advertising agency, a station subscriber of Hooper and a station subscriber of Pulse.

Both Hooper and Pulse accepted the KJBS proposal, with some reservations, and a committee was formed and began meeting. Almost immediately, the committee decided that to be of any general value, the proposed survey checking the results of two methods of measuring audience size in a single market area should be enlarged to encompass all methods and enough markets for the findings to be projectable nationally.

The committee reorganized itself, adding more members and relegating C. E. Hooper, president of C. E. Hooper Inc., and Sydney Roslow, director of The Pulse, who had named themselves as members, to observer status, with no vote.

Members of the reorganized committee were: Kenneth Baker, then NAB research director, chairman; Lewis H. Avery, president, Avery-Knodel and then president of Station Representatives Assn.; H. M. Beville Jr., research director, NBC; Matthew N. Chappell, head of the psychology department of Hofstra College; E. L. Deckinger, director of research, Biow Co. and then president of the New York Radio & Tv Research Council; Herbert L. Krueger, station manager, WTAG Worcester, Mass.; Fred B. Manchee, executive vice president, BBDO; A. Wells Wilbor, director of marketing research, General Mills. Rodney Shearer of A. C. Nielsen Co. joined Messrs. Hooper and Roslow as an observer.

The following March [B•T, March 5, 1951] the committee issued a 33-page report proposing an analysis of radio and tv audience measurement methods, comparison of available data and original field experiments to show why different survey techniques agree or disagree. Since Hooper and Pulse could not be expected to finance a project of this scope, which the committee felt would require a budget of $140,000, the committee proposed that the money be raised by the radio and tv broadcasters on an industry-wide basis.

With that, the Special Test Survey Committee disbanded and for nearly a year the proposal for a research project into radio and tv ratings seemed to have expired with the committee. But in the fall of 1951 the Advertising Research Foundation had been reorganized as a tripartite organization, with media admitted to membership for the first time.

One of the first acts of the new ARF was to circulate among its members a questionnaire asking their interest in 35 specific research projects. A great majority of the Foundation's subscribers indicated their desire for a study of broadcast rating methods as one of the first to be undertaken.

And so, the ARF's Radio-Television Ratings Review Committee took over where the old Special Test Survey Committee had left off and, as its predecessor had recommended, began its ratings research by setting standards for broadcast audience measurements and seeing how well each method used to measure audiences can, if pursued to its full potential, come up to the goal set by the committee.

It is noteworthy that a member of the first committee, Dr. Deckinger, now research vice president of Biow, is chairman of the ARF committee, with Mr. Beville also a holdover from the old group to the new. Other members of the ARF ratings review committee are:

Mrs. "Teddy" Anderson, manager of radio-tv research, BBDO; Harper Carraine, director of research, CBS Radio Network; Donald W. Coyle, director of research, ABC; Wallace T. Drew, account executive, Grey Adv. Agency; Jay Eliasberg, coordinator of special projects, ABC; Norman W. Glenn, vice president, Doherty, Clifford, Steers & Shenfield; Robert M. Hoffman, director of planning and development, WOR-AM-TV New York; Gordon A. Hughes, director, market analysis department, General Mills; Oscar Katz, director of research, CBS Television; Howard G. Kuhn, vice president, manager, research department, Compton Adv.

Also William J. Millard Jr., manager, radio-tv research, McCann-Erickson; Hal Miller, manager, media analysis, Benton & Bowles; Richard J. Puff, director of research and sales planning, MBS; Bud Sherak, account research director, Kenyon & Eckhardt; Charles H. Smith, research director, WCCO Minneapolis; G. Maxwell Ule, vice president and director of research, Kenyon & Eckhardt; H. D. Wolfe, director of marketing research, Colgate-Palmolive Co.

Mr. Ule is chairman of the working committee on standards and methods, a subcommittee of the full ratings review group, which developed and wrote the 88-page report. Dr. Deckinger and Mr. Coyle served as members of this subcommittee, to which John MacDonald of the ARF staff was assigned as secretary.

by the diary method in another sample of homes. C. E. Hooper Inc.

COMBINATION TELEPHONE COINCIDENTAL AND PERSONAL ROSTER RECALL. This method combines broadcast exposure information obtained by the telephone coincidental method in one sample of homes with information obtained by the roster recall method in another sample of homes. Robert S. Conlan & Assoc.

The Committee stresses that the report deals "only with the *methods* themselves when practiced to their fullest potential. No statement is made, or should be inferred, as to how closely present practice comes to realization on any given method's fullest potential." The Committee notes that it is planning such an analysis.

Comments from six audience size measurement organizations—ARB, Hooper, Nielsen, Pulse, Trendex and Videodex—take up the last 31 pages of the report.

The Committee's initial recommendation that exposure to a broadcast be measured in terms of set tuning drew comments from all practitioners except ARB, which made no specific comments, and Nielsen, which measures set tuning. **Robert B. Rogers of Trendex** devotes his whole letter to this point. Referring to the Committee statement that tuning is the only "unambiguous" method, he says: "The Committee makes an ambiguous statement when it recommends tuning as the standard . . . because a measurement of sets 'tuned' to a program is not a measure of the size of the program's audience. Isn't it much more *unambiguous* to accept the word of a respondent as to whether he or anyone in his home was or was not part of the program's audience? . . . Tuning is a mechanical process. The device now used to record tuning is a machine . . . but audiences are not machines and they will never be mechanized."

Allan V. Jay of Videodex comments: "The text should cite a difference between tv and am. Tv sets turned on have more likelihood of being attended in the physical sense of presence than am."

"Your analysis boils down to an excellent promotion piece for the A. C. Nielsen Audimeter," writes **Sydney Roslow of Pulse.** Noting that his organization has its own recorder, DAX, Dr. Roslow states: "In our estimation, piddling-size machine samples . . . cannot stand up against the validity and superiority of our carefully pre-tested U. S. Pulse Tv, which provides 67,000 interviews a month. . . .

"We have found that people *do* have the capacity to identify correctly their viewing and listening, as substantiated in tests by Pulse and others. For example, 97% of families do *not* pretend to have been listening to radio when they were *not*. . . ."

Mr. Hooper's comment cited a 1939 study of Archibald Crossley showing "that up to 20-25% of tuning was unaccompanied by listening" and continued, "The difference between the two represents something of no value to the advertiser . . . Furthermore, the ARF report sets the same low standard, 'tuning', for both radio and television behavior measurement, ignoring the fact that television's audience behavior includes three measurable levels of attentiveness; watching; listening, minus watching; tuning, minus listening and watching.

"Though serving an *Advertising* Research Foundation, the Committee overlooks the fact that 'watching' and 'listening,' like advertisement impressions, are psychological experiences. Only the person going through those psychological experiences can testify that they are

THE POTENTIAL OF RADIO-TV PROGRAM AUDIENCE SIZE MEASUREMENT

THIS TABLE CONSIDERS ONLY METHODS, NOT THE WAY THEY

	DIARY	RECORDER	PERSONAL COINCIDENTAL
INFORMATION STANDARDS†			
A. Basic Information Standards			
1. Exposure to a Broadcast Should Be Measured in Terms of Set Tuning	Yes	Yes	Yes
2. The Unit of Measurement Should Be the Household	Yes	Yes	Yes
3. All Sets Owned by the Household Should Be Measured	Yes	Yes for Tv No for radio—does not measure battery and portable sets	Yes for Tv No for radio—measurement of out-of-home exposure practically impossible
4. The Entire Reception Area Should Be Measured	Yes	Yes	Yes
5. The Measurement Should Be Representative of All Households	Yes	Yes	Yes
6. The Measurement Should Report the Average Instantaneous Audience	No—in a practical sense only a total program audience size measurement is possible	Yes	Yes
7. The Measurement Should Express the Number of Households Reached	Yes	Yes	Yes
B. Supplementary Information Standards			
8. Total Household Audience	Yes	Yes	No—measures only average instantaneous audience
9. Unduplicated Household Audience to Two or More Broadcasts	Yes	Yes	No—measures only average instantaneous audience
10. Program Audience Size Measurements as Per Cent of All Households	Yes	Yes	Yes
11. Households Using Receivers	Yes	Yes	Yes
12. Audience Characteristics a) Individual b) Household	 Yes Yes	 No Yes	 Yes Yes
13. Program Audience Size Measurements for Specific Segments of a Program, Such as Commercials	No	Yes	No—sample requirements prohibitive
14. Full Network Audience by Specific Time Periods	Yes	Yes	Yes
PROCEDURE STANDARDS†			
15. The Program Audience Size Measurement Should Be Based Upon a Probability Sample	Yes	Yes	Yes
16. The Program Audience Size Measurement Should Be Based Upon the Audience During a Single Week	Yes	Yes	Yes
17. The Measurement Should Be Reported for Each Commercially Sponsored Segment of the Broadcast	Yes	Yes	Yes
18. All Broadcast Hours from 6 A.M. to Midnight Should Be Measured	Yes	Yes	No
19. The Measurement Should Be Available at Varying Frequencies, Depending Upon the Importance of the Market	Yes	Yes	Yes
20. The Measurement Should Be Available Within One Month of the Last Measured Broadcast	Yes	Yes	Yes
ACCURACY STANDARDS†			
21. There Should Be Adequate Control of Sampling Errors	Yes	Yes	Yes
22. The Net Effect of Non-Sampling Errors Should Not Exceed the Sampling Error a) Non-Response	Yes	Yes	No—the relatively low completion rate cannot be reduced by call-backs
b) Conditioning of Tuning Behavior	No—may affect both type and amount of exposure	Yes—minimizes exposure behavior	Yes—interview cannot affect past exposure behavior
c) Reporting or Recording Errors	No—subject to inaccurate and incomplete recording	Yes—if mechanical failures negligible	No—subject to respondent reporting problems
d) Processing Errors	Yes	Yes	Yes

† The audience size measurement methods are evaluated for each standard independently without any consideration of the possible interrelationships among the standards themselves.

METHODS UNDER HIGHEST STANDARDS OF RESEARCH IMPLEMENTATION (Based on present known technology)

ARE EMPLOYED BY ANY PRESENT RATING SERVICE*

PERSONAL ROSTER RECALL	PERSONAL UNAIDED RECALL	TELEPHONE COINCIDENTAL	TELEPHONE RECALL	COMBINATION TELEPHONE COINCIDENTAL AND TELEPHONE RECALL	COMBINATION TELEPHONE COINCIDENTAL AND DIARY	COMBINATION TELEPHONE COINCIDENTAL AND PERSONAL ROSTER RECALL
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes for Tv No for radio—measurement of out-of-home exposure practically impossible	Yes	Yes for Tv No for radio—measurement of out-of-home exposure practically impossible	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes—if telephone ownership approaches saturation	Yes—if telephone ownership approaches saturation	Yes—if telephone ownership approaches saturation	Yes	Yes
No—in a practical sense only a total program audience size measurement is possible	No—in a practical sense only a total program audience size measurement is possible	Yes	No—in a practical sense only a total program audience size measurement is possible	Yes—if adjusted	Yes—if adjusted	Yes—if adjusted
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	No—measures only average instantaneous audience	Yes	Yes—if adjusted	Yes—if adjusted	Yes—if adjusted
No—except for periods of roster interview	No—except for periods of roster interview	No—measures only average instantaneous audience	No—except for periods of roster interview	No	Yes	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes Yes	Yes Yes	Yes Yes	Yes Yes	Yes Yes	Yes Yes	Yes Yes
No	No	No—sample requirements prohibitive	No	No	No	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	No	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes—although all exposed not available on first and subsequent calls	Yes—although all exposed not available on first and subsequent calls	Yes—with completion rate higher than personal methods	Yes—although all exposed not available on first and subsequent calls	Yes—with completion rate higher than personal methods	Yes	Yes
Yes—interview cannot affect past exposure behavior	Yes—interview cannot affect past exposure behavior	Yes—interview cannot affect past exposure behavior	Yes—interview cannot affect past exposure behavior	Yes—interview cannot affect past exposure behavior	No—contains diary biases	Yes—interview cannot affect past exposure behavior
No—subject to memory failure and prestige bias and incomplete reporting	No—memory and prestige biases maximized; subject to incomplete reporting	No—problems of incomplete reporting for all household members	No—subject to memory failure, prestige bias and incomplete reporting	No—problems of incomplete reporting	No—has telephone and diary biases	No—has errors of telephone coincidental and personal recall
Yes	Yes	Yes	Yes	Yes	Yes	Yes

* See story for explanation of scope of report.

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MR. HOOPER

THE UNTIMELY death of C. E. Hooper (l), president of C. E. Hooper Inc., a few days before publication of the ARF ratings report, stilled the voice of its severest critic. James L. Knipe, executive vice president and general manager (r), now is operating head of the Hooper organization.



MR. KNIPE

occuring. They cannot be measured by the movements of a piece of piano wire or by an electric current passing through the wires of a nearby piece of equipment."

Mr. Hooper accused the Committee of adopting "standards of the lowest, rather than the highest level of significance," in setting the household as the unit of audience as well as in setting tuning as the standard for behavior. "Different members of the household are prospects for different products on different programs," he stated. "It follows that the unit to be measured should be people, not houses, and that the ambiguity introduced by the word 'household' should be avoided by its elimination."

"It is our considered conviction," Mr. Hooper observed, "that these two low standards, 'tuning' behavior and the 'household' unit, have been set with the limitations of the recorder rather than the interests of the broadcast advertiser in mind."

Similarly, the Videodex letter says: "The household base is not as meaningful from a marketing evaluation standpoint as viewers . . . Do tv sets buy products or do people? If the former, then the committee's selection of the household base is supported. If the latter, then it should be rejected and the 'viewer' concept substituted."

On sample size, Videodex comments: "A 1,200 minimum national sample, bearing any semblance to allocation by television set density or population would find less than half the present markets with one or less members of the sample. This would become a multi-city statistic rather than one nationally projectable. Even the properties of disproportionate sampling would not accommodate the problem of this size sample."

Pulse cites the report's statement: "To get the same reliability in local audience size measurements, the same sample size (1,200) would be required. However, less precision is required for local measurements." Pulse then wonders "how the spot advertiser feels about your conclusion."

The Committee's recommendation of average instantaneous audience size measurement as the standard and its relegation of total audience measurement to supplementary, drew fire from both Videodex and Pulse. Videodex calls the average instantaneous audience measurement "analogous to counting a person who touches three magazines at a newsstand and decides to buy one as a reader of all three. This attempt at sensitivity measurements is a desirable objective . . . The average total audience type of measurement satisfies this and has the property of fuller projectability, which average instantaneous audience does not."

Pulse quotes from the report: "The Committee recognized the value of a total audience measurement, but designates it as a supplementary standard," and asks: "With that jolly little denial of your principal objective—why then all the bother?"

The Videodex letter notes that the report mentions in a footnote that it does not discuss the plan for using a combination of recorder and diary methods announced by Nielsen because the method was not being practiced commercially at the time the report was written. Videodex calls this "inconsistent" on the part of the Committee, since the report does include three other methods—personal coincidental, personal unaided recall and telephone recall, which, says Videodex, "have no practitioners at this point nor even the remotest prospect of such in the near future."

Commenting further on combinations of methods, Videodex says: "It is a known fact that the biases peculiar to a single method when combined with another separate and distinct method are compounded in combination . . . Yellow and blue are my favorite colors. When they are combined they no longer have the original identifiable properties . . ."

A "major concern" is expressed by Nielsen that the Committee's evaluation of the "potential quality possible by each different method if the highest degree of refinement is used in carrying out the method in practice" will be associated wth the practitioners of that method, "regardless of the degree to which they actually carry out many of the important refinements indicated as possible. This is tantamount to assuming that each concern has endeavored and succeeded to the same degree in achieving maximum refinements . . . Many of the deviations are of great importance and create cost differentials most advantageous to those who least carry out the Committee's recommended standards."

The fact that Edgar Kobak, ARF president, is also a consultant to A. C. Nielsen Co., was noted by Mr. Hooper with the comment: "Naturally, this situation was deeply disturbing to us. We could not visualize the possibility of Mr. Kobak's disassociating himself from this proposed investigation of the rating methods and so we could not visualize the possibility of an objective report. That the final report on ratings services was predestined to be what would amount to a promotion piece for the electric recorder method appeared to us to be inevitable from that date foreward. However, the report now publishing follows a pattern from beginning to end which exceeds our worst expectations."

In reply, the Committee states that the Hooper comments "are not well founded."

"Mr. Kobak attended the first meeting of the full Radio & Television Ratings Review Committee on July 28, 1952. He addressed the Committee on the importance of the matters it would be dealing with. He also disclosed to the Committee that he numbered amongst his own personal clients users of rating services and a rating service as well. He thereupon left the meeting and has never since attended any meeting of the full Committee or of any of its subcommittees. Neither has he ever expressed by written or verbal communication of any sort, to any person on the Committee or any of its subcommittees, or in any way connected with the work of any of them, his views as to anything they were doing or proposed doing. We on the Committee have no idea of what he personally thinks of our work and he has never in any manner, directly or indirectly, attempted to influence the course of our deliberations or activities on any subject."

SPOT CAMPAIGNS SET BY 16; AT LEAST 8 MORE TO RENEW

1955 will be off to a vigorous start with many of these radio-tv schedules to get underway early in January.

SPOTS will burst into the new year with a shout.

At least 16 advertisers are now preparing campaigns, with another eight or more signing renewals on present schedules.

Clients currently planning spot campaigns include: Carter Products (pills and Arid), Reader's Digest (newstand), duPont's Parzate and Fermate, National Gypsum Co., Dolcin Corp., Maine sardine industry, Lever Bros.' Breeze, Allied Chemical & Dye Corp., General Cigar, Relaxa-Pillow, Barbasol Co., Durham-Ender Razor Corp., General Electric tv receivers, Lever Bros.' Rinso, Packard and Nabisco cookies.

Advertisers contracting for renewals are: Salada Tea, Chase & Sanborn, Block Drug (Amm-i-dent), Colgate's dental cream, Mathieson Chemical Corp., Esso Standard Oil Co., Colgate's Halo shampoo and Atlanta Refining Co.

Details on the campaign follow:

• Carter Products, New York, through Ted Bates Inc., is placing a daytime spot schedule in 125 television markets and 30 radio markets starting Jan. 3 for 13 weeks. Carter's pills will be promoted on the tv campaign while Arid and the pills will be plugged on the radio list.

• Reader's Digest, Pleasantville, N. Y., through BBDO, New York, will use a radio spot announcement campaign in 40 markets to promote newsstand sales starting Dec. 28 and continuing until Jan. 7.

• DuPont's Parzate and Fermate (tobacco molds), Wilmington, Del., through BBDO, New York, will use a campaign in about 45 radio markets in the tobacco area starting in February and running through April.

• National Gypsum Co., Buffalo, through BBDO, New York, is placing a quarter-hour show on a spot basis in 20 television markets, starting in mid-February.

• Dolcin Corp., New York, through Victor Van Derlinde, New York, will buy a radio spot announcement schedule, mostly in the Southeast, effective early in January, in 20 to 25 markets.

• Maine sardine industry, Augusta, Me.,

(A&A continues on page 51)

WMAR-TV

Speaking of FIRSTS . . .

CBS TELEVISION

FIRST--TV Station in Maryland

From 1,600 receivers in October, 1947, Baltimore has spurted to 575,174 sets in the latest (November 1, 1954) official count.

FIRST--in Maryland with Color

WMAR-TV and CBS conducted local live experimental color-casts from Johns Hopkins Hospital in 1949. These were viewed by Government and industry representatives by off the air reception in Washington. The first regular broadcasts of color TV were made on June 17, 1951.

Since December 1953, WMAR-TV has originated one or more color programs every week and has carried many CBS Network programs in full color. Station is also equipped with the first 3V vidicon color chain and currently televises one or more color film programs weekly.

FIRST--with Maximum Power Under FCC Standards

WMAR-TV was the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST--with Viewers

QUARTER-HOUR FIRSTS*	ARB. Oct. 7-13 incl.	HOOPER Nov. 3-9 incl.
WMAR-TV	234	229
Stations A & B Combined	219	214

*When two or more stations were on the air in Baltimore

CHANNEL 2

WMAR-TV

SUNPAPERS TELEVISION
BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



BAB's first and only business has always been the promotion and sale of Radio advertising.

That's why the Broadcast Advertising Bureau Inc. was chartered four years ago and has been supported by 835 radio stations, all four radio networks, and all the principal radio representatives.

We felt it was long past time that our corporate name reflected our sole interest. That's why our name after January 1, will be the RADIO ADVERTISING BUREAU INC.

We have a new name but the same point of view: America can be sold faster, more completely and at less cost through its 111,000,000 radio sets than in any other way.

R
A
B

Radio
Advertising
Bureau, Inc.

270 PARK AVENUE.
NEW YORK 17, N. Y.

(formerly Broadcast Advertising Bureau)



GEORGIA

by J. Frank Beatty

A BILLION-DOLLAR MARKET IS BOOMING ALONG TOBACCO ROAD

EVERY DAY, winter and summer, thousands of motorists highball past a four-foot concrete road marker on Route 1, 10 miles south of Augusta, Ga.

Few ever slow down long enough to read the faded lettering on the post, a hip-high miniature of Washington Monument. On one side the marker bears the legend "U. S. 1"; on the other, scarcely legible, "Tobacco Road."

Along the centuries-old Tobacco Road trail once rolled horse-drawn kegs of tobacco dispatched by Tennessee and Georgia growers to the Savannah River, a few miles to the east of U. S. 1. Just a generation ago the trail was still spotted with the tattered hovels that inspired Erskine Caldwell's famed story.

Georgia has changed, completely and overwhelmingly, in this generation.

Tobacco Road, too, has changed. The section of the trail just west of U. S. 1 now has a new name:

"Fifth Avenue, Camp Gordon."

At the southeast corner of the U. S. 1-Tobacco Road intersection is the Holloway Insurance Agency's branch office, with a sign, "Order auto tags here."

Kitty-cornered is No. 1 Service Center, "Motor tuning and wheel alignment."

A few miles to the east, where Tobacco Road kegs were started on a water-haul to the port of Savannah, there now stands a monument to modern Georgia—the New Savannah Lock and Dam, part of a vast navigation, power and flood-control project.

Not far away on the other side of the river, in South Carolina, is the vast Savannah River atomic energy plant that turns out the stuff used in hydrogen bombs.

A southern newspaperman, Louis G. Harris, managing editor of the *Augusta Chronicle,* put it this way, "Within a few miles of old Tobacco Road are the symbols of the past, present and future."

The stains left by the Caldwell drama, with its literary and staging liberties, still color the conceptions held by millions of Americans who haven't discovered that:

• Georgia is a new and prosperous market that bears little resemblance to the pre-World War II economy.

• It is the newest industrial empire east of the Pacific—and one of the fastest growing.

• The cotton-naval stores agriculture of pre-war days has blossomed into a diversified farm system using modern techniques and enjoying a nine-month and longer growing season. Farm income is up 369%; nine of ten farms have electricity.

Population is increasing steadily—3,124,000 in 1940, 3,580,000 in 1954. Migration into the state is growing every year. Young people no longer are moving out of what was once labeled "a backward state."

The result:

• Georgia is one of the nation's better markets as family and per capita income rise spectacularly.

Advertisers are learning that:

• Georgia's average family spends $4 for every $1 spent in 1940; total incomes now reach $4 billion a year.

Only two unpainted houses remain on the eastern stretch of old Tobacco Road, an area so shabby after World War I that it inspired one of the most widely-attended stage dramas of all time.

Georgia, the home of Tobacco Road, has had its face lifted, its economy refurbished and its agriculture modernized.

Its recent physical progress matches that of any other state. Socially, too, it is keeping pace with the rest of the nation.

The state's race problem is typical of the South, and involves deep social controversies, but it is tempered by astonishing economic and cultural progress among the Negro population (nearly 40% of the total).

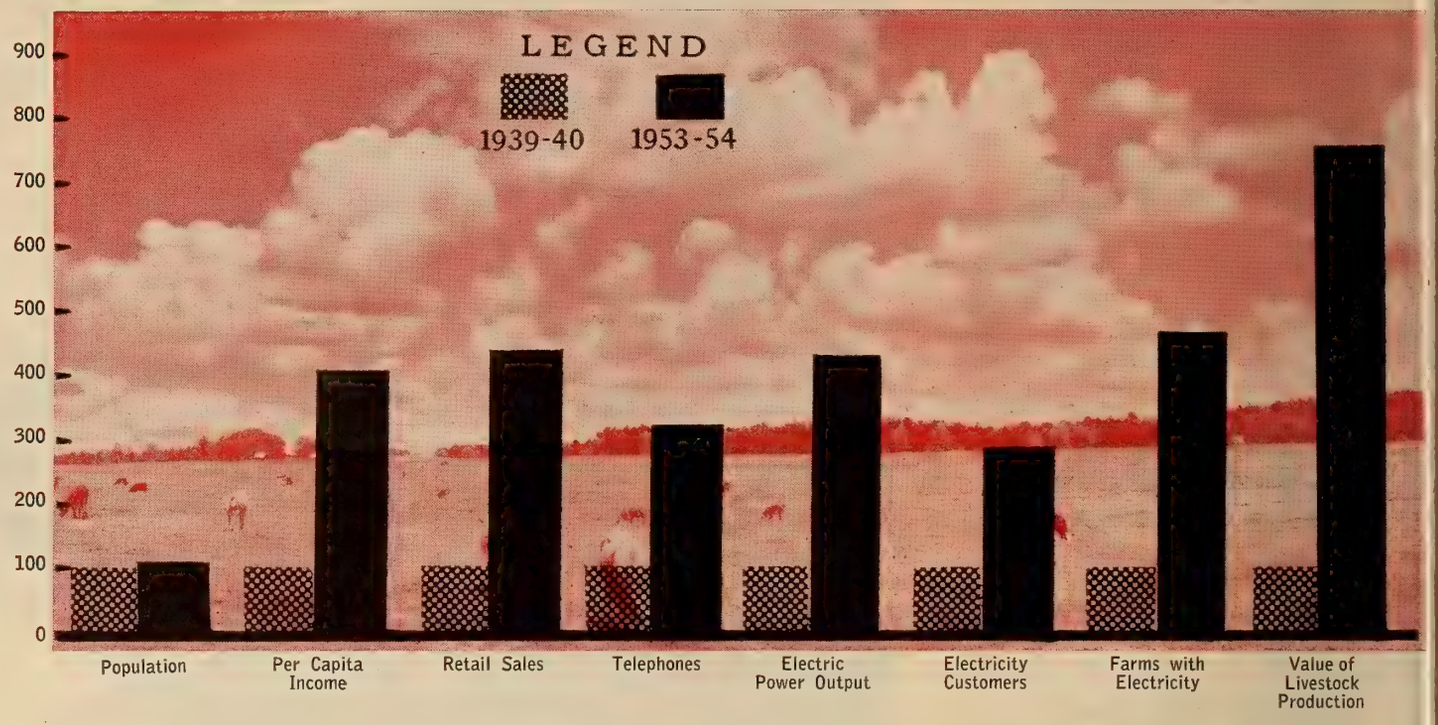
A New Georgia has emerged since World War II—a state blessed with natural resources that provide a solid basis for future expansion.

The Tobacco Road story portrayed the poor white man of a recent generation.

The Negro of that era was a poor cotton-picker or low-paid servant. Natives recall that a Negro servant could be hired two decades ago for $3.50 a week and "pan-totins" —the right to carry food back home in the evening. Today that young lady is getting a minimum of $15, but more likely she is working in a mill or office building for anywhere from two to three times that amount.

Many a white resident of the post-World

INDICES OF 15 YEARS OF GEORGIA ECONOMIC PROGRESS



War I Tobacco Road seldom saw as much as $3.50 a week. Today eastern Tobacco Road is part of far-flung Camp Gordon where thousands of comfortably housed military and civilian personnel spend heavily in nearby Augusta.

Georgia, incidentally, is dotted with big military bases planted there because of the year-round mild weather and natural resources.

A 2,000-mile drive around major cities and into interior counties vividly demonstrates that:

Georgia, with the help of World War II stimulus, is setting an economic pace portending progress beyond the wildest dreams of its once-proud first families. Largest state east of the Mississippi, its natural resources and climate provide magnets that are drawing industrial plants by the hundreds—plus the perimeter atomic energy plant on the Savannah River.

Its cities and farms are wearing modern motifs. New homes are appearing in flocks, fast replacing unpainted shacks.

New roads are being built. Utilities are expanding their facilities. Banks are multiplying their turnover. Stores have just enjoyed record Christmas buying despite the fact that Georgia, along with the rest of the South, is emerging from the worst drought in recorded history.

The Georgia market is modern and active. Georgians live well and spend heavily. The motorist might easily believe he is in Ohio, Michigan or New York State, particularly around the cities.

Climate is mild, coming well within the hot and cold extremes of much of the United States. Transplanted Yankees and Westerners—and Georgia is full of them—love the climate in Atlanta and many other cities. Winters are relatively mild except in the northern mountains, and newcomers insist that summers aren't as bad as those in many midwestern and northern states.

Shopping centers are springing up around the state, matching the rest of the nation. Air-conditioning is everywhere. Roads are crowded at peak periods, but Atlanta, for example, is forging ahead of most large cities with its developing system of express roads.

Georgia is sprouting. To quote Thomas P. Wright, account executive of Tucker Wayne & Co., major southern agency, "You can hear it growing when you wake up in the morning."

This vast area of 37,680,640 acres—bigger than Maine, Massachusetts, Connecticut and Maryland combined—is interlaced with 90,000 miles of improved highways. In the last fiscal year, the state spent over $60 million on highway facilities.

Highway Progress

The New York-Miami driver may cuss occasional rough stretches and pray for hastened completion of the new four-lane divided ribbons, but the system as a whole is good enough to provide alert patrols with frequent violations of the 60-mile daytime speed limit.

Georgia still squirms, however, at mention of the open-range era as northerners recall, with snorts, the gaunt cattle that once nibbled roadside grass with the aid of protective laws.

"Take it easy, Yank, or you'll discover that you've just bought yourself a cow and new car," motorists were once warned by service station attendants. Today the open-range privilege has been abolished by all but one of the 159 counties, with fences going up everywhere.

Georgia has been glamorized as well as painted in the raw by novelists. The Georgia moss hanging from live oaks has inspired writers of books, plays and poems. The pillared mansions of Savannah, Augusta and other cities that escaped Sherman's torch-wielders are centers of literary and tourist attention, though some of them house once-aristocratic families described as "barefoot but proud."

Modern Georgia cherishes these traditional attributes, but keeps them in their place. Many pillars have given way to low-roofed houses built in the modern manner. Cotton fields are disappearing, or dwindling in size.

As recently as the late '30s, according to John M. Outler Jr., general manager of WSB-AM-TV Atlanta, "the standard symbol of prosperity was a wringer-topped washing machine on the front porch where everyone might observe the healthy state of the household finances."

"Today," he said, "the washing machine has been replaced by a high television antenna on the roof."

All through rural and small-town Georgia 20- and 30-foot masts support intricate antenna arrays that pull in distant tv signals.

Georgia households, bereft of their once ample supply of cheap servants, have bought more than their share of labor-saving appliances. They have low-cost electricity to drive their appliances. Two-car garages are numerous. Lincoln and Cadillac ownership is high.

Cities are spreading out by the mile. Towns are growing.

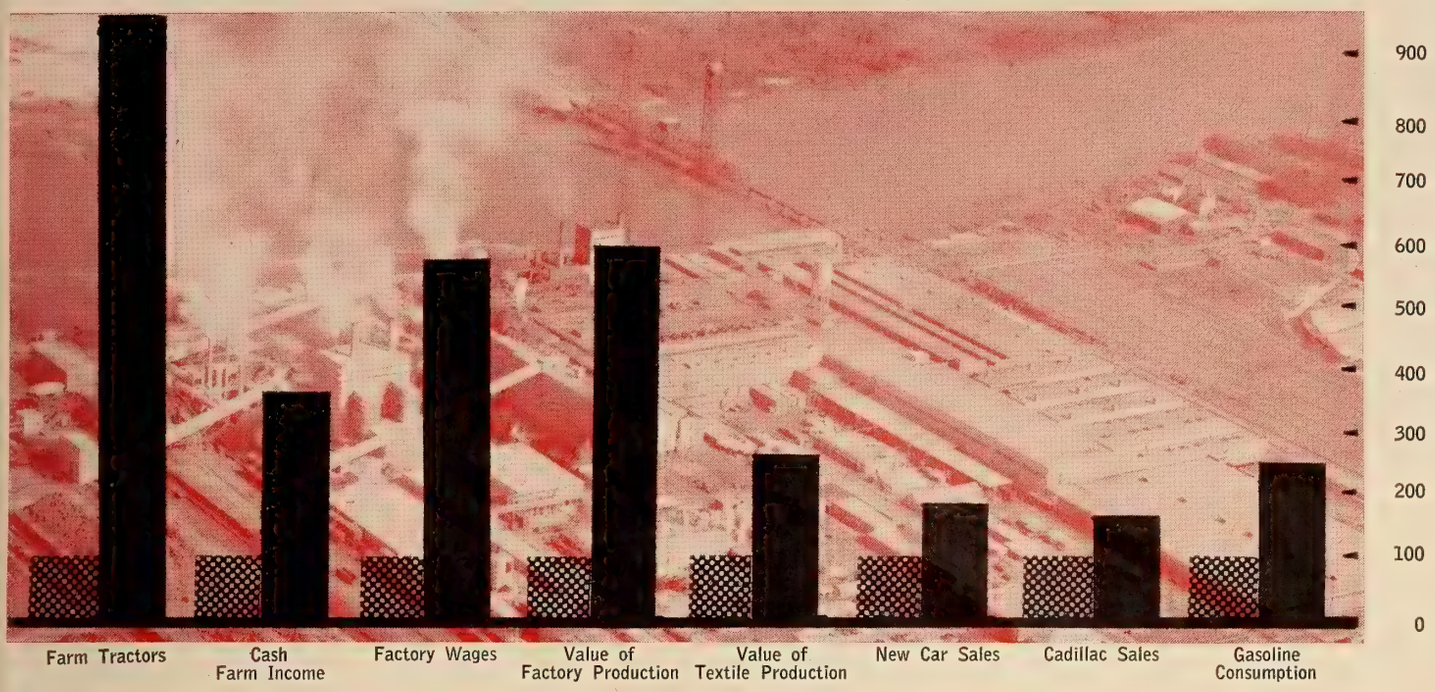
Georgia is a state of new industry, new agriculture and new life. The economic indices tell a story of a market that no advertiser can afford to overlook.

How did all this come about?

No one thing started it, according to Mr. Outler, who recalled an observation once made to him by George C. Biggers, president of Atlanta Newspapers Inc. (WSB-AM-TV). "Georgia is the last frontier in the United States," Mr. Biggers said.

To which Mr. Outler added, "If there's a frontier anywhere, somebody's going to

1953-54 LEVELS SOAR ABOVE 1939-40 INDEX VALUE OF 100



grab an axe and wife and hew himself an empire. Georgia is an open-air-year-round state, with economical fuel consumption. The former 'cheap labor' attraction that drew textile interests has gone up the creek."

While Georgia income is headed upward, the level is still below the national average and there are plenty of poor people.

Necessarily the detailed story is statistical and commercial. A scanning of the data will show why Georgians believe that Horace Greeley might have said in 1955, "Go to Georgia, young man."

Industry was slow moving southward into Georgia, mainly because it was farther from the northern factory areas and the migrating firms tended to take new roots in Virginia and the Carolinas.

Fifteen years ago Georgia's total manufacturing output was around $675 million. Today the lumber industry alone has reached that point; total factory production is $4 billion, over six times the 1939 figure.

A drive through the state's northern hills, where rainfall is heavy and the rivers originate, into the rolling plateau and plains areas will quickly show why the state's industrial potential has scarcely been touched. There's timber land for the textile, paper, chemical, naval stores and lumber industries; water for the rivers that are being equipped every year with new hydroelectric generating facilities; mild weather for economical factory operation and an ample supply of human resources to operate equipment and service facilities.

With both steam and hydroelectric plants, the state has a reliable supply of power that is available at low rates from Georgia Power Co., serving 530,000 customers in four-fifths of the state, and Savannah Light & Power Co., the principal producers. Generating capacity has about tripled since World War II.

Use of gas has more than tripled in recent years. Soft water is abundant, which is especially appreciated by the textile industry. The government's atomic energy plant on the Savannah River every day takes out more water than the entire city of New York uses and then puts it back in again below the plant.

Thirty-five railroads bring the most remote counties into quick contact with markets and shipping points. Fourteen of the carriers are Class I. Most of the big lines use diesel equipment. The Atlanta Freight Bureau, a non-profit concern, operates a shipping pool that saves time and money for less-than-carload shippers.

The only major seaport is at Savannah, where private docks and new state facilities are bringing the city's tonnage upward. In the works are nine-foot channels that will bring waterborne traffic up to Augusta on the Savannah River and to Columbus on the Chattahoochee.

Branching Factories

Major American manufacturing and distributing concerns are swarming into Atlanta and other Georgia cities with new plants and branch assembly units. Ford and General Motors saw years ago what would happen in the state as well as in the South. Since Atlanta has long been regarded as the industrial capital of the South because of its central location and advantages as a distributing point, industries have been drawn to Georgia at a rate surpassing almost any other state.

The government has joined the parade by putting branch offices in Atlanta. More important, the Pentagon is South-minded because of mild weather and natural advantages, and Georgia has a military population of around 100,000. Pentagon sources place the annual payroll at about $260 million. The figures do not include civilian employes at bases or the families of military and civilian personnel.

The impact of assembly and distribution plants goes far beyond the value of units turned out. General Motors, looking far ahead, put an assembly line in Atlanta 25 years ago on a 30-acre site. The more recent BOP (Buick-Oldsmobile-Pontiac) plant, on Peachtree Industrial Boulevard, has 17½ acres of roof. Just a fortnight ago GM opened a huge service training center.

Here's what a setup like this adds up to (1953 data):

215,151 cars and trucks produced
$25,458,635 spent with 500 Georgia firms for services and supplies
5,165 persons employed; $23,-611,923 payroll
$49,160,558 combined payroll and expenditures

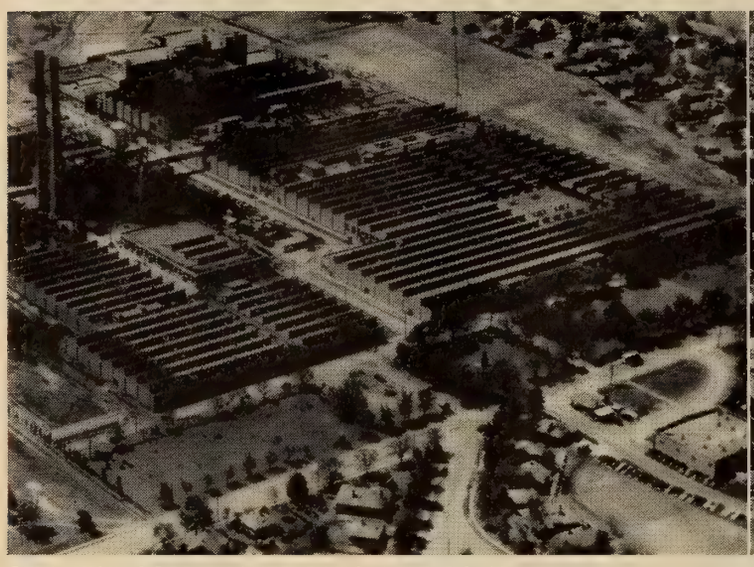
Purchased in Georgia were springs and bumpers; tires and wheels; paints; tools; upholstery materials; solder and welding rods; body sealing materials; miscellaneous rubber parts; pressed metal parts; and nuts, screws and bolts. These supplies have gone into nearly 2½ million cars since 1928.

The range of Georgia's industry is typified in a story told by Jack Tarver, general manager of the *Atlanta Journal* and *Constitution* on a Dec. 5 WSB-TV forum. Henry W. Grady, famed *Constitution* editor and a legend in American journalism, once told the story of a Pickens County burial in the reconstruction years, Mr. Tarver said.

"All the South furnished for the burial was the corpse and the hole in the ground," Editor Grady was quoted as saying.

"Today," Mr. Tarver continued, "dozens, even hundreds, of Southern businesses and industries furnish everything from shoes to shovels for a funeral."

TEXTILES, AIRCRAFT, AUTOMOBILES, ROADWAYS: MARKERS OF PROSPERITY





CELANESE CORP. MAKES RAYON AT ROME . . . . . EXPRESSWAYS MOVE TRAFFIC AT ATLANTA

Within recent memory, Mr. Tarver added, "our biggest export crop was young people. We never missed a crop of those. Today there are job opportunities and the young people are realizing that and are staying at home."

Pay is usually good, by U. S. standards, in Georgia industries with 7,250 plants employing 300,000 workers. There are pleasant jobs and dirty jobs, as in any other area, but the average Georgia plant is a lot newer and more comfortable to work in than its northern counterpart. While the big wage differential that once drew northern industries southward has been disappearing, output per worker is higher, according to many Georgia businessmen. They ascribe this to good working conditions, comfortable homes and an extremely low foreign element. The state is not as heavily unionized as many northern areas.

With its thick evergreen forests, Georgia is the leading lumber state in the South and fourth in the United States. Pulpwood cutting for paper mills supplies a paper industry, total value of paper and pulp running $239 million. Production of paper and related products such as bags and containers has grown 2½ times since pre-World War II days. Value of lumber, pulpwood and paper products and naval stores exceeded $600 million in 1953.

One mill alone—Union Bag & Paper Co. in Savannah—uses 200 carloads of pine logs every day. The plant employs 7,000 persons with another 10,000 in the woods plus those engaged in shipping and service facilities for raw material and finished products.

Pulp industries have invested $2 billion in Georgia plants in two decades. Actually, the preponderance of industries built in the state consists of brand new plants and not merely transfers from other areas.

Gov. Herman Talmadge told a mid-December dinner group that Georgia is getting new industries at a faster rate than any other southeastern state. Without offering any special bait or lures, the state has attracted 400 major new industries in the last 20 months, he said.

The transportation industry is up 1,000% in a decade-and-a-half, led by auto assemblies and aircraft production, compared to about 210% for the U. S.; primary metals, up 225%, U. S. 80%; electric machinery, up 220%, U. S. 280% (tv sets a factor); fabricated metals, up 200% in physical output, 80% for U. S.; machinery (except electrical), up 190%, U. S. 202%; food manufacturing, up 175%, U. S. 85%; textiles, up 157%, U. S. 63%; lumber, up 113%, U. S. 158%; apparel, up 116%, U. S. 39%; furniture, up 74%, U. S. 55%.

Cost-minded management, looking southward toward Georgia's resources, will find another attraction in the state's tax structure. Because its debt is low and because the tax policies are favorable to industry, the state has been the logical selection for new plants that have provided thousands of jobs and a $75 million payroll in less than two years.

The calibre of industries is going up as the state, with Army help, has developed skilled labor of the type used in electronics, pharmaceutical, chemical, electrical and other plants.

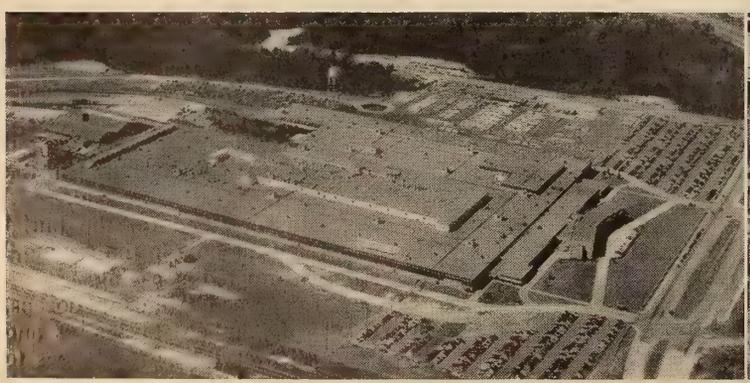
Communities are competing with each other in offering labor, materials, low power costs and natural resources to industry.

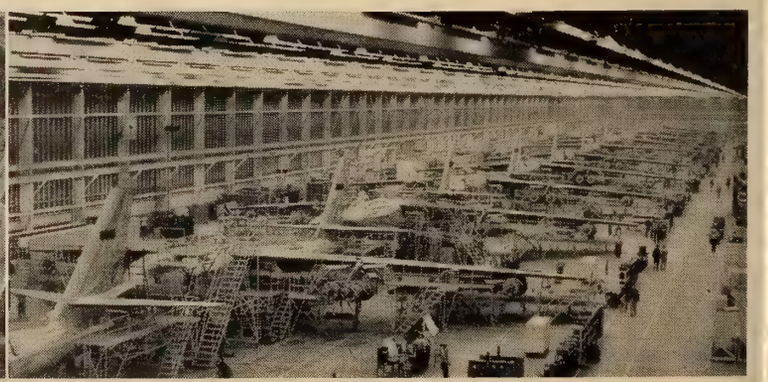
The northern part of the state is growing the fastest because it is closer to neighboring industrial states. Central Georgia, however, is catching up and the predominantly rural plains area is starting to acquire large and small plants.

This year alone the list of 120 major new plants includes the big Rayonier mill at Jesup and GE transformer plant at Rome, each over $25 million, and Rome Kraft Co., $30 million.

Mineral resources of the state have scarcely been touched, particularly in the nonmetallic industries. Marble and granite are of high quality, the white marble being famed around the world. In the northwestern area are limestone, cement, iron ore, manganese, sand, clay and others. The northern and central areas have gold, asbestos, mica, talc and others. In the plains counties are kaolin, used for china clay and paper filler, bauxite (aluminum), peat, cement and clays. The mica is described as high in quality and in good supply. It matches foreign varities for electronic gear. Oil drilling is just getting underway but much land has been leased in anticipation of untapped reserves.

A new industry in the service category is centered around hotels, which are being modernized, and the hundreds of motels that line arterial roads. Each of 8 million tour-





GENERAL MOTORS BUILDS CARS AT ATLANTA . . . . . AND LOCKHEED BUILDS BOMBERS AT MARIETTA



WSAV reaches more homes

than any other Savannah medium!

The Savannah Seaboard market is worth going after—a million plus people in 79 counties in three states, people who spend $557,206,000 annually in retail sales.

How to sell all this market? Simple! Use WSAV at 630 KC, the station that reaches more homes, more people than any other medium in the market. And, the station that penetrates deepest because it serves best. Ask any Blair man or Harry Cummings for the full Savannah Story.

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

"THE FUTURE BELONGS TO THE *SOUTH*"



"Bulging at the Seams" . . .

. . . the South's MIRACLE Market—AUGUSTA, Georgia—the Dynamic center of the South's greatest GROWTH area.

. . . fifteen miles from downtown Augusta is the world's first Hydrogen Bomb Plant—with its thousands of construction and operating workers. Camp Gordon, the largest Signal Corps Center in the world, is just 8 miles from Augusta.

. . . and with this great growth comes a NEW SOUND — W B I A Radio (formerly WJBF). With new ideas, new programs and aggressive promotion W B I A is moving out in front fast.

. . . Augusta's 2-county metropolitan population is in excess of 244,800 people! 95% live within 10 miles of the WBIA antenna.

NBC AUGUSTA **wbia**

See your FORJOE Man—or—DORA-CLAYTON (Atlanta) for complete details.

ists is estimated to spend nearly $300 a year in the state, which is a year-round resort. The famed Sea Island and St. Symons Island hotels match the finest in the land as the balmy ocean weather draws vacationers from all over the nation.

In Georgia, agriculture is a billion-dollar enterprise, according to a state compilation that includes fisheries, naval stores, clay products and related items.

Had a drought of the 1953 intensity struck the state two decades ago, the effect would have been crippling. Cotton pickers, paid by the pound, had never bent over as far as they did last September. Skimpy, parched plants were sorry fodder, too, for the big cotton-picking machines.

But Georgia is no longer existing sparsely on a one-crop farm system. Value of the 1953 cotton crop was $140 million, but this was hardly three-fifths of the livestock income and not a whole lot more than the $120 million chicken nestegg.

American agriculture knows no more dramatic stories than the development of Georgia livestock and chicken production. Of the state's 37.5 million acres, 7 million are in harvested cropland, 6.8 million is pasture and 13 million in forests.

Georgia's geographical advantages, ignored for many decades, are being utilized at last as the state develops year-round pastures and 9 to 12-month grazing. Today's plump steers, carefully bred, scarcely resemble the bony animals that once grubbed along highway ditches.

All rural America marvels at the development of Georgia's 12-month pastures. Blessed with ample rainfall and a long growing season, farmers are fast expanding their acreage of 12-month grass mixtures. For the hot and not-so-humid summers, Coastal Bermuda provides a lush diet for steers. This grass is blended with Dixie Crimson Clover, which volunteers every year in the manner of the Bermuda strain. The mixture can be grazed every day of the spring, summer and autumn.

As for winter, the answer is Kentucky 31 Fescue. This flora, obliging like its fellow pasture grasses, volunteers every winter, year after year. The result—12 months of grass in permanent pastures. In 2½ decades the area of permanent pastures has been built up from 811,000 to 3½ million acres.

Western cattlemen who gaze over bright Georgia pastures that accommodate one animal per acre, with little need for costly winter fodder and housing facilities, have been known to hurry home to sell their ranches, which often need 20 acres to nourish a steer. As many as nine animals are fed on some Georgia acres in some seasons.

A Georgia farmer can set aside some of his cotton acres for pasturage with the aid of perhaps $2,500 from the bank and within two or three years have a cozy cattle business under way.

All Georgia is divided into three areas. The northern segment is traversed by the Blue Ridge chain, with humps and saddles piercing almost to the 5,000-foot mark. Drenching rains totaling as much as 80 inches a year spawn the rivers that flow to the southeast and southwest, insuring a year-round flow that supports industry and commerce.

The middle or Piedmont foothills section is broadly rolling in character. It reaches southward to a fall line crossing the state from Augusta through Macon to Columbus.

Three-fifths of Georgia lies in the southern coastal plain segment, gently rolling for the most part and not as far advanced industrially as the nothern area.

Among the three sections can be found seven of the nine climates in the United States. In general, summers are hot but neither extremely hot nor tainted by the long spells of sizzling heat that parch the Midwest and Southwest. Winters are mild, by northern standards, but even a roving Yankee newsman will experience an occasional December shiver in Savannah or Atlanta.

The growing season averages 230 frost-free days in the northern counties, 260 in the southern plains. Many Georgia farmers are able to take advantage of this climate by raising two and three crops a year, exporting northward in the spring to beat cold-climate farmers and again in the fall when the frost is on Yankee pumpkins. Average rainfall for the state as a whole is 48.41 inches.

Many pecan farmers double in grass. The nutriments that encourage pecan trees to yield over 50 million pounds of nuts worth nearly $8 million are just as nourishing for pasture grasses. That's why livestock can be found grazing under the shapely trees that mark pecan groves.

In centuries past, and today as well, Georgia has turned its vast pine forests into a cash crop. The long-leaf, loblolly, shortleaf and other strains can be cut indefinitely without reducing timber resources, thanks to selective cutting and the annual planting of hundreds of millions of seedlings that reach cutting size in a decade-and-a-half.

Georgia has achieved another agricultural miracle that has contributed substantially to its billion-dollar enterprise. This is the broiler industry centered in nothern counties around Gainesville. In a little over a decade Gainsville has become the world's broiler capital. This isn't due to any special productive yen on the part of Georgia's chickens, according to those who observe rural progress. Rather it is a carefully planned achievement of enterprising growers who built up their production from a few million less than two decades ago into an output of 121 million broiler-fryers in 1953. Eggs aren't much of a crop, by broiler standards, but each 1,000 broilers provides a bonus of $50 worth of organic fertilizer used to build up red and yellow soil which yields around 100 bushels of corn per acre. The state's corn crop is worth $87 million.

King Cotton has given way, also, to tobacco ($69 million), peanuts ($57 million), oats ($18 million), vegetables ($18 million), hay ($15 million), peaches ($9.5 million), sweet potatoes ($6.7 million).

These crops have been grown with the aid of modern methods and machinery. Nine out of ten Georgia farms have electricity—the number has quintupled in 15 years—and 65% of them have television except where a 20-foot mast is unable to contact distant megacycles. Over 98% of homes have radios, according to Georgians. Together, radio and tv provide daily educations in how to make farming pay. Specialized magazines, newspapers, 4-H and other clubs, and county agents are doing their share.

In a little over a decade the number of

tractors has increased from 7,000 to 75,000; the number of motor trucks from a few thousand to 67,000. Mechanical cotton pickers are appearing around the state, though the shrinking size of the average cotton planting and the rolling terrain discourage use of machinery. Hence the heavy mule population, even on mechanized farms. The traditional Georgia mule is likely to abound for many years because of its adaptability to small-crop and hillside farming, and important nutrient contributions to the clay soils.

Georgia's farmers transport their crops to market by motor via the 90,000-mile highway network. The 159 counties possess hard-surface arterial highways, fed by rural routes and red dirt roads. Modern marketing facilities are served by truck and rail transport systems that quickly deposit crops in eastern and northern buying centers.

Banks readily loan money for improvements. Government funds are fed into the state in line with prevailing practices. Farms are becoming attractive places to live, and young Georgians are learning the fine points of the livestock business and the techniques of high-yield planting.

Any Georgian will tell anyone who will listen that the state leads the nation in production of broilers, peanuts, watermelons, pecans and pimientos. The Georgia peach symbol is merited by the quality of the fruit yielded by the squat, easily-picked trees.

ATLANTA

ANY resemblance between the 1955 version of Atlanta and its pre-World War II predecessor is likely to be congenital or accidental. With metropolitan area population of an estimated 750,000, 28% above the 1940 figure, Atlanta is now shooting for a million. Judging by the way new industries and homes are popping up all over the adjoining landscape, Atlanta promises to reach its million early in the next decade, perhaps sooner.

Atlanta is the political capital of Georgia and the economic capital of the Southeast [B•T, Nov. 15]. Its retail sales will soon pass a billion dollars per year. Rich's department store, swarming with customers in the record-breaking pre-Christmas weeks, appeared to be heading toward a $60 million year—maybe more.

National industries have been moving into the Georgia metropolis in flocks. The city's railway, air and highway facilities and its central location make it the logical commercial capital of 10 southern states.

As of Dec. 6, Lockheed operated the largest aircraft plant (B-47, C-130) in the nation at suburban Marietta, with 14,547 employes and an annual payroll of $72 million devoted to construction of bombers and cargo planes. General Motors has two assembly plants and a training school employing over 5,000. Ford's assembly plant employs 1,431, with $7.5 million annual payroll, turning out 100,000 autos for eight southeastern states.

A non-stop tour of industrial Atlanta and its 1,700 factories requires a full day of driving. Big and little plants are everywhere —from Ford's plant at Hapeville in the southern section to Marietta in the north. Downtown Atlanta is packed with business facilities, many of them regional branches of national concerns. Insurance companies line Peachtree St. for miles.

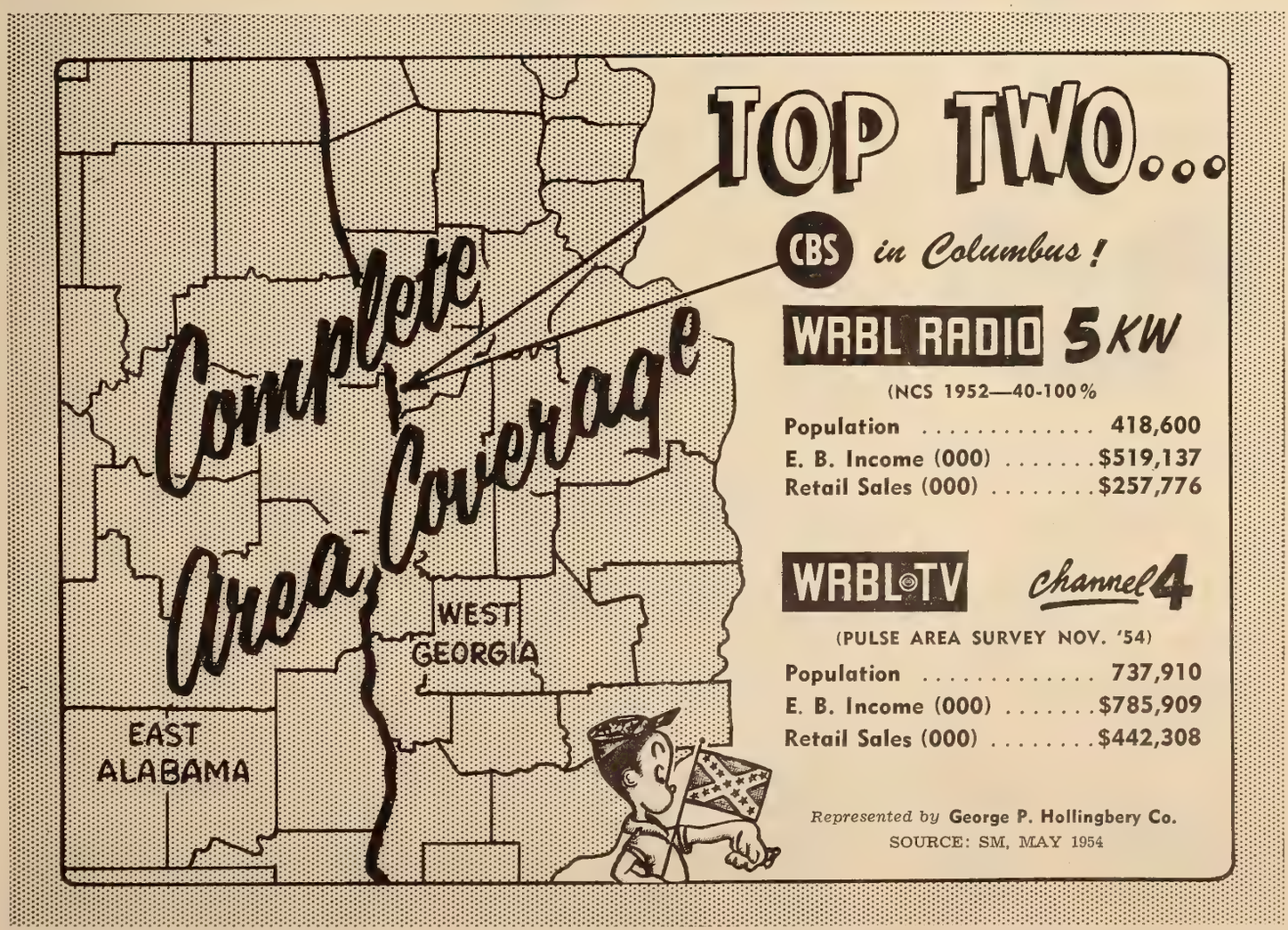
Atlanta is headquarters for all Georgia. Its two alert newspapers—*Journal* and *Constitution*—penetrate far beyond the state's borders. They are constantly on the prod, promoting community improvements and pointing out symptoms of decay. Liberal budgets of industrial and commercial news keep the citizenry alert to scars of Georgia's past and signs of progress.

Georgia Power Co., Southern Bell Telephone & Telegraph Co., Central of Georgia and other railroads, Western Union—all major commercial concerns have their development programs. The power company, serving most of the state, sparks a community improvement campaign that has attracted wide attention.

With decentralization of the nation's communications, Atlanta has become the telephone center of the south and one of the largest switching centers in the world. Western Union, too, has a vast reperforator center.

Atlanta is the distributing center for the South. Its recreational and civic facilities equal those of other major cities. Its system of expressways hasn't penetrated to the Five Points, but the high-speed ribbons are speeding the flow of heavy traffic as new sections are added.

With a 1,000-foot elevation, Atlanta weather is free from extremes and the hotter days of relatively moderate summers





that Cash Register
"RING"
Shows He is
"MARRIED"
to
wbml
Let's get "Hitched"
in 1955
•
Our "Best Man"
The Headley-Reed Rep.
•
NBC AFFILIATE IN MACON GEORGIA

are eased by cool nights. Atlanta's adopted residents from the North are its biggest weather boosters.

Atlanta is becoming an advertising center. Its four tv and dozen radio stations, along with the two newspapers, join a complement of advertising agencies, national representatives, graphic arts and film enterprises in keeping Georgia's consumers informed. Liller, Neal & Battle and Tucker Wayne & Co. are two of the larger agencies handling national and regional accounts.

The agencies keep in close touch with economic progress but William W. Neal, partner in the first-named agency, warns, "Per capita income in Georgia is rising fast, but don't let it fool you. It's still below the rest of the United States."

WSB-AM-TV are in charge of J. Leonard Reinsch, managing director of the Cox radio-tv operations. WAGA-TV (Storer-operated) and WLWA (TV) (Crosley) are vhf outlets, with the new WQXI-TV (Rounsaville) having joined them a fortnight ago with ch. 36 uhf service.

Modern Atlanta still has its poor people and its slummy blocks but they aren't any worse than similar sections in the North, and the city's economic upturn is weeding them out at a pace many distant cities might emulate.

After the "War Between the States," sacked Atlanta thumbed its civic nose at Gen. Sherman and began rebuilding. The population doubled in five years.

And after many decades of slow growth prior to World War II, Atlanta is scanning the nation's major cities. It noted, particularly, the millionth citizen formally installed last July 4 [B•T, July 5], by Houston, and its citizenry observed silently, "Move over. We figure on joining you one of these days."

AUGUSTA

ONCE a famed winter resort, Augusta is now an industrial city, medical center, agricultural market, hydroelectric area and "Golf Capital of America." Winter vacationers have moved on southward—one distinguished golfer excepted—but Augusta has met undreamed-of progress in its industrialization.

Payrolls are up 215% since 1940 while population has increased 76%. Dams are appearing along the Savannah River, and a nine-foot channel to the sea is coming.

But what stimulates Augusta most is the huge atomic energy project that flanks the Savannah River on the South Carolina side, producing "the energy of the future." Government payrolls at the atom plant, Camp Gordon, Augusta arsenal and veterans' installations have helped quadruple postal receipts and quintuple retail sales since 1940.

Cotton and rayon mills, plastic plants, pulpwood mills, barge lines, hydroelectric facilities and assorted other enterprises dot the adjoining landscape. The $85 million Clark Hill Dam is acquiring neighboring facilities, and a nest of dams that will add up to a half-billion dollars is under construction. The atomic energy plant, with possibly 8,000 employes plus another 8,000 workers employed on permanent construction, is termed "the biggest construction project in the world."

Augusta is a hustling city, according to A. D. Willard Jr., partner and operator of WGAC, regional 5 kw outlet. One of the broadcasting industry's better golfers, he said the city's spirit perhaps is reflected in the 18-hole course at Augusta Country Club. "No. 9 green is farthest from the clubhouse," he said, a form of torture that elderly and thirsty golfers have learned to take in stride.

"You could shoot a cannon down Broad St. in 1940 and not hit anyone," said J. B. Fuqua, president and owner of WJBF-TV. Broad St. is really broad—broad enough for four panels of angle-parked autos, two at the curbs and two at the center island. Mr. Fuqua estimated that local radio-tv stations enjoy a gross possibly 20 times the 1939 figure.

Most inland port on any navigable river south of Richmond, Augusta is eager for its nine-foot channel instead of the present seven-foot depth so the Merry Bros. Brick & Tile Co., Texas Co. and others can build river traffic into a major industry.

Augusta's annual retail sales can look for continued impetus from the $75 million payroll-allowance fund at Camp Gordon and as much as $220 million from the atomic energy plant.

Population of 244,000 is claimed for the metropolitan area, with 92,746 in the city proper as of Feb. 15, 1955, when additional suburban blocks will be absorbed into the municipality. Per-family income is claimed to be 20% above the rest of the state. Farmers from a 50-mile area, it is added, spend their money in Augusta. Banks are liberal in making loans for livestock financing as well as for ponds and land terracing.

The media picture in Augusta includes a new entry, J. T. Snowden Jr., North Carolinian, who is operating WBIA, formerly WJBF, acquired from Mr. Fuqua, and WRDW-AM-TV, managed by W. Ray Ringson and connected with the Allen Woodall interests. Other stations are WAUG and WBBQ.

Augustans, like their Columbus neighbors across the state, claim the No. 2 position in Georgia on a population basis. Population claims, of course, involve many angles including Census Bureau definitions and military bases. The trailer camps that once adjoined the atom plant and Camp Gordon are disappearing. Many of the migrant workers like Augusta and are settling there. New schools and Negro housing projects are appearing.

Augusta still has some shaggy blocks but the city is prettying up via an aggressive municipal improvement program.

Kennedy O'Brien, an early fur trader who founded the city in 1735 as a river trading post, didn't realize what he was starting.

COLUMBUS

BACK in 1886 a Columbus druggist, Dr. J. S. Pemberton, whipped up a cough syrup that tasted good—so good that it coughed its way into one of the world's big industries — Coca-Cola. More recently Royal Crown cola has spread out of its Columbus beginning into cities everywhere.

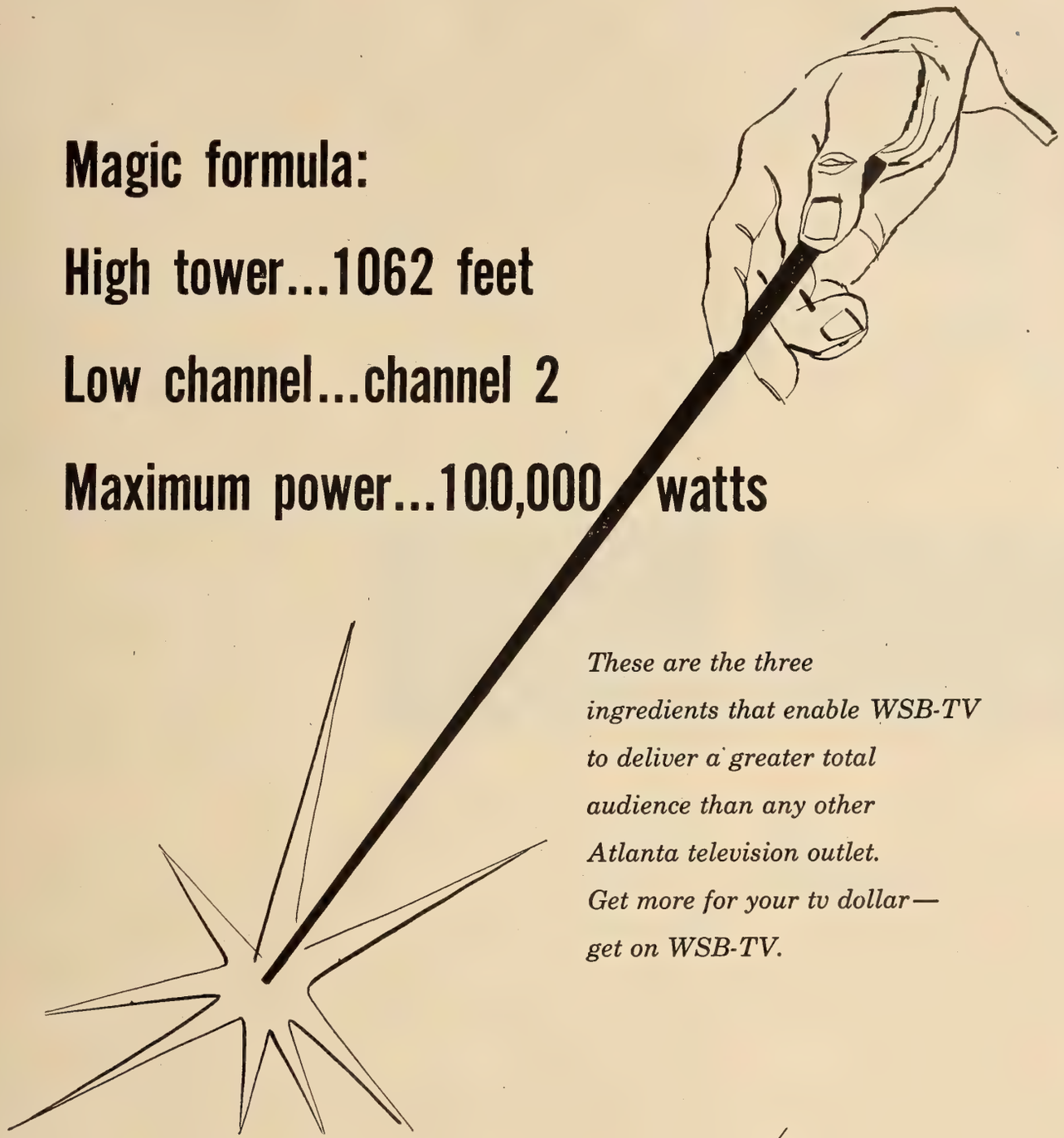
Columbus businessmen submit figures showing the city has jumped from fifth to second place in Georgia. The current metropolitan population is estimated from

Magic formula:

High tower...1062 feet

Low channel...channel 2

Maximum power...100,000 watts



These are the three ingredients that enable WSB-TV to deliver a greater total audience than any other Atlanta television outlet. Get more for your tv dollar— get on WSB-TV.

The Great AREA Station of the Southeast

wsb-tv

Atlanta, Georgia

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution

THE NEGRO MARKET IN GEORGIA

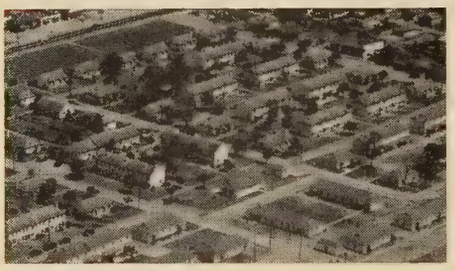
GEORGIA's Negro population, comprising about 40% of the total, gets careful consideration every time a business venture is undertaken. The Negro ratio has been declining in the last two decades as migration northward continues, but at the same time the Negro's economic level is climbing rapidly.

To quote Mrs. C. C. Fuller, media vice president of Tucker Wayne & Co., Atlanta, "The Negro is the South's greatest untapped resource."

"A concentrated market," reminds Robert E. Shaefer, research manager of the agency. He adds,

"The Negro buys good things. Advertisers are aware of this and they merchandise with this quality-conscious tendency in mind. Pantry surveys show the Negro has more top-brand merchandise than white families. The Negro is intensely loyal to brands."

The story is told of the Negro father who drove his 10-year-old son to the big city for the first time. Walking down



MODERN HOMES NOW STAND . . . .



WHERE SHACKS ONCE STOOD

Bay St., in Savannah, the lad yanked at his father's Hart, Schaffner & Marx coat sleeve and gasped, "Look, Daddy! There's a white man driving a Cad'lac."

It's true that the Georgia Negro likes good things. He's able to buy them, too. With young people and adults all contributing to the family exchequer, the dwellers in a small house or attractive $25-per-month unit in a modern housing project may have an income up to $1,000 a month. Many are poor, too, but paupers are fast becoming earners.

Recreation opportunities are limited under the South's traditional segregation, along with other money-absorbing activities of white people. As a result, the Negro may devote more time to radio listening and tv viewing—and, of course, to consumer education.

School attendance is compulsory for all youngsters in Georgia. All over the state new, beautiful schools have been appearing. Many Georgians insist the school facilities for Negroes average out better than those for white pupils because they are newer. Atlanta, alone, has five Negro universities and one of them offers post-graduate work.

Thus the Negro learns about the world, goods and services, books, arts, markets and the pleasures of high living standards. While his housing is a relatively low-budget item, his food and clothes and mechanized properties match those of a good share of Georgia's white residents.

"His automobile is the Negro's living room," according to Stephen L. Nelson, executive director of Savannah's United Community Services.

Even so, there's a fair chance the low-cost house or apartment may be equipped with an air-conditioner along with television and other appliances.

The Negro frequently spends a lot of money for a car, and buys a lot of gasoline to keep it moving. Cars, like electric refrigerators and tv sets, are generally bought on an installment plan. The household mail on a normal day is likely to include at least one notice than another payment is due. The $1 down-$1 per week type of buying is popular.

Special programming is used by many advertisers to reach the Negro radio audience, and two Negro-operated stations in Atlanta are well patronized by national, regional and local sponsors. The programming leans toward spirituals, rhythm, and specialized race records and singing, following rather closely the pattern of northern stations that direct their kilocycles to Negroes.

Certainly the Negro is not a merchandising problem, though the social aspects aren't as easily understood by the average Yankee.

"We don't merchandise or sell in Georgia any different than we do in Toledo or Kalamazoo," according to Douglas Connah, executive vice president of the Tucker Wayne agency.

As to segregation, the Georgian is like most Southerners. A typical comment runs this way. "We seldom have serious difficulties. The whites live in their sections and the Negroes live in theirs. All of us like it that way."

That, apparently, will appeal to a Yankee as a simplified version of the situation. Georgia school boards are spending heavily for new buildings and teachers, obviously eager and willing to help the Negro acquire higher educational and economic standards. But the Georgia school director is firm, mighty firm, in specifying that segregation must continue despite the Supreme Court. A new state constitutional amendment specifies no state funds can be allocated to non-segregated school projects. This permits subsidizing of the student, not the school, and every school can decide who can enter its doors.

170,000 to 185,000, with another 43,000 on the Fort Benning payroll.

The city's growth can be traced by three financial indices, comparing 1940 to 1953 levels: Bank clearings, $66.3 million to $270.9 million; deposits, $22.1 million to $86.6 million; debits, $218.4 million to $956.4 million.

In 126 years Columbus has grown from a blueprint drawn by state engineers to an orderly industrial metropolis. Because of its location on the fall line of the Chattahoochee River, fed by the rainy North Georgia hills, the site was selected by legislative act with the thought it some day would become a great city. Plenty of room was provided, fortunately, for business and residential expansion.

A setback was suffered in the last battle of the War Between the States when Gen. James Wilson's federal troops sacked the city two weeks after peace had been declared, no word of the end of hostilities having reached the area. Reconstruction got underway rapidly.

The city developed as an inland port, river craft coming up from the Gulf of Mexico. Small mills began to appear, predecessors to a long list of huge industries that surround the downtown area. The Chattahoochee offered a source of power, with the hydroelectric facilities giving the city a number of "firsts" — first to light cotton mills by electricity; first to use hydroelectric power for trolley cars, first to transport electric power for use in industry.

Jim Woodruff Jr., operating WRBL-AM-TV, says the Chattahoochee is "the largest and most promising underdeveloped waterway in the United States." It is dotted by a series of seven dams to the north, with other projects coming up between the city and the Gulf.

Jim Woodruff Sr., active in development of the basin, was honored by having a major dam named after him. A nine-foot channel is being developed from the Columbus fall line to the Gulf, affording low-cost power and water transport in conjunction with the Apalachicola and Flint Rivers. Cheap power, of course, is attracting many industries.

Allen M. Woodall, president of WDAK-AM-TV, pointing from the 14th St. bridge over the Chattahoochee to the Bibb textile plant, "largest under one roof in the world," reminded that the city "hasn't lost a major industry in 50 years." He said it is 18th in the nation in building permits issued since 1948.

Average spendable income per household in Columbus is calculated at $5,609 per year in comparison to a $5,246 national average. The city claims to be the second-ranking textile center in the South. It is a cotton gin manufacturing center—Lummus Cotton Gin Co. and Centennial Cotton Gin Co. Tom Huston Peanut Co. has a big plant and the new Sunshine Biscuit bakery employs 700.

Agriculture in the area includes dairying, truck farming and beef cattle.

Expansion in Columbus has been spurred to an important extent by the growth of Fort Benning, a $100 million city in itself covering 182,000 acres and having 21 movie theatres. Its population and that of related

facilities such as Lawson Air Force Base, are well absorbed into the city of Columbus.

Columbus residents are naturally sensitive about the notoriety attained by Phenix City, residential suburb across the Chattahoochee in Alabama. The story of Phenix City gambling, vice and politics has been dramatized all around the nation. Last week, Phenix City was about the most orderly spot in the South, or in the nation as a whole. Martial law has been lifted. The cluster of buildings that once absorbed the dollars of the gullible is deadly quiet. Those who enjoyed the fruits of illicit trade are in jail or out of business.

With a population of 23,000, Phenix City is a pleasant "sleeping suburb" of Columbus and most of its inhabitants work in the city and spend much of their money there.

Columbus offers these advantages to new industries: Abundant water supply, low-cost power, natural gas, labor supply, fine transportation facilities, good plant sites, pleasant year-round climate, low tax rates, good schools, efficient local government. Negro housing projects are fast replacing slums. Shopping centers are appearing in the suburbs. Retail business is good—department store sales have more than doubled since 1944, aided by the $8¼ million paid every month to Fort Benning's military and civilian personnel.

In Columbus vhf-uhf intermixture appears to be congenial audience-wise, and briskly competitive commercially. WDAK-TV hit the air with its uhf signal late in 1953, a little ahead of vhf WRBL-TV. A rooftop survey of bow-tie antennas from an automobile would indicate that Columbus has a high tv saturation for both signals—WDAK-TV claims 95% of tv homes receive uhf.

MACON

ONCE an Indian trading post and later a sleepy farm town with a few broad streets, Macon now is the marketing center of a 50-mile radius located right in the heart of Georgia. Population is given as 146,700, up 47.9% from 1940, which is a lot of population. It's the same way, only more so, with the market indices—retail sales, for example, up 335% since 1939.

"Consumer spendable income is $164 million, higher than San Antonio or Topeka," according to Wilton E. Cobb, general manager of WMAZ-AM-TV. "And the city is debt-free, too."

Located on the fall line where the Piedmont plateau meets the coastal plains, Macon has two climates, according to Frank (Red Cross) Crowther, commercial manager of WMAZ-AM-TV. In the northern suburbs the flora is typical of the plateau whereas semi-tropical plants are found in the level southern section.

There's a type of industrial coordination in Macon that can be found many places in Georgia. National Reduction Co. produces acids and potash. Macon Kraft Co., a few steps away, processes slash pine, using National's chemicals. Within a figurative stone's throw Armstrong Cork manufactures paper board from the pulpwood, using 75% of the Macon Kraft output for cartons and pressed board, with Inland Container taking the other 25%.

A factor in Macon's dynamic growth is Warner Robbins air base, where 20,000 are stationed. Here are the biggest hangars in the world, according to Mr. Crowther, and a radar center as well as modification depot. The base has grown from a pre-war 40-man contingent.

With Atlanta 93 miles to the north, Macon is expanding industrially and its agriculture is booming. Despite last summer's cruel drought, the city moved out of a declining sales total in September and October into record pre-Christmas buying.

Principal crops marketed in Macon are pecan nuts, peanuts (for processing and hay), tobacco (flue-cured bright leaf), watermelons, wheat and corn. Early and late watermelon crops that precede and follow northern harvests are shipped out of Macon by the carload. A sideline crop on many farms, melons bring about $3,000 per car to this "watermelon capital of the nation."

And, of course, the famed freestone peaches coming from a 40-county Central Georgia area bring a neat sum into the city.

Macon is the home of Bibb Mfg. Co., "the greatest name in textiles." Uxbridge woolens moved into the city seven years ago, though woolen mills haven't followed the parade of other textile plants into the South.

Major postwar plants include Durkee foods, the Armstrong Cork-Macon Kraft-Inland Container-National Reduction group, Ralston Purina, Streitmann Biscuit, Borden Co. and Bibb Grocery Co.

They're real friendly around Macon. Even a traffic officer stationed at a school crossing near the northern end of the city shouted a smiling "Good Morning" to passing motorists.

With 256 days between killing frosts, Central Georgia farmers have a long growing season and their livestock production is increasing rapidly. A girl from nearby Swainsboro, just a few weeks ago, won national honors at the Chicago show, typifying the improvement in quality of animals and the interest shown by young people in scientific agriculture.

SAVANNAH

SAVANNAH, staked out 221 years ago by Gen. James Ogelthorpe according to a plan drawn aboard ship after leaving England, is romantic, exotic, historic and the Atlantic Coast's version of New Orleans.

Savannah, concededly, offers raw meat to the misty-eyed essayist who sighs over the early churches and homes and snorts at the audacity of Gen. Sherman, who is charged with having bedded his horses in St. John's Episcopal Church before telegraphing a plundered Georgia to President Lincoln as a Christmas gift.

The businessman notes that Savannah:

- Leads all U.S. ports in expanding value of goods exported to foreign countries (184.4% above 1953 for first eight months).
- Has doubled the number of electric and gas meters since 1940.
- Boasts a six-fold increase since 1940 in values added by manufacture ($18.5 million to $115 million).
- Drives 2½ times as many autos (21,320 in 1940, 53,500 in 1953).
- Talks on 2½ times as many telephones

MID GEORGIA'S POWERFUL PAIR!



WMAZ-TV
250,000 WATTS
CHANNEL 13
represented by
AVERY-KNODEL, INC.
CBS • DuMONT • ABC

WMAZ
10,000 WATTS
940 KC.
represented by
THE KATZ AGENCY, INC.
CBS

BONUS..WMAZ-FM

Southeastern broadcasting company
MACON
GEORGIA

WERD

ATLANTA'S TOP INDEPENDENT

Has the Magic Formula for Moving Goods *FAST* in This $100 Million Market.

Nowhere is there a more responsive, loyal audience than the nearly 300,000 Negroes in the WERD coverage area.

America's First Negro-Owned Radio Station

WERD

860 kc 1,000 watts

Radio Division—Interstate Newspapers, Inc.

J. B. BLAYTON, JR., General Manager

First . . .

in Columbus

First . . .

with Super-Power

Now . . .

234,000 WATTS!

NBC-ABC **WDAK-TV** DUMONT

Columbus, Georgia

Where 701,500 people spend over 400 million dollars annually.

93.7% Conversion*

*Telepulse-October 1954

(17,782 in 1940, 44,660 in 1953).

• Buys four times as much at retail ($36.8 million in 1940, $146.8 million in 1953).

• Has increased population a third (117,970 in 1940, 158,600 in 1953).

Quaint, aristocratic Savannah boasts proud legends but the inquiring visitor will find conversations centered around pulpwood and paper, naval stores, plastics, radio, television, climate, housing projects for Negroes, shrimp, chemicals and shipping.

The native finger that's pointed at the well-preserved riverside structures where men of commerce once stood on balconies to scan approaching clippers will quickly direct attention to the state- and privately-owned ports and warehouses. The spreading live oaks will give conversational way to the commercial blessings of the $14.6 million Eugene Talmadge bridge, with its saving of miles and minutes.

"Savannah is only in its infancy," according to Harben Daniel, a transplanted Tennessean (WSM Nashville) who is president-general manager of WSAV and a tv applicant of long-standing. In a decade-and-a-half he has become an authority on Old and New Savannah.

"Savannah is blessed with location, natural resources and climate," said Dwight J. Bruce, of the Knight-owned WTOC-AM-TV.

Once dominated by a tiny and sometimes well-to-do aristocracy, with a vast element of poor whites and Negroes, Savannah has turned violently modern and its new economy has lifted the population's well-being to normal American levels. Yamacraw Village, familiar to southbound tourists who cross the new highway bridge, was the first federal Negro housing project. More modern is the 30-family Fellwood Homes project.

Proud to call Savannah the biggest port between Norfolk and Mobile, businessmen are working together to bring new industries into the area and to add port improvements. The $20 million state-owned docks provide warehouse and dock facilities augmenting those of the railroads. The new bridge is spurring development of an extensive area in the Savannah River, Hutchinson's Island. Seatrain service to New York provides cheap ocean transport of 100-car freight trains. Last October 125 ships entered the port, totaling 341,047 tons.

Many of Savannah's industries are relatively new. And many of them are immense, too—Union Bag & Paper Corp., for instance, with well over 5,000 employes and the largest plant of its sort anywhere.

Other plants among the city's 268 include American Cyanimid Co., $14 million project; National Gypsum Co.; Certain-teed Products Corp.; Southern Fertilizer & Chemical Co.; Tetley Tea; Savannah Sugar Refining Corp., Savannah Paperboard Corp.; Rayomer Corp. (Jesup); railroad yards of Atlantic Coast Line, Seaboard, Central of Georgia, Southern and Savannah & Atlanta. Several of the carriers operate deep-water general cargo terminals.

Like most major Georgia cities, Savannah has a nearby military post—Hunter Air Force Base, with a $25 million annual payroll. Not far away is Camp Stewart, artillery center with an estimated $8 million payroll, and 30 air miles away is Parris Island Marine base, with personnel of about 20,000.

Once a cotton exporting port, Savannah is now a diversified city supported by big and small industries; a focal point of railroads and steamship lines; a fishing center, and free from flood or tide damage. The 40-foot elevation above the river provides a dry, healthy atmosphere, Savannah residents emphasize.

It's easy to see, after looking over what has happened, why Savannah is convinced the third hundred years will be the best.

GEORGIA'S OTHER CITIES

WHILE the 1950 U. S. Census lists Atlanta, Augusta, Columbus, Macon and Savannah as the five metropolitan areas of Georgia, the state is dotted with growing communities. Some of them will enter the metropolitan category when the 1960 census is taken.

Agricultural progress and new industries naturally are the main factors in the development of such cities as Albany, Athens, Brunswick, Dalton, Decatur, Dublin, Gainesville, Griffin, Jesup, LaGrange, Moultrie, Mt. Pleasant, Rome, Tate, Thomasville, Thomson, Valdosta and Waycross.

The story of their postwar progress matches, and at times surpasses, the expansion of major cities. Industrial plants like smaller cities where community spirit is high and labor relations likely to be pleasant. Farmers, of course, market in small cities as well as large ones.

Albany, pecan center, has Turner Air Force Base nearby and a Marine depot is to add to the city's economy. Athens is a farm trading and textile center. Brunswick has pulp and paper along with Hercules Powder Co. Rome, for instance, has 100 industries with many more coming. The full story is beyond the scope of this article.

A typical small town is Thomson, 35 miles west of Augusta; population is 4,000 with 2,000 nearby. Retail business has doubled in six years. Knox Corp. (prefabricated homes) and Kingsley Mill (rayon) provide 600 to 700 jobs. The jointly-operated *McDuffie Progress* and WTWA are managed for owner Edgar Kobak, nationally known broadcast-advertising executive, by Frank Hash.

The town is thriving, with new business appearing on the main roads, and cow-townish streets are disappearing. The big Smith Stockyard Co. auction every Tuesday is important business in the area and gives WTWA good program fare. Thomson is growing as it moves along in its second century. Some of the mansions of a century ago remain, flanked by neon and chromium-front shops. The newspaper and station are doing well. On the office door is a sign, "It's nice to be important but it's important to be nice."

Thomson has high tv antennas, drive-in movie, farm markets, a fight over a fireworks ordinance, Sonny's Eats to the east and farms all around.

Small-town and big-town Georgia are riding the mid-1950s wave.

A new economy is marching through Georgia. There's lots left to be cleaned up, but Georgians are on the move.



PROVE IT!

they said...

so prove it we did...*and how!*

We'd been telling our advertiser that KBS coverage and KBS audience rating was terrific. The advertiser told us they believed us because business was good in KBS markets but how much help was KBS providing? We said, a lot. They said PROVE IT! Our audience survey has resulted in what the advertiser calls "The most astonishing results I've ever seen in radio."

plus...amazing merchandising aids!

KBS stations not only deliver surprisingly large audiences (see survey, yours for the asking) but they work like they were all on *your payroll*—getting store displays, helping with distribution—promoting your products and your programs in their markets. We can prove *that*, too!

SEE FOR YOURSELF*

*complete facts file on request!

NEW YORK
580 Fifth Avenue
PLaza 7-1460

SAN FRANCISCO
57 Post Street
SUtter 1-7440

CHICAGO
111 West Washington St.
STate 2-6303

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

N E W S

KBS Keystone® BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

© 1954 by Broadcasting Publications Inc.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter (497)	The American Forum
6:15	Paul Harvey Belltone			
6:30	The World Church O. L. Jaggers	Hall Bros. Radio Hall of Fame (206)	Mutual Benefit On the Line with Bob Considine (546)	Travels In Tempo
6:45			Harry Wismer Sports (355) General Tire	
7:00	Songs By Valentino S	Amer. Tob. Jack Benny (213)	Rod & Gun Club-Co-op	Special Tribute Programs
7:15	George Sokolsky			
7:30	Show Time Review S	Amos 'n' Andy	Enchanted Hour	
7:45	Henry Mito Travel Talk S			7:55-8 NBC Travel Bureau
8:00	America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	Heartbeat of Industry	Dr. Six-Gun
8:15				
8:30		Philip Morris My Little Margie (204) R	Oklahoma City Symphony Orchestra	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell Gruen & ASR alt. wks.	Kraft Foods Edgar Bergen-Charlie McCarthy Show (206)		The Adventures of Sherlock Holmes
9:15	Quincy Howe S		Manion Forum Dean Clarence Manion	
9:30	Sammy Kaye		Co-op Hazel Markel	Easy Money
9:45				
10:00	Bankers Life & Cas. Co. Paul Harvey	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly *3-Plan
10:15	Elmer Davis	10:05-10:30 Mahalia Jackson		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	Face the Nation	Little Symphonies	Meet the Press
10:45				
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		U N Report		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		No Service M-F		
	Budweiser Bill Stern			No Network Service
	Co-op George Hicks	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
	Vandercook C10	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Longines Choraliers (108)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Toni Co. One Man's Family (182)
	Just Easy Gregson	Mr. & Mrs. North	Top Secret Files *	Gen. Motors Your Land & Mine
	Voice of Firestone	Lever-Linton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	Best of All
		Liggett & Myers Perry Como (195)	Esso Reporter Lyle Van 9-9:05 Spotlight Story	
	Met. Opera Audition	Bing Crosby S	Manhattan Crossroads	Bell Telephone Telephone Hour (185) R
	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Co-op Reporters Roundup	Cities Service Band of America (113) N
		Robt. Trout, News Chevrolet (197)		
	AFL Edw. Morgan News	Mr. Keen	Musical Almanac	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Dance Orchestra		The Great Gildersleeve 3 Plan *
	Philco News		Distinguished Artists Series	Two in the Balcony
	Martha Lou Harp			
	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		No Service		
	Budweiser Bill Stern			No Network Service
	Co-op George Hicks	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
	Vandercook C10	Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Dinner Date	No Network Service
	General Mills Silver Eagle	Longines Choraliers (108)	Bellone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	Jack Gregson	8-9:15 Stop the Music (172) Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206)	Treasury Agent *	Toni alt. with Mars People Are Funny
	News S			
			Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S			
	Sammy Kaye S		Esso Reporter Lyle Van 9-9:05 Spotlight Story	Lux Radio Theater
	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Manhattan Crossroads	
	Platter Brains S	9:30-9:55 Amos 'n' Andy Music Hall	Search That Never Ends	
		Robt. Trout, News Chevrolet (197)		
	AFL Edw. Morgan News	Mr. Keen	The Army Hour	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Dance Orchestra		The Great Gildersleeve 3 Plan *
	Edwin C. Hill		Dance Orchestra	Listen to Washington
	Take Thirty S			
	Singing with the Stars	News	Co-op Virgil Pinkley	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WE

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (30)
		No Service
	Budweiser Bill Stern	
	Co-op George Hicks	Delco Batteries Lowell Thomas (205)
	Vandercook C10	Tenn. Ernie
	Co-op Quincy Howe	
	Gen. Mills, Lone Ranger (153)	Longines Choraliers (108)
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (199)
	Jack Gregson	Wrigley FBI in Peace and War (199) *
	News S 8:25-30	21st Precinct
	Sammy Kaye	Liggett & Myers Perry Como (206)
		Bing Crosby S
	Brown Derby Records	Amos 'n' Andy Music Hall Viceroy Cig.
		Robt. Trout, Chevrolet
	AFL Edw. Morgan News	Mr. Keen
	Richard Rendell News	M-F Dance Orchestra
	Philco News	
	The Dunigans and Their Friends	
	Town & Country Time	
	Singing with the Stars	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		First Church Dealing Ministry of Christ	Stars From Paris
11:30	The Christian In Action S	* Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				UN Assignment
12:00 N	Pan-American Union	* The Leading Question '54	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	World Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	Capitol Cloakroom	Wings of Healing Global Frontiers	Youth Wants to Know
1:15			First Church Dealing Ministry of Christ	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	ReaLemon Th only Tues sust. M sustaining W&F Rockwood	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Easy Does It	
	Philco. M-W-F Quaker Tues. & Thurs.	Pet Milk Godfrey (192) R	Johnny Olsen Show	10-10:05 ** M.M.McBride
	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (199) R	Co-op Cecil Brown	10:05-10:15 Norman Vincent Plale
	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Bristol Myers Frigidaire-Arthur Godfrey (198) R	Carl Warren's Guest Time	Joyce Jordan M.D.
	When A Girl Marries (165) Carnation Co.	Kellogg Minn. Mining (203) R	10:30 Kraft News	Doctor's Wife
	Adrn. Romances M-F Junket (half sponsorship)	Toni Lever Godfrey (201) R Pillsbury & Toni alt. Fri. Pillsbury M-Th	10:35-11 John E. Olsen Show	Miles Labs Break the Bank
	Companion	Contnl. Baking Make Up Your Mind (56)	Florida Calling With Tom Moore	C-P Strike It Rich (179)
	Thy Neighbor's Voice	P&G Ivory Snow Rosemary (117)	Kraft News	
	Three City By-line	Armour & P&G Wendy Warren (206)	Queen for a Day	C-P The Phrase that Pays (183)
	Valentino	Lever Bros. Aunt Jenny (179)	M-F (551) 11:45-12 P. Lorillard	Second Chance *3-Plan
	Luncheon at the Sheraton N. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent	(Miles) Break the Bank	No Network Service
	N.S.A.	Whitehall-P&G Our Gal Sunday (183)	Kraft News 12:15-12:20	
		P&G Ivory Road of Life (154)	12:20-12:30 Down at Holmesy's	
	Co-op Paul Harvey	P&G Oxydol Ma Perkins (163)	12:30-1 No Service	No Network Service
	Co-op Ted Malone		Co-op Cedric Foster	
			Luncheon at Sardi's	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		No Service		No Network Service
		St. Louis Melodies	9:30-9:35 John Price, News	
	Co-op No School Today	Co-op Garden Gate *	No Network Service	Serenade to Romance
	(10-10:30) Table Products, Inc.	Galen Drake		
	Nestles Alternate wks. Space Patrol (284)	Hunt Club Galen Drake (68)	The Amazing Mr. Whiz	To Be Advised
		Galen Drake S	American Travel Guide	
	TBA	Robt. Q. Lewis Milner (125)	Conference Call	
		Helene Curtis (205)	11:30-35 John Price, News	
	All-League Clubhouse S	Van Camp (203)	11:35 U. S. Military Academy Band	
	101 Ranch Boys S	* 12-12:30 Romance S	Farm Quiz	Allis-Chalmers National Farm & Home Hour Eastern Standard Stations Only
	American Farmer S	Gunsmoke	Co-op N. E. Barn Dance Jamboree	Roadshow & Home Hour Eastern Standard Stations only (Central Standard Stations only) (Local Participation)
	Navy Hour S	City Hospital	Fifth Army Band	
		Tasti Diet Galen Drake		

DA

	ABC
1:30 PM	Pilgrim
1:45	
2:00	Healing Inc. Dr. Oral R
2:15	
2:30	Dr. Wy Wings of H
2:45	
3:00	U.S. Air Show S
3:15	
3:30	Dr. Billy G Hour of D (229
3:45	
4:00	
4:15	Gospel Best Old-Fashi Revival Hr.
4:30	
4:45	
5:00	The Evening Comes S
5:15	
5:30	Goodyear Greatest S Ever Tol
5:45 PM	

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15	Budweiser Bill Stern	No Service		No Network Service
6:30	Co-op George Hicks	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
6:45	Vandercook CIO	Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe		Dinner Date	No Network Service
7:15	Gen. Mills, Lone Ranger (153)	Longines Chorallers (108)	Gabriel Heatter	Miles Labs News of World (168)
7:30	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
7:45	Jack Gregson	8-8:25 Suspense *	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:00	News S			American Dairy Bob Hope Show
8:15		Night Watch	Co-op Crime Fighters	
8:30	News S			News, NBC
8:45	Henry Jerome Serenade	Rosemary Clooney	Esso Reporter Lyle Van 9-9:05 Spotlight Story	Spend A Million
9:00	News S	Bing Crosby S		
9:15	Ralph Flanagan Show S	Amos 'n' Andy Music Hall	Co-op State of the Nation	Where Have You Been
9:30	AFL Edw. Morgan News	Robt. Trout, News Chevrolet (197)	Musical Caravan	Fibber McGee & Molly *3-Plan
9:45	Richard Rendell News	Mr. Keen		The Great Gildersleeve 3 Plan *
10:00	Edwin C. Hill	M-F Dance Orchestra	Dance Orchestra	Jane Pickens Show Co-op
10:15	Front & Center			
10:30	Singing with the Stars	News	Co-op Virgil Pinkley News	No Network Service
10:45	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15	Budweiser Bill Stern	No Service		No network Service
6:30	Co-op George Hicks	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
6:45	Vandercook CIO	Tenn. Ernie	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe		Co-op Men's Corner	No Network Service
7:15	Gen. Mills, Lone Ranger (153)	Longines Chorallers (108)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
7:30	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
7:45	Jack Gregson	8-8:25 Crime Photographer *	Counterspy *	Chevrolet Dinah Shore
8:00	News S			Toni Frank Sinatra Show
8:15		Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	(2—Crosley Division Network Participations Jan. 21 & 28 only
8:30	News S			
8:45	Sammy Kaye	Liggett & Myers Perry Como (206)	Esso Reporter Lyle Van 9-9:05 Spotlight Story	Friday With Garroway
9:00	News S	Bing Crosby S		
9:15	The World We Live In	9:30-9:55 Amos 'n' Andy Music Hall	Have a Heart	
9:30	AFL Edw. Morgan News	Robt. Trout, News Chevrolet (197)		
9:45	Richard Rendell S	Mr. Keen	London Studio Melodies	Gillette Fights
10:00	Philco News	M-F Dance Orchestra		
10:15	Indoors Unlimited		Dance Orchestra	Sports Highlights
10:30	Frank & Jackson	News	Co-op Virgil Pinkley News	No Network Service
10:45	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Lou Cioffi	John Flynn	George Hicks News
6:15	Co-op Bob Finnegan Sports	Sports Roundup	World Traveler	H. V. Kaltenborn News Co-op
6:30	Co-op Sports Afield With Bob Edge	Capitol Cloakroom	Report From Washington	The Kingdom Come
6:45	At Ease	Gen. Mtrs., News	Dinner Date	NBC Travel Bur.
7:00		Make Way for Youth	Pop The Question	Heart of the News
7:15	Dinner At The Green Room S	Gangbusters	Keep Healthy	College Quiz Bowl
7:30	8:00-8:05 ABC News		The Globe-Trotter	
7:45		Liggett & Myers Gunsmoke (213)	True or False	Conversation
8:00	Dancing Party S			
8:15		Juke Box Jury	Quaker City Capers	Jan. 15 only 8:30-9:30 Oklahoma Symphony
8:30		P. Lorillard Two For The Money (209)	Hawaii Calls	Boston Symphony Orchestra
8:45		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
9:00		9:55-10 Chevrolet A. Jackson (192)		
9:15	Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Tex Williams Show
9:30				
9:45	Music	Dance Orchestra		Town Hall Party
10:00				
10:15	Statler Orchestra	News	Basil Heatter Commentary	News from NBC
10:30		Dance Orchestra	Airmen of Note	No Network Service
10:45				
11:00				
11:15 PM				

SUNDAY

	CBS	MBS	NBC
1:00-1:35 Chevrolet News		Lutheran Hour (479)	U. of Chicago Roundtable
Reception Piece		(Herald Healing) Herald of Healing	
Engines Phonette (126)		Bandstand U.S.A.	The Catholic Hour
New York Harmonic		Wonderful City	Anthology
*		CBS Symphony Orchestra	Weekend
ON A SUNDAY *		Riding in the Country	
AFTERNOON *		Natl. Biscuit Adventures of Rin Tin Tin	Inheritance
Trout (205)		True Detective Mysteries	Dennis Day Nutrilite Show
		5:50-6:00 State Farm Mut. C. Brown	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00 Noon	Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting
12:15	No Network Service	P&G Dutz Guiding Light (128)	Luncheon with Lopez	No Network Service
12:30	N.S.A.	Armour Mrs. Burton (146)	2:25 Kraft News	
12:45	Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	P&G Tide Perry Mason (173)	Wonderful City	
1:00		Toni & Bristol Myers Nora Drake (197)		
1:15		P&G Ivory Fl. Brighter Day (164)		
1:30	The Martin Block Show 2:35-4	Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R	Ruby Mercer Co-op	News
1:45		Lever, Kellogg Housepanty * (182) R		Woman In Love
2:00		Pillsbury MTh House Party Hawaiian F (196) R*		P&G Pepper Young (166)
2:15	Latin Quarter Matinee	Mike & Buff		P&G Right to Happiness (163)
2:30	Betty Crocker M-W-F T&Th Dorese Belc	No Service	Bruce & Dan	P&G Backstage Wife (175)
2:45	Treasury Bandstand 4:30-5			Sterling MWF Toni Tu-Th Stella Dallas (162)
3:00		4:55-5 News		Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
3:15	Musical Express M-F	No Service		P&G Woman in My House (188)
3:30	The Fred Beck Show S		MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Miles Labs Just Plain Bill
3:45	Gloria Parker			C-P Lorenzo Jones (191)
4:00	Vincent Lopez		M-F Bobby Benson Kraft News	Mr. Jolly's Hotel for Pets Coast Fisheries T-Th Sustaining
4:15				It Pays to Be Married *3-Plan

SATURDAY

	ABC	CBS	MBS	NBC
12:00 Noon	Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer	Roadshow
12:15		Stan Dougherty Presents		
12:30	Texas Co. Metropolitan Opera	Dance Orchestra	Ruby Mercer (Cont'd)	
12:45		Teddy Wilson Show	Richard Hayes Show	
1:00		Army Show		
1:15		String Serenade	Bandstand USA	
1:30		TREASURY BANDSTAND		
1:45			Salute to the Nation	
2:00				
2:15			Sports Parade	
2:30	Festival S	Adventures In Science	5:00 Teen-agers Unlimited	
2:45		CBS Farm News		
3:00		*	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.	
3:15		Saturday at the Chase	John Price, News	
3:30		*		

Explanation: Listings in order from top to bottom are: program, number of stations; S sustaining; TBA to be announced. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F, Betty Crocker, Gen. Mills (319).

7:55-8 p.m., Les Griffith & The News. (332).

10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

3:15- 3:30 p.m. MWF Lever—Houseparty 180

3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191

3:30-45 p.m., Dole—Houseparty 171

3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 191

Longines-Wittnauer Watch Co.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.

Arthur Godfrey Time

10-10:15 a.m., Pet Milk—alt. days.

10:15-30 a.m., Campana—M.-Th. alt. day; Staley—M.-Th. alt. day; Bristol Myers alt. Fri. & Glamorene alt. Fri.

10:30-45 a.m., Bristol Myers, M., W. alt Fri.; General Motors, Tu. & Th.; Staley Mfg., alt. Fri.

10:45-11 a.m., Minn. Mining, M., W. alt. Fri.; Kellogg, Tu. & Th.; Campana, alt. Fri.

11-11:15 a.m., Lever, M., W. alt. Fri.; Toni, Tu. & Th.; Kellogg, alt. Fri.

11:15-30 a.m., Pillsbury, M.-Th.; Toni, alt. Fri.; Gen. Motors, alt. Fri.

General Motors Corp. Chevrolet Div., Newscasts

Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55. Allan Jackson News, Sat. 1:30-35 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.

Longines-Wittnauer Watch Co., Newscasts

Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:55 a.m.; Sat. 12 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. W., Ted Bates

Murine Co. (BBD&O), 11/4, 8, 16, 19, 25, 29/54.

MBS—

Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.

5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson

9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Lemon Products-Mon., Wed., Fri.; R. J. Reynolds Tob. Co.—M-F.; SOS Co. Mon. & Thurs.

Multi-Message

Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:35-11 a.m.

Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—Three Plan

Fibber McGee & Molly: Prudential, RCA, Armour, Viceroy.

Second Chance: Crosley.

It Pays to Be Married: Reson Sales, Armour.

Great Gildersleeve: Crosley Division.

Great Gildersleeve.

**McBride, Mon.-Tue., Q-Tip; Wed., Sun-Kist; Thu.-Fri., Gen. Foods.

THIS ISSUE OF BROADCASTING-TELECASTING IS BEING READ BY

75,956

READERS *

* American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.

(A&A continued from page 32)

through BBDO, New York, starting Jan. 24, will launch a nine-week radio spot announcement campaign in 45 markets.

• Lever Bros.' Breeze, New York, through BBDO, New York, is buying 100 markets in Lever districts starting Jan. 12 for two weeks.

• Allied Chemical & Dye Corp., through McCann-Erickson, New York, will purchase 5- and 10-minute radio programs for Barritt roofing, in Texas and Atlanta, Ga., starting Jan. 25 for 39 weeks.

• General Cigar, New York, through Young & Rubicam, will buy a four-month television spot campaign starting Jan. 14.

• Relaxa-Pillow, New York, through Gibralter Adv., New York, is currently considering the possibility of a spot campaign in radio-tv after the first of the year.

• Barbasol Co., Indianapolis (Barbasol), through Erwin, Wasey & Co., New York, is placing a radio spot campaign starting Jan. 10 for 20 weeks in 15 radio markets.

• Durham-Enders Razor Corp., Mystic, Conn., through Fletcher D. Richards, New York, is looking for evening tv news and sports programs to start Feb. 1.

• General Electric Co., for its tv receivers, through Maxon Inc., New York, effective Feb. 1, is placing a six-week radio spot announcement campaign in 80 markets.

• Lever Bros.' Rinso, through Ogilvy, Benson & Mather, New York, is considering a radio-tv announcement campaign to break about the middle of February. Details are still under discussion.

• Packard Division of Studebaker-Packard Corp., Detroit, through Ruthrauff & Ryan, New York, to introduce its line of 1955 Packard automobiles, will present a total of 28 five-minute newscasts starting Jan. 17 for two weeks on the full ABC Radio Network. The show, *Your Packard Reporter*, will be heard five nights a week on Mondays, Wednesdays, Thursdays and Fridays at 8:25, 9:25 and 10:25 p.m. local time in the Eastern and Mountain areas, and at 7:25, 8:25 and 9:25 p.m. local time in the Central and Pacific Coast areas, and on Tuesdays at 8:25 and 10:25 p.m.

• National Biscuit Co., New York, for Nabisco cookies, through McCann-Erickson, New York, will sponsor a once-a-week, half-hour film, *Sky King*, on a spot basis, effective early in January in 25 markets.

Salada Tea will renew its radio and television spot announcement campaign for 52 weeks effective Jan. 1 in over 100 markets, through the Hermon W. Stevens Agency, Boston, and its radio-tv consultant, Reggie Schuebel Inc., New York.

Chase & Sanborn, New York, through Compton Adv., is renewing its schedule in radio and tv effective Jan. 1 for 52 weeks.

Block Drug (Amm-i-dent), through Harry B. Cohen, New York, is renewing its radio-tv schedule Jan. 1 for another six months.

Atlantic Refining Co., through N. W. Ayer & Son, New York, effective Jan. 3, renews its Monday-through-Friday newscasts and weather forecasts on about 50 radio stations with some changes in stations here and there in the schedule for '55. Contract is for 52 weeks.

Colgate dental cream, through Ted Bates Inc., New York, is renewing for 52 weeks in radio-tv, effective Jan. 1.

Mathieson Chemical Corp., through Doyle, Kitchen & McCormick, New York, is renewing for 52 weeks its radio spot campaign, effective early in January for 52 weeks.

Esso Standard Oil Co., through Marschalk & Pratt, New York, as of Jan. 1, is renewing its news programs on 55 radio stations and 18 television stations.

Halo shampoo, Colgate-Palmolive product, New York, is extending its present schedule on 50 radio stations for one more month during January. Bryan Houston Inc., New York, is the agency.

Buick Signs Gleason To $7.5 Million Pact

BUICK MOTORS Div. of General Motors last week signed a two-year contract for sponsorship of a Jackie Gleason half-hour filmed show, *The Honeymooners* [CLOSED CIRCUIT, Dec. 20], for $7.5 million effective next fall, in the 8:30-9 p.m. Saturday period on CBS-TV. Kudner Inc., New York, is the agency for Buick.

Mr. Gleason's current show is from 8-9 p.m. and plans for the first-hour, 8-8:30 p.m. are still undecided. Jackie Gleason Enterprises, a tv production firm owned by the comedian, is said to be set to produce a live program at that time. Mr. Gleason will occasionally appear during the season. The status of the three advertisers currently sponsoring Mr. Gleason is still in question.

The three advertisers—Schick Razor, Nescafe and Sheaffer Pen Co.—are understood to be unhappy over the prospects but no definite decision has as yet been made regarding next year's Saturday night 8-8:30 period. Sheaffer, meanwhile, has signed to co-sponsor John Daly's new weekly half-hour panel show, *Who Said That?* on ABC-TV, starting Feb. 2

'Lucy' in Two-Year Pact

TWO-YEAR renewal of the top-ranking *I Love Lucy* tv series, for a price reported higher than the last $8 million contract, was signed last week by stars Desi Arnaz and Lucille Ball with sponsors Philip Morris Co. and Procter & Gamble and with CBS-TV, on which it is carried (Mon., 9-9:30 p.m. EST). Higher price is believed due to increased production cost. Biow Co. is agency for both sponsors.

Herman Wilson Newell, L&N President, Dies

HERMAN WILSON NEWELL, 57, president of Lennen & Newell, New York, died Dec. 19 after a short illness.

He was New England sales manager of the Frigidaire Corp. from 1923 through 1935, with headquarters in Boston. He left Frigidaire to join the advertising firm that eventually became Geyer, Newell & Ganger Inc. In June 1952, Mr. Newell joined Philip Lennen to form Lennen & Newell and became president of the firm in October 1953.



MR. NEWELL

He is survived by his wife, a son, John Phillip Newell; a daughter, Mrs. Ellis Knowles Jr., and his mother, Mrs. Oak Miller Newell.

It's CBS-TV, NBC-TV and 'Life'—In That Order

AS the single, leading advertising medium revenue gainer, *Life* magazine was toppled from its perch in 1954 by two tv networks, CBS-TV and NBC-TV. Not only have these networks individually overtaken and surpassed *Life's* billings but they also have been widening the gap at a continually increased pace.

The tv leadership—on network basis only—in the advertising world, exclusive of spot and local advertising billed on network stations, first was pointed up last week in a CBS-TV yearend statement which asserted the network this year "became the biggest single advertising medium in the world." To check further into the status of network billings compared to the former leader in the advertising field—*Life*, B•T checked figures available from Publishers Information Bureau sources.

The figures revealed the following: In 1953, *Life* magazine's gross annual billings (at the one-time insertion rate) was tops with $109,708,903; CBS-TV that year compiled $97,466,809 in gross annual billings, and NBC-TV $96,633,807.

The leadership changed early in 1954 with the January totals: for CBS-TV, $10,713,329; NBC-TV, $10,116,937, and *Life*, $5,771,310.

Totals for January through September, 1954: CBS-TV, $102,928,404; NBC-TV, $88,208,365, and *Life*, $80,457,420. Totals for January through October, 1954, the latest figures available to date this year: CBS-TV, $117,032,072; NBC-TV $100,541,824, and *Life* $91,527,916. (A CBS-TV spokesman said last week the network expects its total gross annual billings in 1954 to reach some $140 million.)

Even a quick glance at the above figures, noting the $5 million differential between the individual network totals and that of *Life* for January compared to the more than $25 million differential between CBS-TV and *Life* for the first 10 months of 1954, provides a dramtic tale of individual billings of these networks outstripping those of the former ad media's "rooster."

'55 Radio Set Production To Pass 10 Million—RETMA

PRODUCTION of radio receivers will exceed 10,200,000 in 1955, according to a yearend forecast by Max F. Balcom, chairman of the board, Radio-Electronics-Tv Mfrs. Assn. The total will consist of 6,200,000 home, clock and portable sets plus 4 million auto sets. Production in 1953 totaled 13,369,000.

While 25,000 color tv sets were produced in 1954, Mr. Balcom said, "consumers by continuing to buy black-and-white receivers at a record rate (7 million estimated for 1954) showed they are not as easily frightened by the arrival of a new product as the trade often believes." Tv retail sales totaled 6,370,500 in 1953 [B•T, Dec. 20].

The electronic industry's production in 1954 is placed by Mr. Balcom at $5 billion, including radio and tv sets $1,225 million; phonographs and record players $175 million; replacement parts and tubes $550 million; broadcast, communication and industrial equipment $550 million; military $2,500 million.

"Any transition such as our industry is beginning to undergo from black-and-white tv to a mixture of monochrome and color tv is



In Cincinnati - -

- - -and beat

You can buy larger than Network Audiences with these WCKY Shows:

- **The Leo Underhill Show**
  9-10 am; 4.2 (Av) Pulse*

- **The Afternoon Ballroom**
  3-5 pm; 4.4 (Av) Pulse
  and get LARGER audiences than

  Bill Stern
  Gabriel Heatter
  Fulton Lewis Jr.
  Frank Sinatra
  Amos & Andy
  Fibber & Molly
  Break The Bank
  Strike It Rich
  Queen For A Day
  One Man's Family

- **The Morning Ball Room**
  10-12 am; 5.3 (Av) Pulse*
  and get LARGER audiences than

  Breakfast Club
  Ma Perkins
  Edward R. Murrow
  Perry Como

- **The Daily Hit Parade**
  6:15-7 pm; 6.1 (Av) Pulse*
  and get LARGER audiences than

  Arthur Godfrey
  Lowell Thomas
  House Party
  Perry Mason
  Lux Theatre
  Young Dr. Malone
  Our Gal Sunday
  Aunt Jenny
  Rosemary
  People Are Funny

* Sept.-Oct. Pulse

WCKY . . . ON THE AIR EVERYWHERE ● TWE

Buy WCKY
Network Ratings!

In the Greater Cincinnati Area—

Of the 302,630 Radio Homes regularly surveyed by Pulse, 1 out of every 4½ was tuned to WCKY in Sept.-Oct., EVERY DAY, MONDAY THRU FRIDAY, 9 AM to 7 PM.

7 other stations, including 4 network outlets, DIVIDED the rest of this audience.

Buy Independent—Beat Network Ratings—Get Lower Cost per Thousand—and LARGE outside bonus audience with 50,000 Watts

Buy WCKY

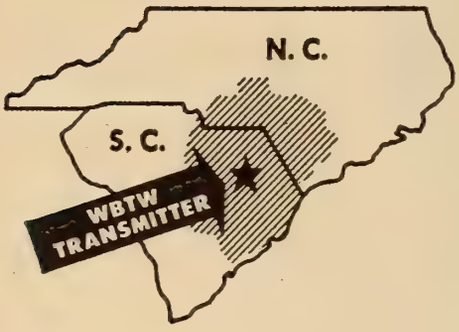
Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281



Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

Now!

NEW, TOP-POWER VHF COVERAGE OF 1,000,000 CAROLINIANS

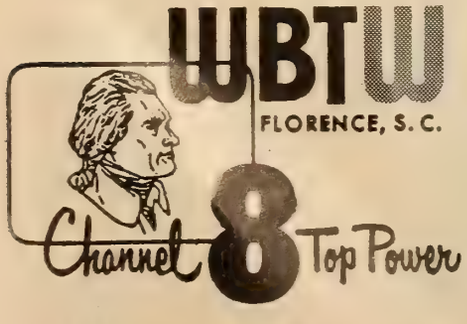


WBTW—with studios and transmitter at Florence, S. C., signed on the air October 18th.

A great new area station, WBTW's channel 8 is the only VHF allocation in a 75 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. August Television magazine lists 95,590 sets in the coverage area.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 1 out of every 2 Carolinians.

Represented Nationally by CBS Television Spot Sales



A JEFFERSON STANDARD STATION

bound to bring problems," Mr. Balcom said. "However, the public has already indicated its confidence in the stable value of black-and-white tv, and no one expects color set production to exceed a few hundred thousand in 1955. The pace of color tv production so far indicates that the transition can be accomplished smoothly.

"While the more than 32 million tv sets in use today might seem high, there are still over 15 million homes without television. Also, many sets in use are ready for replacement and there is an increasing number of second-set homes. The fact that we are still selling 10 million or more radios with over 100 million in use seems to indicate that saturation is only a relative term."

Mr. Balcom gave these reasons for his prediction that 1955 will be another good year for the industry:

Most economic forecasts indicate a general rise in business and consumer purchasing in which I am sure our industry will get its share.

Military procurement of electronic equipment and components is expected to remain relatively stable and may well rise due to the widening use of electronics in almost all military operations.

A substantial rise in production of color television receivers will more than offset, because of a much higher cost, an expected mild decline in black and white set sales.

The steady growth in industrial and commercial uses of electronics will continue. An example is the development of computers for department stores and other business offices.

AGENCY BACKS FORECAST OF TRENDS FOR CLIENTS

Anderson & Cairns sponsors scientific business forecast for 1955-56 by the Institute for Trend Research.

ANDERSON & CAIRNS, New York advertising agency, has launched a new service for its friends and clients: sponsorship of a scientific business forecast for 1955-56 by the Institute for Trend Research, Hopkinton, N. H.

The institute is a non-profit corporation organized to increase scientific knowledge of economic trends and patterns. It carries on research education and service to its member companies.

T. Hart Anderson Jr., chairman of the board of Anderson & Cairns, gave a practical check list for top management decisions designed to help any company improve its competitive position during a short decline.

"First, on the financial side," he said, "get into liquid position. Put financial fat on your bones between now and mid-1955. Second, as to merchandising, get ready to push both the luxury and economy ends of the price market. Use your liquid position to make needed price reductions early rather than too late on middle priced lines. Don't overstock dealers unless you want your goods to look like slow movers. Third, as to advertising, lay out plans which you can carry through undisturbed if the 1955-56 decline develops so you can take advantage of competitors who may be forced to curtail sharply. Fourth, as to product development, plan to introduce new or improved items even after the bottom of the decline is reached and before competition is aware of the developing rise."

Ratner Elected V.P. at M-E

VICTOR M. RATNER, formerly with Theatre Network Television and R. H. Macy & Co., and previously at CBS, where he was a vice president, has been elected a vice president of McCann-Erickson, New York.

LATEST RATINGS

ARB

Top 10 Network Tv Programs Dec. 1-7

		Rating
1.	Dragnet (NBC)	51.9
2.	You Bet Your Life (NBC)	50.4
3.	Jackie Gleason (CBS)	50.1
4.	I Love Lucy (CBS)	49.6
5.	Toast of the Town (CBS)	49.2
6.	Bob Hope (NBC)	43.4
7.	Two for the Money (CBS)	41.2
8.	This Is Your Life (NBC)	40.2
9.	Disneyland (ABC)	39.3
10.	George Gobel (NBC)	39.2
		Viewers (000)
1.	Toast of the Town (CBS)	43,860
2.	Jackie Gleason (CBS)	43,100
3.	You Bet Your Life (NBC)	40,250
4.	Dragnet (NBC)	39,300
5.	I Love Lucy (CBS)	38,580
6.	Bob Hope (NBC)	36,280
7.	Disneyland (ABC)	35,730
8.	Two for the Money (CBS)	31,680
9.	George Gobel (NBC)	31,210
10.	Your Hit Parade (NBC)	30,240

NIELSEN

Two Weeks Ending Nov. 13 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-week (Average for all programs)		(1,026)
1.	Lux Radio Theatre (NBC)	2,845
2.	Jack Benny Show (CBS)	2,799
3.	People Are Funny (Toni) (NBC)	2,705
4.	Amos 'n' Andy (CBS)	2,612
5.	You Bet Your Life (NBC)	2,566
6.	Dragnet (NBC)	2,519
7.	Our Miss Brooks (Amer. Home) (CBS)	2,379
8.	Our Miss Brooks (Toni) (CBS)	2,286
9.	People Are Funny (Mars) (NBC)	2,286
10.	My Little Margie (CBS)	2,286
Evening, Multi-weekly (Average for all programs)		(933)
1.	News of the World (NBC)	1,726
2.	One Man's Family (NBC)	1,586
3.	Amos 'n' Andy (CBS)	1,586
Weekday (Average for all programs)		(1,446)
1.	Young Widder Brown (Toni) (NBC)	2,332
2.	Stella Dallas (Toni) (NBC)	2,286
3.	Ma Perkins (CBS)	2,286
4.	Helen Trent (Participating) (CBS)	2,192
5.	Road of Life (CBS)	2,146
6.	Our Gal, Sunday (Amer. Home) (CBS)	2,099
7.	Guiding Light (CBS)	2,099
8.	Stella Dallas (Sterling) (NBC)	2,099
9.	Young Widder Brown (Sterling) (NBC)	2,099
10.	Young Dr. Malone (CBS)	2,099
Day, Sunday (Average for all programs)		(466)
1.	Nutrilite Show (NBC)	1,073
2.	Galen Drake (Gen. Foods) (CBS)	980
3.	Sunday Gatherin' (CBS)	980
Day, Saturday (Average for all programs)		(840)
1.	City Hospital (CBS)	1,679
2.	Gunsmoke (CBS)	1,679
3.	Robert Q. Lewis (Van Camp) (CBS)	1,539

Copyright 1954 by A. C. Nielsen Co.

TRENDEX

Top 10 Evening Sponsored Network Tv Shows Dec. 1-7

Rank	Program	Rating
1.	Jackie Gleason (CBS)	41.8
2.	Dragnet (NBC)	38.2
3.	You Bet Your Life (NBC)	35.3
4.	This Is Your Life (NBC)	34.7
5.	Toast of the Town (CBS)	34.6
6.	I Love Lucy (CBS)	34.0
7.	Talent Scouts (CBS)	33.1
8.	Two for the Money (CBS)	29.9
9.	Person to Person (CBS)	29.3
10.	Bob Hope Show (NBC)	28.9

VIDEODEX

TOP 10 SPOT SHOWS—Nov. 1-7

	Program	% Tv Homes	No. of Cities	No. Tv Homes (000s)
1.	I Led Three Lives (Ziv)	20.2	108	3,952
2.	Liberace (Guild Films)	17.7	160	4,929
3.	The Star and the Story (Official)	17.4	22	1,074
4.	Annie Oakley (CBS-TV Film Sales)	16.5	94	4,409
5.	Badge 714 (NBC-TV Film Div.)	15.9	144	4,527
6.	Death Valley Days (McCann-Erickson)	15.0	39	2,432
7.	Waterfront (United Tv Programs)	14.4	63	2,567
8.	The Falcon (NBC-TV Film Div.)	14.3	29	1,384
9.	Ellery Queen (TPA)	14.1	22	1,446
	Janet Dean, R. N. (MPTV)	14.1	34	2,664
	Wild Bill Hickok (Needham, Louis & Brorby)	14.1	98	3,781
10.	Meet Corliss Archer (Ziv)	13.9	78	3,020

Copyright—Videodex Inc.

Adds Commercial Chore

ARRANGEMENT has been concluded between actor Robert Cummings and William Esty Co. whereby the star will write the commercials for R. J. Reynolds Tobacco Co. (Winston cigarettes) on the upcoming NBC-TV *Robert Cummings Show*. This new practice is expected to lend a fresh approach to the commercials, giving them spontaneity and sincerity of delivery. The new series premieres Jan. 2.

Klug Succeeds Fred Miller As Miller Brewing President

NORMAN R. KLUG, vice president and secretary of Miller Brewing Co., Milwaukee, has been elected president of the brewery, succeeding the late Frederick C. Miller, 48, who with a son was killed in a plane crash at Milwaukee's Mitchell Field Dec. 17. Funeral services were held last Monday.

In addition to Mr. Klug's appointment, Lorraine Hohn Mulberger, vice president and a cousin of Mr. Miller, was elected treasurer. Edward W. Huber, vice president in charge of production, was given the additional duties of secretary and elected a director to fill Mr. Miller's vacancy.

Mr. Miller, onetime Notre Dame football great, was elected to the presidency of the firm in 1947 and is credited with leading Miller to one of the top five positions in the brewing industry in point of sales. Miller's radio-tv budget is $3 million. Mr. Miller also was a director of the Milwaukee Braves baseball team, whose games the firm sponsored on radio in 1953-54.

He is survived by his widow, a sister, six daughters and another son.

Adv. Week Kits Distributed

CAMPAIGN KITS containing materials for promotion of all phases of the third annual National Advertising Week salute scheduled for Feb. 13-19, have been mailed to 110 advertising clubs and Advertising Week chairmen of the Advertising Federation of America. The mailing was announced last week by J. L. Van Volkenburg, president of CBS-TV and general AFA chairman for the event, which is co-sponsored by the Advertising Assn. of the West and the U. S. Chamber of Commerce as well as AFA.

The kits include newspaper mats, magazine plates, tv telops and scripts, radio transcriptions and scripts, window displays, posters and editorials intended for publication in printed media. The material was prepared at Foote, Cone & Belding, New York, under the direction of Roger Pryor, vice president in charge of the agency's tv department, and Otis Winegar, FC&B vice president.

Nielsen Dedicates New Office

NEWLY-COMPLETED office building in Menlo Park, Calif., was dedicated Dec. 17 by A. C. Nielsen Co. The building houses West Coast offices of the market research firm formerly located on Bush St. in San Francisco. Construction was undertaken because of expansion of western operations servicing food, drug and radio-television index clients in 11 states.

Obviously OUTSTANDING . . .



WMBD JUVENILE THEATRE HELPS BRIGHTEN CHRISTMAS FOR THOUSANDS

LITTLE folks did a BIG job for hundreds of needy Peoriarea families this Christmas. The sixth annual Lions Club Juvenile Theatre Christmas Review filled Christmas baskets for 650 families. Admission to the two hour show at Bradley Fieldhouse was by the donation of canned goods.

over 3,000 people saw the show

over 6,000 cans of food collected

over 650 food baskets distributed

This is another example of WMBD's service to the community and is clear evidence of WMBD's power in the Peoriarea.

NOW SERVING MORE ADVERTISERS THAN ALL OTHER PEORIA RADIO STATIONS . . . COMBINED!

See Free & Peters



AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network 5000 Watts

PIB REVEALS 13 OF 28 PRODUCT GROUPS ARE INVESTING MORE IN RADIO IN 1954

Figures for first nine months of this year show automotive, with $2 million more, and beer and wine, with $1 million more, leading those investing more in network advertising.

THIRTEEN of 28 national advertiser product groups spent more in network radio as of September of this year than they did for a comparable nine-month period in 1953, an analysis of Publishers Information Bureau data indicates.

Thus, while network radio's total annual gross billings can be expected to show a decline at the year's end, it will not hold true that all top product groups correspondingly will show expenditure decreases.

Among these 13 are a number which have increased network radio expenditures substantially. Prominent in this category are automotive and related products, which spent some $2 million more, and beer and wine, which boosted expenditures by some $1 million. Other product groups showing increases in network radio: fuels, jewelry, transportation, insurance, horticulture, building materials, office equipment, publishing and media and "miscellaneous." (See tables.)

Interestingly enough, the same product groups with increased network radio expenditures also—except for two (jewelry and publishing)—boosted their totals in network tv for the nine-month period this year compared with last year.

PIB's report for September also showed Procter & Gamble, Gillette Co., Colgate-Palmolive Co., Lever Bros., and General Mills to be among the top 10 network advertisers in both radio and tv; General Motors to be the leading automotive user of radio and Chrysler Corp. of tv; P. Lorillard Co. tops among cigarette firms using network radio with R. J. Reynolds Tobacco Co. and American Tobacco Co. similarly tops in network tv.

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS DURING SEPTEMBER 1954

Agriculture & Farming		Allis-Chalmers Mfg. Co.	34,423
Apparel, Footware & Access.		Exquisite Form Brassiere Inc.	22,442
Automotive, Auto Access. & Equip.		General Motors Corp.	194,085
Beer, Wine & Liquor		Anheuser-Busch Inc.	153,302
Bldg. Materials, Equip. & Fixtures		Johns-Manville Corp.	103,674
Confectionery & Soft Drinks		William Wrigley Jr. Co.	124,238
Consumer Services		American Telephone & Telegraph Co.	62,741
Drugs & Remedies		Miles Labs	433,785
Entertainment & Amusements		Shipstad & Johnson Ice Follies of 1955	498
Food & Food Products		General Mills Inc.	320,490
Gasoline, Lubricants & Other Fuels		Standard Oil Co. of Indiana	98,152
Household Equipment & Supplies		Philco Corp.	83,850
Insurance		Prudential Insurance Co. of America	57,911
Jewelry, Optical Goods & Cameras		Longines-Wittnauer Watch Co.	155,044
Office Equip., Writing Supplies, Stationery & Access.		Minnesota Mining and Manufacturing Co.	68,904
Political		Citizens Committee for Eisenhower	2,330
Publishing & Media		First Church of Christ Scientist	14,680
Radio, Tv Sets, Phonographs, Musical Instruments & Access.		RCA	152,846
Smoking Materials		P. Lorillard Co.	265,234
Soaps, Cleansers & Polishes		Procter & Gamble Co.	678,328
Toiletries & Toilet Goods		Gillette Co.	491,361
Transportation, Hotels & Resorts		State of Florida	33,000
Miscellaneous		American Federation of Labor	113,966

TOP TEN RADIO NETWORK ADVERTISERS IN SEPTEMBER 1954

1.	Procter & Gamble Co.	$ 913,513
2.	Gillette Co.	491,361
3.	Miles Labs	433,785
4.	Lever Brothers	355,822
5.	General Mills	327,321
6.	Colgate-Palmolive	316,040
7.	American Home Products	272,842
8.	Sterling Drug	265,428
9.	P. Lorillard Co.	265,234
10.	General Motors	262,989

TOP TEN TV NETWORK ADVERTISERS IN SEPTEMBER 1954

1.	Procter & Gamble Co.	$2,101,073
2.	Gillette Co.	1,382,759
3.	Colgate-Palmolive Co.	1,105,501
4.	R. J. Reynolds Tobacco Co.	1,055,135
5.	Chrysler Corp.	801,384
6.	Lever Brothers	770,620
7.	General Foods Co.	751,991
8.	General Mills	732,932
9.	American Tobacco Co.	687,240
10.	General Electric Co.	591,036

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING SEPTEMBER 1954

Apparel, Footwear & Access.		International Shoe Co.	$ 105,332
Automotive, Auto. Access. & Equip.		Chrysler Corp.	801,384
Beer, Wine, & Liquor		Pabst Brewing Co.	223,968
Bldg. Materials, Equip. & Fixtures		Reardon Co.	37,012
Confectionery & Soft Drinks		Coca-Cola Co.	242,050
Consumer Services		Electric Cos. Advertising Program	70,353
Drugs & Remedies		American Home Products	456,911
Entertainment & Amusements		Shipstad & Johnson Ice Follies of 1955	8,970
Food & Food Products		General Foods Co.	751,991
Gasoline, Lubricants & Other Fuels		Gulf Oil Corp.	136,716
Household Equipment & Supplies		General Electric Co.	515,103
Household Furnishings		Armstrong Cork Co.	135,780
Industrial Materials		U. S. Steel Corp.	110,850
Insurance		Prudential Insurance Co. of America	78,162
Jewelry, Optical Goods & Cameras		Longines-Wittnauer Watch Co.	51,845
Office Equip., Writing Supplies, Stationery & Access.		Hallmark Cards Inc.	150,129
Political		Pennsylvania State Democratic Com.	5,875
Publishing & Media		Curtis Publishing Co.	42,723
Radio, Tv Sets, Phonographs, Musical Instruments & Access.		Philco Corp	230,575
Smoking Materials		R. J. Reynolds Tobacco Co.	1,055,135
Soaps, Cleansers & Polishes		Procter & Gamble Co.	1,867,196
Toiletries & Toilet Goods		Gillette Co.	1,382,759
Transportation, Hotels & Resorts		Pan American World Airways	35,580
Miscellaneous		Quaker Oats Co.	87,097

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1954 COMPARED WITH 1953

	Sept. 1954	Jan.-Sept. 1954	Sept. 1953	Jan.-Sept. 1953
Agriculture & Farming	$ 41,254	$ 615,329	$ 98,233	$ 889,625
Apparel, Footwear & Access.	34,952	422,297	144,854	789,291
Automotive, Auto Access. & Equipment	713,274	7,209,405	739,188	5,116,714
Beer, Wine & Liquor	227,361	2,499,098	203,249	1,365,291
Bldg. Materials, Equip. & Fixtures	120,472	1,292,746	212,996	1,121,634
Confectionary & Soft Drinks	175,890	1,999,858	248,138	2,287,445
Consumer Services	105,402	1,028,393	136,930	1,753,951
Drugs & Remedies	1,207,174	13,190,178	1,412,085	15,715,028
Entertainment & Amusements	498	767	8,936	8,936
Food & Food Products	2,431,926	21,803,177	2,417,289	26,498,180
Gasoline, Lubricants & Other Fuels	344,994	4,062,962	344,916	3,621,905
Horticulture	——	124,643	——	107,324
Household Equipment & Supplies	291,638	2,828,666	548,318	5,374,126
Household Furnishings	——	224,901	97,255	1,511,258
Industrial Materials	——	393,067	4,400	743,631
Insurance	182,269	1,697,109	232,633	1,628,231
Jewelry Optical Goods & Cameras	201,636	951,494	87,553	652,923
Office Equip. Writing Supplies, Stationery & Access.	68,904	893,668	67,359	433,671
Political	5,968	6,270	——	——
Publishing & Media	15,664	438,391	25,499	175,447
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	206,802	1,443,850	144,805	1,687,495
Retail Stores & Direct by Mail	——	——	1,236	11,742
Smoking Materials	770,702	7,757,850	945,030	11,068,343
Soaps, Cleansers & Polishes	1,204,724	11,246,008	1,368,242	11,580,807
Sporting Goods & Toys	——	294	——	——
Toiletries & Toilet Goods	1,341,100	14,435,959	2,056,340	19,947,289
Transportation, Hotels & Resorts	41,609	736,673	63,317	618,025
Miscellaneous	739,333	6,838,800	554,128	4,156,472
TOTALS	$10,473,546	$104,141,823	$12,162,929	$118,864,784

Source: Publishers Information Bureau

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1954 COMPARED WITH 1953

	Sept. 1954	Jan.-Sept. 1954	Sept. 1953	Jan.-Sept. 1953
Agriculture & Farming	$ ——	$ 91,510	$ ——	$ 4,303
Apparel, Footwear & Access.	303,763	2,272,404	322,669	1,846,324
Automotive, Auto. Access. & Equipment	1,887,372	19,501,924	1,719,771	13,604,049
Beer, Wine & Liquor	479,809	5,011,318	489,546	3,652,614
Bldg. Materials, Equip. & Fixtures	77,244	1,052,705	34,190	170,845
Confectionery & Soft Drinks	396,654	4,193,902	406,752	3,864,062
Consumer Services	70,353	623,549	52,269	445,371
Drugs & Remedies	1,198,565	10,139,533	624,907	6,326,336
Entertainment & Amusements	8,970	16,210	——	11,428
Food & Food Products	5,393,973	45,694,561	3,439,309	29,077,917
Gasoline, Lubricants & Other Fuels	252,501	2,274,757	150,461	2,060,245
Horticulture	——	23,406	——	6,113
Household Equipment & Supplies	2,404,933	18,922,675	1,274,601	12,635,080
Household Furnishings	337,970	2,897,644	279,437	1,834,322
Industrial Materials	518,465	4,371,740	245,037	2,957,713
Insurance	141,948	1,157,285	182,955	969,069
Jewelry, Optical Goods & Cameras	113,358	1,778,438	203,966	1,948,458
Office Equip., Writing Supplies, Stationery & Access.	492,699	3,487,170	118,347	944,303
Political	7,975	7,975	——	——
Publishing & Media	42,723	131,123	12,883	216,013
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	369,986	5,525,696	423,263	2,745,104
Retail Stores & Direct by Mail	——	42,345	——	23,175
Smoking Materials	3,432,251	31,250,328	3,135,513	25,946,383
Soaps, Cleansers & Polishes	3,053,872	25,110,911	2,065,835	16,407,470
Sporting Goods & Toys	——	42,502	——	23,175
Toiletries & Toilet Goods	4,853,864	34,391,741	2,846,161	25,830,029
Transportation, Hotels & Resorts	35,580	729,980	25,025	247,799
Miscellaneous	179,349	1,928,542	179,230	1,663,306
TOTALS	$26,045,177	$222,671,874	$18,232,127	$155,489,644

Source: Publishers Information Bureau

NEW BUSINESS

Borden Co. (food products), N. Y., will sponsor *Way of the World* on NBC-TV (Mon.-Fri., 10:30-45 a.m.), effective Jan. 3. Dramatic series will be completed in from 6 to 16 episodes, with new format designed to follow technique of class A women's magazine in presenting stories in short episode form. Agency: Young & Rubicam, N. Y.

Pet Milk Co., St. Louis, and **S. C. Johnson & Son** (wax and cleaner products), Racine, Wis., alternating weekly, will sponsor *Red Skelton Show* on CBS-TV in new time period, Tuesdays, 9:30-10 p.m., effective Jan. 4. Show currently on Tuesdays, 8-8:30 p.m. Agency for Pet Milk: Gardner Adv., St. Louis; for Johnson: Needham, Louis & Brorby, Chicago.

American Chicle Co. (gum), Long Island City, N. Y., signs for alternate sponsorship of *Zoo Parade* on NBC-TV (Sun., 4:30-5 p.m. EST), effective Jan. 9. Agency: Dancer-Fitzgerald-Sample, N. Y.

Swift & Co. (food), Chicago, to sponsor *Swift's Show Wagon with Horace Heidt and the American Way*, starting Jan. 8 on NBC-TV (7:30-8 p.m. EST). Agency: J. W. Thompson Co., N. Y.

Southern Calif. Plastering Institute, L. A., with San Diego, Fresno and Bakersfield plastering institutes, will sponsor annual Pasadena Rose Parade on four Columbia Tv Pacific Network stations [KNXT (TV) Hollywood, KFMB-TV San Diego, KERO-TV Bakersfield, KMJ-TV Fresno] New Year's Day. Agency: Latta & Co., L. A.

Consolidated Cosmetics Inc. (Lanolin Plus, other products), Chicago, will sponsor Monday broadcast of *Bing Crosby Show*, CBS Radio (Mon.-Fri., 9:15-9:30 p.m. EST), starting Jan. 3. Agency: Frank E. Duggan Adv., Chicago.

Tidewater Associated Oil Co., S. F., starts Saturday Pacific Coast Conference basketball game broadcasts on 40 ABC Radio Pacific Coast Net-

Everybody's Talking About It!

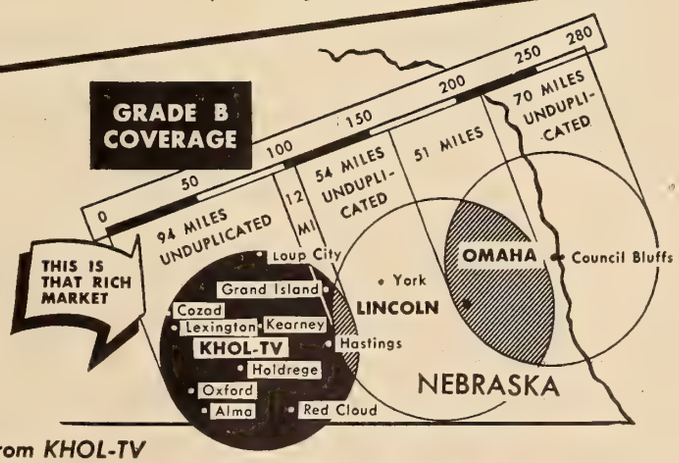


78,221

CARDS and LETTERS

to KHOL-TV said...

"We Receive No Other TV Station Regularly!"



HERE'S
UNDUPLICATED COVERAGE

Here's unduplicated coverage that reaches 35% of Nebraska's total farm market. Your proof? 78,221 cards and letters received from Channel 13 viewers in just four days (October 26 to October 30, 1954) proving exclusive coverage by KHOL-TV. Get the story—get the facts today.

Mail Count by Towns upon Request from KHOL-TV

KHOL-TV

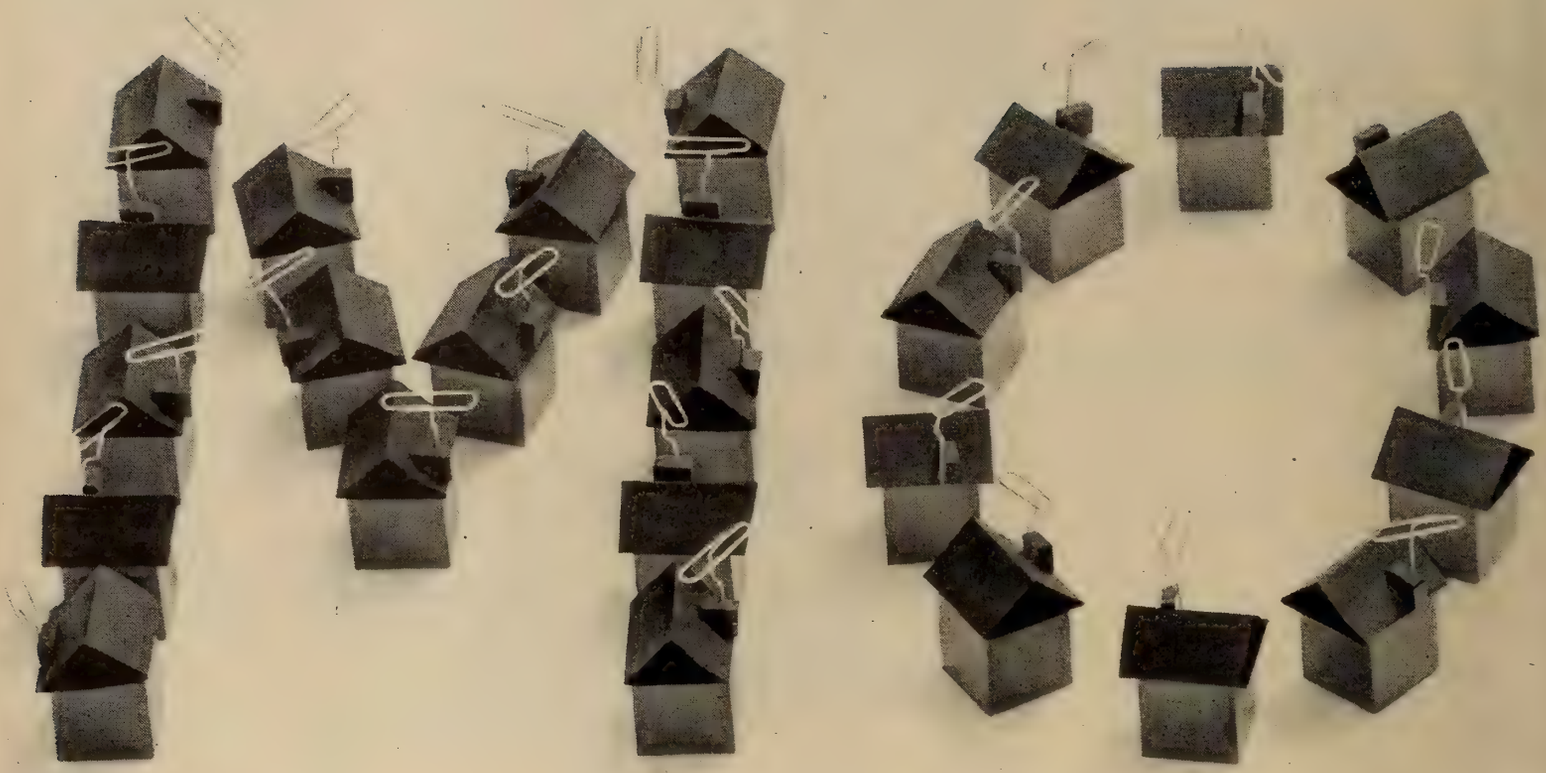
CHANNEL 13 — KEARNEY, NEBRASKA

Owned and Operated by
BI-STATES COMPANY

JACK GILBERT, Station Manager
Phone Axtell, Nebr. SH-3-4541
AL McPHILLAMY, Sales Manager

CBS • ABC • NBC • DUMONT • NETWORKS

REPRESENTED NATIONALLY BY MEEKER TV, INC.

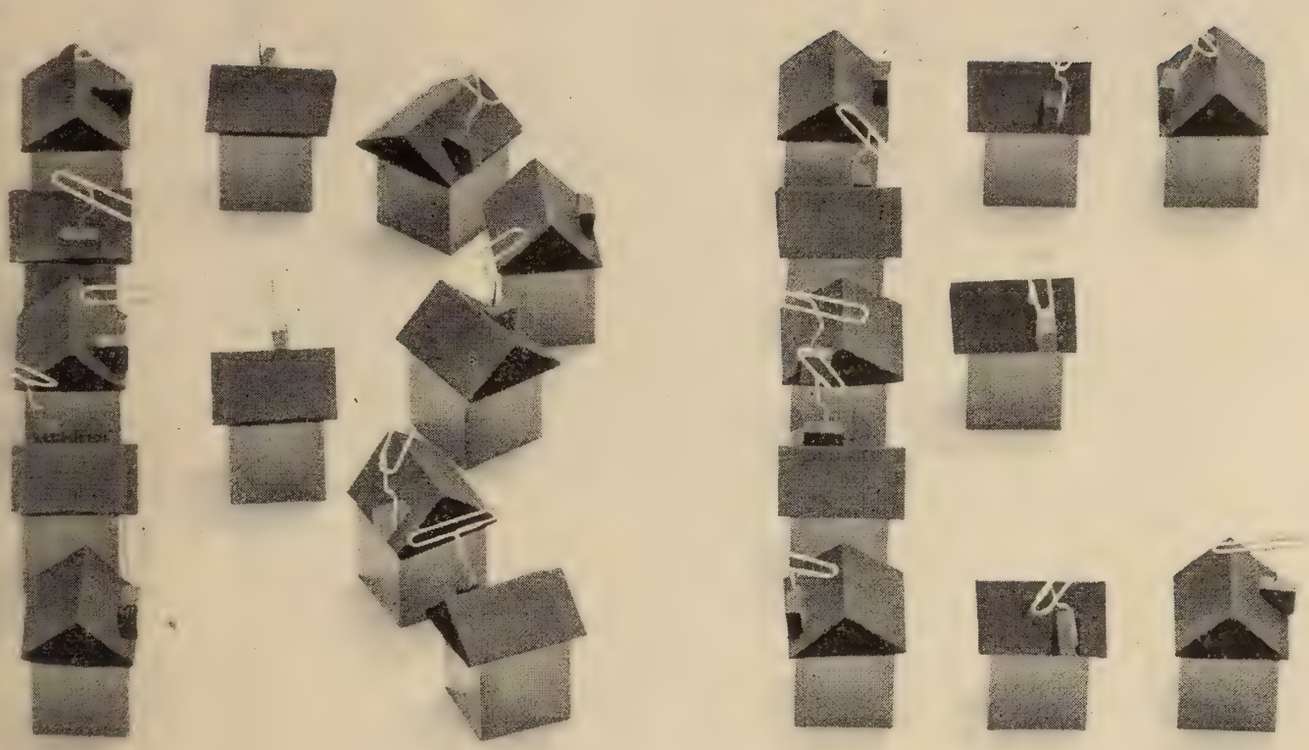


MORE homes. More families. More people. No matter how you figure it, NBC Television delivers more, and keeps on delivering.

MORE homes for nighttime sponsors—an average of 803,000 more homes per program than the second network since the middle of September, when the most competitive programming in TV's history began. That's almost equivalent to all the homes in Connecticut and Rhode Island, and it's *extra!*

MORE programs in the "Top Ten." In the first four Nielsen Reports this fall, NBC twice hit six out of ten, and twice made it seven out of ten. It's seven out of ten in the latest Nielsen pocket-piece, and every one of them reached more than 11,000,000 homes; the details are listed on the opposite page.

MORE sets tuned to NBC Spectaculars, and the dynamic program leadership that they represent. The latest Nielsen report shows still another of these 90-minute color super-shows in the top ten: the sixth to make a top-ten-



sized audience out of the seven so far rated. And the seventh barely missed.

MORE homes for the time-tested programs, too. It's seven years now since Milton Berle took command of Tuesday night for NBC. He still holds it, and as the listing shows, he's attracting greater audiences than ever before.

MORE. That's the story of NBC programming. More homes. More families. More people. And naturally, more values for advertisers.

NBC's 7 out of 10

FROM THE LATEST NIELSEN REPORT*

Program	No. of Homes Reached
DRAGNET	13,998,000
YOU BET YOUR LIFE	13,221,000
BUICK-BERLE	12,463,000
MAX LIEBMAN SPECTACULAR	11,711,000
STEVE ALLEN SHOW	11,581,000
THIS IS YOUR LIFE (WK. 2)	11,549,000
FORD THEATRE	11,001,000

EXCITING THINGS ARE HAPPENING ON

NBC TELEVISION

A SERVICE OF RCA

DATA VERIFIED BY A. C. NIELSEN COMPANY
(SEPT. REPORT #2, 1954—*NOVEMBER REPORT #1)

work stations for eight weeks from Jan. 8. Agency: Buchanan & Co., S. F.

Langendorf United Bakeries Inc., S. F., starts co-sponsorship of weekly *CBS Newsroom-Sunday Desk* (Sun., 5:30-6 p.m. PST) on 15 Columbia Pacific Radio Network stations for 52 weeks, starting yesterday (Sun.). Agency: Biow, Beirn & Tiogo, S. F.

AGENCY APPOINTMENTS

American Security & Trust Co., Washington, appoints Kal, Ehrlich & Merrick, same city, effective Jan. 1. R. Edward Hotze is account executive.

Mrs. Condie's Salad Co. (packaged produce and salads), and **Cook Tea & Coffee Co.** (Ankola and Chef brand coffees), both Salt Lake City, name Gardiner Adv. Agency, same city. Tv programs being used by both firms.

Royal Nevada Hotel, Las Vegas, Nev., which opens Jan. 27, appoints Geoffrey Wade Adv., Hollywood. Snowden Hunt is account executive.

Flamemaster Chemicals Inc. (fireproofing and preservative solutions), Culver City, Calif., names Erwin, Wasey & Co. Ltd., L. A. Tv spot announcement campaign for Flamemaster No. 2, for fireproofing Christmas trees, was held on four L. A. market tv stations. Richard C. Moses is account executive.

Sunny Brook Farms Milk & Ice Cream Co., Portland, Ore., names Don Dawson Co., same city.

Dynamo Battery Co. (battery manufacturers), San Diego, appoints Dan Lawrence Co., same city.

Dean Van Lines, San Diego, and **Gardena Stadium** (sports arena), Gardena, Calif., appoint Vignolle & Powell, L. A. Nationwide radio campaign planned for former, and radio will be used to promote latter's future football, baseball and soccer events, as well as present jalopy races. Gus Vignolle and Maury Powell are respective account executives.

Nu-Color Corp. of America (Fabspray fabric paint applier), L. A., names The Edwards Co., same city. Radio-tv campaign under consideration. Edward Koblitz is account executive.

Ballentine Motor Co., Anderson, Columbia, Greenville and Greenwood, S. C., Charlotte, N. C., and Atlanta and Augusta, Ga.; **Belmont Abbey College,** Belmont, N. C.; **Roberson's Beverages,** Washington, N. C.; **Britt-Clary Brokerage Co.,** Greenville, S. C.; **Long Meadow Farms,** Durham, N. C., and **N & W Industries,** Lynchburg, Va., appoint Walter J. Klein Co., Charlotte. First three accounts will use all media, last three tv only.

American Tuck Corp. (tape), N. Y., has appointed Grey Adv., same city.

Rochester (N. Y.) Hospital Service Corp. and **Genessee Valley Medical Care Inc.** (Blue Cross and Blue Shield for Rochester area) has named Hart-Conway Co., Rochester. Various media will be used throughout western New York.

H. J. Caruso & Co. (Dodge-Plymouth dealer), Compton, Calif., appoints Jim Fallon Inc., L. A. Radio-tv will be used.

Field Enterprises Inc., educational div. (World Book Encyclopedia, Childcraft), Chicago, appoints Russel M. Seeds Co., same city.

A&A PEOPLE

Mildred Fulton, Biow Co., N. Y., to McCann-Erickson, same city, as chief timebuyer for Bulova Watch Co. account [CLOSED CIRCUIT, Dec. 13].

C. G. Grace, executive vice president, general manager and board member, Canadian Co., named president, Colgate-Palmolive Ltd., Toronto, effective Jan. 1.

D. M. Greene, general manager, KTVU (TV) Stockton, Calif., to S. K Olympius & Staff, same city, as executive vice president.

Frank M. McGivern, formerly account executive, WBKB (TV) Chicago, to Strand, Moore & Strand, Kankakee, Ill., as vice president and account executive, serving in Chicago metropolitan area.

Wiliam R. Kinnaird, account executive, McCann-Erickson, Chicago, elected vice president.

H. C. Huebner appointed vice president in charge of merchandising, Polk Bros. Furniture & Appliance Stores, Chicago.

Rickey Barr, secretary, The Edwards Agency, L. A., named media director.

Jack Tenney, formerly national sales manager, Norge Div. of Borg-Warner Corp., Chicago, appointed sales manager, Admiral Corp., same city, succeeding **Joseph P. Halpin,** resigned.

Ang Eline Gribler, formerly advertising manager, Sayman Products Co. (soap), St. Louis, to Prince Gardner Co. (leather goods), same city, in same capacity.

John Ashbaugh, J. E. Ashbaugh Co., Portland, Ore., to Botsford, Constantine & Gardner, same city, as former agency disbands. Ashbaugh accounts also to BC&G.

Richard Essey, Lever Bros., N. Y., to Grey Adv., same city, as manager of office services.

William C. Logan, art director in sales promotion, McCann-Erickson, N. Y., to Bryan Houston, same city, as art director in charge of sales promotion; **Andrew T. Halmay,** formerly tv director, Stuart Bowman, MacPherson, Toronto, to Bryan Houston as copywriter; **Ralph J. Kidd,** Hilton & Riggio, N. Y., to production department of agency.

Jim Fallon, account executive, Warwick & Legler Inc., L. A., forms own agency, Jim Fallon Inc., with offices at 3511 W. 6th St.; telephone: Dunkirk 5-3263.

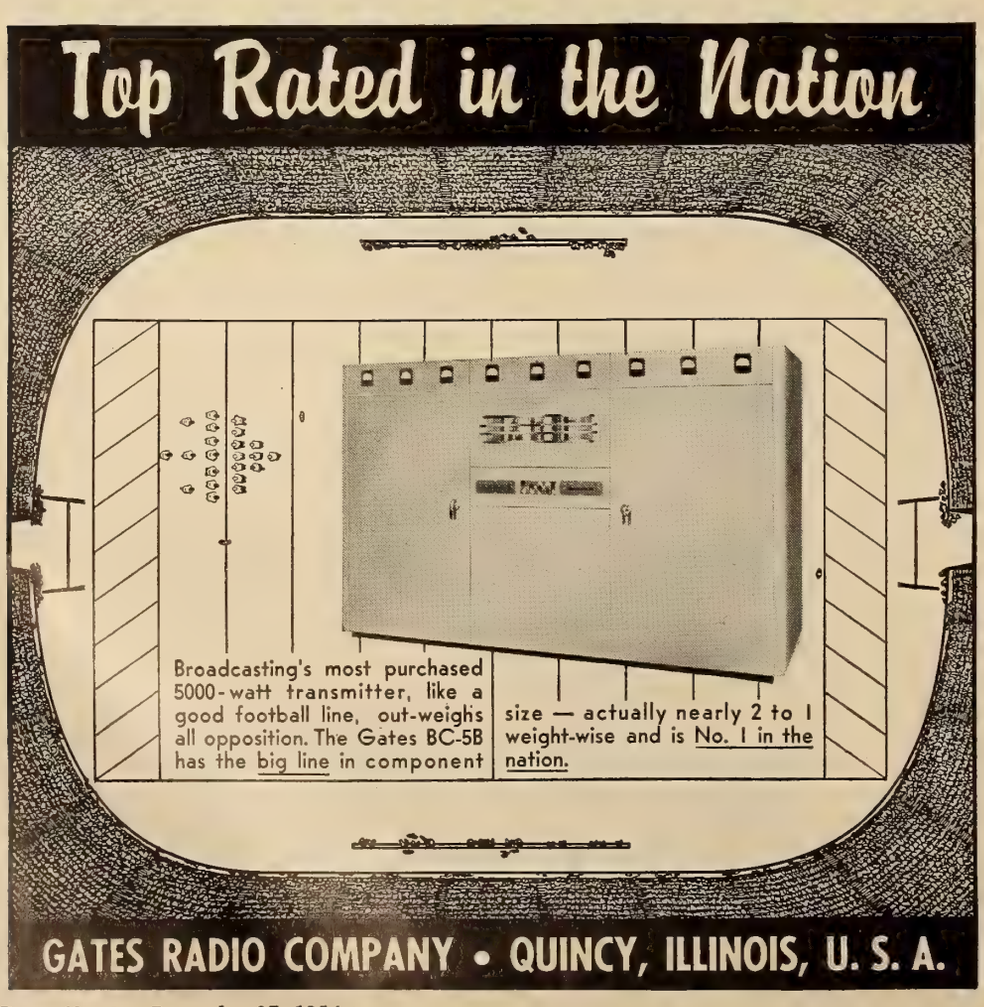
Garth B. Jones, copy and merchandising staff, Beaumont & Hohman Inc,, L. A., to broadcasting staff, Leo Burnett Co., Hollywood.

Lee Russell, publicity director, Shulton Inc. (toiletries), N. Y., resigns to accept honorary appointment as student-instructor, SRI Aurobindo International U. Centre, Pondicherry, India.

Don P. Nathanson, vice president, Weiss & Geller Inc., Chicago, appointed publicity chairman, radio-tv section, public relations group, Heart Fund Drive, Chicago Heart Assn.; **Daniel Welch,** account executive, Needham, Louis & Brorby, Chicago, named co-chairman, publicity committee; other radio-tv committee members: **Bennett Cooper, Richard Sachse** and **Robert Natkin,** all Weiss & Geller.

Albert Schoenfield, production manager, Neale Adv. Assoc., L. A., father of girl, Diane, Dec. 2.

Cliff Hosking, 55, vice president in charge of L. A. office, Abbott Kimball Co. of Calif., died Dec. 2; he is succeeded by **Hugo Scheibner.**



MCA-TV ACQUIRES ALL UTP PROPERTIES IN $1 MILLION DEAL; ABSORBS PERSONNEL

Jack Gross and Phil Krasne, owners of UTP, will revert to production-only status with Gross-Krasne Productions. UTP now becomes part of MCA-TV film syndication division with Wynn Nathan, UTP sales vice president, becoming vice president and general sales manager.



MR. NATHAN



MR. BECKWITH

ACQUISITION BY MCA-TV of all United Television Programs properties and the absorption of all UTP personnel into the MCA-TV organization were announced last Tuesday by David V. Sutton, vice president and member of the board of MCA-TV.



MR. SUTTON

Negotiations leading to the transaction, involving 10 filmed series from UTP, were conducted by Mr. Sutton, Jack Gross and Phil Krasne, owners of UTP, who will revert to a production-only status with Gross-Krasne Productions. The cost to MCA-TV is understood to be about $1 million.

"UTP now becomes a part of the MCA-TV film syndication division," Mr. Sutton said. "MCA-TV film syndication division will now have the largest sales force in the television film industry and makes available to local and regional advertisers 23 diversified quality tv shows on film."

The MCA roster of shows, with the addition of UTP properties, includes: *Abbott and Costello, Biff Baker, U. S. A., City Detective, Famous Playhouse, Curtain Call, Follow That Man, Guy Lombardo, Heart of the City, Hollywood Offbeat, I Am the Law, Man Behind the Badge, Mayor of the Town, Playhouse 25, Pride of the Family, Royal Playhouse, Counterpoint, Soldiers of Fortune, Space Ranger, Telesports Digest, Touchdown, The Lone Wolf, Waterfront* and *Where Were You?*

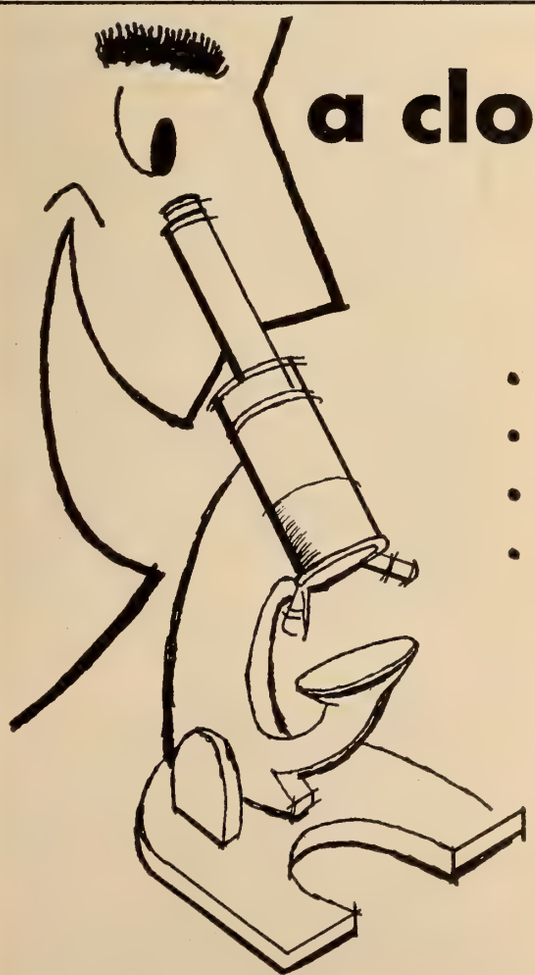
Under the transfer, Wynn Nathan, former sales vice president of UTP, becomes vice president and general sales manager of the MCA-TV film syndication division. The following executives previously associated with UTP will work under Mr. Nathan: Aaron Beckwith, vice president and sales manager of the New York office; Tom McManus eastern sales manager; John Rohrs, vice president and midwestern sales manager; Robert Greenberg, vice president and western sales manager, and Ray Wilde, southwestern sales manager.

Other executives named as field supervisors of the film syndication division include Frank Brill, New York; DeArv Barton, Cleveland; Karl Von Shallern, Chicago; Layton Bailey, Dallas, and Ed Simmel, New Orleans.

The MCA-TV film syndication division will maintain 19 offices in the U. S. plus offices in London, Paris and Toronto. Offices in the U. S. are in Atlanta, New Orleans, Beverly Hills, New York, Boston, Philadelphia, Chicago, Pittsburgh, Cincinnati, Roanoke, Cleveland, Salt Lake City, Dallas, San Francisco, Detroit, Seattle, Minneapolis, St. Louis and Kansas City.

Additionally, Mr. Sutton announced the creation of a station program sales division and a mechandising division within the framework of MCA-TV. Lou Friedland has been appointed vice president in charge of the station program sales division, which will consist of salesmen calling directly on stations selling the MCA program package film plan.

Frank Mincola, who recently handled all merchandising for *The Lone Ranger,* has been named vice president in charge of the mer-



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

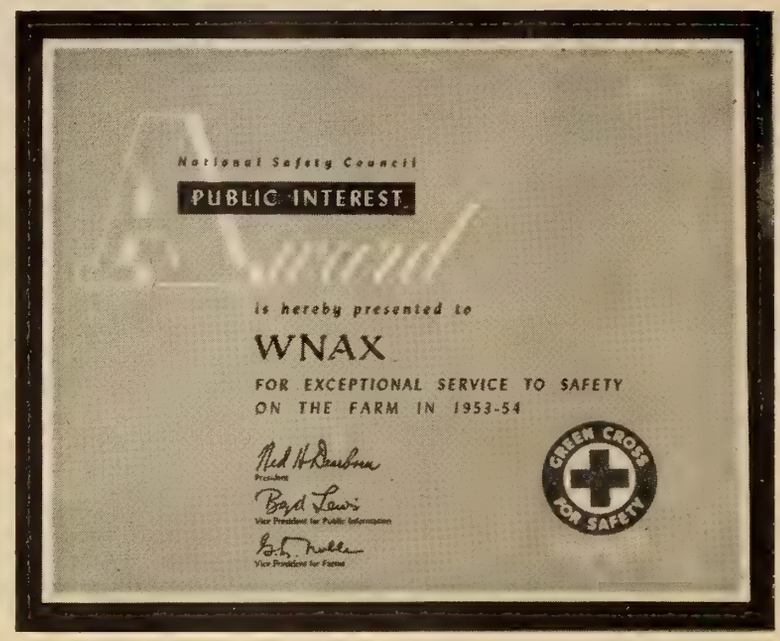
118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago



National Safety Council

PUBLIC INTEREST AWARD

presented to

WNAX·570

"for exceptional service to safety on the farm in 1953-54"

Only station in the nation to receive a National Safety Council Farm Safety Award for 5 consecutive years.

Constant attention to programming in the public interest is the primary concern of Cowles stations.

WNAX 570

Yankton, South Dakota

A Cowles Station . . . under the same management as KVTV.

chandising division, which will specialize in sponsor tie-ups with MCA-TV film properties and with special advertising and promotion items to be manufactured and distributed in connection with MCA-TV shows.

Mr. Sutton disclosed that "the largest advertising and direct mail campaign in the history of the tv film syndication industry" is scheduled to begin after the first of the year. He said the advertising and sales promotion staff has been doubled to meet increased activity in those areas.

ZIV TELEVISION PLANS EXPANDED FILM PROGRAM

ZIV TELEVISION PROGRAMS Inc. will undertake a program of expansion in "almost every area" in 1955, John L. Sinn, president of the company, reported last week in a yearend statement.

The "greatest expansion," Mr. Sinn said, will be in the number of filmed series produced, the sales force of the company and its international division. He noted that plans for enlargement of activities are an extension of the "rapid sales growth" experienced by Ziv over the past two years, pointing out that the company's gross volume in that period of time has increased two and one-half times.

In 1954, Ziv produced six tv film series: *I Led Three Lives, Meet Corliss Archer, Favorite Story, Cisco Kid, Mr. District Attorney* and *the Eddie Cantor Comedy Theatre.* In 1955, Mr. Sinn said, Ziv will produce six additional filmed series, including drama, situation comedy, science-fiction, musical comedy and panel shows.

Mr. Sinn revealed plans to expand the sales force to meet the increased production scheduled for next year, and said "the only ceiling which will be put on the increase in the organization depends upon the number of topflight sales executives available." He claimed that the augmented sales force will provide Ziv with "the largest corps of account executives ever employed by a television film company."

In discussing plans for increased foreign distribution in 1955, particularly in Europe and Latin America, Mr. Sinn reported that such Ziv programs as *The Unexpected, Yesterday's Newsreel, Mr. District Attorney, Favorite Story, Cisco Kid* and *Boston Blackie* currently are telecast, with Spanish soundtrack, in such countries as Puerto Rico, Cuba, Mexico, Colombia and Venezuela. A seventh program, *I Led Three Lives,* is being prepared for Latin American distribution, Mr. Sinn said, adding that Ziv also plans to dub Portugese sound tracks for Brazil. In Europe, according to Mr. Sinn, Ziv will distribute films with German, French and Italian sound tracks in Germany, Italy and France, as well as in Switzerland, Holland and Belgium.

Fourteen Tv's Join Vitapix Station Roster

STATION membership of Vitapix Corp. rose to 44 last week as 14 more tv stations joined the film-distributing firm, according to a joint announcement by John E. Fetzer, Fetzer Stations, Vitapix board chairman, and Kenyon Brown, KWFT-TV Wichita Falls, Tex., president.

New outlets that have been added to those already belonging to Vitapix following its contract to sell all Guild Films Co. programs include WDAK-TV Columbus, Ga.; WFMY-TV Greensboro, N. C.; WGR-TV Buffalo; WILK-TV Wilkes-Barre, Pa.; WKRC-TV Cincinnati; WMBV-TV Green Bay, Wis.; WMT-TV Cedar

Rapids, Iowa; WPTZ (TV) Philadelphia; WRDW-TV Augusta, Ga.; WSLS-TV Roanoke, Va.; KDUB-TV Lubbock, Tex.; KTVH (TV) Hutchinson, Kan.; WFBM-TV Indianapolis, and KWK-TV St. Louis.

Messrs. Fetzer and Brown said that "the response indicated by addition of 13 major facilities in less than three weeks confirms the opinion of Vitapix and Guild boards and officers that this new plan for nationally sponsored programs on film has won the support of those who operate tv facilities."

Reub Kaufman, Guild president, said production of new programs for national sponsorship is underway. "We have been calling on national agencies and advertisers during the last few weeks," he said, "and will soon announce the first of the sponsored series."

'Len Firestone Drive' Termed Success by Unity

THE "Len Firestone Drive" was termed a "grand success" last week by Arche Mayers, president of Unity Television Corp., who said that more than $1.5 million in contracts have been signed since the campaign began Oct. 1. The drive will end Dec. 31.

Organized in honor of Len Firestone, sales manager of Unity, the drive is designed as a combination promotion-sales-advertising campaign and recognition of the company's top salesman. Prizes totaling more than $1,000 will be awarded to Unity field men responsible for the largest dollar volume, largest number of contracts and the highest single contract.

Mr. Mayers stated that thus far Bill Young, North Central Div. manager, leads in the largest dollar volume category; Jerry Weisfeldt, West Coast branch manager, in largest number of contracts, and Noah Jacobs, Eastern Div. manager, in the highest single contract.

FILM SALES

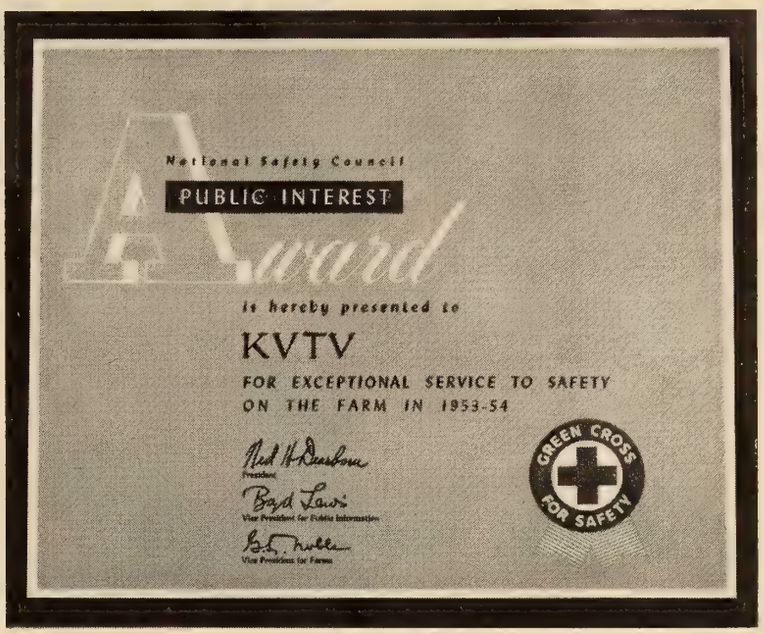
Sterling Television Co., N. Y., reports sale of 24 different shows to 99 stations across country during November. Included were two plays each of 100 programs of *Movie Museum* scheduled by KRCA (TV) Los Angeles for across-the-board showing. Christmas shows also were sold to 56 stations.

Interstate Television Corp., N. Y., has sold *Little Rascals* to WCCO-TV Minneapolis, WBKB (TV) Chicago, WTVO (TV) Rockford, Ill., and WPIX (TV) New York. Previous sales of series have been made to WXYZ-TV Detroit, KBTV (TV) Denver, WBEN-TV Buffalo, KSL-TV Salt Lake City, XETV (TV) San Diego, KING-TV Seattle, KDAL-TV Duluth, Minn., KPHO-TV Phoenix, KRON-TV San Francisco, KNXT (TV) Los Angeles and KTSM-TV El Paso. Interstate also has sold *Hans Christian Andersen* to WMIN-TV St. Paul, WTOP-TV Washington and KMBC-TV Kansas City, Mo., and *Ethel Barrymore* to KOMU-TV Columbia, Mo.

Guild Films Co., N. Y., has announced *Florian Zabach Show* sold in five new markets, raising number of stations carrying program to 67. New stations: WTVW (TV) Milwaukee; KIDTV Idaho Falls, Idaho; KGGM-TV Albuquerque; WFLA-TV Tampa, Fla., and WABI-TV Bangor, Me.

Official Films, N. Y., has signed contract with KTTV (TV) Hollywood for *The Star and the Story,* half-hour tv film series, effective early Jan., whereby station acquires first-run rights to new films and re-run rights to 39 films already shown on KNXT (TV) Hollywood.

M & A Alexander Productions, Hollywood,



National Safety Council

PUBLIC INTEREST AWARD

presented to

KVTV

"for exceptional service to safety on the farm in 1953-54"

One of only 3 television stations in the nation to receive this award.

Constant attention to programming in the public interest is the primary concern of Cowles stations.

KVTV Channel 9
Sioux City, Iowa

A Cowles Station . . . under the same management as WNAX-570.

leases rights of "Black Beauty," "Tender Years" and "Secret Command" feature films to KRON-TV San Francisco.

RANDOM SHOTS

Academy Film Productions Inc., Chicago, has completed modernization and remodeling program, which was underway for three months without disrupting shooting schedule.

Filmack Trailer Co. (production), Chicago, has opened tv department at N. Y. plant, 630 9th Ave., to service eastern advertising agencies. Existing facilities to be expanded to offer complete production service for all types of video commercials and slides, according to company.

FILM PEOPLE

Dan Steele, Carson-Roberts Inc., L. A., named vice chairman, L. A. Ad Club committee to assist L. A. branch, American Cancer Society; with committee members **Nelms Black,** Charles Bowes Adv.; **Frank McArdle,** Durachrome Co.; **Erwin G. Wallenbrock,** Cannell & Chaffin; **John Bannister,** Maurice A. Kimball Co.; **James Killiam,** own advertising firm; **Gordon Leith,** Kay Mfg. Corp.; **Gordon Bryan,** Pacific Finance Corp.; **Jack Copeland,** Jack L. Copeland & Assoc.; **Harry Ebbart,** Western-Wilcox & Ebbert; and **Dick Miller,** Calif. Newspaper Publishers Assn., all L. A. Chairman is **Grant Gordon,** advertising vice president, *Fortnight* magazine, L. A. and S. F.

Malcolm J. Kipp, MCA-TV, N. Y., to sales staff, ABC Film Syndication Inc., same city.

ANA NAMES BUDD COMMITTEE HEAD

REX BUDD, director of advertising of Campbell Soup Co., has been appointed chairman of the radio-tv steering committee of the Association of National Advertisers by the ANA board of directors. Mr. Budd has served as a member of the committee for the past five years.

As chairman, he succeeds Edwin W. Ebel, director of corporate marketing of General Foods Corp., who has resigned to take up new duties as vice chairman of the association. He will continue to serve as a member of the committee.

Other members of the radio-tv steering committee are: Max Banzhaf, Armstrong Cork Co.; John H. Boyle, Reynolds Metals Co.; Walter Craig, Pharmaceuticals Inc.; Henry Gorski, P. Ballantine & Sons; R. M. Gray, Esso Standard Oil; Albert Halverstadt, Procter & Gamble Co.; C. J. Hibbard, Pet Milk Co.; Palmer McKay, Sun Oil Co.; Stanley Pulver, Lever Bros.; A. Craig Smith, Gillette Safety Razor Co.; W. M. Stedman, American Home Products Corp.; H. S. Thompson, Miles Laboratories Inc.; Frank Tucker, B. F. Goodrich Co., and Joseph Wicker, Centaur-Caldwell Div., Sterling Drug Inc.

WBC Stations Join NARTB As of Jan. 1, Witting Says

CHRIS J. WITTING, president of Westinghouse Broadcasting Co., announced last Monday that all WBC stations will join NARTB effective Jan. 1 [CLOSED CIRCUIT, Dec. 13]. Three WBC stations currently are members. They are KPIX (TV) San Francisco, WPTZ (TV) Philadelphia and KDKA Pittsburgh.

New NARTB members in the WBC group will be: WBZA Boston-Springfield; WBZ-TV Boston; KYW Philadelphia; WOWO Ft. Wayne, and KEX Portland, Ore. WDTV (TV) Pittsburgh, which WBC has purchased subject to FCC approval, is already an NARTB member.



MR. BUDD



MR. EBEL

In announcing the WBC move, Mr. Witting stated that "Westinghouse likes the vigorous measures NARTB has taken for the promotion of radio and television as advertising media." He stated that the step "represents our endorsement of NARTB's program and acknowledges the leadership of Harold E. Fellows as president of NARTB."

Tv's Have Pledged $220,000 For TvB Dues, Treyz Says

TV STATION operators already have voluntarily subscribed 55% of Television Bureau of Advertising's minimum budget of $400,000 for 1955. The percentage figure was released in advance of operators' receipt of membership application blanks, Oliver Treyz, TvB president, stated.

"TvB as of Dec. 21 has $220,000 voluntarily committed as 1955 membership dues," Mr. Treyz said. He commented that the "spontaneous support offers tangible evidence of the backing the stations throughout the country are giving to their new organization."

MacVane Elected Head Of Radio News Analysts

ELECTION of John MacVane of ABC as president of the Assn. of Radio News Analysts took place at a business meeting and Christmas luncheon at the Williams Club, New York, last Monday. He succeeds H. V. Kaltenborn. Other new officers: William Costello and Ned Calmer, vice presidents; Mr. Kaltenborn, George Fielding Eliot and Leon Pearson, executive committee; Merrill Mueller, secretary; Cesar Saerchinger, treasurer, and John W. Vandercook, assistant secretary-treasurer.

For the coming year, Mr. MacVane announced plans for the group to receive a number of foreign and American statesmen as guests for off-the-record discussions in New York or Washington. Four new members, elected by the ARNA membership, were welcomed at the Monday session. They are: Martin Agronsky, ABC; Walter Cronkite, CBS; James Fleming, NBC, and Allen Jackson, CBS.

New Conn. Broadcaster Group Elects Ryder First President

NEWLY-FORMED Connecticut Broadcasters' Assn., the first organization of its kind to be set up in that state, has elected J. Maxim Ryder, WBRY Waterbury, as its first president. Other officers are Aldo DeDominicis, WNHC New Haven, vice president, and Walter B. Haase, WDRC Hartford, secretary.

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

NEW QUERIES ENLIVEN BRICKER PROBE, RESURRECT FCC TV ALLOCATIONS PLAN

Robert Jones, Senate Commerce Committee investigating group's majority counsel, precipitates speedup with new questionnaires and demands to FCC for financial and statistical data. FCC queries stations on coverage.

SEN. JOHN W. BRICKER's probe of tv networks and uhf-vhf problems—relatively quiescent since the elections—last week had come suddenly alive in a series of events which reverberated with overtones from the FCC's April 1952 Sixth Report & Order allocating a nationwide tv system.

Members of the Ohio Republican's Senate Commerce Committee investigating staff—in a burst of activity belying speculation that the Nov. 2 Democratic victories had slowed down the probe—were bombarding a reluctant FCC with demands for hard-to-get data, had mailed out the third of a series of questionnaires, had queried the FCC a second time and were preparing more queries for other groups.

Behind the big push was attorney Robert F. Jones, former Ohio congressman and FCC commissioner, named by Sen. Bricker last summer to head the probe as majority counsel. Mr. Jones was one of two dissenting members of the FCC when that body published its 1952 television allocations document breaking the four-year tv freeze.

Last week's developments saw:

• A supplemental questionnaire to the FCC asking for financial and statistical station data. The first of the Bricker investigation staff's queries went to the FCC [B•T, Oct. 11] and the second to the four tv networks [B•T, Oct. 25]. All but one network answer were back last week.

• In the hands of all tv permittees and licensees as of last Oct. 1 (there were some 363), a questionnaire from FCC asking from each maps of its normal predicted Grade A and B contours and its predicted Grade A and B contours as limited by computed interference from adjacent and co-channel stations, all from actual values of effective radiated power and heights of antenna above average terrain at that time. FCC expects the completed station coverage maps by next Jan. 17.

• A fairly quick answer to the committee investigating staff's third questionnaire—which went to American Telephone & Telegraph Co. (AT&T). AT&T made its reply Tuesday after receiving the query in the middle of the previous week. It dealt with costs of coaxial cables and microwave relays on a national scale and the reasons for such charges.

• The probability that other groups also will be getting questionnaires soon. These groups presumably would include multiple tv station owners, station representatives and others.

• FCC's firm stand against giving out individual financial data on each station, as requested by the investigation staff. FCC maintained it obtained the data by promising such information would be kept in strictest confidence. To give this information to the committee would be an explicit violation of that promise, FCC feels. Instead, FCC offered to submit data by "averages," according to size, type, income group, geographical location, etc.

• The prospect that coverage map information supplied by the stations to the FCC not only will take a lot of time and trouble, but several weeks and additional thousands of dollars will be needed by the FCC to complete more than 90 maps which will embody the data supplied by the stations. These 90-plus maps are the ones which will go to the committee investigating staff.

• Uncertainty as to where the FCC will get the money to complete the 90-plus maps. It is estimated the job will take a half-dozen engineers three months to handle the work of organizing and transferring the information to the larger maps—a task which may cost $25,000 or more.

The week's turbulent activities began Monday when Mr. Jones and Harry M. Plotkin, minority counsel for the investigation and former FCC assistant general counsel, met with the FCC. Mr. Jones reportedly at that time asked for additional data on stations.

AT&T replied Tuesday to the committee questionnaire which had been mailed to the company the previous week. The query asked for information on line charges and tariffs.

Late last week a number of consulting engineers in Washington had received copies of the



KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24

boosts power!

Video power up to 447,000 watts
Audio power up to 223,500 watts
. . . increasing signal power 12.58 times

KMJ-TV pioneered TV in this important *inland* California market. It's the San Joaquin Valley's most-tuned-to TV station*. Now, with a powerful new signal and the finest transmitter location in the Valley, it has more audience pull than ever. And more than ever, *KMJ-TV is your best TV buy in the Valley!*

KMJ-TV — Fresno's First Station — First in Power
First in Audience

Paul H. Raymer, National Representative

*KMJ-TV carries 19 out of the 25 top-rated nighttime programs viewed in the Fresno area. *(October 1954 ARB report.)*

FCC station questionnaires, which had been mailed to them by broadcaster clients.

The three-page FCC letter said in part that the Senate Commerce Committee "desires to know the structure of television service resulting from the Commission's allocation plan (Sixth Report & Order of April 1952) and licensing procedures, the functions served by vhf and uhf, respectively, and the effect of network policies, plans and practices upon the operations of both uhf and vhf stations. Because of the magnitude of this project and the urgent need of the requested information at the earliest possible date the Committee has asked the Commission to jointly prepare this material with the assistance of television permittees and licensees. . . .

"The Committee has requested that the coverage data be prepared to recognize interference between stations in accordance with the method of calculating employed in the Sixth Report and Order. Since this method of calculation is not used as a basis for preparation of applications, the data requested by the Committee is not in the Commission's files. . . ."

The letter enclosed a list of the other U. S. tv stations on the same channel and the two channels adjacent to that of the recipient station, together with information concerning their power and antenna heights above ground and above average terrain, plus information on how to compute the data requested.

Some industry observers interpreted the letter as an indication that Mr. Jones was attempting to vindicate his dissenting position on the FCC's Sixth Report & Order. At that time [B•T, April 14, 1952, Part II], then Comr. Jones said in his dissent:

I dissent because this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. Actually, if you attribute all the selfishness charged against them in the Commission's decision, broadcasters could have done little more *on an application basis*, without an *allocation plan*, to carve out an advantage to the detriment of the smaller cities.

Comr. Frieda B. Hennock also dissented in part.

KRIC, WDAE RAISE DIVERSIFICATION ISSUE

Stations, losing applicants for tv grants, charge the FCC with unfair discrimination because of newspaper ownership.

NEWSPAPER diversification issue highlighted television oral arguments before FCC Tuesday in the Tampa-St. Petersburg ch. 13 and Beaumont, Tex., ch. 6 cases as counsel for losing newspaper applicants charged the Commission with unjust discrimination. The arguments were on petitions to reconsider final rulings in the two contests.

FCC heard the Beaumont argument despite an earlier announcement that KTRM there, one of three original applicants, is withdrawing from further litigation after reaching an agreement with successful applicant KFDM Beaumont [B•T, Dec. 20]. KFDM is to reimburse KTRM for expenses in the amount of $55,000 while W. P. Hobby obtains an 18-month option for 32.5% interest in a new corporation to be formed after KFDM's final ch. 6 grant is affirmed.

Mr. Hobby, who was 10% stockholder in KTRM with option to buy 25% more, is president and chief stockholder of the *Houston Post* and KPRC-AM-TV Houston. He is the husband of Oveta Culp Hobby, Secretary of Health, Education and Welfare.

The newspaper discrimination charge was raised by counsel for the third Beaumont applicant, Enterprise Co., publisher of the *Beaumont Enterprise* and *Journal* and operator of KRIC there. He charged that FCC's final ruling (overturning the examiner's recommendation favoring KTRM) reduced newspaper applicants to "second class citizens."

Leonard H. Marks, Enterprise attorney, contended such a ruling "would be clearly contrary to the advice that the Commission has given on numerous occasions to Congress, which has considered legislation which would prohibit you from doing exactly what this decision has done, namely discriminating against an organization because it publishes a newspaper."

He asserted that FCC erred when it ruled there were no significant differences among the applicants other than mass media diversification. Mr. Marks also noted the numerous other newspapers and radio stations in the proposed tv station's coverage area and said the examiner had been right in ruling out media diversification as a preference factor.

George S. Smith, appearing for KFDM, said Enterprise was rearguing the merits of the case rather than its petition to reconsider. He supported FCC's policy that all things equal, media diversification is a proper principle for ruling in comparative cases. He noted Enterprise planned to use its newspaper people on its proposed tv outlet and that the newspaper would supply and "control" news for tv.

In argument on petitions to reconsider the final grant of ch. 13 at Tampa-St. Petersburg to Tampa Television Co., loser Tampa Times Co. (WDAE) charged newspaper discrimination in FCC's reversal of the examiner's decision recommending a grant to WDAE. Third applicant, Orange Television Broadcasting Co., also protested the ruling.

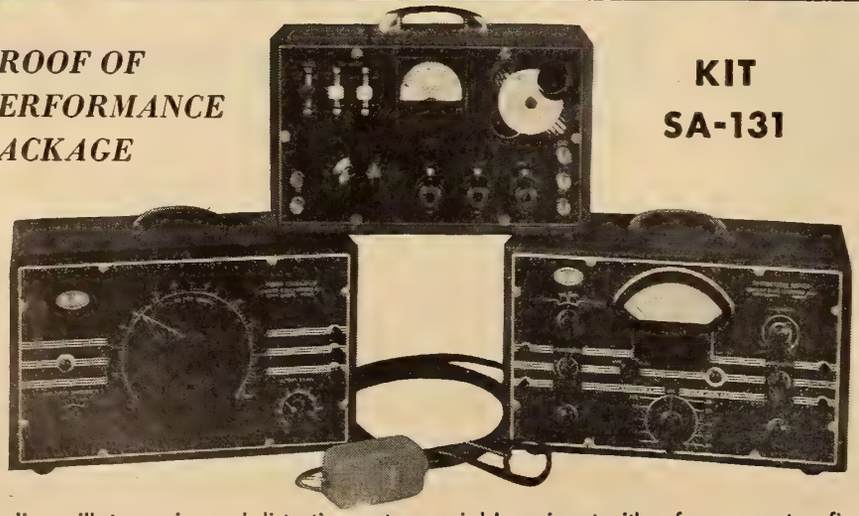
Fred W. Albertson, Times Co. counsel, argued the final ruling failed to recognize the applicant's superiority and unjustly counted Times Co. out of the running on the diversification factor. He pointed out the ch. 13 decision violated precedent of the Tampa-St. Petersburg ch. 8 ruling, in which FCC preferred the Tampa *Tribune* (WFLA) over WTSP St. Petersburg and Tampa Bay Area Telecasting Corp. Mr. Albertson contended the *Times* is more qualified than was *Tribune* on local ownership, integration and other factors.

Marcus Cohn argued in behalf of Orange Television while Robert Heald defended FCC's final grant to Tampa Television. All Commissioners were present for the arguments except Comr. Frieda B. Hennock, who plans to read the records.

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Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $458.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

GATES RADIO COMPANY, QUINCY, ILLINOIS

FCC Refuses to Reconsider Florida, Virginia Tv Cases

FCC REFUSED to reopen its final decision in the Tampa-St. Petersburg ch. 8 case last week and turned down petitions for reconsideration filed by losing applicants WTSP St. Petersburg and Tampa Bay Area Telecasting Corp.

In reaffirming its final grant of ch. 8 to The Tribune Co. (WFLA), FCC said it could find no reason why it should overturn its earlier conclusions preferring the newspaper applicant on the basis of its past performance, among other factors.

Comr. Robert T. Bartley concurred in last week's action, stating he feels "it is good administrative practice and completely sound in law to deny reconsideration of matters already considered and decided. Otherwise, we will be engaged in re-doing work already done." He had dissented from the final decision, preferring a grant to WTSP instead.

In another tv case, that involving ch. 8 at Petersburg, Va., FCC also refused to reconsider its final ruling granting the new station permit to Petersburg Television Corp. The Commission denied the petition of losing applicant WSSV there for rehearing. Comr. Bartley concurred. Petersburg Television is affiliated in ownership with WLEE Richmond and WITH-AM-FM-TV Baltimore, Thomas G. Tinsley Jr. interests.

Radiation Limits

BECAUSE of "numerous" complaints of interference to other services, including television, FCC has issued a notice of proposed rule-making to specify bandwidth definitions and spurious emission limitations for am and fm broadcast stations. FCC indicated harmonics of am outlets are causing interference to government stations while second harmonic radiations from fm outlets are falling within the upper vhf television band. Radiation restrictions have been in use in the non-broadcast services for some time, FCC indicated, but they are new to am and fm. The notice, setting forth technical specifications and formulas, requested comments by March 7, 1955, and replies 10 days thereafter.

'Coffee Pot' Tv Plan Draws Mixed Reaction

BROADCASTER consulting engineers and attorneys seem to be of two minds about the FCC's proposal to permit low-powered, 100-w tv stations in communities with populations below 50,000 [AT DEADLINE, Dec. 20], a B•T check indicated last week.

Some hailed the proposal as putting tv within reach of local radio station operators whose markets encompass a five to ten mile radius. Aside from the obvious economies—estimated $100,000 for equipment, land and buildings, half of that if land, buildings and tower are available—enthusiasts feel that this move will permit channels in small towns to be utilized to best advantage as "miniature" tv outlets, able to grow if conditions warrant.

Others feel the FCC idea is impractical from an economic viewpoint. Minimum of $100,000 is not the great saving it might be thought, they feel. Because, for another $50,000-$100,000, a full-fledged tv station could be built that would have the wide coverage necessary to attract advertisers. "Coffee pot" coverage just isn't big enough to attract accounts, they emphasize.

The FCC proposal asked for comments by Feb. 25. It also asked for reaction to the Sylvania Electric Co. petition regarding the establishment of satellite tv stations, filed last year [B•T, Sept. 21, 1953].

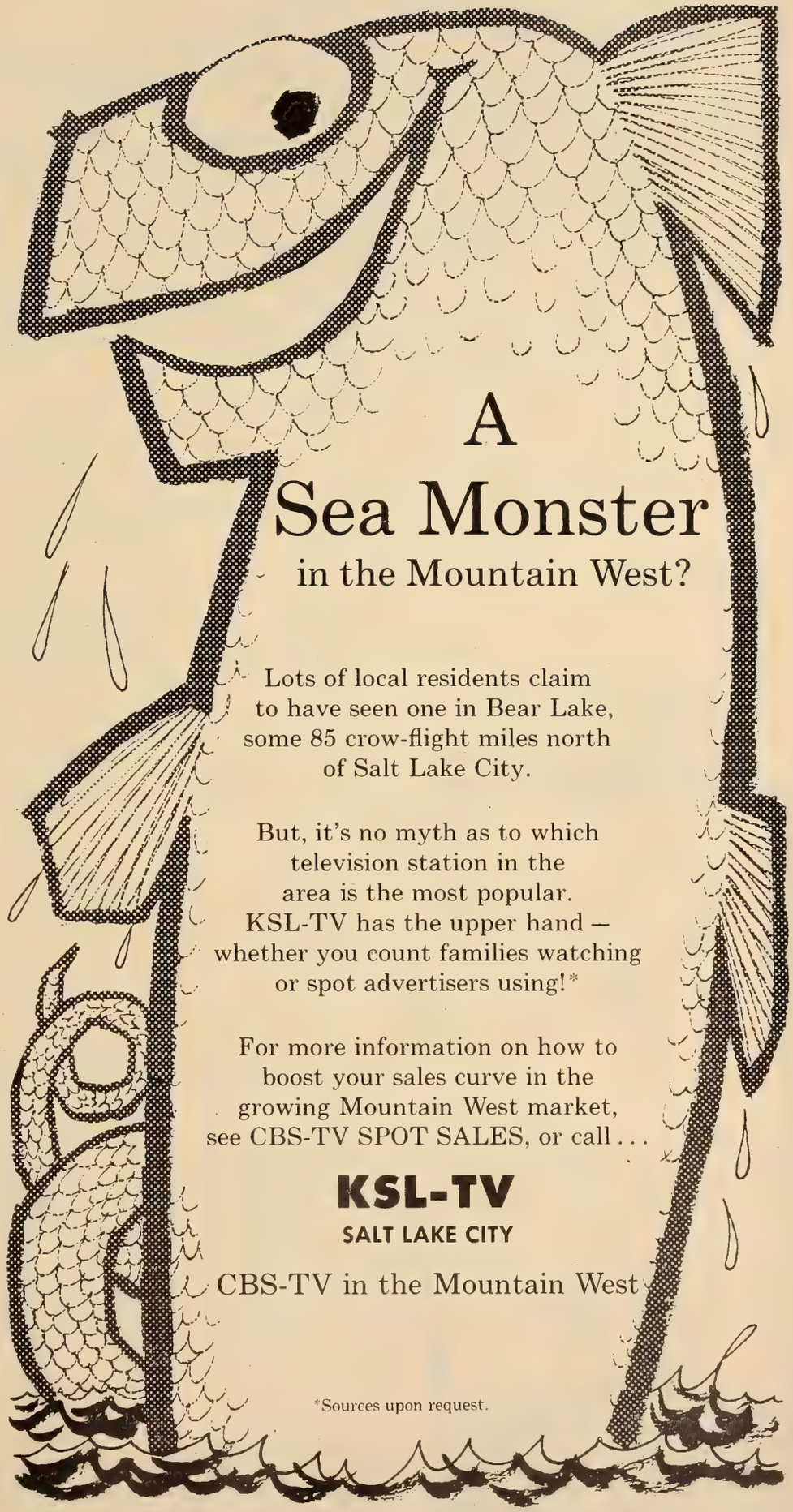
The proposal was predicated on further help in establishing tv stations in smaller communities. It referred to last summer's FCC move permitting authorizations for uhf stations which plan no local originations [B•T, Aug. 9]. This "quasi-satellite" policy has seen four such authorizations since then—to Pasco, Wash., Sweetwater and Lufkin, Tex., and Scottsbluff, Neb. The Lufkin grant was for a vhf channel.

In asking for comments, the FCC asked they be directed to these questions, among others:

1. Public need for low-powered stations.
2. Technical standards.
3. Limitations regarding populations, distances from existing stations, relationship to "mother" stations.
4. Reference to multiple ownership rules.

Comr. Frieda B. Hennock, in a lengthy dissent, claimed that the new proposal was another step in the destruction of the allocation plan and another impediment to the economic health of uhf and small-city vhf stations.

The move, she said, enhances the "strong monopolistic trend which is visibly on the



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Represented by Avery-Knodel, Inc.

march in television." She referred, she said, to large, high-powered vhf stations covering wide areas, thus blanketing smaller stations. She also charged that network practices were destroying small, independent tv operations.

Miss Hennock said there were 1,128 cities with population under 50,000 provided with tv channels in the more than 1,300 communities encompassed in the tv allocation report.

The specific proposal by the Commission is to eliminate minimum power and antenna height requirements for channels in communities of less than 50,000 population. The present regulations call for minimum powers and antenna heights for cities in varying population categories, with 1 kw radiated power at antenna heights of 300 ft. for cities with 50,000 population or less. The proposed rule would specify a power minimum of 100 w, with no mention of antenna height, for this class of city.

FCC Approves Sales of 1 Tv, 3 Radio Stations

TRANSFERS of KOAT Albuquerque, KRSN Los Alamos, both New Mexico, KQXI (TV) San Jose, Calif., and WAYB Waynesboro, Va., received FCC approval last week.

● The New Mexico stations KOAT and KRSN were sold by the Alvarado Broadcasting Co. to Sunshine Broadcasting Co. for $160,000 [B•T, Dec. 6].

Meanwhile, Hugh DeWitt Landis, 36.3% owner of Sunshine Broadcasting Co., last week filed for FCC approval of the sale of his wholly-owned station KICA Clovis, N. M., for $125,000. Purchaser is newly-formed company, KICA Inc., comprised of Mae Strauss (50%), Chicago manufacturer representative; Garfield C. Packard (30%), vice president-general manager of Paul H. Raymer, radio-tv station representative, and Frank Lesley (20%), accountant.

Sale of KICA was handled by Blackburn-Hamilton Co., station broker.

● At San Jose, ch. 11 KQXI (TV) was transferred from President-17% stockholder A. T. Gilliland and 35 others to Sunlite Bakery for $50,650. Mr. Gilliland is sole owner of Sunlite Bakery.

At the same time the Commission granted the ch. 11 outlet permission to change its visual effective radiated power to 5.3 kw with an extension to June 15, 1955.

● At Waynesboro, N. Wilbur Kidd purchases the remaining 58.7% interest of WAYB held by Judson T. Phillips and John A. Brown for $22,627 to become the sole owner.

WSTV Inc. Says WWSW Erred In Seeking FCC Dismissal

WSTV Inc., licensee of WSTV-TV Steubenville, Ohio, told the FCC last week that WWSW Pittsburgh was in error in asking the Commission to dismiss the WSTV-TV application to move its ch. 9 studio to Florence, Pa., and its antenna 3.5 miles north of Pittsburgh. This is all within the rules, WSTV said, since Florence is within 15 miles of Steubenville. FCC regulations permit stations to shift to another city if 15 miles or less from the city to which the channel is allocated without rule-making. WWSW claimed that the move required a rule-making proceeding. There is nothing in the rules, WSTV said, that involves the location of the antenna. This is similar to the opposition WSTV filed in answer to a similar objection from WJAS Pittsburgh [B•T, Dec. 20].

The WSTV-TV move is part of the arrangements for the sale of the station to CBS for $3 million [B•T, Nov. 20].

Both WWSW and WJAS are the remaining applicants for Pittsburgh's ch. 11 facility, following the dismissal of Westinghouse Broadcasting Co.'s bid for that channel. Westinghouse withdrew after it bought DuMont's WDTV (TV) Pittsburgh on ch. 2 for $9.75 million [B•T, Dec. 6]. WDTV purchase is pending FCC approval.

Towers Taller Than 500 Ft. Not the Big Killers—Wright

OF THE thirteen air crashes involving radio or tv towers on record since 1950, only one occurred at a height greater than 500 ft. and only three involved towers higher than 500 ft.

That is the finding of Lowell Wright, former CAA airspace utilization division chief and now an aeronautical consultant. Mr. Wright made his study in conjunction with the Washington Airspace Subcommittee's recommendation that tv towers be limited to 1,000 ft. above ground [B•T, Nov. 29 *et seq.*]. This recommendation was discussed by the Air Coordinating Committee's Technicial Division two weeks ago and referred to top level ACC consideration following failure to agree [B•T, Dec. 22].

Detailing the reported air accidents involving broadcast towers, Mr. Wright also called attention to the fact that from 1927 to 1947, CAA required aircraft to fly at not less than 500 ft. above ground and, outside of control areas, with minimum visibility of three miles for contact flying. In 1947, the rule was changed to eliminate the minimum height requirement, and minimum visibility was dropped to one mile for off-airways flight. The minimum height rule recently was reintroduced. But, he added, aircraft now fly many times the 40-150 miles per hour of 1930 speeds and the minimums have not been materially changed.

Mr. Wright's specifications showed the following information:

1950—KWAK Stuttgart, Ark., aircraft rammed 20 ft. below top of 204-ft. structure.

1951—KSDN Aberdeen, S. D., aircraft struck 180-205 ft. below top of 280-ft. spire. KXLA El Monte, Calif., aircraft struck six feet below top of 375-ft. tower. Rural Electrification Administration tower, Louisville, Ga., aircraft struck five feet below top of 150-ft. tower. Florida Light & Power Co., Melbourne, Fla., aircraft struck unknown number of feet below top of 150-ft. tower.

1953—WHUM-TV Reading, Pa., aircraft struck 841 ft. below top of 1,036-ft. structure. WPTR Albany, N. Y., aircraft struck 77 ft. below top of 370-ft. tower. WBCK-TV Battle Creek, Mich., aircraft struck 81 ft. below top of 538-ft. tower. Duke Power Co., Spartanburg, S. C., aircraft struck unknown number of feet below top of 300-ft. tower.

All accidents occurred in daylight hours except the one at Spartanburg. All, except that at Stuttgart, involved fatalities. All involved private planes except the Albany, N. Y., crash.

WTRI (TV) Stay Plea Denied

FCC last week turned down the request of WTRI (TV) Albany, N. Y., for a temporary stay against FCC approval of the sale of WROW-AM-TV Albany to newscaster Lowell Thomas and associates for $298,800 [B•T, Nov. 8]. Commission said there was no adequate showing that a stay was required.

WTRI claims that because of Mr. Thomas' association with CBS, that network will have control of the WROW properties [B•T, Dec. 6]. Both stations are uhf outlets. Still pending is the formal protest against the FCC's action approving the transfer.

New Tv Prompter Patented

NEW type of television prompter, granted a patent last week by the U. S. Patent Office, throws lines and instructions on several screens around a set. The patent (No. 2,696,753) is 85% owned by Script-Aid Corp., New York, and 15% by Sanford J. Klion, one of the inventors. Other inventors are Robert H. Segal, John G. Herbst and Arnold J. Peckjian.

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West Palm Beach, Florida

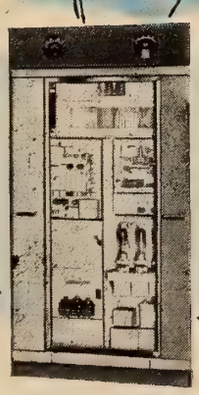
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After thorough comparison, WEAT-TV decided on Standard Electronics because of its *low initial cost* . . . its low operating cost . . . *plus* the fact that complete station equipment came from one reliable* source.

**Reliable on all counts including promises, delivery and service.*

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- **Video equipment including Vidicon film chain.**
- **Two Multicon studio chains.**
- **10 KW TV transmitter.**
- **Complete master control equipment, racks, monitors, etc. covering entire operation of TV station.**
- **High Gain Antenna. (Alford)**



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Permits expansion of WEAT-TV to maximum power at any time in the future without obsoleting equipment now in use . . . Write, wire, or phone for information on transmitters, amplifiers, or any other television equipment to meet your specific needs. S-E Amplifiers are compatible with *any* make transmitter.

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MORE TALKS SET BY U. S., MEXICO

Allocation problems, unsolved at the just-concluded Mexico City parley, will be resumed next Spring in Washington.

MEXICO has agreed to resume talks in April 1955 at Washington on am station allocation problems, it was reported last week by the State Dept. following the return of the U. S. delegation, headed by FCC Comr. Rosel H. Hyde.

The U. S.-Mexican conference, in Mexico City, underway since early November, was recessed Dec. 17 upon collapse of the negotiations for a bilateral agreement [B•T, Dec. 20]. Mexico also has agreed to withhold implementation of new station assignments contrary to the old understanding until the renewed discussions in April.

In the interim, it was understood, Mexico plans to meet with Cuban telecommunication officials in an effort to work out disputes over clear channel and secondary station assignments.

U. S. observers appeared hopeful that Mexico's agreement to come to Washington next spring signals serious intent upon the part of the Mexicans to compromise the losses they suffered when they walked out of the 1950 North American Broadcasting Agreement talks. That treaty still waits ratification by the U. S. Senate.

U. S. Refuses To Call New NARBA

One reason why the recent Mexico City conference reached a stalemate, it was explained, was refusal of the U. S. to agree to a call for an entirely new NARBA in view of its promises to other countries under the 1950 pact. Also, it was noted, Mexico was reluctant to make a bilateral treaty with the U. S. until Mexico's disputes with Cuba are settled.

Mexico, however, just before the recess, appeared willing to forget its Cuban problems if the U. S. would agree to "division" of certain U. S. clear channel facilities. The U. S. refused.

The Mexico City talks chiefly have centered upon secondary station assignments in each country on the clear channels of the other. Differences arose over technical standards and interference protection.

Following is the text of the recess agreement signed by Comr. Hyde and Eugenio Mendez, chairman of the Mexican delegation, issued Monday by the State Dept.:

The Delegations of the United States of America and of Mexico take this opportunity to express their satisfaction with the cordial atmosphere and frank discussion which have prevailed throughout this Conference. Many of the problems which confronted the Conference have been solved in a manner mutually satisfactory for inclusion in a possible over-all agreement between the two countries.

The Governments of the United States of America and Mexico have agreed that the present session of this Conference will recess on Dec. 17, 1954, and a Second Session of the Conference will be convened in Washington, D. C., U. S. A., in the month of April 1955 on a date to be agreed upon between the two countries, to continue consideration of the unresolved problems of the conference in an effort to reach a definitive agreement. It is the expectation of each Government that the possibility of satisfactory agreement will be materially enhanced by the opportunity during the recess of the Conference to review difficulties presented by the unresolved problems, and to clarify such matters with other countries as either Government may consider to have a bearing upon its efforts to resolve problems existing between the United States of America and Mexico. Each Government will endeavor to keep the other advised concerning matters having a bearing upon the further progress of the Conference.

In furtherance of their strong interest in reaching satisfactory agreement, and in order to preserve most effectively the possibility of accomplishing such agreement, the Delegations of the United States of America and Mexico have stated on behalf of their respective Governments that as a matter of domestic policy and pending completion of the Second Session of this Conference (a) they will limit new or changed assignments of broadcasting stations to conform with the standards provided for under North American Region Broadcasting Agreement, 1937, Engineering Arrangements 1941 and Gentlemen's Agreement between the two countries, (b) and that existing notifications of stations assignments which are inconsistent with such standards will not be implemented during such period.

Hendrickson Resigns Delinquency Post

SEN. ROBERT C. HENDRICKSON (R-N. J.) resigned last week as chairman of the Senate Juvenile Delinquency subcommittee, reportedly to accept appointment as Ambassador to New Zealand. Sen. William Langer (R-N. D.), chairman of the parent Senate Judiciary Committee and only other Republican on the subcommittee, assumed acting chairmanship of the juvenile delinquency unit.

Sen. Hendrickson presided over several subcommittee hearings during the 83rd Congress on whether television programs effect delinquency on the part of children.

No additional hearings on tv programs are planned by the juvenile delinquency unit until the 84th Congress is organized by the Democrats. Sen. Hendrickson announced after hearings last fall on tv programs that the subcommittee will make a separate report on its findings and make recommendations regarding that medium [B•T, Oct. 25].

Date the subcommittee will file its tv report is not being announced pending possible additional hearings in January. The unit's full report is expected near the end of January. The juvenile delinquency unit will expire Jan. 31 unless additional funds are voted for its continued operation.

The names of GOP Sen. Langer and Democratic Sens. Estes Kefauver (Tenn.) and Thomas C. Hennings (Mo.), both subcommittee members, have been mentioned for chairmanship of the Senate Juvenile Delinquency subcommittee in the upcoming Congress [B•T, Dec. 20].

WPAT Sale Filed at FCC; Wright to be President

SALE of WPAT Paterson, N. J., by the North Jersey Broadcasting Co. for $300,000 to newly-organized WPAT Inc. was filed with the FCC last week [B•T, Dec. 6].



MR. WRIGHT

North Jersey Broadcasting is 90% owned by the *Passaic Daily News* and 10% by James V. Casman. Former Congressman Dow H. Dukker is president of the newspaper.

WPAT Inc. is 99.5% owned by Emanuel Dannett, partner of the New York law firm of McGoldrick, Dannett, Horowitz & Golub. The remaining interest is held by Dickens J. Wright, currently executive vice president and general manager, who will become WPAT's president and general manager under the new ownership.

WPAT operates on 930 kc with 5 kw fulltime.

Tex., Calif., Pa. Top Station Grant Lists

TABULATION of broadcast station authorizations by state and city, released by FCC last week, shows Texas first with 281, California second with 245 and Pennsylvania third with 218 commercial and educational am, fm and tv outlets. New York City topped the city list with 37 stations, followed by Chicago, 32, Los Angeles, 29 and Philadelphia, 25.

Texas had the most am stations, 209, while California followed with 155 and Pennsylvania 130. California was first with fm authorizations, 51, followed by New York and Pennsylvania, 50 each, and Ohio, 42. Texas was first in tv having a total of 48 (47 commercial) while California had 39 and Pennsylvania 38.

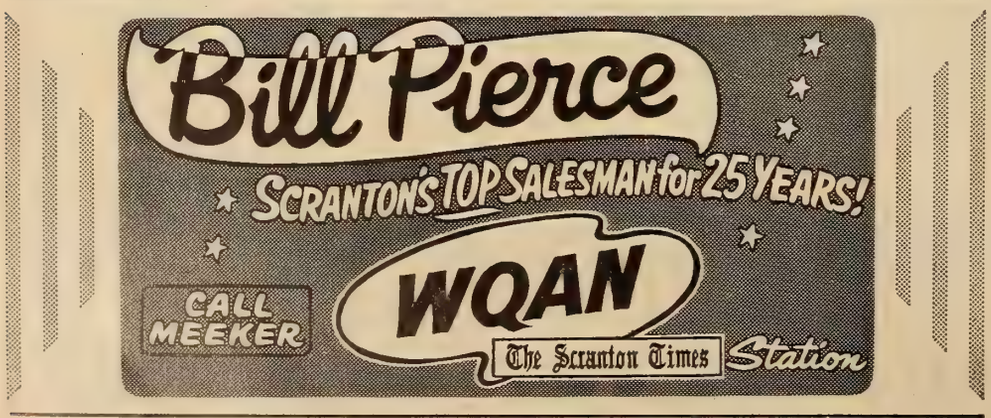
Every U. S. territory has one or more am stations, including Guam, while Puerto Rico's 26 am outlets are more than any of 14 states. FCC said six states have no fm authorizations: Montana, Nebraska, North Dakota, South Dakota, Vermont and Wyoming. Alaska and Hawaii each have three commercial tv grants, which equals or exceeds the number for each of six states.

Booth Turns Back Permits For Detroit, Saginaw Uhfs

PERMITS for ch. 50 WJLB-TV Detroit and ch. 51 WSBM-TV Saginaw, both in Michigan, were returned by Booth Radio & Television Stations Inc. to the FCC last week. These raise to 116 the number of post-thaw tv stations which have surrendered their permits. Of these, 21 were vhf and 95 uhf facilities.

Multiple radio station operator Booth Radio & Tv said it was surrendering the permits in light of current problems posed by uhf operation in cities with established vhf stations.

Booth Radio & Tv is owner of WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson, all in Michigan.



Two Tv's Commence, Two Others Prepare

WOAY-TV Oak Hill, W. Va., began commercial programming Dec. 14 affiliated with ABC and DuMont. Included in its primary coverage area, the station reports, are Beckley, Bluefield, Charleston and White Sulphur Springs. Reports of excellent reception have been received from a six-state area: West Virginia, Ohio, Kentucky, Tennessee, Virginia and Pennsylvania, the ch. 4 station claims. Representative is Weed.

Robert R. Thomas is 100% owner and Clyde Higgins is production manager.

WSFA-TV Montgomery, Ala., was scheduled to begin commercial programming Christmas Day as the second tv and first vhf there. The ch. 12 station is affiliated with NBC and represented by Headley-Reed Tv. Programming at present is from 6:30 p.m. to about 11 p.m., David E. Dunn, president, has reported.

Reports from other stations:

WEAT-TV West Palm Beach, Fla., expects to telecast regular programs early in January. The ch. 12 outlet is a primary ABC affiliate represented by the Walker Co. Engineers from Standard Electronics Corp. are working on 24-hour shifts installing the transmitting equipment, hoping to have a test pattern on the air before the end of the month. James R. Meachem is president, Jack Rathbun operations manager, Ed J. Hennessey sales manager and Ross McPherson chief engineer.

WUNC-TV Chapel Hill, N. C., is scheduled to begin programming Jan. 4 as the country's 10th operating noncommercial educational outlet. Richard Burdick, former Hollywood writer-actor and recently with the McClatchy Broadcasting Co. in Sacramento, is executive producer. The ch. 4 station plans to offer film and kinescope recordings to commercial tv stations in the state.

WQXI-TV Atlanta (ch. 36), which began regular programming Dec. 18 [B•T, Dec. 20], has issued rate card No. 1, with a Class A base hourly rate of $200.

WGBS-TV Ch. 23 Start Planned for Christmas Eve

STORER Broadcasting Co. was scheduled Friday to consummate its purchase of WMIE-TV Miami and begin telecasting on ch. 23 from the site and equipment of WFTL-TV Fort Lauderdale under an FCC temporary authorization [B•T, Dec. 20]. Station was to broadcast for the first time under the WGBS-TV call letters.

Due Jan. 15 is the move of the ch. 23 transmitter to the Miami antenna farm with its antenna atop a 500 ft. tower. In mid-July, the Storer station is scheduled to begin telecasting from a 1,000-ft. tower in the same location.

With the inauguration of WGBS-TV, the permit for WFTL-TV, formerly owned by the *Fort Lauderdale Daily News* and Noran E. (Nick) Kersta, will be returned to the FCC. This station was originally on ch. 23, but with the FCC's approval of the Storer purchase of its facilities and of WMIE-TV, its channel was changed to ch. 39. This switch permits WCBS-TV to use ch. 23 on the Miami farm.

Storer paid $35,409 for WMIE-TV and $300,000 for the facilities of WFTL-TV.

In a cleanup action on the Miami-Fort Lauderdale situation, the Commission last week dismissed as moot a protest by WINZ Hollywood and WMFL (TV) Miami against last October's authority for WFTL-TV to move its transmitter to the Miami antenna farm. This does not affect the Storer operation due to begin Friday.



WPIX (TV) New York officials met with members of its Program Relay Plan, who are fed sports programs four nights a week, to discuss expansion of the service. Standing are (l to r): Ed Roberts and Otis Freeman, WPIX (TV), and Ned Pearson, WMGT (TV) Adams, Mass. Seated (l to r): James W. Miller, Telepool, Inc., Sturbridge, Mass.; John Porterfield, WGLV-TV Easton, Pa.; Frank Collins, WTVU (TV) Scranton, Pa.; Leavitt Pope, WPIX (TV), and Gus Kramer, WKNY-TV Kingston, N. Y. Other plan members are: WATR-TV Waterbury, Conn.; WHUM-TV Reading, Pa.; WWOR-TV Worcester, Mass.; WCMB-TV Harrisburg and WNOW-TV York, both Pa.

WBBM Chicago Will Decrease Nighttime Base Rate Jan. 1

NEW WBBM Chicago rate card, No. 25, effective Jan. 1, setting single gross hourly rate for day and night (classes A and B) at $600 with new "progressive" discounts for advertisers has been announced by H. Leslie Atlass, vice president in charge of CBS Radio's Central Div. and WBBM general manager.

Under the new card, the nighttime base reduces from $810 to the base daytime rate of $600.

New discount formulas are for advertisers who use the station on steady days-per-week or weekly frequency basis and are designed to offer nighttime advertisers "a greater incentive to use the evening hours with the same frequency that has made daytime radio advertising so successful," according to Mr. Atlass.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

waiting to HEAR from YOU...

118,560 families weekly!

92,070 families daily!

59,090 car radio families!

- **WDBJ's share of the tuned-in Roanoke audience averages 51 to 59%!**
- **25% of Virginia's total retail sales are made in the WDBJ area!**

Sources—A. C. Nielsen Co. and Pulse of Roanoke

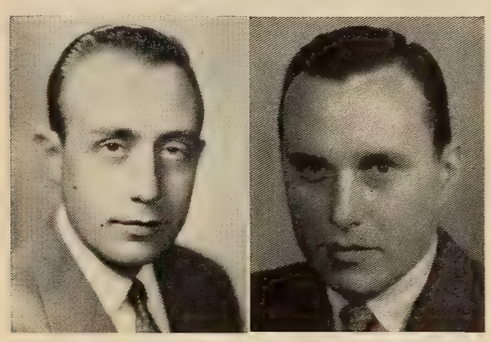
WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA
Owned and Operated by the TIMES WORLD CORPORATION
FREE & PETERS, INC., National Representatives

ATLANTA OFFICE OPENED BY PETRY

OPENING of an Atlanta, Ga. office and additions to its sales staff, effective Jan. 1, have been announced by Edward Petry & Co., station representative.

Radio sales for Petry's Atlanta office will be handled by Joseph H. Sierer, formerly sales manager of WRNL Richmond, Va. Richard W. Hughes, formerly of the Petry St. Louis office, will be in charge of tv sales.

George Stevens, local sales manager, WFAA-TV Dallas, Tex., will take Mr. Hughes' place in St. Louis.



MR. SIERER MR. HUGHES

In New York, Petry has added Dick Schiess, formerly Avery-Knodel account executive, and Ed Forester, previously with the Forjoe Co., to its radio sales staff. Ted Page has joined the firm's television sales staff after service with the George P. Hollingbery Co.

CBS Radio Spot Sales Names Hughes, Woolley

APPOINTMENT of Allan J. Hughes to the newly-created position of manager of sales development for the Central Div. of CBS Radio Spot Sales and of Jack Woolley as manager of the Los Angeles office of the station representative organization were announced last week.

Mr. Hughes, who will make his headquarters in Chicago, joined CBS Radio Spot Sales in March 1951, as manager of presentations in the New York sales promotion department. Previously, he had served in the network sales promotion department of NBC and, earlier, in a similar capacity with ABC. From 1944 to 1947 he was with NBC Spot Sales, where he rose to the post of promotion manager.

Early in his career, Mr. Hughes was advertising and promotion manager of KOA Denver and with Paris & Peart, New York agency, resigning in 1943 as assistant production manager.

In in his new post, Mr. Woolley succeeds George E. Hurst, who has been named national sales manager for CBS-owned KMOX St. Louis [B•T, Dec. 13]. Mr. Woolley joined CBS Radio Spot Sales from Searle & Parks Inc., West Coast radio and tv production firm, where he had been general manager since 1953.

Refore his association with Searle & Parks, Mr. Woolley was engaged in independent market research work in Salt Lake City. He also has had experience as an account executive for KTTV (TV) Los Angeles, advertising manager of Penny-Owsley Music Co., and account executive for KMPC Los Angeles.

Jerome Feniger of CBS Radio Spot Sales, Los Angeles, who moves to Cunningham & Walsh, is being replaced by Thomas J. Swafford. Mr. Swafford was formerly eastern sales representative for KNX Los Angeles and the Columbia Pacific Radio Network.

WAAA Sold for $100,000

SALE of WAAA Winston-Salem, N. C., for $100,000 to a group associated with WONE Dayton was announced last week by Ronald B. Woodyard, president and treasurer of the new company, Camel City Broadcasting Corp. Mr. Woodyard is president of Skyland Broadcasting Corp., which owns WONE and ch. 22 WIFE-TV Dayton. Ranny Daly, Dayton area broadcaster, will be general manager of the North Carolina 1 kw Negro-programmed independent station, it was reported.

Beaman Sells WKGN Knoxville

WKGN Knoxville, Tenn. (1340 kc, 250 w), was sold last week by Clarence Beaman Jr. to George Mooney, Abe Waldaur and Don J. Lynch, operators of WBSR Pensacola, Fla. Price was $75,000. Blackburn-Hamilton Co. handled the negotiations. Mr. Beaman has an option to buy 16% interest in WATE (TV) Knoxville, affiliated in ownership with WROL, conditioned on approval of the WKGN transaction.

KBIG November Sales Up

NOVEMBER gross billings for KBIG Avalon, Calif., show an increase of 25% over the same month of last year, station executives have announced. Overall business for the 11-month 1954 period through November show a 23% increase over the same 1953 period, according to the station.

75% Interest in KXEL Sold for $312,000

SALE of 75% interest in 50 kw KXEL Waterloo, Iowa, by Joe Dumond and associates to Egmont Sonderling, Richard Goodman and Mason Loundy, owners of WOPA Oak Park, Ill., and permittees of WOPT (TV) Chicago, for a gross figure of $312,000 was announced last week. Transfer of control is subject to FCC approval.

KXEL, an ABC affiliate, operates on 1540 kc with a directional antenna at night. It is represented by Avery-Knodel. WOPA is a 250 w full time independent operation on 1490 kc. WOPT's grant is for ch. 44.

Mr. Sonderling also owns a radio-tv producing company. Mr. Goodman is an attorney and real estate owner (hotels, office buildings). Mr. Loundy is a Chicago businessman. Approval of the purchase will make Mr. Sonderling a 18.75% owner; Mr. Goodman, 41.25%, and Mr. Loundy, 15%.

Purchase was of 85,000 shares of stock for $187,000 plus $125,000 for the rights to the name Josh Higgins, Mr. Dumond's "nom de radio," and a 10-year consultant's retainer for Mr. Dumond. Sale was arranged by Allen Kander, station broker.

WEBB Plans Feb. 15 Start

CONSTRUCTION of WEBB Baltimore, Md., new daytime station to be programmed to the 300,000 Negro population there, is now underway and will go on the air Feb. 15, the station has announced. All equipment will be RCA with the transmitter located at Dundalk, Md. WEBB will operate on 1360 kc with 1 kw. Bentley Stecher, former sales manager of WSID Baltimore, will be general manager. The 1360 Broadcasting Co., licensee, is owned by Leon B. Back, associated with the Rome Theatre interests in Baltimore; Mrs. Matilda W. Feldman, and Ben Strouse, vice president and general manager, WWDC Washington.

Fisher to Washington Post Co.

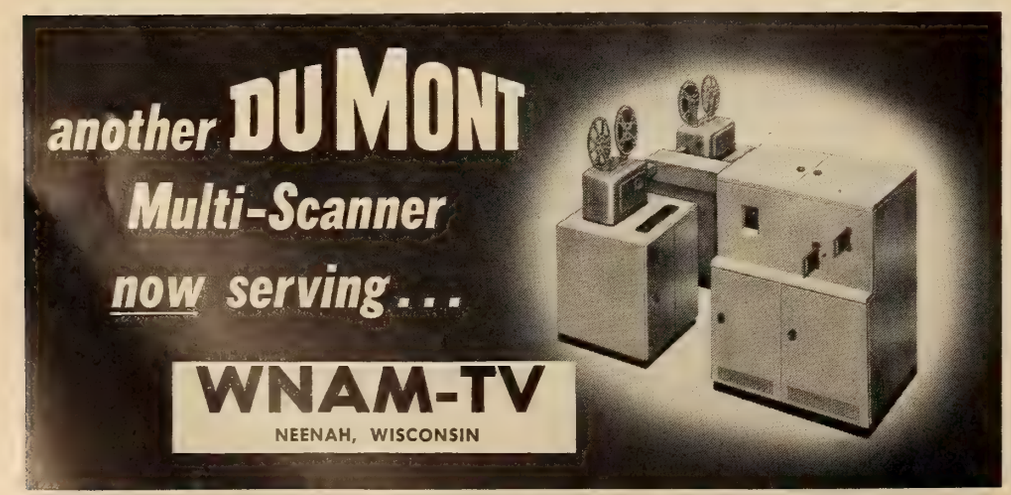
APPOINTMENT of Adrian S. Fisher as vice president and counsel of The Washington Post Co. was announced last week by Philip L. Graham, president of the company which publishes the *Washington Post-Times Herald* and operates WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla. Mr. Graham said the increased size of the company's operations makes it desirable to enlarge the executive staff through Mr. Fisher's appointment. Mr. Fisher, who will start his new duties in mid-February, presently is a member of the Washington law firm of Covington & Burling.

REPRESENTATIVE PEOPLE

Richard H. Schutte, local sales account executive, KING Seattle, to CBS Radio Spot Sales, S. F., as account executive; **Samuel F. Hill Jr.,** sales staff, KNXT (TV) Hollywood, to CBS Television Spot Sales, S. F., as account executive.

John Lee Herbert, formerly with *McCall's* magazine, N. Y., to radio sales staff, George P. Hollingbery Co., same city.

Bill Harms, Edward Petry & Co., Chicago, to Avery-Knodel, same city, effective Jan. 1.



New Rate Card of WBBM Favors Steady Advertisers

ADVERTISERS who use WBBM Chicago on a weekly frequency or across-the-board basic will be favored in the new rate card (No. 25) announced last week by H. Leslie Atlass, vice president of CBS Central Div. and general manager of the CBS o&o station. The card, effective Jan. 1 and issued "to give special recognition" to steady advertisers, calls for a single gross rate for day and night classifications, with the base daytime rates remaining unchanged. Advertisers would receive progressive discounts and would be offered a greater incentive to use evening hours with the same frequency as daytime radio to reach the full family audience.

Actual figures of the new card were not disclosed, but it contains a combination of two discounts found in previous rates. Present advertisers may elect to use card No. 24 for six months on business contracted for prior to Jan. 1. WBBM is represented by CBS Radio Spot Sales.

KSL's Rate Card No. 21 Combines Class A, B Times

INTRODUCTION of a new rate card, No. 21, for KSL Salt Lake City, effective Jan. 1, was announced last week by Eugene M. Halliday, vice president and manager. The new rate card will establish a single rate for what has been Class A and Class B times—morning and evening classifications—but leaves afternoon rates unchanged.

Card No. 21, Mr. Halliday said, includes rates for new types of facilities offered by the station—eight-second and four-second identification announcements. Advertisers may continue on the current rate card (No. 20) for a period of one year from the effective date (without interruption of business under contract prior to Jan. 1, 1955), or may change over to the new card immediately, Mr. Halliday said.

KSL is a 50 kw CBS Radio affiliate and is represented by CBS Radio Spot Sales.

WKNB-TV Raises Rates

WKNB-TV New Britain, Conn., has announced publication of rate card No. 3, effective Jan. 15, increasing the Class A base hourly rate to $400. Clients on rate card No. 2 will be protected for six months, through July 15. According to an ARB Nov 4-11 survey the established uhf penetration is at 70% of all tv homes in the Hartford County area, the ch. 30 station has reported.

WILY Local Rates to Rise

LOCAL rates of WILY Pittsburgh, one of the Kluge station group, will be increased 15% effective Jan. 1, according to Ernie Tannen, vice president-general manager. The station adopted a local-interest programming policy last summer, featuring rhythm and blues music.

REPRESENTATIVE APPOINTMENTS

WFIL-TV Philadelphia has appointed Blair-Tv Inc., N. Y.

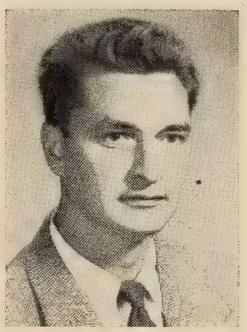
WGEZ Beloit, Wis., has appointed Everett-McKinney Inc., N. Y.

KENT Shreveport, La., has appointed John E. Pearson Co., N. Y.

STATION PEOPLE

Lewis La Mar, former announcer, WAIT Chicago, appointed assistant general manager, WNMP Evanston, Ill.

Jack Irvine, formerly general sales manager, KONA (TV) Honolulu, appointed general manager, KVAN Vancouver, Wash.



MR. IRVINE

O. P. Bobbitt, sales manager, KTBC Austin, Tex., additionally appointed sales manager, KTBC-TV.

Robert J. McKendrick, formerly with WLOK-TV Lima, Ohio, to WWJ-TV Detroit as assistant program and production manager; **Ron Gilbert,** formerly salesman, New York Life Insurance Co., Detroit office, to sales staff, WWJ-TV.

Arthur A. Snowberger, director of engineering, United Broadcasting Co. [WOOK-WFAN (FM) Washington, WSID Baltimore, WJMO Cleveland, WANT Richmond, WARK Hagerstown, Md., WINX Rockville, Md.], elected executive vice president and board of directors' member.



MR. SNOWBERGER

Alan Purves, sales representative, Bonner Packing Co., Fresno, Calif., to KBIF there, as account executive.

Hal Henderson, formerly with WKRC Cincinnati, to sales staff, KGMB-TV Honolulu.

Les Sand returns to WWDC Washington as disc m.c.

Bruce Vanderhoof, formerly with KDYL-AM-FM-TV Salt Lake City (now KDYL-AM-FM-KTVT (TV)), to KING-AM-TV Seattle as host-m.c.

Jim Boysen, disc m.c., WTCN Minneapolis, to KABC Hollywood in similar capacity.

Kernan Wright, formerly with WHNC Henderson, N. C., to WSRS Cleveland as organist and announcer.

Terry O'Flyn, formerly announcer, KWKH Shreveport, La., to announcing staff, WKY-AM-TV Oklahoma City.

Dick Andrews, KCOM Sioux City, Iowa, to WOW Omaha as disc m.c.; **Dave L. Scheie,** formerly with KOB-AM-TV Albuquerque, to WOW as anonuncer.

Dick Lewis, formerly with KOAT-TV Albuquerque, to KLZ-TV Denver as announcer.

Paul Meeks and **Paul Comstock,** formerly with technical staff, ABC-TV Hollywood, to KBET-TV Sacramento, Calif., as studio technicians.

Ralph Fenno returns to sports staff, WPOR Portland, Me.

Judy Bryson, program director, WTCN Minneapolis, to KEYD-TV there (target date: Jan. 1).

M. H. LeBlang, assistant advertising and sales promotion director, WCBS-TV New York, has



OPEN ALL NITE
with Chuck Phillips
Selling

In Milwaukee thousands of night workers and early risers rely on WEMP, Milwaukee's only all-night station, for music, news and weather.

Chuck is an important part of their lives. They buy what he sells. Dozens of happy national advertisers attest to this. Join them and Chuck and get up to twice the Milwaukee audience per dollar of any network station on WEMP.* Call Headley-Reed!

* Based on latest available Pulse rating and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

resigned, effective Jan. 1, to open investment and insurance counselor offices at 550 5th Ave., N. Y.

Edward W. Jacker, chief engineer, WAIT Chicago, resigns, effective March 26.

Sam J. Slate, program director, WCBS New York, will address 10th annual session of Georgia Radio & Tv Institute at Henry W. Grady School of Journalism, U. of Georgia, Athens.

Richard Hartnett, sales executive WEEI Boston, appointed publicity chairman, Crosscup-Pishon Post, American Legion in Boston.

Jim Bentley, program director, KCEN-TV Temple, Tex., appointed acting chairman district 13 (Texas), National Assn. of Film Directors.

Robert W. Ferguson, executive vice president, Tri-City Broadcasting Co., and general manager, WTRF-TV Wheeling, W. Va., designated "Citizen of the Month" by Wheeling Chamber of Commerce.

Frederick G. Edwards, engineer, WTIC Hartford, Conn., appointed Civil Defense Director for Manchester, Conn.

Willard L. Dougherty, executive vice president and general manager, WDOK Cleveland, voted member of Cleveland Variety Club and has been appointed to publicity, entertainment and membership committees.

Ed Scott, "Sheriff Scotty," KLZ-TV Denver, made honorary Lakewood, Colo., Kiwanian for efforts in boosting club's Christmas fund.

Pat Meikle, personality, *Magic Cottage,* WABD (TV) New York, entertained Dec. 18 at Christmas party sponsored by National Foundation for Muscular Dystrophy for 120 MD-afflicted children.

Bill Leonard, conductor, *This Is New York,* WCBS-TV New York, author of book, "This Is New York," guide to New York and suburbs.

Leo Carrillo, production manager, Abbott Kimball Co. of Calif., L. A. and **Bobbie Breacher,** assistant media director, Milton Weinberg Adv. Co., same city, were married Nov. 24.

Paul O'Steen Jr., account executive, WQAM-AM-FM Miami, father of boy, Kevin Stouder, Dec. 2.

Joseph Coffin, director of sales development, KTLA (TV) Hollywood, father of girl, Audine Ellamae.

Ed Dinsmore, 39, newscaster, WBEN-TV Buffalo, N. Y., died Dec. 19.

McDERMOTT WINS 'McCALL's' AWARD

The woman's magazine presents its annual 1954 awards, giving recognition to women for public service achievements in radio-tv.

SELECTION of Angela McDermott of the Mohawk-Hudson Council on Educational Tv, Schenectady, N. Y., as winner of the Top Award and as the "Outstanding Woman in Radio & Television for 1954" was announced last week in the January issue of *McCall's* magazine. Other winners of the 1954 *McCall's* Awards to Women in Radio & Television were announced as follows:



MISS McDERMOTT

Dorothy Daniel, WQED (TV) Pittsburgh, in the "executive, service to the community" classification, for "her work in launching a unique, citizen-supported educational television station"; Bee Baxter, KSTP-TV St. Paul-Minneapolis, "executive, service to women," for her program series on nurse recruitment, *Operation Tender Loving Care;* Josephine Wetzler, WLS Chicago, "excutive, service to youth" category, for her good health-poster-slogan contest, conducted on her program *School Time."*

Marion Young Taylor, the "Martha Deane" of WOR New York, "broadcaster, service to the community" classification, for her series on juvenile delinquency; Mary Jones, WFIL Philadelphia, "broadcaster, service to women" award, for making possible the "Mary Jones Hearth," to provide shelter for homeless young women; Maran Koehler Rowe, KPIX (TV) San Francisco, "broadcaster, service to youth" category, for her program series *Adventure School.*

In designating Miss McDermott for the Top Award, *McCall's* pointed out that "while other people were worrying about and theorizing about the need for education tv programs, she was actually creating one. Her *Tv Schooltime* broadcast over General Electric's station WRGB (TV) Schenectady, is the first regular educational television program in New York State. It is one answer to the state's decision not to finance an official channel for education."

Miss McDermott, according to *McCall's,* persuaded more than 3,000 teachers, students, writers, researchers and librarians to participate in the project. The magazine said that the television series, *Tv Schooltime,* which Miss McDermott produces, is divided equally between programs for adults and school children. Miss McDermott was lauded by the magazine for having trained people to "understand what good educational television is, and to write for it, so that when official channels are made available, the needed personnel will be ready."

The *McCall's* "Mike" Awards were established in 1951 to give nationwide recognition to the public service achievements of women in the broadcasting industry. Each of the 1954 winners will receive her award—a golden microphone—in her home city during the on-sale period of the January *McCall's.* Formal presentation will be made at the *McCall's* award dinner on May 7, during the convention of the American Women in Radio & Television in Chicago.



EIGHT YEARS' service on the Stop Accidents campaign is recognized by these two citations presented on behalf of the Advertising Council by Stuart Peabody (c), chairman of the council board, to Wesley I. Nunn (l), advertising manager, Standard Oil Co. (Ind.), and Scott Leonard, vice president of Young & Rubicam, Chicago. Standard Oil headed the public service campaign for eight years as its volunteer coordinator and Y&R was volunteer task force during the same period.

AWARD SHORTS

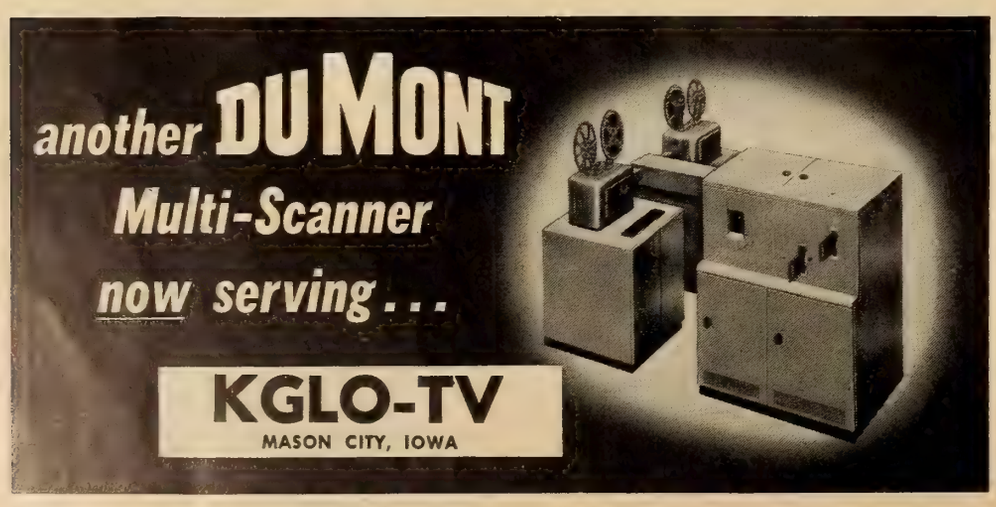
NBC-TV commended by National Safety Council for ". . . making a major contribution to safety by emphasizing the need for extra careful driving over the Christmas holidays" in its scheduling of "Red Christmas," story stressing safe driving, on *Medic* Dec. 20. (9:30-10 p.m. EST).

Colgate Comedy Hour (NBC-TV, Sun., 8-9 p.m. EST) scheduled to receive award yesterday from B'nai B'rith, national Jewish organization, during telecast originating from Chicago.

Comdr. Seymour N. Siegel, U. S. Naval Reserve, awarded Certificate of Distinguished Service from Reserve Officers Assn. of U. S., Manhattan (N. Y.) chapter, for cooperation as director of radio communications of New York City in making success of organization's National Defense Week last Feb. 12-22.

WDSU-TV New Orleans' *Tip Top Space Ship* program presented award from Air Reserve Center of New Orleans in appreciation of program's work to promote air mindedness.

Mike Layman, president and general manager, WSFC Somerset, Ky., designated "Kentucky Colonel" by Kentucky Governor Lawrence W. Weatherby for community work.



Pay Tv Would Doom Free Tv, Rembusch Charges

SUBSCRIPTION tv advocates are seeking a preferred economic position, Trueman T. Rembusch, co-chairman of the anti-pay-tv Joint Committee on Toll Tv, said last week.

In a statement indicating that the joint committee intended to place its case before the Senate Judiciary Committee, Mr. Rembusch challenged pay-tv proponents to use closed-circuit coaxial lines into homes. This "would maintain free tv on all television channels," he said.

"However," Mr. Rembusch went on, "they are seeking a preferred economic position by securing use of the free airwaves for toll tv. Such a preferred economic position would destroy the two and a half billion dollar investment in theatres in this country, which in turn would destroy the invaluable travel, invaluable to retail merchants' sales, to and from the theatres, with a net result of depressing retail sales nationally."

Advertising agencies would be destroyed also, Mr. Rembusch said. Toll tv would create a "preferred class of listeners," he claimed. Subscription tv would also tie up "choice" hours so non-subscribing set owners would have no tv channel available for free television, he said.

In speaking of bringing the opposition to subscription tv to the Senate committee, Mr. Rembusch said that he is "confident that when all the evidence is in it will be found that toll tv would not only destroy free television as we now know it but also the philosophy of broadcasting as we have known it for so many years in this country."

The Joint Committee on Toll Tv was formed in Chicago last October by a group representing members of the Theatre Owners of America and Allied States Assn. of Motion Picture Exhibitors [B•T, Oct. 25]. It has asked the FCC to defer action on Zenith Radio Corp.'s latest petition—to authorize subscription tv without a rule-making hearing—until it has had time to submit its comments [AT DEADLINE, Dec. 20].

Mr. Rembusch, an Indiana theatre owner, is a past president of Allied States Assn. Sharing the chairmanship of JCTT with Mr. Rembusch is Alfred Starr, TOA.

In recent weeks, Sen. Harley M. Kilgore (D-W. Va.), slated to head the Senate Judiciary Committee in the next Congress, has proposed an investigation of "monopolistic" practices in radio and television. Among the subjects mentioned has been subscription tv [B•T, Dec. 20, 13].

March of Dimes Staff Expands for '55 Drive

EXPANDED radio, television and motion picture department of the National Foundation for Infantile Paralysis will assist in the March of Dimes campaign to raise $64 million Jan. 3-31, it was announced last week by Howard J. London, director of the department. Fifteen persons have been added to the New York headquarters of the department, two to the Hollywood office and one in Chicago.

New personnel includes Joseph Kenas, formerly writer-director for Fox-Movietone News, film writer; Pennell C. Kirkbride, previously documentary film writer for RKO-Pathe, script writer and film supervisor, and Bob Novak, Saunders J. Thomas and Jesse Butcher, previously in radio and television production work, talent and production staff employes.

The roster of writers joining the department consists of Virginia Allison, formerly film and promotion writer at WCBS-TV New York; Luke deMatania, previously tv and motion picture writer with Empire Productions; Edward Gillmore, free lance writer; Michigan Kroll, previously director of women's programs for CBS; Marshall Mead, magazine and radio writer, and David Pollard, formerly senior copywriter at Kenyon & Eckhardt.

In Hollywood, John Swallow, former West Coast program manager for NBC, will handle national radio, television and motion picture production. Jane Lait will be in charge of national radio-tv publicity on the coast. In Chicago, Jack Fisher of M. M. Fisher Assoc., will supervise national radio and television activities in that area.

Elaine Brown, formerly publicity director for Dancer-Fitzgerald-Sample, will direct publicity for the department.

The regular staff working under the direction of Mr. London includes Charles C. Bennett, script editor, who has been with the foundation for eight years; Joe L. Cramer, motion picture supervisor; Ed Franck, radio and television supervisor, formerly with Young & Rubicam; Adele Quigley, administrative assistant and liaison contact; Jo Belvedere, traffic, and Gloria Rozonca and Antoinette Stallone. The office staff will be assisted during the campaign by Frances Gervasi, Alva Heins, Jeanne Markman and Virginia Pellett.

PROGRAM SERVICE PEOPLE

Howard Connors, St. Louis representative, ASCAP, N. Y., appointed to radio-tv station relations div., headquartering in Atlanta, Ga., covering Florida, Alabama, Mississippi and Georgia.

Bob Mahakian, tv dept., MCA Agency, Beverly Hills, Calif., to Wynn Rocamora Agency, same city, in similar capacity.



GRACE GIBSON, an American who is one of the largest independent program producers in Australia, orders 3,500 American radio scripts to be produced Down Under. Charles Michelson, New York program supplier, witnesses the purchase.

PROGRAM SERVICE SHORTS

Song Ads Co. (singing jingles), Hollywood, has produced 30-second radio spot announcement for Inn Maid Products (biscuit mix), Millersburg, Ohio, for regional use. Agency: Byer & Bowman Adv., Columbus, Ohio.



MURPHY SEES RADIO HEADED FOR GROWTH

CBS Radio president asserts in a yearend statement that radio has little more to lose to tv because the latter already has reached "two-thirds of its circulation possibilities."

RADIO as a whole is headed for a period of "long-term growth," Adrian Murphy, CBS Radio president, predicted last week in a year end statement.

The statement asserted that in the 10 months, January-October, CBS Radio's gross billings were 62.1% ahead of its nearest competitor, and for the total year its gross billings were about $54 million. It was also pointed out that the network started 1954 with 219 am affiliates and 90 fm, and it will begin 1955 with 221 am and the same number of fm affiliates.

In support of his belief that radio will continue to grow, Mr. Murphy cited the following:

"Population increase in the country; an increase in set ownership from 76,991,000 in 1948 to 111 million in 1954, with nearly 97 million in locations where there are no televisions sets; the existence and use of 26,180,000 radio sets in automobiles and 10 million sets in public places, to be added to home listening; an increase in existing radio stations from 1,800 in 1948 to 2,600 in 1954; the prospect that radio has little more to lose to television and can absorb such losses because the newer medium already has reached two-thirds of its maximum circulation possibilities."

In connection with Mr. Murphy's view that tv's inroads on radio listening will diminish, the statement pointed out that the Pulse rating of Dec. 17 revealed that the radio audience for the exclusive CBS Radio broadcast of the Marciano-Charles heavyweight title bout last fall, with a rating of 30.7, was "greater than the combined audience of all television programs at the same hour."

"The dominant characteristic of today's programming (on CBS Radio) is the relaxed mood, manifested in music, conversation, unpretentious humor."

One of the significant events in connection with public affairs broadcasting occurred, the statement said, when Dr. Frank Stanton, president of CBS, used the facilities of both CBS Radio and CBS-TV for an editorial, advancing the right of broadcasting networks to equal access with all other information media.

ALL-ROUND RECORD FOR CBS-TV IN '54

Network claims 'sizable growth' in billings, affiliates and programming.

IN A yearend statement summarizing its activity in 1954, which it described as an "all-time record in all phases," CBS-TV last week underscored a sizable growth in gross billings, number of affiliated stations and programming.

Among high points in CBS-TV's summary:

• An increase in 1954 of more than 50% in gross annual billings, placing CBS-TV in terms of advertising revenue as "the biggest single advertising medium in the world." (Also see box, page 51.)

• A boost of 45 affiliated stations for a total of 202 operating stations both "within and without the continental U. S."

• Debut in the early fall of the network "editorial," delivered by Dr. Frank Stanton, CBS Inc. president, who urged equal opportunity for broadcasters to that accorded the press in coverage of important news events, specifically congressional hearings.

• Introduction of new public service programs, such as *The Search, Now and Then, The American Week* and *Face the Nation,* on a regular weekly basis.

• Initiation of the "extended market plan"—a tv sales concept designed to extend network service to small market stations. Approval of the plan by 18 stations was cited.

In color tv, CBS-TV noted that during the year it remodeled and put into production its new Studio 72, which formerly was the 81st Street Theatre in Manhattan, and claimed by CBS-TV to be the "largest and most complete studio of its kind in the country." For West Coast originations, CBS-TV equipped with color facilities some 10,000 sq. ft. of Television City. In the fall, CBS-TV noted, its two regular monthly series of color programs, *The Best of Broadway* and *Shower of Stars,* were started, along with a schedule permitting major tv programs on the network to broadcast in color on a rotating basis.

In sales, CBS-TV claimed "the largest sale ever negotiated with a single sponsor"—the Procter & Gamble contract for an additional 6¼ hours weekly, which includes *Welcome Travelers, On Your Account* and *The Seeking Heart.* As many as 114 advertisers used the network during the year, CBS-TV said, with 42 of them new to CBS-TV and 21 new to tv. Retention of time periods through the summer by nearly all clients was reported.



PASADENA's annual Rose Parade on New Year's Day will be carried in four California markets (Los Angeles, San Diego, Fresno and Bakersfield) by Columbia Tv Pacific Network. Reviewing the terms of the contract are (l to r): co-chairman William Martin and Ray Carter, Southern Calif. Plastering Institute, and Edmund Bunker, CTPN sales manager.

ABC Renews 'Town Meeting'

CONTRACT for the weekly production of *America's Town Meeting of the Air* has been renewed by ABC with Town Hall Inc., New York, adult educational center. During 1955, the 45-minute program will be expanded to an hour and will move from Tuesday to Sunday night, 8-9 p.m. EST, effective Jan. 2.

The public affairs series will observe its 20th anniversary as a regular radio feature on May 29 with plans for broadcasts from 40 cities.

'54 GOOD YEAR FOR DTN, SAYS DIRECTOR BERGMANN

DuMont managing director reports 213 stations carried DuMont Television Network programs and that DTN national billings were up 7.1%.

A REPORT on the status of the DuMont Television Network in 1954 was issued last week by Ted Bergmann, managing director of the network, stating that during the year DuMont "not only strengthened its position in the developing electronics-communications field, but also made substantial contributions to the solution of problems essential to the medium's progress."

Roster of 213 domestic stations carried DuMont shows during 1954, the largest list of any tv network, Mr. Bergmann said. DuMont shows were available to approximately 98% of the country's 31 million set owners, he reported.

In 1954, the interconnection picture improved, Mr. Bergmann said, with 193 stations connected to the coaxial cable and microwave facilities. Record billings for WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, DuMont o&o stations, also were reported in 1954.

During the year, the network served 44 national advertisers who accounted for gross billings of $13,250,000. This marks a 7.1% increase over the total for 1953, which was $12,374,353.

Mr. Bergmann's report also stressed the closed-circuit color experiments conducted at DuMont Tele-centre, New York, since July. An hour each Sunday evening is devoted to color programming at DuMont, when color shows from film are aired over WABD. Some 80 DuMont affiliates are reportedly equipped to telecast in color.

The report pointed out that the teletranscription service has been "increasing steadily in usefulness, both to sponsors and to station programmers." The department stepped up production of prints by 50%, providing a total of approximately 7,500 hours of programs.

Closed-circuit department continued to expand and serve new customers. It likewise provided DuMont cameras and personnel to pick up two heavyweight championship fights and the opening of the Metropolitan Opera for theatres throughout the country.

CBS-TV Sets Up Sales Unit For 'Extended Market Plan'

SPECIAL SALES unit has been established to service CBS-TV's "Extended Market Plan," it was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales. The plan was evolved to extend television network service to small market stations [B•T, Nov. 29].

Terrence McGuirk, who has been associated with CBS since 1950, has been placed in charge of the unit as sales manager. He has served successively in CBS Radio network operations; assistant manager, sales and program service for CBS-TV's WCBS-TV New York; in the CBS personnel relations department, and in CBS-TV's sales service department. He is a graduate of Fordham U. and served with the paratroopers during World War II.

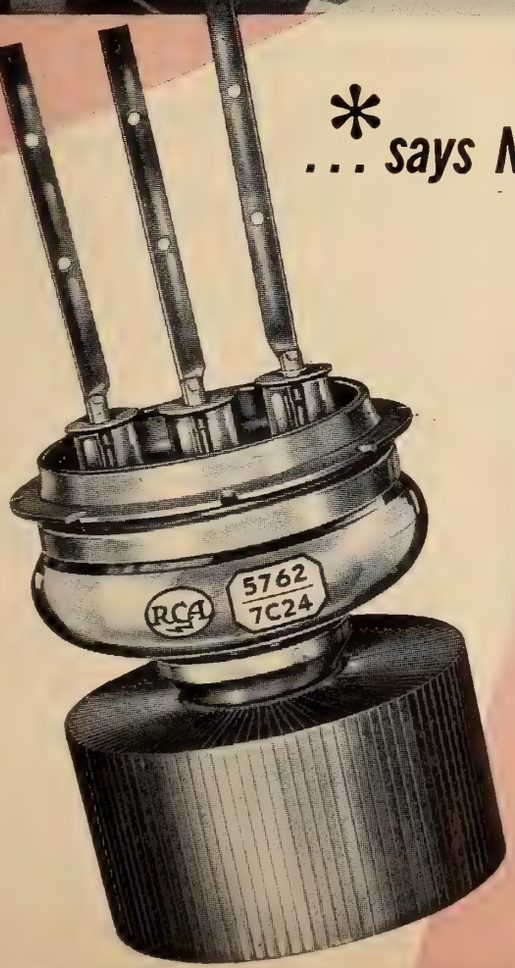
Mr. Hylan, who described Mr. McGuirk as a "sales service specialist," stated that the latter's qualifications are "ideal" for the new

Right from WJAC-TV's Station Log . . .

13,812 HOURS ON-AIR

. . . and still going strong!*





*. . . says N. L. Straub, Technical Director of WJAC-TV

"Over two years ago, we placed five RCA-5762 power triodes in our TT25AL Power Amplifier," says Mr. N. L. Straub of WJAC-TV. "... Placed in service in September, 1952, *each tube has now a total of 13,812 hours service*—and *still* going strong!"

The 5762 is but one of many RCA power types delivering long-life performance in radio and television transmitters all over the country. Broadcasters have come to depend on the reliable operation of these tubes—operation that *pays off!* Lower capital investment per hour of tube performance — lower operating cost — minimum "down time" — more stable operation are the kind of "extra dividends" broadcasters get from RCA Power Tubes.

Call your local RCA Tube Distributor to fill *all* your broadcast tube requirements. You'll like his friendly, prompt and dependable service.

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ELECTRON TUBES — HARRISON, N.J.

post. He said that in his latest capacity as "one of the key men" in the CBS-TV sales service operation, Mr. McGuirk has worked closely, for more than two years, with most of the major advertising agencies and affiliated network stations, handling and booking sales service and station clearances for "scores of network programs."

Mr. Hylan stated that in his new capacity, Mr. McGuirk will be supported by, and work in cooperation with the staffs of several departments at CBS-TV, including the research, sales development, and advertising and sales promotion departments.

CBS Announces Grants To Executives' Schools

Thirteen schools will get $32,000 during the new foundation's first year in the name of 16 top officials.

CBS FOUNDATION Inc. is to announce today (Monday) a plan for making financial contributions to privately-supported colleges and universities from which key company personnel have graduated, the foundation said [CLOSED CIRCUIT, Dec. 20].

Thirteen institutions are included in the first-year grants, begun on an experimental basis, made in behalf of 16 CBS employes, by the foundation, which makes charitable and educational grants for CBS Inc. and its divisions. A contribution of $2,000 for each of the 16 people is being made.

Standards governing grants are, "minimum service of 30 months on a continuous basis and on permanent staff, and promotion to or beyond a specified level of responsibility. Graduation from a privately-endowed educational institution on the approved list of one or more of the recognized college accrediting associations is also required."

The foundation decided to limit its grants to private institutions because it was felt that CBS already was contributing materially to the support of publicly-endowed colleges and institutions through payment of local taxes at its various locations. Recognition was given to non-public schools' need for increased private funds. Three public institutions were eligible for grants in point of their graduates' service to CBS.

Five colleges and universities are to receive grants on behalf of employes who met the requirements during 1953. The other eight schools were included because of executive employes who met the standards in earlier years.

The grants, unrestricted as to use by the recipients, will continue to be made in behalf of employes who met the standards in years prior to 1953.

Grants are being made to the following institutions for the employes named (with the year each joined CBS):

Brown U., Hubbell Robinson Jr., vice president in charge of network programs, CBS Television (1947);

Columbia U., Howard S. Meighan, vice president, CBS Inc. (1934), and Louis Hausman, vice president, CBS-Columbia (1940);

Cornell U., Henry Untermeyer, WCBS New York sales manager (1937);

Dartmouth College, Harry S. Ackerman, vice president in charge of network programs-Hollywood, CBS Television (1948), and James B. Conkling, president, Columbia Records (1951);

Denison U., John Hundley, manager of CBS Television program service (1938);

Duke U., George Klayer, Chicago sales manager, CBS Television (1946);

College of the Holy Cross, Daniel T. O'Shea, vice president, CBS Inc. (1950);

U. of Kansas City, Edward P. Shurick, director of station relations, CBS Television (1950);

New York U., Norman Adler, general attorney, Columbia Records (1951);

Ohio Wesleyan U., Dr. Frank Stanton, president, CBS Inc. (1935);

U. of Pennsylvania, Lawrence W. Lowman, vice president, CBS Inc. (1928), and James M. Seward, administrative vice president, CBS Radio (1933);

Princeton U., Adrian Murphy, president, CBS Radio (1936), and

Wesleyan U., Harry Ommerle, director of programs, CBS Television (1950).

Members of the CBS Foundation Inc. board, all directors of CBS Inc., are: Dr. Frank Stanton, president of CBS Inc.; J. A. W. Iglehart, partner in W. E. Hutton & Co. and president of the foundation; Ralph F. Colin, member Rosenman, Goldmark, Colin & Kaye; Dr. Leon Levy, Philadelphia, and Robert A. Lovett, general partner in Brown Brothers Harriman & Co. and former Secretary of Defense.

CBS-TV Names Dozier Hollywood Program Head

WILLIAM DOZIER has been appointed director of network programs, Hollywood, for CBS Television Network. He succeeds James Fonda, who has moved to a producer-creator position with the network [B•T, Dec. 20]. Mr. Dozier will report to Harry S. Ackerman, vice president in charge of programming, Hollywood.

Mr. Dozier was first the head of CBS-TV's story department and in 1952 was named executive producer in charge of CBS-TV's dramatic programs. He was formerly story and writer head at Paramount studios and executive assistant to the vice president in charge of production at RKO. He has also been associated as executive producer with Universal-International and Columbia Pictures. Before joining CBS, Mr. Dozier was assistant to Sam Goldwyn.

NBC Radio Sets Three New Mon.-Fri. Programs

AS PART of a realignment of the NBC Radio Network schedule, designed to bolster the network program format, Ted Cott, operating vice president of NBC Radio, last week announced the addition of three new Monday-through-Friday morning programs and the extension of another from five to six-days-per-week basis.

Mr. Cott, who gave details of the program re-organization to network affiliates in a closed-circuit talk, said the new shows are "the result of both listener and client requests following the success of the NBC Radio 'across-the-board' formula of booking major attractions and big-time shows." As an example, Mr. Cott mentioned that *Mary Margaret McBride,* presented Monday-through-Friday (10-10:05 a.m. EST), was sold out within a few weeks after its debut. Starting Feb. 12, it will be heard Monday-through-Saturday with Calgon Inc. joining General Foods Corp., Q-Tip Sales Corp. and Star-Kist Foods Inc. as sponsors.

The other programs, which Mr. Cott said will give listeners a favorite personality at the same time each day and present a small-unit sales package of "big-time" radio for advertisers, are: *Dr. Norman Vincent Peale* (Mon.-Fri., 10:05-10:15 a.m. EST), *Joyce Jordan, M.D.* (10:15-10:30 a.m. EST) and *The Doctor's Wife* (Mon.-Fri., 10:30-10:45 a.m. EST). They will start on Jan. 3.

NBC, CBS Chicago Changes Indicate Program Expansion

TELEVISION expansion programs are pointed up in developments reported by two networks—NBC and CBS—in Chicago during the last 10 days.

NBC announced it has renewed its lease with the Merchandise Mart in Chicago calling for additional space on the roof for the network's Central Div. The network said it will receive over 43,000 sq. ft. more space for studios and offices. The expansion looks toward an increase, presumably, of live local and network-originated video programs. The Mart deal was reported as involving an estimated $5 million.

CBS Central Div. announced completion of a new antenna and transmitter by network engineers atop Chicago's American National Bank Bldg., with an increase in WBBM-TV's power to the maximum 100 kw. CBS also plans to move ahead with blueprints of its $1.5 million renovation-construction program at the Chicago Arena, to be used as a television-origination center sometime next year.

WBBM-TV boosted its power five-fold, increasing visual from 18 kw to 100 kw and aural from 9.2 kw to 50 kw. New antenna is 700 feet above ground, 1,293 feet above sea level. The station has been using original transmitter and antenna since July 4, 1953, when FCC authorized its switch from ch. 4 to ch. 2, and awarded the former to Milwaukee.

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CANADA STATIONS DISCUSS '55 PLANS

RADIO PROGRAMMING and sales policies for 1955 were discussed at a Vancouver, B. C., meeting of the All-Canada Mutually Operated (ACMO) radio stations. The increasing number of tv stations, some affiliated with All-Canada radio stations, call for more research to aid advertisers and more thorough planning for retail sales, the top personnel of the ten stations decided.

Joseph B. Ward, president of the Advertising Research Bureau Inc., Seattle, was guest speaker at the three-day meeting. He reported on results of studies with leading retailers in the United States and Canada, and outlined the problems of retail organizations. He told the All-Canada executives how radio stations should present their plans for retail organizations.

The ACMO stations operate autonomously with a coordinated planning and information organization, All-Canada Radio Facilities Ltd., a station representative and transcribed program distributing firm. Stations reported increased business in 1954, some with an all-time high. Prospects for the coming year were considered good.

Attending the meeting were Harold R. Carson, general manager of All-Canada Radio Facilities, Calgary; Lyman Potts, CKOC Hamilton; John Ansell, Laurie Irving, F. H. Elphicke and Sam Ross, CKWX Vancouver; Rolfe Barnes, Cam Perry and Garth Olmstead, CJCA Edmonton; Bob Innes, CFJC Kamloops; Keith Thompson, Bill Eilan, Lee Hallberg and Ralph Pashley, CJVI Victoria; Lorne McLeod, CJAT Trail; Bruce Pirie, CKRC Winnipeg; Don Hartford and George Brown, CFAC Calgary; Denny Reid, CKOV Kelowna; Gerry Priest, CKBI Prince Albert; Bob Harkins, CKPG Prince George, and Ken Compton and Roy Malone, CKCK Regina.

U. S. Radio Second at Night, First in Canadian Daytime

CANADIAN evening radio network programs led U. S. shows two to one in popularity during November, according to the national ratings released by Elliott-Haynes Ltd., Toronto. *Our Miss Brooks* led with a rating of 16.9, followed by *Radio Theatre* 14, *Share the Wealth* (Canadian) 12.3, *Wayne & Shuster* (Canadian) 12.1, *Singing Stars of Tomorrow* (Canadian) 10, *Army Show* (Canadian) 9.3, *Championship Fights* 9, *NHL Hockey* (Canadian) 8.8, and the *Toronto Symphony Concert* (Canadian) 5.7.

Daytime U. S. network shows led in popularity with the first five being *Ma Perkins* 13.9, *Pepper Young's Family* 13.2, *Guiding Light* 12.9, *Road of Life* 12.3, and *Right to Happiness* 12.1.

In the French-language network field, evening shows were led by *Un Homme et Son Peche* 39.8, *Le Survenant* 31.2, *La Famille Plouffe* 27.2, *Tambour Battant* 19.2, and *Theatre Ford* 18.1. Daytime French-language shows were led by *Rue Principale* 30.2, *Les Joyeux Troubadours* 29, *Vies de Femmes* 28.2, *Je Vous ai Tant Aime* 27.7, and *Francine Louvain* 26.5.

CBHT (TV) Halifax Begins; CBUT (TV) Boosts Power

CBHT (TV) Halifax, ch. 3, began telecasting last Monday with five hours daily Monday through Friday, and longer periods on Saturday and Sunday. W. E. S. Briggs, Canadian Broadcasting Corp. director for the Maritime Provinces, announced the station will have local weather and interview programs and will be a non-interconnected station of the CBC tv network.

CBUT (TV) Vancouver, ch. 2, on Dec. 16, the station's first anniversary, increased its power from 2.5 kw to 100 kw video, and 1.5 kw to 60 kw audio. CBUT's new 265 ft. 12-bay supergain directional antenna was manufactured by Marconi Wireless Telegraph Co., London, Eng., and erected by Dominion Bridge Co., Vancouver.

Meanwhile, CKX-TV Brandon, Man., ch. 5, announced it will begin telecasting early next spring, and will be represented by All-Canada Television, Toronto. The station will have 19.3 kw video and 9.65 kw audio power. This makes the 14th Canadian independent tv station to be represented by All-Canada out of a total of 22 independent tv stations.

Canadian Tv Tops Million

OVER A MILLION television receivers were in operation in Canada by the end of October according to figures from the Radio and Television Manufacturers Assn. of Canada and All-Canada Television. Of the 1,026,912 sets in Canada, more than half, 588,415, are located in the province of Ontario, 310,620 are in Quebec province, 66,850 are in British Columbia, and the rest are widely distributed throughout the country.

INTERNATIONAL PEOPLE

Lloyd Muir to Stewart, Bowman, MacPherson Ltd. (adv.), Vancouver, as manager.

George Elliott to radio-tv dept., MacLaren Adv. Co. Ltd., Toronto, as senior assistant manager; **Ted Huff** and **Kent Burt** to department as assistant managers.

King & Porter Firm Formed

FORMATION of King & Porter, a broadcast consulting engineering service specializing in practice before the FCC, has been announced by W. Ray King and John L. Porter. The firm is located at 3536 W. Moreland St., Phoenix; telephone: Applegate 8-2975.

PROFESSIONAL SERVICE SHORTS

Mike Watson, Public Relations Counsellors, Hollywood, is author of booklet on public relations problems, including chapters on "Radio & Video, Their Expanded Role in Your Public Relations" and "Radio-Tv Giveaway Programs," available on written request to Mr. Watson at firm's address, 1540 N. Highland Ave., Hollywood 28.

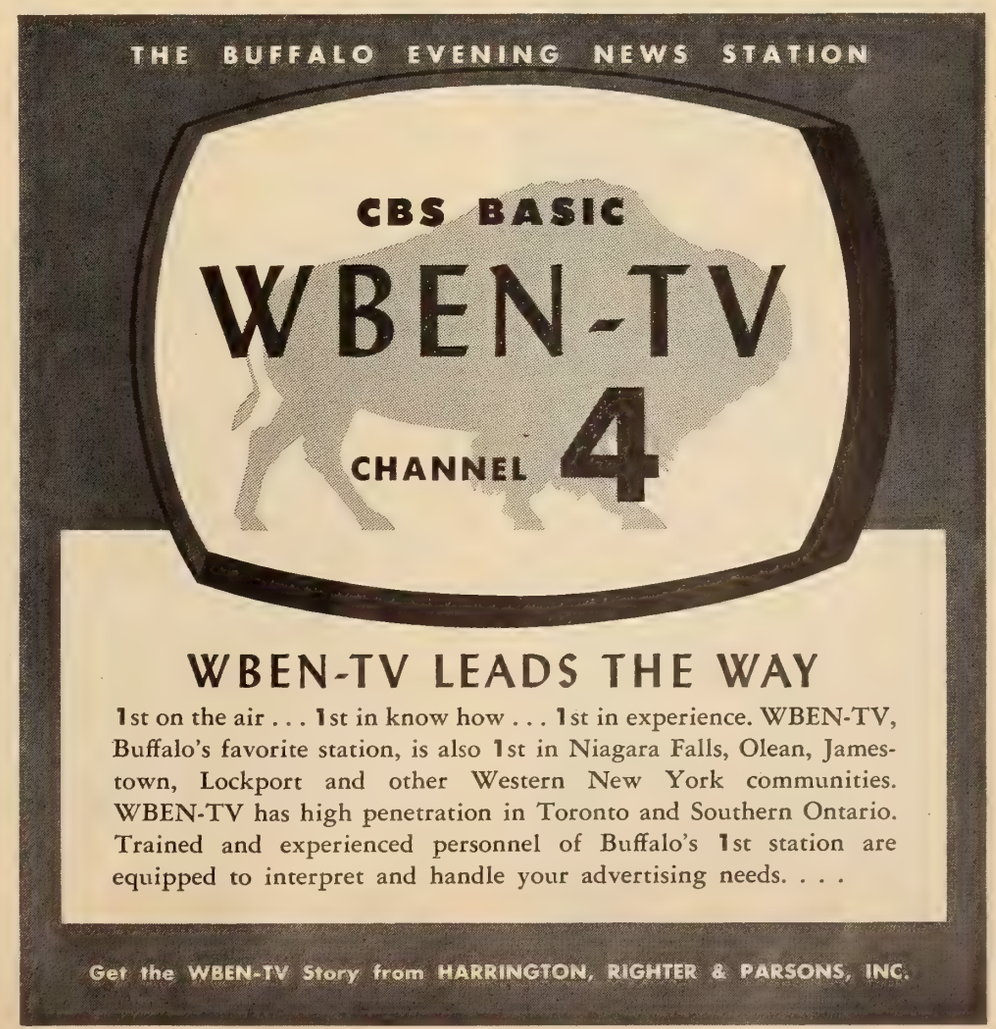
Institute for Research in Mass Motivations, L. A., moves to 1135 S. Beverly Dr.; telephone: Crestview 6-6718.

PROFESSIONAL SERVICE PEOPLE

Anton Remenih, radio-tv columnist, *Chicago Tribune*, to Foladare, Greer & Bock (public relations), Hollywood, as writer.

Verne Burnett Jr., formerly with N. W. Ayer & Son, Phila., to Verne Burnett Assoc. (public relations), N. Y.

Edward L. Bernays, public relations counsellor, appointed chairman, public relations committee, National Multiple Sclerosis Society's 1955 fund-raising campaign.



GE SHOWS DIRECT LIGHT AMPLIFICATION

System, using no electronic tubes, hailed as clue to 'picture-on-wall' tv screens.

A SYSTEM of direct amplification of light without use of electronic tubes, employing experimental screens said to have given off ten times as much light as that which was projected on them, was demonstrated for newsmen last Tuesday by scientists of the General Electric Research Labs, Schenectady.

The brightness of a projected photograph was increased many times, in the demonstration in New York, when an electric current was passed through a special phosphor cell used as the viewing screen. But Dr. C. G. Suits, GE vice president and director of research, made clear that because of the small size of the screen—about four inches across—and the limitations in the type of light that can now be amplified, no immediate applications for picture projection screens should be anticipated.

Even so, Dr. Suits said, "discovery of this light amplifier may be the clue to achieving 'picture-on-the-wall' television screens," as well as important applications in X-ray fluoroscopy, photography, "seeing in the dark" devices and other developments involving reproduction of picture images.

In the demonstration, an ordinary lantern-slide projector was used, and the picture was a regular photo slide. An ultraviolet light source was used in the projector, and the resultant yellowish image on the small screen became brighter, as the voltage on the screen was increased in the manner usually accomplished by increasing the intensity of the projector light or by opening the lens aperture—neither of which was altered in this demonstration.

"There may eventually be many practical applications of the light amplifier," Dr. Suits said, "but it is no more possible to predict these with certainty now than it would have been to foresee the extent and ramifications of modern radio and television when the first electronic amplifying tube was invented 50 years ago."

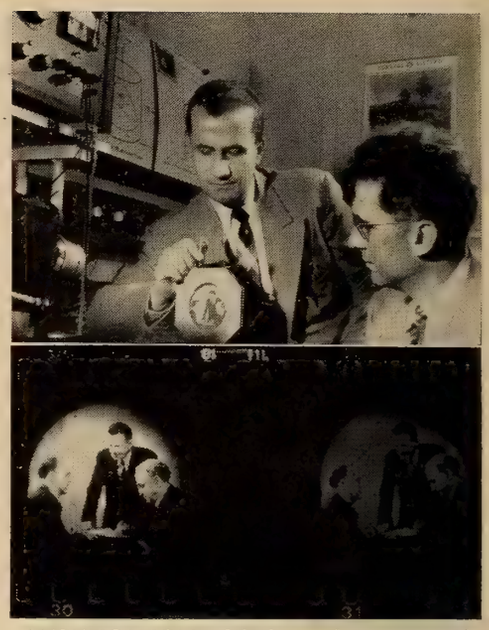
GE authorities noted that applying an electric voltage does not, of itself, cause the special phosphor screen to give off light. Ultraviolet energy falling on the screen causes a faint glow, but there is no amplification. The latter, it was stressed, occurs only with the combination of both the voltage and the ultraviolet.

"The direct light amplifier is an outgrowth of extensive GE research in electroluminescence, a field devoted to direct conversion of electrical energy into light," according to Dr. F. E. Williams, head of light generation studies at the GE Research Laboratory, who said the light-amplifying phosphor was created by D. A. Cusano, young GE scientist who conducted the demonstration.

"Modulation of photoluminescence by an electric field has been previously reported by several scientists both in the U. S. and abroad, but true amplification has now been achieved," Dr. Williams added.

At least one other major company, RCA, also is conducting laboratory work on the amplification of light, RCA Board Chairman David Sarnoff having reported a week ago that RCA Labs had, during this year, amplified light electronically by ratios of more than 20 to 1 [B•T, Dec. 20].

Asked whether the GE system was similar to that of RCA, GE officials said only that "so far as we know, the phenomenon you're seeing here today is new." They said they did not know whether it was "electronic" in the sense that, if GE receives a patent on it, rights to the patent will become available to RCA under the GE-RCA patent-licensing agreement.



AMPLIFICATION of light is demonstrated by GE scientists, who show that brightness of a projected photograph can be increased by passing an electric current through a special phosphor cell used as the viewing screen. D. A. Cusano (l), young GE scientist, is credited with creating the light-amplifying phosphor by Dr. F. E. Williams (r), head of light generation studies at the GE Research Lab. The lower picture shows two photographs printed simultaneously from negatives made consecutively on a roll of 35mm film with the same camera, using the same lens, lens opening and exposure time, the brightness increase in the picture on left being produced by the GE method of direct light amplification.

RCA Electrofax Paper Gives Prints in Fraction of Second

DEVELOPMENT of a low-cost, coated paper that is so photosensitive that it can make contact prints at exposures of a fraction of a second was announced last week by RCA. The product will be used in a new, simplified dry photographic process known as electrofax.

An RCA spokesman said the new paper has proven its sensitivity in numerous tests, including experimental use in a camera. At exposures of one-half a second in outdoor light, it can produce positive prints in a few seconds with no chemical processing. The paper has been developed for specific use in the electrofax process for obtaining rapid and permanent prints from photo negatives, microfilm enlargements or projected images.

21-In. Color Set Readied By Emerson for Spring

EMERSON expects to have 21-inch color receivers on the market next March or April, it has been announced by Benjamin Abrams, president of Emerson Radio & Phonograph Corp. He said initial production will be on a conservative basis "inasmuch as mass consumer interest will not be a reality until it is possible to produce a 21-inch color receiver to be marketed at $500 or less."

Mr. Abrams said Emerson, which he had disclosed earlier this month to have discontinued its color set production because the 15-inch receiver already was obsolete [B•T, Dec. 6], will resume color receiver production within the next two months.

GE's Baker Predicts '55 Electronics Surge

DR. W. R. G. BAKER, vice president and general manager of GE's Electronics Div., in his yearend statement just released, offers bullish predictions on:

- Color tv set production—he estimates 200,000 units by the end of 1955.
- Tv stations equipped for network color—50% of the estimated 530 tv stations which he believes will be on the air at the end of 1955.
- Service to the public—the trend to high-power broadcasting should provide still better video service.
- Electronic tubes—there will be an increased use of them next year.

The 200,000 color tv units expected in 1955 will add to an estimated 5.8 million black-and-white total for the year, according to Dr. Baker who notes that because each color set is equivalent in dollar value to about three monochrome units, the "total tv industry will operate at substantially the same dollar level in 1955."

Dr. Baker expects 150 stations to be able to transmit network color by the end of 1955 with color network facilities in 98 cities.

About one million radio units will use printed wiring, Dr. Baker says, noting that the expected 6.5 million units total "indicates a good com-



parative standing with previous years. It is an indication that radio has been making a satisfactory adjustment to the expansion of television."

In addition to advances underway and increased production in the germanium (and transistor) field, general radio communication equipment and military electronics, Dr. Baker cites marked progress in electronic tubes. Among his predictions in the tube field: First use in 1955 of an improved electrostatic gun which he says will "lower black-and-white picture tube costs while retaining the performance of the more expensive electromagnetic tube now in general use."

In industrial and transmitting tubes, GE plans commercial production of image orthicons and vidicons; ceramic lighthouse transmitting tube line with improved performance at higher frequencies; use of 15-kw klystrons in multiple to provide powers of 45 kw at uhf frequencies; new 25-kw transmitting tube, used in GE's 50-kw transmitter, to provide marked vhf power increases. Still other improvements in GE's tube line are listed.

Research by GE in 1955, as compiled by Dr. Baker, who notes the advancement of the electronic industry depends on development of solid-state devices and applications of information theory, will include completion of automation equipment to assemble electric components onto printed wiring boards, and four tube development programs, to be supplemented by 8-10 more applied research programs covering development of high-power klystrons, microwave receiving tubes and microwave oscillators.

Home Market Sets Plans

TENTATIVE plans for the International Home Furnishings Market at Chicago's Merchandise Mart Jan. 3-14 have been announced. Feature of the first week will be an all-appliance conference, with radio, tv and other manufacturing representatives on the panel. Participants will be announced later. Newest radio-tv receivers will be introduced at the market and industry leaders will summarize business trends in various lines.

Tv Receiver 'Banner Year' Foreseen by DuMont's Kelley

PREDICTION that 1955 will be "a banner year" for the DuMont Tv Receiver Division was expressed last week by William H. Kelley, vice president in charge of marketing, Allen B. DuMont Labs, in a statement calling 1954 "the greatest sales year from a unit sales standpoint" in its receiver history.

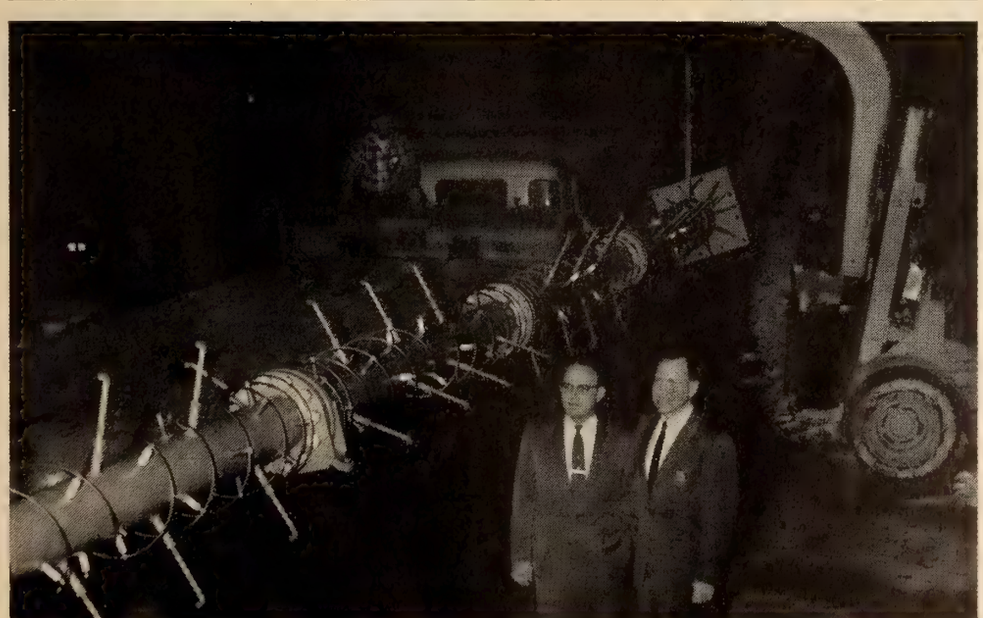
Mr. Kelley observed DuMont's 1954 receiver sales were 5% above those of 1950, which he described as "the industry's top year" and that receiver sales of other manufacturers together declined an average of 3½% compared with 1950. Mr. Kelley reported the sales were 7% above 1953.

DuMont's position on color at the year's end remains "unchanged," Mr. Kelley said, adding the company will not go into excessive production until manufacturing costs can be reduced to a point where color receivers are realistically priced.

Color Tv Still in Lab Stage, Set Makers Say

COLOR TV still is commercially in the labratory stage and will develop slowly in 1955, while monochrome tv and radio set production will remain highly competitive and perhaps slacken off next year. This was the gist of yearend statements by the presidents of two leading Chicago electronics firms—Ross Siragusa of Admiral Corp. and Raymond W. Durst of Hallicrafters Co.

Mr. Siragusa reported 1954 tv receiver sales were higher than anticipated a year ago and said it may approach a "new record." He expressed the belief that black-and-white tv sales will drop slightly in 1955 to 6.5 million sets, that 100,000-200,000 color units will be sold in the industry and that radio sales would exceed 10 million next year. He added Admiral is not yet satisfied with present color tubes. "First, they are too complex, second,



GENERAL ELECTRIC's five-bay helical antenna is loaded on a truck on its way to WILK-TV Wilkes-Barre, Pa. Checking the shipment are Charles J. Simon (l), broadcast equipment product planning manager, and Frank P. Barnes, broadcast equipment manager of marketing. The antenna, coupled with a new GE 45 kw transmitter being shipped this month, will enable the ch. 34 station to increase to one million watts. Target date for the first telecast with the new power is Jan. 1. The antenna has a gain of 25 and was designed to handle 60 kw input from the transmitter.

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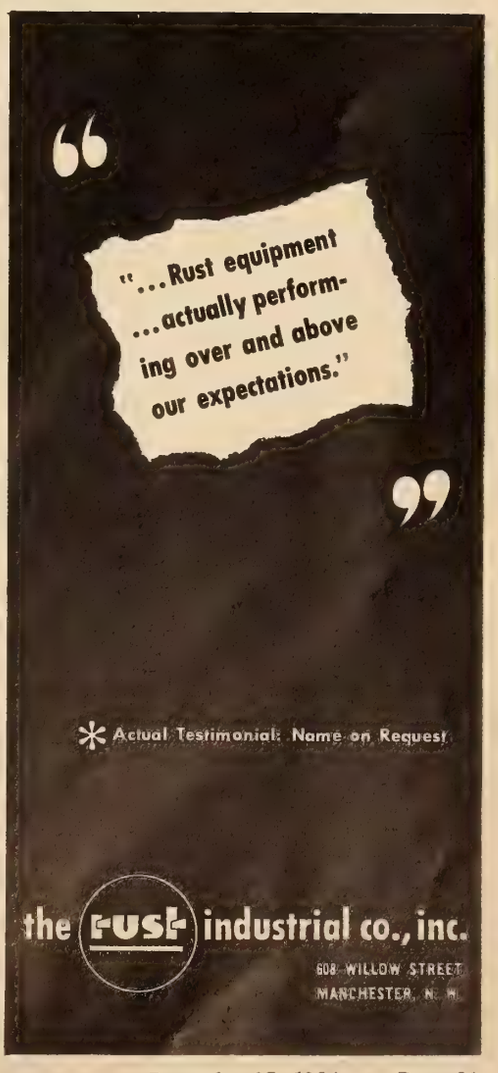


use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.



they are round and cumbersome instead of rectangular. Lastly," he said, "the present tube sizes are not standard and the resultant cost is far too high. Mass production of color receivers at prices the public can afford will not be feasible until a color tube is available at approximately $50 to $60."

Mr. Durst reported Hallicrafters production and planning are geared to "actual market requirements and realistic projections for the future." He said his firm's figures reflect a "much stronger television market than existed in the recession of last year." As for color, he stated, ". . . we think that commercially it is still on the laboratory palette and not yet on the consumer's canvas. Much work is yet to be done to perfect color tubes and receivers to the point where they will be available to the public at prices suitable to the mass market. This goal will be reached when we can offer a 21-inch screen in the $500 range. We don't think it can be done much before the end of 1955 or early 1956. However, if research advances more quickly, we'll be ready sooner."

Spokesmen for a third firm, Motorola Inc., reported the company is proceeding slowly, based on revised estimates of last September, with overall prospects of some 15,000 sets by the year's end production-wise.

Mintz Predicts 50% Rise In 1955 CBS-Columbia Sales

SEYMOUR MINTZ, president of CBS-Columbia, television and receiver manufacturing division of CBS, reported that in 1954 CBS-Columbia registered "widespread gains in its drive for industry position" and that in 1955 the company expected to increase its over-all sales volume by "at least 50%" and to increase its present industry position "substantially."

"Generally, we can expect industry sales of over six million black-and-white receivers [in 1955], 300,000 color receiving units and movement of more than six million home radio receivers," Mr. Mintz declared. "The outstanding news in the television industry in 1955 will be the advances made in color television."

Dage Readies Color Camera

PRODUCTION of its 3V color film camera is scheduled to get underway before the end of this month, Thompson Products Inc.'s Dage Tv Div., Michigan City, Ind., has announced. Two orders for the camera had been received as of Dec. 20, the company said, stressing the "excellent quality" and reasonable prices of its equipment. The company also provides a "complete line of accessories," the announcement said.

MANUFACTURING PEOPLE

William S. Thompson, formerly owner-manager, Nautical Radio Supply Co., Newport Beach, Calif., appointed manager, Los Angeles branch store of Gates Radio Co., Quincy, Ill., succeeding **Robert Kuhl,** who has been promoted to position in Quincy sales office.

James E. Madden, regional sales manager, Emerson Radio & Phonograph Corp., N. Y., to Motorola Inc., Chicago, in same capacity, covering portions of Texas, Oklahoma and Louisiana.

Harold M. Zimmerman, head of engineering products procurement, RCA, N. Y., to CBS-Columbia, Long Island City, N. Y., as purchasing agent for government operations.

ABRAMS PROPOSES FCC CABINET RANK

Emerson Radio & Phonograph president, in awarding seventh $10,000 educational grant to KETC (TV) St. Louis, also asks annual $1 million federal appropriation for educational tv.

AN ANNUAL $1 million federal appropriation for educational tv and an FCC with Cabinet rank were proposed last week by Benjamin Abrams, president of Emerson Radio & Phonograph Corp.

Mr. Abrams' proposals were made in his talk Monday on KETC (TV) St. Louis, to which he presented $10,000 for having qualified as the seventh educational tv station in the U. S. to commence operations. Mr. Abrams, under the Emerson Educational Television Grant, is awarding $10,000 to each of the first 10 educational tv stations to go on the air.

Pointing up educational tv as having far-reaching and constructive effect upon the welfare of the people, Mr. Abrams noted that the government is spending billions of dollars yearly for defense. Thus, he said, a $1 million yearly allotment to educational tv "would hardly be felt in our budget and would have immeasurable results in raising the cultural and educational levels of the American people."

Mr. Abrams said that in a short period of time communications have become a vital and integral part of day-to-day life in the U. S., and "certainly, these media [radio-tv], coupled with the telephone and telegraph, are of sufficient importance for us to provide greater prestige and greater latitude for operating to the agency charged with their supervision."

Thus, he recommended the elevation of FCC to the President's Cabinet and the appointment of a Secretary of Communications.

Referring to the Dept. of Agriculture, which is of Cabinet rank, Mr. Abrams asked: "Who is to say that feeding the minds of the people is not as important as filling their stomachs?"

Minderman Named Exec. V.P. By D. C. Educational Tv Unit

EARL MINDERMAN, field liaison officer of the National Citizen's Committee for Educational Television, has been elected executive vice president of the Greater Washington (D. C.) Educational Television Assn., according to an announcement from Dean Martin A. Mason, chairman of the association's board of trustees. Prior to his joining NCCET two years ago, Mr. Minderman was assistant to the chairman of the FCC. The Greater Washington Educational Television Assn. was organized under Mr. Minderman's leadership in 1953 and now consists of five universities, eight school systems, nine cultural institutions and an advisory council composed of 80 civic and professional groups.



MR. MINDERMAN

Auspicious Beginning

A COMPLIMENT that would have pleased any professional announcer has been received by Jack Phibbs, a U. of Denver junior studying radio. Last October, over the college radio station 24-year-old Phibbs interviewed Sir Alexander Grantham, British governor and commander-in-chief of Hong Kong, who was in Denver lecturing on the importance of Hong Kong to the free world.

When he returned to the Far East, Sir Alexander discussed his U. S. tour with AP correspondents in Hong Kong and said, "The best interviewer among the many I have encountered was a young U. of Denver student. . . . The lad asked the most comprehensive questions and showed the greatest alertness and resourcefulness in developing a subject in question-and-answer conversation."

Something that Sir Alexander didn't know was that he was the subject of student Phibbs' very first interview.

Natl. Audience Board Takes Initial Steps in Tv Study

THE NEW National Audience Board has accomplished three initial steps in its proposed mass survey of the public's wishes concerning tv programming, according to Mrs. Florence Thalheimer, California committee chairman.

Meetings have been held this month between NAB members and Earl J. Hudson, vice president in charge of ABC Western Div.; Amos Baron, general manager, KABC-TV Los Angeles, and William Whitley, director of public affairs and special events, and George Moscovics, manager of tv development, both Columbia Television Pacific Network.

Reporting that tv officials are highly enthusiastic, Mrs. Thalheimer revealed that some of the questions for the survey have already been decided upon, and that discussions are continuing on how NAB and tv executives can best solve the problem of reviewing new video programs.

NAB has not been formed as a censorship board, she emphasized. "We want to find out what type of programs people want, what hours they watch regularly and if tv is a family affair. We are not conducting a popularity poll of individual programs, though," she declared.

The new group was inaugurated last month [B•T, Nov. 15] with Peter Goelet, founder of WGNY Newburgh, N. Y., as national chairman.

U. of Dayton Sets Tv Credits

COURSES in television production will be offered by the U. of Dayton, Ohio, starting with second semester classes, which begin Feb. 7, according to Very Rev. Andrew L. Seebold, S.M., president of the university. The courses are titled "Basic Television" and "Television Problems" and will carry three and four credits, respectively. Students taking the latter course will assist in producing programs for the Dayton Educational Television Foundation, of which UD is a charter member, the announcement said.

WHAT'S A 'DOODL-LI-BOOP'?

WNEW New York's early morning disc m.c. team of Gene Klavan and Dee Finch conducted a contest to find out what a "doodl-li-boop" is and at the same time solicit funds for the Children's Aid Society. When the disc m.c.s played a new recording, "Santa and the Doodl-li-boop," listeners phoned and wrote asking what the expression meant. Messrs. Klavan and Finch then invited listeners to send letters describing a "doodl-li-boop," along with a contribution for the society. The writer of the best letter received a Christmas tree which was installed personally by the disc. m.c.s and gifts including a color tv set, a mink stole, electric trains and a doll house.

WCBS PROGRAM SHIFT

IN A MOVE designed to strengthen its program schedule, WCBS New York has shifted *This Is New York* from its 9-9:30 p.m. period to 11:30 p.m.-midnight, and expanded the *Bob Haymes Show* from 45 minutes to an hour and 15 minutes (8:15-9:30 a.m.). Both programs are on WCBS Monday through Saturday. According to Carl Ward, WCBS general manager, the change will allow Bill Leonard of *This Is New York* more flexibility in the station's coverage of local events and extend Mr. Haymes' time on the air to a total of 9 hours and 45 minutes each week, including his Mon.-Fri. 10:30-11 p.m. *Melody in the Night* program.

WBSC MAKES HISTORY

WBSC Bennettsville, S. C., claims to have made history last month by broadcasting a football game between two Negro high schools for the first time in its area and most of the Carolinas. The occasion was homecoming for the local Marlboro County Training & High School, which played Tomlinson High of Kingstree, S. C. The broadcast capped six weeks of planning and effort on the part of school officials. The cost of the airing was split between one Negro and three white commercial sponsors. WBSC, which ordinarily programs two hours of Negro-appeal music daily, hopes the event will encourage increased public service and improved relations between the races.

AUTOCADE ON KXLY-TV

AUTOCADE introducing 1955 model automobiles to the public was staged by KXLY-TV Spokane, Wash. Through the cooperation of the police department, which roped off a block in front of the station's studios, KXLY-TV displayed the cars in an hour and one-half show.

'STUDENTS FROM AFAR'

STUDENTS From Afar, a program designed to promote international understanding through a better appreciation of the customs, folk music, arts and crafts of various foreign nations, is being presented on alternate Sundays by WKAR-TV East Lansing, Mich., educational outlet of Michigan State College. The series features the most interesting foreign students residing at the school, including persons from Europe, South America, the Far East and Africa. The programs include such presentations as a Hindu wedding ceremony, a Japanese flower arrangement, South American dances and songs, a Chinese painting, folk songs and dances from Arab nations and African music. Students furnish art objects, clothing and other items from their respective countries, briefly discuss them and their countries, and also mention what they are doing as students in America.

SOMETHING FOR EVERYONE

NEW SERIES of Sunday evening programs, *Scope,* "to offer something for everyone," has been started on the Canadian Broadcasting Corp. tv network. The programs will vary in length from one hour to 90 minutes and will not adhere to any one theme, but present a

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Jan. 5 (10-11 p.m.): *Best of Broadway,* "Arsenic And Old Lace", Westinghouse Electric Co. through McCann-Erickson.

Jan. 8 (9:30-10 p.m.): *My Favorite Husband,* Simmons Co. through Young & Rubicam.

Jan. 10 (7:30-7:45 p.m.): *Doug Edwards & the News,* American Home Products Corp. through Biow Co.

Jan. 11 (7:30-7:45 p.m.): *Doug Edwards & the News,* American Cigarette & Cigar Co. through Sullivan, Stauffer, Colwell & Bayles.

Jan. 12 (7:30-7:45 p.m.): *Doug Edwards & the News,* Appliance & Electronics Div. of Avco Mfg. Corp. through Earl Ludgin & Co.

Jan. 15 (12-1 p.m.): *Big Top,* National Dairy Products Corp. through N. W. Ayer & Son.

Jan. 20 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Dec. 28 & Dec. 30 (11 a.m.-noon): *Home,* 9-minute cooking spot. Participating sponsors.

Dec. 30 (9:30-10 p.m.): *Ford Theatre,* "The Unbroken Promise," Ford Motor Co. through J. Walter Thompson Co.

Jan. 2 (7:30-9 p.m.): *Max Liebman Presents,* "Good Time," Sunbeam Corp. through Perrin-Paus Co.; Hazel Bishop Inc. through Raymond Spector Co.

Jan. 5 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 10 (8-9:30 p.m.): *Producer's Showcase,* "Yellow Jack," Ford Motor Co. and RCA through Kenyon & Eckhardt.

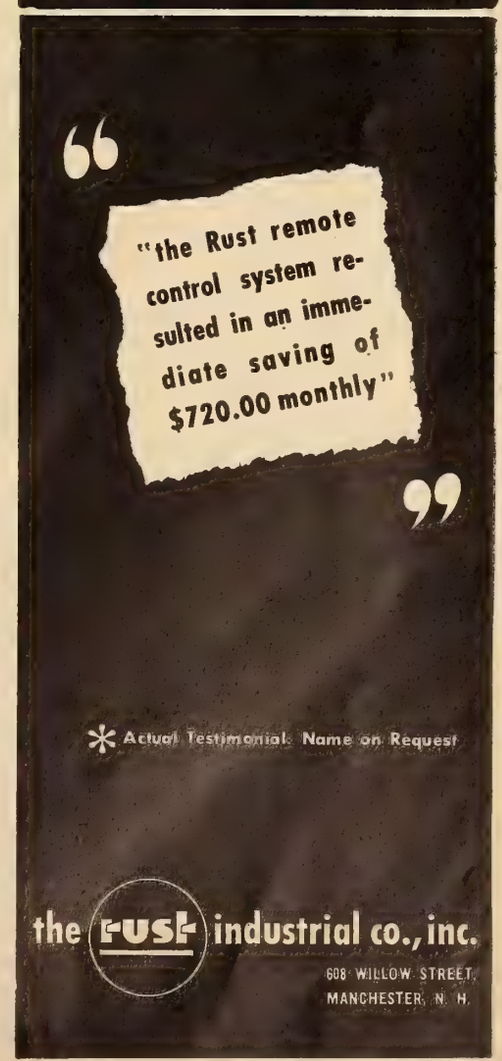
Jan. 12 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 15 (9-10:30 p.m.): *Max Liebman Presents,* "Naughty Marietta," Oldsmobile Div., General Motors Corp. through D. P. Brother & Co.

Jan. 19 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]





wide range of subject material in varied forms, some of which will be experimental. The series will include drama, music, dance, documentary reporting and other communicative forms. The first program was devoted to a new Canadian musical comedy written for tv, based on Stephen Leacock's "Sunshine Sketches." Tchaikovsky's "Nutcracker Suite" will be danced by the National Ballet of Canada this week. Early in January there will be a forecast of things to come as seen from the year 2055. Other programs planned will deal with the invention of the telephone, art gallery highlights and opera and dramatic productions.

WBS SALES KIT

SALES presentation kit promoting a new series of across-the-board musical radio shows produced by World Broadcasting System, New York, has been sent to more than 1,000 World subscribers. The programs offer 111 spot availabilities to advertisers. The shows are: *Music Coast to Coast, Passport to Daydreams, Guess Who, Guess What, Song and the Star, The Three Suns* and *Blackwood Brothers Quartet.* Each broadside in the kit is tailored to the program it describes, pointing up the format of the show and explaining the advantages of using the program.

'START THE DAY RIGHT'

COINCIDENT with Joe McCauley's taking over the *Start the Day Right* show on WIP Philadelphia, 100,000 flyers were distributed to listeners, stating "Start the Day right . . . Brush your teeth . . . Bathe . . . Shave . . . Dress neatly . . . Eat a good breakfast . . . Kiss your wife (or husband) goodbye . . . and while you're doing all these things you'll feel better if you listen to Joe McCauley, 6 to 9 a.m., Monday through Saturday, WIP."

JWT CANADIAN MARKET SURVEY

BOOKLET on Canadian market groups has been prepared by J. Walter Thompson Co., Ltd., international advertising agency of Toronto. The survey covers 81 main advertising markets, divided into four main groups based on population. For each market the tables in the report list the total population, percentage of change between 1941 and 1951 and details on retail sales and homes, etc., based on the 1951 Canadian census. The survey points out that the areas of Montreal, Toronto, Vancouver, Winnipeg, Ottawa, Quebec and Hamilton produce 38.3% of the total retail sales in Canada and that they have 30% of the total population and 28% of its retail stores.

Something for the Boys

CHRISTMAS PARTY on behalf of Boys Town of Missouri's 1955 operating fund was staged Dec. 18 by KMOX St. Louis, its listeners and the city's food brokerage and manufacturing industry.

The party brought in a year's supply of groceries, merchandise and personal gifts for the 55 boys in the community. KMOX listeners contributed over $2,000 and gifts for the boys; the St. Louis Assn. of Manufacturers' Representatives turned over their Christmas fund to the cause, and the food brokers, manufacturers' representatives and retail grocery chains delivered over 300 cases of groceries and merchandise. Business women's organizations packaged cookies, candies and wearing apparel for the occasion. Parts of the Christmas party, which will become an annual event, were broadcast by KMOX.



GENE WILKEY, general manager of KMOX St. Louis, announces that the station and the food industry people will unite to make the Boys Town Christmas party an annual event.

WTCN-TV FLYERS

FLYERS billing several programs and personalities have been sent to advertisers and agencies by WTCN-TV Minneapolis-St. Paul. The sheets, each a different color, carry sketches appropriate with the programs and personalities, such as the one for *Relax*—"Music, Music, Music with Dean Holmes"—showing soft music floating from a tv set and a limp woman and prone dog overcome by it. Another flyer says "Everyone wants to see more of *Sheriff Sev*" and reports when Sheriff Sev made a recent public appearance, 1,400 youngsters turned out to see him. Wes Lollie and the Southern Playboys, a western and folk music band of *Bar G Jamboree,* are billed on the other sheet.

'MEET ME AT THE COPA'

CELEBRITY-INTERVIEW show titled *Meet Me at the Copa,* originating from New York's Copacabana night club, will be telecast by WATV (TV) Newark, N. J., starting in January. The show, scheduled for the 10:30-11:30 p.m. time period, will include segments of regular Copacabana shows and interviews with guests in the nightclub's lounge and will be conducted by Bill Williams, disc m.c. of WNEW New York. *Meet Me at the Copa* was created by Jules Podel, president of the nightclub, in cooperation with Advertisers Associates of America, and is designed for participating sponsorship.

WRCA FARMER'S DAUGHTER

RADIO-TV editors in New York were visited Dec. 10 by Phil Alampi, WRCA-AM-TV New York farm and garden editor, and Shirley Downs of Riverhead, L. I., N. Y., who was crowned "WRCA's Favorite Farmer's Daughter" Dec. 4 at the New Jersey Mid-Atlantic Farm Show in Atlantic City. Miss Downs triumphed over 435 entrants and received $1,000 worth of prizes in a contest launched by Mr. Alampi, who contends "farm girls are healthier and more beautiful than city girls—they make better wives, better cooks and better housekeepers." While visiting the editors, Miss Downs presented them vegetables grown on her father's Long Island farm.

KNX BABY SITTER

INCLUDED among the prizes in the current letter-writing contest on KNX Hollywood's *Matinee* program are the services of host-m.c. Johnny Jacobs as baby sitter. Contestants, who must submit essays on "Why I Want a Baby Sitter," receive the services of Mr. Jacobs, together with a Rheem-Wedgewood clothes dryer and trip for two to Las Vegas, Nev., should they win.

'MAYOR' PROMOTION SUCCESSFUL

ESTIMATING the worth of free radio, tv and newspaper publicity accorded Thomas Mitchell on his recent tour of eastern cities at $250,000, Mickey Gross, in charge of publicity for Gross-Krasne Inc. and United Television Programs Inc., declared the full scale exploitation tour to promote *Mayor of the Town* was successful beyond expectations. Mr. Mitchell visited more than 2,000 U. S. mayors and participated in many civic functions in much the manner of motion picture exploitation, according to Mr. Gross. *Mayor of the Town* has pre-release sales in excess of $600,000.

TEX BENEKE ON WCAU-TV

TEX BENEKE and his orchestra have been signed by WCAU-TV Philadelphia to stage "The Tex Beneke New Year's Eve Dancing Party" from the station's studios. The program will be aired from 11:30 p.m. to 3:30 a.m. and Mr. Beneke and his orchestra will welcome the New Year by playing nearly three hours of all-time popular favorites. Through a special arrangement with the USO, a group of 50 servicemen and 50 USO hostesses will be present at the event as guests of WCAU-TV.

Midwest
$30,000.00

Fulltime 250 watt single station market. Combination operation. Network bonus. Presently absentee ownership. Needs owner-operator. Terms $10,000.00, balance out over four or five years.

East
$95,000.00

Fulltime network operation located in one of the richest medium sized markets in the Carolinas. Good financing available to capable buyer who will personally operate this property.

Appraisals • Negotiations • Financing

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Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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GEORGE C. DAVIS
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Washington 4, D. C.
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Commercial Radio Equip. Co.
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INTERNATIONAL BLDG. DI. 7-1319
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30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
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Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
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RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
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Member AFCCE

KEAR & KENNEDY
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ARLINGTON, TEXAS

ROBERT M. SILLIMAN
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Republic 7-6646
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Consulting Radio Engineers
Quarter Century Professional Experience
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Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
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J. G. ROUNTREE, JR.
4515 Prentice Street
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*** 1953 ARB Projected Readership Survey**

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1735 DeSales St. N.W.
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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager for new small market rural station—dairy belt of northeast. Farm background and small town station experience helpful. Position open late February. Write full details first letter. Box 587F, B•T.

Manager-salesman for southern one kw. Salary and percentage basis. Opening January 25. Box 670F, B•T.

Here is an opportunity for successful small station commercial manager familiar with southern markets. Fulltime station in growing market offers good salary and commission in one of the south's finest resorts. All correspondence confidential. If possible include picture with resume. Box 685F, B•T.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Wanted: Salesman. Big pay, big commission. Rush resume. Box 711F, B•T.

WANT TO BUY METROPOLITAN MARKET RADIO STATIONS

We are willing to pay all cash, are not concerned about power, not interested in frequency, do not demand network, but in return for these concessions, are only interested in metropolitan properties at rock bottom prices.

BOX 601F, B. T.

RADIO

Help Wanted—(Cont'd)

Opportunity for experienced salesman with 50,000 CBS newspaper-tv affiliate. Write or wire KENS, San Antonio.

Go-getting, promotion minded, progressive, active independent radio station in Minneapolis-St. Paul wants experienced radio time salesman with ideas and imagination. Stable owner management. Guarantee against high commission rate. Only high caliber, clean, sober, permanent men with drive and proven record need apply. Contact Mr. Beam, WPBC.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Staff announcer southeastern kilowatt independent. Experienced capable board operator. Car preferable but not required. Picture, audition, resume. Material will be returned. Box 665F, B•T.

Wanted: Announcer in southwest. Salary commensurate with ability and experience. Must be good all-around announcer. Play-by-play advantageous. If interested please rush photo, salary required, full information, audition and references. Also state if you have car. Box 709F, B•T.

Wanted: Announcer and engineer, first phone. Big pay, rush resume. Box 712F, B•T.

Disc jockey. Must have proven success record as DJ, in a competitive market. A real opportunity awaits the man who can deliver. 5kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Tv experience helpful but not essential. Confidential. Box 721F, B•T.

Minnesota station needs play-by-play sports announcer. Top salary. Opportunity to earn extra money selling time. Box 727F, B•T.

Air salesman wanted—not just a golden-toned announcer—for top Hooper-rated 5,000 watt ABC affiliate in six-station Mobile market. We feature news, music (all pops—no race, no hillbilly) and sports. Scale for experienced man, $82.50 per week; time and half for OT. Personal contact preferred or address resume and photo to D. H. Long, General Manager, WABB, Mobile, Alabama.

Combo-man, 1st phone, announcing emphasized, 48 hour week, excellent working conditions, daytimer, $75.00 per week, call or write Warren Hewitt, WBBA, Pittsfield, Illinois.

Announcer wanted immediately. Must have natural friendly voice and who can really sell on the air. Do smooth record shows and all-around radio. Combo job, permit preferred. Small, good town. Send tape, pix and full information. WBRT, Bardstown, Kentucky.

Wanted—wakeup man with ability to ad tapes. Call 5-8821, WTUX, Wilmington, Del.

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Technical

Need two licensed operators—no announcing—no experience necessary. Wisconsin. Box 625F, B•T.

Engineer-announcer with first class ticket. Must be capable maintenance man and technician, and a reasonably good straight announcer. Good salary. Box 631F, B•T.

RADIO

Help Wanted—(Cont'd)

Wanted: Chief, combo, send tape, references and desired salary. Permanent. Address replies care of Box 683F, B•T.

Chief engineer, 1000-watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engineer. Salary open. Write: Manager, KRMS, Osage Beach, Missouri.

Production-Programming, Others

Continuity writer—production assistant wanted for am-tv station in midwest city of 100,000. This is one of the nation's most successful operations and only qualified applicants will be considered. Send copy samples, biography, photograph and references in first letter. Box 654F, B•T.

Girl Friday. Able to write letters, rapid typist, bookkeeper, familiar all phases radio. Ideal opportunity. Middle Atlantic states. Box 667F, B•T.

Wanted: Girl for traffic, continuity as well as generalized secretarial duties with similar experience in small town radio station. Fine chance for advancement with large organization. Eastern states. Box 668F, B•T.

Newsman. Experienced in all phases—including local reporting; authoritative air presentation on tv and radio. Advise previous experience, references, salary expected, and attach snapshot. All replies confidential. Box 722F, B•T.

Promotion-publicity. Experienced in audience building and sales promotion for radio and tv. Must have successful background in similar capacity. Newspaper layout experience helpful. Give full particulars, including salary expected, in first letter. Box 723F, B•T.

NBC station needs experienced copywriter immediately. KSYL, Alexandria, Louisiana.

Program director—Good all-around radio person with real good voice with "sell appeal." Thousand watt daytime in small, good town. Want immediately. Send tape, pix, background and complete information. WBRT, Bardstown, Kentucky.

News director with good voice for live-wire Pennsylvania independent. $75.00 to start. One week's paid vacation first year—two weeks thereafter. Mileage allowance. Position offers challenge to provide creative first-rate news and feature coverage of big interesting area. Work with tape recorder. Station going 5000 watts fulltime. WCOJ, Coatesville, Pa., 2100.

Situations Wanted

Managerial

General manager—over 20 years radio experience—two years tv. Excellent references. Box 639F, B•T.

Manager-sales manager . . . over 20 years experience in all phases radio and television. Local, regional, national experience. Strong sales background. Relocation desired. Box 664F, B•T.

Mature, sales-conscious PD interested in management opportunity. Successful station-operations experience. Box 704F, B•T.

General manager—one or two station market, southeast. Experienced, sober, family, college. Box 724F, B•T.

Have sales experience in radio and television. Desire to return to radio in sales or managerial capacity. Can furnish proof of success in either media. Young and have family. Box 714F, B•T.

Announcers

Experienced staff man, DJ, news man. Trained voice. First phone. Negro. Box 510F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 534F, B•T.

Disc jockey—announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 566F, B•T.

Announcer, broadcasting school graduate; some experience as combo DJ, newscaster and copywriter. Box 674F, B•T.

Announcer. 5½ years radio. Desire radio-tv opportunity. Married. Vet. Permanent. Box 691F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, DJ. Seven years experience. Available now. Consider all. Box 693F, B•T.

Staff announcer—Florida, Georgia. Operate board, news, DJ. Selling, bookkeeping experience. Box 696F, B•T.

Announcer: Five years experience; seeks permanent position with progressive station; DJ, board, news, sports; immediately available. Box 700F, B•T.

Announcer—4 years experience in DJ work, news, and sports play-by-play. Prefer midwest. Box 703F, B•T.

Staff announcer. Married, vet. Two years AFR. One year commercial radio. Six months experience salesman. References. Box 710F, B•T.

Announcer, now employed 1kw, strong on news and commercials, ready to move up to am or tv station metropolitan area. Box 713F, B•T.

Announcer—dee jay. Five years experience. Wants large market northeast location. Box 720F, B•T.

Announcer, experience as program director wishes location in Wisconsin. Twenty-nine years of age, five years radio. Available immediately. Call or write Gene Books, 1808 Summit Street, Eau Claire, Wisconsin.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer—six years experience studio, transmitter, remotes, recordings. Box 680F, B•T.

Engineer: Have first phone license, age 22, married, vet. Call Tchula Hdwe. or write Harold Harris, Route 1, Box 126, Tchula, Mississippi.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Director—Director-announcer. Wide experience producing-directing all types programs. Complete radio-tv announcing background. Six years college. Vet. Midwest. Box 643F, B•T.

Newscaster—staff on the side. Where experience is appreciated. $75. Box 690F, B•T.

PD-morning announcer. Also was night news editor 5kw CBS affiliate. Veteran. Married. Permanent. Tape. Photo, resume, references. Available immediately. Box 692F, B•T.

Attention new stations—Program director-chief engineer available. Capable and experienced both announcing and engineering. First class license. Also good copywriter. Can help you cut staff costs and make profit. Box 694, B•T.

News reporter, rewrite, announcer, board, copy, 11 years am experience. State salary as locale may decide. Box 702F, B•T.

Thoroughly experienced program manager immediately available for similar supervisory position. Box 705F, B•T.

Newsman seeks spot midwestern station. B.S. radio journalism 1952, some experience, veteran. Box 719F, B•T.

Copy, continuity. Midwestern graduate. Young college journalism student. Talent, prompt, conscientious. Anxious for start. Box 726F, B•T.

TELEVISION

Help Wanted

Announcer

Announcer wanted for one of the naiton's foremost tv-am operations in midwest city of 100,000. Only qualified applicants need reply with audition disc or tape, photograph, biography and references. Box 681F, B•T.

Technical

Do you want to settle in Vermont? Transmitterman in good physical health who likes skiing, has a reputation for reliability, wanted for operation of GE transmitter on Mt. Mansfield. Station provides pleasant living quarters at transmitter. Watch schedule two days on, one day off. Professional and character references required. S. T. Martin, General Manager, WMVT, Burlington, Vermont.

Production-Programming, Others

Wanted—Established midwest vh station looking for female continuity writer, send photo and complete resume to Box 695F, B•T.

Need experienced director looking for chance to learn sales in network market—VHF. Prefer applicant from south, southwest. Send complete information, including salary desired. Personal interview necessary before hiring. Box 698F, B•T.

Situations Wanted

Managerial

Manager, assistant manager or program manager, experienced all phases in both tv and radio. Currently manager for CBS basic, vhf, 700,000 population area. Best references from present and past employers. Also network and agency experience. Age 36, married, one child. Prefer midwest. Box 568F, B•T.

Station-commercial-sales manager. Proven successful managerial and sales record with local and major uhf-vhf operations. Can cut costs and increase sales. Presently employed, but station has been sold. Seek permanent position with percentage or stock arrangement. Box 636F, B•T.

Assistant to manager. Five years supervisory experience. Excellent record, references. Box 706F, B•T.

Sales manager available. Two years experience as sales manager of vhf station. Have experience in national, regional and local sales. Young, married, children. Desire midwest but will consider other areas. Box 715F, B•9.

Manager. 2 years tv, 10 years radio. Presently managing vhf, primary market. Experienced in sales, administration, programming, labor-relations, film buying, networks. Family man, college graduate, veteran. Active in community. Reason for leaving is confidential, will explain. Box 717F, B•T.

Announcer

Television announcer-producer. Exceptional talent, outstanding background. **Eleven years radio-tv experience.** Top-notch emcee, smooth selling personality. Resourceful producer-director, finest professional recommendations, college education, family man. Resume, photo, interview. Box 638F, B•T.

Tv announcer, director, production supervisor, eight years experience, excellent references. Box 645F, B•T.

Experienced. 3 years all types television announcing, including news. Some production. Six years radio programming and announcing. Family. College. Best offer accepted. Box 660F, B•T.

Television

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer-director, over two years experience, television, radio. Desire assistant program directorship or similar position in east. Box 699F, B•T.

Experienced PD put television station on air, into black. Seeking larger market. Immediate availability. Best references. College education Box 707F, B•T.

Experienced tv continuity director desires major market. Six years experience. Box 708F, B•T.

Telethon producer—representative seeking future. 6½ years all phases of tv production, administration, promotion. College, married, excellent references. Will travel. Box 716F, B•T.

For Sale

Stations

250 watt fulltime independent Wisconsin market, well staffed, well established, new equipment, exclusive county, excellent future, $35,000, liberal financing. Box 632F, B•T.

Southern one kw station operating in the black with modern building and good equipment. Price $30,000, with $15,000 down. Box 669F, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale: Federal type 191A, one kilowatt, fm transmitter and General Electric type BM1A fm station monitor. Very good condition. F.O.B. Western Pennsylvania. Box 637F, B•T.

Have 250 uhf transmitter, hand-built by top engineers, with finest material, at moderate price. Ideal for satellite and booster operation. Box 725F, B•T.

Fm transmitter, 10 kw WE power amplifier, used on 98.1, with power supply, full set of tubes. Also 8-section cloverleaf fm antenna, WE 54-A, gain 4.7. Make us an offer. KCMC-TV, Texarkana, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Two RCA MI-4875-G Universal pickups complete with filters and extra head. All $175.00. WDBL, Springfield, Tenn.

RCA TF5A 5 bay antenna for channels 4-5-6. This antenna complete in every detail including de-icer equipment. Available now. Write or call Robert Sinnett, Station WHBF-TV, Rock Island, Illinois.

250 watt am transmitter, 540 feet of ¾ inch coaxial cable and 250 watt tuning unit, one half price. Radio Station WMNC, Morgantown, N. C.

Presto 75A cutter, 87B amp. Good condition. New price $775.00; sell $450.00. Central Recording Studios, 934 Kansas, Topeka, Kansas.

(Continued on next page)

PROSPECTIVE TV BROADCASTERS

$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT

*** TRANSMITTER (RCA TT-5A)**

*** TOWER (558' SELF-SUPPORTING)**

***All in Orginal Packing and Ready for Immediate Shipment**

*** LINE & LIGHTING EQUIPMENT**

WIRE, Indianapolis, Ind.

For Sale—(Cont'd)

Equipment

Community tv antenna svc. In 2 fringe area cities in Oregon. For small fee subscribers get full tv reception including color. Low upkeep, good future here. Low, low price. #21117-A, Ford, 6425 Hollywood Blvd., Los Angeles 28, Calif.

Wanted to Buy

Stations

Independent operator desires to acquire all or control of midwest radio station. Box 718F, B•T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Wanted to buy frequency monitor and 250 or 500 watt transmitter. Box 697F, B•T.

Good fm transmitter, frequency monitor, antenna, new or used, state price and details. Box 701F, B•T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31334, Bowling Green, Ohio.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

For Sale

Equipment

USED

1KW TRANSMITTER

We have taken in on trade a Collins 20-T Transmitter. This is the large deluxe two-cabinet unit, in practically new condition. Sold for around $8000.00 new. Price tuned to frequency, with used tubes, $4500.00—We will also have near the end of January a Raytheon RA-1000 1kw transmitter taken in on trade. Price with tubes and tuned to frequency $3750.00: or as is, directly off of broadcaster's floor $3400.00. Write, wire or phone: Larry Cervone, Gates Radio Company, Quincy, Illinois.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

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35 West 53rd St., New York 19 • PL 7-6385

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
December 16 through December 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. uni. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Nov. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,634	533	124
CPs on air	16	21	†310
CPs not on air	112	11	141
Total on air	2,650	554	434
Total authorized	2,762	565	575
Applications in hearing	137	2	167
New station requests	174	3	18
New station bids in hearing	76	0	151
Facilities change requests	133	9	19
Total applications pending	647	67	173
Licenses deleted in Nov.	2	5	0
CPs deleted in Nov.	1	0	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,670	2,647	125	161	76
Fm	554	535	28	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	267	316	583[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	294	116	410
Noncommercial on air	6	3	9

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	942	337	729	531	1,261[2]
Educational	56		28	28	56[3]
Total	998	337	757	559	1,317[4]

[1] One hundred-fourteen CPs (21 vhf, 93 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 33 already granted.
[4] Includes 616 already granted.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Hilo, Hawaii—Hawaiian Bcstg. System Ltd. (KHBC Hilo, KGMB-AM-TV Honolulu), vhf ch. 9 (186-192 mc); ERP 2.12 kw visual, 1.05 kw aural; antenna height above average terrain minus 302 ft., above ground 258 ft. Estimated construction cost $33,035, first year operating cost $9,360, revenue $40,000. Post office address 1534 Kapiolani Blvd., Honolulu. Studio location 1534 Kapiolani Blvd., Honolulu. Transmitter location Piihonua Rd., near Hilo. Geographic coordinates 19° 43′ 00″ N. Lat., 155° 08′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include Pres. **J. Howard Worrall**; Vice Pres.-General Manager **C. Richard Evans**; Treas. **K. C. Wong**, and Vice Pres.-Sec. **Elmer R. Davis.** Programs will originate in KGMB-TV studios. This is second satellite bid by applicant, the other being for ch. 3 at Wailuku. Filed Dec. 15.

Roseburg, Ore.—South West Oregon Tv Bcstg. Corp., vhf ch. 4 (66-72 mc); ERP 5.21 kw visual, 2.6 kw aural; antenna height above average terrain 740 ft., above ground 242 ft. Estimated construction cost $100,449, first year operating cost $48,000, revenue $60,000. Post office address 1500 Harvard, Roseburg. Studio and transmitter location 2 miles SW from City Center, Roseburg. Geographic coordinates 43° 11′ 58″ N. Lat., 123° 22′ 58″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Alvin H. Barnard, Eugene, Ore. Principals include Pres. **Noble B. Goettel** (29%), owner of wholesale supply house; Vice Pres. **John T. Pierce** (15%), and **Eugene Tv Inc.,** operator of KVAL-TV Eugene (51%). Filed Dec. 14.

APPLICATION DISMISSED

Pittsburgh, Pa.—Westinghouse Bcstg. Co. FCC Comr. John C. Doerfer granted petition to dismiss its bid for new tv station on ch. 11. Dismissed Dec. 15.

Existing Tv Stations . . .

ACTIONS BY FCC

WSFA-TV Montgomery, Ala.—Montgomery Bcstg. Co. granted STA to operate commercially on ch. 12 for the period ending Jan. 15. Granted Dec. 14; announced Dec. 21.

WTHS-TV Miami, Fla.—Lindsey Hopkins School granted mod. of CP for noncommercial educational ch. 2 to change ERP to 11.5 kw visual, 5.7 kw aural; antenna height above average terrain 280 ft. Granted Dec. 14; announced Dec. 21.

WGBS-TV Miami, Fla.—Storer Bcstg. Co. granted mod. of CP to specify ch. 23 (524-530 mc); ERP 191 kw visual, 95.5 kw aural; change studio location to 21st Street & Biscayne Blvd.; transmitter location to North side of Honeyhill Rd., 0.35 mile W of U. S. Route 441, near North Miami; antenna height above average terrain 970 ft. Granted Dec. 17; announced Dec. 21.

STATION DELETED

KFYO-TV Lubbock, Tex.—Globe News Pub. Co. granted request for cancellation of CP for ch. 5 and deletion of call letters. Deleted Dec. 14; announced Dec. 21.

APPLICATIONS

WEAT-TV West Palm Beach, Fla.—WEAT-TV Inc. seeks mod. of CP for ch. 12 to change ERP to 63 kw visual, 33.7 kw aural. Filed Dec. 20.

WOPT (TV) Chicago, Ill.—WOPA-TV Inc. seeks mod. of CP for ch. 44 to change corporate name to WOPA Inc. Filed Dec. 20.

KSWS-TV Roswell, N. M.—John A. Barnett seeks mod. of CP for ch. 8 to change transmitter location to 2.5 miles S of U. S. Highway 380, near Caprock, N. M.; antenna height above average terrain 1,786 ft. Filed Dec. 20.

CALL LETTERS ASSIGNED

KWIK-TV Pocatello, Idaho — Eastern Idaho Bcstg. & Television Co., ch. 6. Changed from KISJ (TV).

KFJI-TV Klamath Falls, Ore.—KFJI Bcstrs., ch. 2.

KWTX-TV Waco, Tex.—KWTX Bcstg. Co., ch. 10.

KEPR-TV Pasco, Wash.—Cascade Bcstg. Co., ch. 19. Changed from KPKR-TV.

New Am Stations . . .

ACTIONS BY FCC

Tifton, Ga.—Charlie H. Parish Sr. and Charlie H. Parish Jr. d/b as Radio Tifton granted 1570 kc, 1 kw daytime. Post office address P. O. Box 92, Ft. Valley, Ga. Estimated construction cost $12,200, first year operation cost $35,000, revenue $40,000. Principals in general partnership include **Charlie H. Parish Jr.** (75%) and his father, **Charlie H. Parish Sr.** (25%). They are also equal partners in application for new am station at Columbus, Ga. Granted Dec. 15.

Dallas, Ore.—Edward C. McElroy Jr. and Leland M. Tucker d/b as Polk County Bcstrs. granted 1460 kc, 500 w daytime. Post office address 135 N.E. 79th Ave., Portland 16, Ore. Estimated construction cost $15,149.29, first year operating cost $24,000, revenue $30,000. Principals include **Edward C. McElroy Jr.**, engineer-announcer KGW Portland, Ore., vice president and general manager (49%); **Leland M. Tucker**, real estate salesman and service station owner, president (51%). Granted Dec. 15.

APPLICATIONS

Atlanta, Ga.—Greater South Bcstg. Co., 1460 kc, 1 kw daytime. Post office address 514 Luckie St., N. W., Atlanta. Estimated construction cost $29,643, first year operating cost $52,000, revenue $65,000. Principals include Pres. **P. H. Whitecraft** (19%), food manufacturer; Vice Pres. **Otis F. Simpson** (4.7%), wholesale meats; Sec.-Treas. **Geo. F. Estey** (14.2%), treasurer and stockholder of Southern Airways Inc., and 11 other local businessmen. Filed Dec. 20.

South Bend, Ind.—Northern Ind. Bcstrs. Inc. (WIMS-AM-FM Michigan City, Ind.), 1240 kc, 250 w unlimited. Post office address % William N. Udell, 413-15 Franklin St., Michigan City, Ind. Estimated construction cost $14,865, first year operating cost $60,000, revenue $66,000. Principals include Pres.-Treas. **William N. Udell** (60%), Vice Pres. **Florence A. Udell** (10%), and Sec. **Alonzo E. Udell** (30%). Filed Dec. 16.

Moses Lake, Wash.—Robert S. McCaw d/b as Central Basin Bcstg. Co., 1260 kc, 1 kw daytime. Post office address 6533 57th Ave., S., Seattle, Wash. Estimated construction cost $15,284, first year operating cost $42,000, revenue $50,000. Mr. McCaw is ⅓ owner KYAK Yakima and KALE-AM-FM Richland, both Washington, and owner of Chinook Tv Co., applicant for ch. 23 at Yakima. Filed Dec. 15.

Existing Am Stations . . .

ACTIONS BY FCC

KXXL Monterey, Calif.—S. A. Cisler granted mod. of CP to change transmitter location 1,000 ft. west of present location and to specify studio location at 546 Hartnell Plaza. Granted Dec. 15; announced Dec. 21.

WPLH Huntington, W. Va.—Huntington Bcstg. Corp. granted CP to change from 1450 kc 250 w unlimited to 1470 kc 5 kw daytime, subject to assuming responsibility for installation and adjustment of suitable filter circuits or other equipment which may be necessary to prevent radiation of WSAZ Huntington signal. Granted Dec. 15.

APPLICATIONS

WKKO Cocoa, Fla.—Carl G. Collins Jr., S. D. Wilson & Davis E. Wilson d/b as Brevard Bcstg. Co. seeks CP to change from 250 w to 1 kw on 860 kc. Filed Dec. 16.

WGBR Goldsboro, N. C. — Eastern Carolina Bcstg. Co. seeks CP to change daytime power from 1 kw to 5 kw on 1150 kc. Filed Dec. 15.

KWOR Worland, Wyo.—Joseph P. Ernst seeks CP to change from 1490 kc to 1340 kc. Filed Dec. 15.

Existing Fm Stations . . .

STATIONS DELETED

WWWB-FM Jasper, Ala.—Bankhead Bcstg. Co. granted request to cancel license of fm station on ch. 273. Deleted Dec. 16; announced Dec. 21.

WDWD-FM Dawson, Ga.—Dawson Bcstg. Co. granted request to cancel license of fm station on ch. 266. Deleted Dec. 16; announced Dec. 21.

KLUF-FM Galveston, Tex.—The KLUF Bcstg. Co. granted request to cancel license of fm station on ch. 295. Granted Dec. 16; announced Dec. 21.

Ownership Changes . . .

ACTIONS BY FCC

KXOC Chico, Calif.—KXOC Inc. granted assignment of license to parent company Broadmoor Bcstg. Corp. Granted Dec. 14; announced Dec. 21.

WMIE-TV Miami, Fla.—WMIE Inc. granted assignment of CP for ch. 27 to Storer Bcstg. Co. for $35,410. Granted Dec. 16.

WLOL Minneapolis, Minn.—Independent Bcstg. Co. granted assignment of license from Iowa corporation to Minnesota corporation of the same name. No consideration involved. Granted Dec. 14; announced Dec. 21.

WCKY Cincinnati, Ohio—L. B. Wilson Inc. granted involuntary transfer of control (76%) to Constance F. Wilson, George A. Smathers, and the Miami Beach First National Bank, executors of the estate of L. B. Wilson, deceased. Granted Dec. 16; announced Dec. 21.

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. Inc. granted assignment of CP for ch. 71 to its parent corporation the *Patriot News*. Granted Dec. 13; announced Dec. 21.

WHBT Harriman; WDEH Sweetwater, Tenn.—The Harriman Bcstg. Co. granted voluntary assignment to F. L. Crowder tr/as Harriman Bcstg. Co. No consideration involved as Mr. Crowder is sole owner. Granted Dec. 14; announced Dec. 21.

KENS-AM-TV San Antonio, Tex.—San Antonio Bcstg. Co. granted assignment of license to parent corporation Express Pub. Co.. Granted Dec. 14; announced Dec. 21.

KILL Lubbock, Tex.—Grady Franklin Maples & R. B. McAllister d/b as McMa Agency granted voluntary assignment of license to Radio Station KILL Inc. No consideration involved as partners retain identical interest. Granted Dec. 16; announced Dec. 21.

APPLICATIONS

KNAC-TV Ft. Smith, Ark.—American Tv Co. seeks voluntary assignment of CP for ch. 5 to Southwestern Pub. Co. for $50,000. Southwestern is permittee of ch. 22 KFSA-TV there. Principals include Pres. **Donald C. Reynolds** (100%), pres.-majority stockholder KHBG Okmulgee, Okla., KBRS Springdale, Ark., KLRJ-TV Henderson, Nev., and KZTV (TV) Reno. Filed Dec. 20.

WLLH-AM-FM Lowell, Mass.—Merrimac Bcstg. Co. seeks voluntary relinquishment of control by Louis F. Cheney, administratrix of the estate of Albert S. Moffatt, deceased, through sale of all common stock and 10 shares of capital stock to corporation for $8,568. For principals see application below of WMAS-AM-FM Springfield, Mass. Filed Dec. 14.

WMAS-AM-FM Springfield, Mass.—WMAS Inc. seeks voluntary relinquishment of control by Louise F. Cheney, administratrix of the estate of Albert S. Moffatt, deceased, through sale of all common stock and 10 shares of capital stock to corporation for $16,431. Principals will now include Pres. **Gerald Harrison** (10%); Vice Pres. **Carl S. Wheeler** (40%); Treas. **Josephine E. Bishop** (5%); Sec. **Arthur C. Sullivan** (10%), and **Janet Harrison** (10%). Filed Dec. 14.

WSAM-AM-FM Saginaw, Mich.—Saginaw Bcstg. Co. seeks voluntary assignment to WKMH Inc. for $140,000. WKMH Inc. is operator of WKMH-AM-FM Dearborn and WKMF Flint, both in Michigan. Principals include Pres. **Frederick A. Knorr** (⅓); Vice Pres. **Harvey H. Hansen** (⅓), and Sec.-Treas. **William H. McCoy** (⅓). Principals also have an equal interest in WKHM Jackson, applicant for ch. 10 at Parma, Mich. Filed Dec. 17.

KPBM Carlsbad, N. M.—Coronado Bcstg. Co. seeks transfer of control to Hazel H. McEvoy (57.1%), through transfer of 26.1% interest from estate of Maurice F. McEvoy. Filed Dec. 14.

KICA Clovis, N. M.—Hugh DeWitt Landis seeks voluntary assignment to KICA Inc. for $125,000. Principals include **Mae Strauss** (50%), Chicago manufacturers representative; Pres.-Treas. **Garfield C. Packard** (30%), vice pres.-gen. mgr. of Paul H. Raymer, radio-tv station representatives, and Sec. **Frank Lesley** (20%), accountant. Filed Dec. 20.

WGBB Freeport, N. Y.—Harry H. Carman seeks voluntary assignment to Long Island First Station Inc. for $95,000. Principals include **Moses Hornstein** (23.1%), general construction; **Oscar J. Nollet** (23.1%), general building construction; **Norman F. Penny** (23.1%), insurance; **A. G. Weller** (23.1%), bank president, and **Sidney Friedman** (7.6%), attorney. Filed Dec. 13.

WAYS-TV Charlotte, N. C.—WAYS-TV Inc. seeks transfer of control to Hugh Deadwyler through sale of all stock for $1 and assumption of obligation of about $150,000. Mr. Deadwyler is owner of local advertising agency and pres.-treas. of Filmakers Association Inc., producer of motion pictures. Filed Dec. 22.

WSRC Durham, N. C.—J. C. Greene Jr. & R. H. Whitesides d/b as Southern Radiocasting Co. seek voluntary assignment of license to John C. Greene Jr. through termination of partnership and splitting of assets. Mr. Whitesides receives WKMT Kings Mountain, N. C. Filed Dec. 14.

WKMT Kings Mountain, N. C.—J. C. Greene Jr. & R. H. Whitesides d/b as Southern Radiocasting Co. seeks assignment of license to R. H. Whitesides through termination of partnership and splitting of assets. Mr. Greene receives WSRC Durham, N. C. Filed Dec. 14.

WRAW Reading, Pa.—Reading Bstcg. Co. seeks voluntary relinquishment of negative control by James Hale Steinman through gift of 50 shares of stock to James Hale Steinman Foundation, charitable trust. Filed Dec. 13.

Hearing Cases . . .

OTHER ACTIONS

Florida Tv Channel Changes—As a result of counter proposals to proposed rule making of October 21, the Commission by Report and Order is modifying the authorization of WFTL-TV Fort Lauderdale, Fla., to specify operation on ch. 39 in lieu of ch. 23, is modifying the authorization of WMIE-TV Miami, to specify operation on ch. 23 instead of ch. 27, and is amending the table of tv assignments as follows: Belle Glade, ch. 27 plus; Fort Lauderdale, chs. 17 minus and 39; and Miami, chs. *2, 4, 7 minus, 10 plus, 23 minus and 33. Comrs. Hennock and Bartley dissented; Chairman McConnaughey not voting. Action Dec. 16.

WJKO Springfield, Mass.—Comr. John C. Doerfer granted petition for dismissal without prejudice of its application to change from 1600 kc, 5 kw daytime, directional to 1600 kc, 1 kw night, 5 kw day, unlimited, directional. Action Dec. 21.

Proposed Rule Making—The Commission proposed rule making to revise paragraphs 9(a) and 10 appearing in Section II-C of FCC Form 302 (tv license application) to reflect new requirements pertaining to upper side-band measurements and to out-of-band emissions of tv transmitters. Comments are due by Jan. 21, 1955. Action Dec. 16.

Proposed Rule Making—Tv Allocation. The Commission invites comments by Jan. 31, 1955, to proposed rule making prompted by the following conflicting petitions: (1) request by WROW-TV on ch. 41 at Albany, to assign ch. 10 to Vail Mills, about 20 miles northeast of Schenectady, for which it could apply; and (2) counter proposal by WTRI (TV) on ch. 35 at Albany, requesting de-intermixture of vhf and uhf commercial assignments in the Albany-Schenectady-Troy area by changing the educational reservation in Albany from ch. 17 to ch. 6, and that the General Electric Co. be ordered to show cause why latter's station WRGB (TV) should not be modified to specify operation on ch. 17 in lieu of ch. 6, and that the State Education Department, University of the State of New York, show cause why its station WTVZ (TV) should not change from ch. 17 to ch. 6. Comr. Hennock dissented; Chairman McConnaughey not voting. Action Dec. 16.

Proposed Rule Making—Tv Allocation. The Commission invites comments on or before Jan. 14, 1955, to further proposed rule making occasioned by two conflicting petitions—one filed by WCOC-TV Meridian, Miss., requesting assignment of tv ch. 7 to Pachuta, Miss., a community not now listed in the assignment table; and the other by WGCM Television Corp., Gulfport, Miss., requesting assignment of ch. 9 to Gulfport and substituting ch. 7 for ch. 9 at Hattiesburg, Miss. The initial proposal of Nov. 3 was on a petition by Laurel Television Co. to assign ch. 7 to Laurel, Miss. Comr. Hennock not voting. Action Dec. 16.

Proposed Rule Making—Tv Allocation. The Commission invites comments on or before Jan. 14, 1955, to proposed rule making to amend the tv table of assignments by substituting ch. 53 for ch. 14 in Annapolis, Md., and adding ch. 14 to Washington, D. C. The basic petition by WOOK-TV, ch. 50, Washington, D. C., also sought a show cause order to modify that station's authorization accordingly, but this was rejected. Chairman McConnaughey not voting. Action Dec. 16.

Tv Standards—Announced notice of proposed rule making to change minimum power for tv stations in cities under 50,000 pop. to 100 w for any antenna height. Minimum power now is 1 kw ERP with antenna 300 ft. for stations in cities of this size. Comments due Feb. 25, 1955. Action Dec. 17.

Routine Roundup . . .

December 16 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on December 13

Peoria, Ill., WIRL Television Co.—Granted petition, as modified, for extension of time to and including Dec. 23, within which time replies may be filed to the exceptions to the initial decision in re ch. 8 (Dockets 10541-42).

By Hearing Examiner Elizabeth C. Smith on Dec. 9

By Memorandum Opinion and Order granted petition of the Allegheny Bcstg Corp., McKeesport, Pa., for leave to amend its tv application for ch. 4 (Docket 7287).

By Hearing Examiner Annie Neal Huntting on Dec. 14

Haverhill, Mass., WHAV Bcstg. Co.—Granted request for continuance of prehearing conference from Dec. 15 to Dec. 21, in re applications for am facilities of Theodore Feinstein and Sherwood J. Tarlow, both of Newburyport, Mass. (Dockets 11141-42).

By Hearing Examiner John B. Poindexter on Dec. 13

KGUL-TV Galveston, Tex., Gulf Tv Co.—Granted motion to bar the taking of the depositions of Philip Fraas et al. in Houston on Dec. 27, and the depositions of Ernest Carson et al. in Galveston (Docket 11207) (Action taken 12/14).

By Hearing Examiner James D. Cunningham on Dec. 14

Broadcast Bureau—Granted petition for extention of time from Dec. 16 to Dec. 28 within which both parties may submit proposed findings in re application of WWBZ Vineland, N. J., for renewal of license (Docket 10133).

December 17 Applications

ACCEPTED FOR FILING

License for CP

KYA San Francisco, Calif., KYA Inc.—License to cover CP (BP-9385) as mod. which authorized installation of a new transmitter and change studio location (BL-5547).

Modification of CP

WDUV Jacksonville, Fla., Telerad Inc.—Mod. of CP (BP-9168) which authorized a new standard broadcast station for extension of completion date (BMP-6725).

Modification of License

WEOA Evansville, Ind., WFBM Inc.—Mod. of license to change name of licensee to Consolidated Television & Radio Bcstrs. Inc. (BML-1612).

WFBM Indianapolis, Ind., WFBM Inc.—Mod. of license to change name of licensee to Consolidated Television & Radio Bcstrs. Inc. (BML-1612).

License for CP

WCGC Belmont, N. C., R. R. Hilker, Otis Shepherd, Lucielle Hand and Arthur Hilker Jr. d/b as Central Bcstg. Co.—License to cover CP (BP-8900) as mod. which authorized new standard broadcast station (BL-5548).

WAGR Lumberton, N. C., Southeastern Bcstg. Corp.—License to cover CP (BP-9212) as mod. which authorized new standard broadcast station (BL-5546).

Renewal of License

WOOF Dothan, Ala., Agnes W. Dowling, Trustee of the WOOF Trust—(BR-1975).

WINZ Miami-Hollywood, Fla., Hollywood Bcstg. Co.—(BR-1529).

WTYS Marianna, Fla., John H. Phipps—(BR-1940).

WEAR Pensacola, Fla., Gulfport Bcstg. Co.—(BR-1690).

WTAL Tallahassee, Fla., John H. Phipps—(BR-869).

WABR Winter Park, Fla., Orange County Bcstrs. Inc.—(BR-2996).

WPRP Ponce, P. R., Voice of Porto Rico Inc.—(BR-882).

Remote Control

WAUX Waukesha, Wis., Waukesha Bcstg. Co.—(BRC-606).

Application Returned

KVIN Vinita, Okla., John M. Mahoney and John Q. Adams d/b as Vinita Bcstg. Co.—License to cover CP (BP-9396) as mod. which authorized new standard broadcast station. Exhibit dated after Section I.

Modification of CP

WBRC-TV Birmingham, Ala., Birmingham Bcstg. Co.—Mod. of CP (BPCT-857) as mod. which authorized changes in facilities of existing tv station to extend completion date to 3-17-55 (BMPCT-2665).

KHJ-TV Los Angeles, Calif., General Teleradio Inc.—Mod. of CP (BPCT-1853) which authorized changes in facilities of existing tv station to extend completion date to March 1955 (BMPCT-2668).

WINT (TV) Waterloo, Ind., Tri-State Television Inc.—Mod. of CP (BPCT-1615) as mod. which authorized a new tv station to extend completion date to 7-7-55 (BMPCT-2669).

WLEX-TV Lexington, Ky., WLEX-TV Inc.—Mod. of CP (BPCT-1815) which authorized new tv station to extend completion date to 6-13-55 (BMPCT-2664).

WFLB-TV Fayetteville, N. C., Fayetteville Bcstrs. Inc.—Mod. of CP (BPCT-1395) which authorized new tv station to extend completion date (BMPCT-2662).

WTPA (TV) Harrisburg, Pa., The Patriot-News Co.—Mod. of CP (BPCT-986) as mod. which authorized new tv station to extend completion date to 5-15-55 (BMPCT-2666).

December 21 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer on Dec. 21

Springfield, Ill., WMAY-TV Inc.—Granted petition for an extension of time to and including Jan. 24 within which exceptions may be filed to initial decision in re ch. 2 (Dockets 10701-03).

By Hearing Examiner Herbert Sharfman on Dec. 15

Miami, Fla., L. B. Wilson Inc.—By Memorandum Opinion and Order granted petition for leave to amend its application for ch. 10 (Docket 10825) and reopen the record to permit inclusion of "Exhibit 40" as evidence, and the record was thereupon closed, subject to request by any party for further hearing on the matters raised by the amendment and Exhibit 40, to be filed in writing within five days of the release hereof.

By Hearing Examiner J. D. Bond on Dec. 16

Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Issued a Memorandum Opinion and Order after supplemental hearing conference which shall govern the course of hearing for ch. 7 (Docket Nos. 10655-56).

By Hearing Examiner Elizabeth C. Smith on Dec. 9

Issued a Statement and Order after pre-trial conference which shall govern the course of the proceeding to the extent indicated, in re applications of Allegheny Bcstg. Corp., et al., for ch. 4 at McKeesport, Irwin, etc., Pa. (Dockets 7287 et al.).

By Hearing Examiner Hugh B. Hutchison on Dec. 20

Muleshoe, Tex., Blackwater Valley Bcstrs.; Muleshoe Bcstg. Co.—Gave notice of pre-hearing conference to be held Jan. 4, in re applications for am stations (Dockets 11122-23).

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Dec. 17

Granted CP

WCBT Roanoke Rapids, N. C., WCBT Inc.—Granted CP to erect a new antenna (decrease in height) (move antenna approx. 125 ft.) and install new transmitter (BP-9591).

Modification of CP

WFBM-TV Indianapolis, Ind., WFBM Inc.—Granted mod. of CP and license to change corporate name to Consolidated Television & Radio Bcstrs. Inc. (BMPCT-2675, BMLCT-25, BMLTP-9).

The following were granted extensions of completion dates as shown: WLEX-TV Lexington, Ky., to 6-13-55; WTPA (TV) Harrisburg, Pa., to 5-15-55; WFLB-TV Fayetteville, N. C., to 6-13-55; WBRC-TV Birmingham, Ala., to 6-17-55.

Actions of Dec. 16

Remote Control

The following were granted authority to operate transmitters by remote control: WEEU Reading, Pa.; WAUX Waukesha, Wis.

Actions of Dec. 15

Granted Licenses

WCHF Chippewa Falls, Wis., Chippewa Falls Bcstg. Co.—Granted license for am broadcast station; 1150 kc, 1 kw, D (BL-5529).

WHA-FM Madison, Wis., State of Wis. State Radio Council—Granted license to cover CP (BPED-263) which replaced expired permit (BLED-161).

Modification of CP

WMVT (TV) Montpelier, Vt., WCAX Bcstg. Corp.—Granted mod. of CP to change corporate name to Mt. Mansfield Television Inc. (BMPCT-2655).

KADO Anadarko, Okla., Caddo Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location and make changes in antenna system (BMP-6432) (Condition).

The following were granted extensions of completion dates as shown: KGFT Grafton, N. D., to 7-5-55; KOL Seattle, Wash., to 1-17-55; KODL The Dalles, Ore., to 6-30-55.

Actions of Dec. 14

Modification of CP

The following were granted extensions of completion dates as shown: KJEO Fresno, Calif., to 6-8-55; WHLM Bloomsburg, Pa., to 2-14-55.

Actions of Dec. 13

Remote Control

The following were granted authority to operate transmitters by remote control: WWPA Williamsport, Pa.; KBIF Fresno, Calif.

Granted License

WTVJ (TV) Miami, Fla., WTVJ Inc.—Granted license covering change in studio location of tv station and specify street address of transmitter location (not a move) (BLCT-208) (Action of 12/14).

December 21 Applications

ACCEPTED FOR FILING

Modification of CP

WNYC-FM New York, N. Y., City of New York, Municipal Bcstg. System—Mod. of CP (BPH-1944) which authorized changes in licensed station for extension of completion date. (BMPH-4967).

WMVO-FM Mount Vernon, Ohio, The Mount Vernon Bcstg. Co.—License to cover CP (BPH-1877) as mod. which authorized new fm station (BLH-1018).

KCCT-FM Corpus Christi, Tex., International Radio Co.—Mod. of CP (BPH-1932) which authorized new fm station for extension of completion date (BMPH-4969).

KHSL-TV Chico, Calif., Golden Empire Bcstg. Co.—Mod. of CP (BPCT-1310) as mod. which authorized new tv station to extend completion date to 3-15-55 (BMPCT-2672).

WFBM-TV Indianapolis, Ind., WFBM Inc.—Mod. of CP (BPCT-807) as mod. which authorized changes in facilities of existing tv station to change corporate name to Consolidated Television & Radio Bcstrs. Inc. (BMPCT-2675).

WSFA-TV Montgomery, Ala., Montgomery Bcstg. Co.—Mod. of CP (BPCT-670) as mod. which auth. new tv station for extension completion date 6-15-55 (BMPCT-2682).

WTWO (TV) Bangor, Me., Murray Carpenter and Associates.—Mod. of CP (BPCT-1797) as mod. which auth. new tv station for extension completion date 7-5-55 (BMPCT-2685).

KGVO-TV Missoula, Mont., Mosby's Inc.—Construction permit to replace expired CP (BPCT-829) as mod. which authorized new tv station (BMPCT-1932).

KVSO-TV Ardmore, Okla., John F. Easley—Mod. of CP (BPCT-1821) which auth. new tv station for extension completion date to 7-12-55 (BMPCT-2683).

WAZL-TV Hazelton, Pa., Hazelton Television Corp.—Mod. of CP (BPCT-481) as mod. which auth. new tv station extension completion date (BMPCT-2684).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. of CP (BPCT-746) as mod. which auth. changes in facilities of existing tv station to install new Antenna system. Ant. Ht. above aver. terrain 376 ft. (BMPCT-2686).

WNPT Tuscaloosa, Ala., The West Alabama Bcstg Co.—Mod. of CP (BP-8785) which author-

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ized change in hours of operation; installation of DA-N and changes in the antenna system for extension of completion date (BMP-6727).

WTAO-TV Cambridge, Mass., Middlesex Bcstg. Corp.—Mod. of CP (BPCT-1485) as mod. which authorized new tv station to extend completion date to 7-5-55 (BMPCT-2671).

WXYZ-TV Detroit, Mich., WXYZ Inc.—Mod. of CP (BPCT-1551) as mod. which authorized changes in facilities of existing tv station to extend completion date (BMPCT-2674).

KPLC-TV Lake Charles, La., T. B. Lanford, L. M. Sepaugh, R. M. Dean and Viola Lipe Dean Trust through its Trustees d/b as Calcasieu Bcstg. Co.—Mod. of CP (BPCT-874) as mod. which authorized new tv station to extend completion date to 7-12-55 (BMPCT-2677).

WJRT (TV) Flint, Mich., WJR The Goodwill Station Inc.—Mod. of CP (BPCT-967) which authorized new tv station to extend completion date to 7-12-55 (BMPCT-2678).

WNYC-TV New York, N. Y., City of New York, Municipal Bcstg. System—Mod. of CP (BPCT-899) which authorized new tv station for operation on a noncommercial basis to extend completion date to June, 1955 (BMPCT-2676).

WHBQ-TV Memphis, Tenn., General Teleradio Inc.—Mod. of CP (BPCT-563) as mod. which authorized new tv station to extend completion date to 2-28-55 (BMPCT-2673).

WSAU-TV Wausau, Wis., Wisconsin Valley Television Corp.—Mod. of CP (BPCT-1379) which authorized new tv station to extend completion date to 7-1-55 (BMPCT-2679).

Modification of License

WFBM-TV Indianapolis, Ind., WFBM Inc.—Mod. of license to change corporate name to Consolidated Television & Radio Bcstg. Co. (BMLCT-25).

Remote Control

WCDL Carbondale, Pa., Carbondale Bcstg. Co.—(BRC-608).

KFIZ Fon du Lac, Wis., KFIZ Bcstg. Co.—(BRC-607).

WIMA-FM Lima, Ohio, Northwestern Ohio Bcstg. Corp.—(BRCH-121).

WTOK Meridian, Miss., Southern Television Corp.—(BRC-609).

WCLG Morgantown, W. Va., Morgantown Bcstg. Co.—(BRC-610).

Applications Returned

WIAC Santurce, Puerto Rico, Radio Station WIBS, Inc.—Renewal of license (name incorrect) (BR-1860).

Cleveland, Tennessee, R. B. Helms, Carl J. Hoskins and Jack T. Helms d/b as Southeastern Enterprises—CP for a new standard broadcast station on 580 kc, with power of 500 w, daytime hours of operation. (Exact site not given.)

Renewal of License

WRUF-FM Gainesville, Fla., U. of Fla.—(BRH-442).

License for CP

WNAS (FM) New Albany, Ind., School City of New Albany—License to cover CP. (BPED-264) which replaced expired permit which authorized changes in licensed station (BLED-162).

WPRK (FM) Winter Park, Fla., Rollins College—License to cover construction permit (BPED-254) which authorized changes in licensed station. (BLED-163).

WCRB Waltham, Mass., Charles River Bcstg. Co.—License to cover CP (BP-8885) which authorized change in hours of operation from daytime to unlimited, using power of 1 kw, installation of directional antenna (DA-2) and change studio location (BL-5550).

WGTC Greenville, N. C., Carolina Bcstg. System Inc.—Renewal of license. Amended to change name to Greenville Radio Co. Inc. (BR-1065).

TELESTATUS

December 27, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 303,680
►WBRC-TV (6) CBS; Katz; 304,316
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) NBC; Walker; 22,250

Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/25/54

Total stations on air in U. S. and possessions: 419; total cities with stations on air: 278. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,670,911.

***Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Starter

The following tv station is the newest to start regular programming:
WQXI-TV Atlanta (ch. 36), Dec. 18.

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 106,800
►KPHO-TV (5) CBS, DuM; Katz; 103,800
KTVK (3) Weed; 6/10/54-1/15/55

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 34,866
►KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
►KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 85,764
KETV (23) 10/30/53-Unknown
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

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FOR THE RECORD

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 84,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
► KQED (*9)

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778

Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
► KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,955,185
► KHJ-TV (9) DuM; H-R; 1,955,185
► KNXT (2) CBS; CBS Spot Sls.; 1,955,185
► KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (c)
► KTLA (5) Raymer; 1,955,185
► KTTV (11) Blair; 1,955,185

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-2/15/55

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 285,333
► KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,033,430
► KPIX (5) CBS; Katz; 1,033,430
► KRON-TV (4) NBC; Free & Peters; 1,033,430
► KSAN-TV (32) McGillvra; 136,250

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) ABC, DuM; Grant; 78,148.

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692

Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000

Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman, 7,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 620,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 340,763
WOBS-TV (30) Stars National; 8/12/53-1/1/55

Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 295,300
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500

Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (c)

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 124,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Spring '55

West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, ABC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36)
► WSB-TV (2) NBC; Petry; 475,221

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 127,700
► WRDW-TV (12) CBS; Headley-Reed; 110,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) Weed; 135,290

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

HOWARD E. STARK
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IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 39,675
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,450

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 300,274

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 214,837
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► WTTV (4) NBC, ABC, CBS, DuM; Meeker; 584,843 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 78,446
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► WFBM-TV (6) ABC, CBS; Katz; 665,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington

Lafayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,500

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 205,321

Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267

Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 117,028

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 247,590

Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 245,120

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 286,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Fort Dodge†—
► KQTV (21) ABC; Pearson, 42,100

Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 112,572

Sioux City—
KCTV (36) 10/30/52-Unknown
► KTIV (4) NBC, ABC, DuM; Hollingbery; 139,450
► KVTV (9) ABC, CBS, DuM; Katz; 125,788

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) Bolling

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 151,726

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 76,116

Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 388,142

Wichita—
► KAKE-TV (10) ABC; Hollingbery
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 65,389

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-Jan. '55

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-March '55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-June '55
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
► KPLC-TV (7) NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 30,000

Monroe—
KFAZ (43) See footnote (c)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Early '55
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 292,587
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 66,800
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
► WTWO (2) Venard

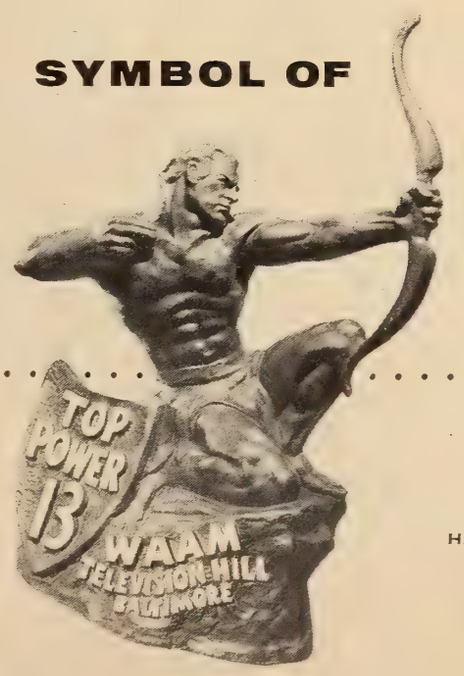
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,707

Poland Spring—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
► WCSH-TV (6) NBC; Weed; 141,504
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 50,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown



SYMBOL OF TELEVISION SERVICE IN BALTIMORE

MARYLAND

316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,239,424
WGBH-TV (*2) 7/16/53-Unknown
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,239,424

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 156,000
► WWLP (61) ABC, NBC; Hollingbery; 156,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 68,112

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Early '55

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 410,390

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55

Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 74,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 550,000
► WTCN-TV (11) ABC; Blair; 550,000

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC; Blair; 550,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 108,450

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
Tupelo Citizens Tv Co. (9) 12/8/54-Fall '55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS; 110,000

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 453,693
► KMBC-TV (9) CBS; Free & Peters; 453,693
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 453,693

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 115,845

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 18,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 18,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 15,200

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55

Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 18,442

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 51,716
► KGGM-TV (13) CBS; Weed; 51,716

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 307,020
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 432,819
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 19,000

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 290,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 405,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 153,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,980

Chapel Hill†—
WUNC-TV (*4) 9/30/53-1/4/54

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 440,406

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 88,660

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 245,189
► WTOB-TV (26) ABC, DuM; H-R; 81,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS; Weed; 75,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, DuM; Katz; 1,063,000

Columbus—
► WBNS-TV (10) CBS; Blair; 425,537
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,063,800

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson; 116,000

Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
► KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KCED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000

Klamath Falls†—
KFJI-TV (2) 12/2/54-Unknown

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 23,750

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 204,798
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 822,363

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Blair; 2,002,515
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,878,518

Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870

Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 195,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,166,344
► WNET (16) ABC, CBS, DuM; Raymer; 75,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 101,205

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC; H-R; 138,500



Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) NBC; Free & Peters; 133,542 133,542
► WNOK-TV (67) CBS; Raymer; 67,500
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000
Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
Black Hills Bcstg. Co. (3) 12/8/54-6/1/55
Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 107,311

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 115,361
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 315,032
► WMCT (5) ABC, NBC, DuM; Branham; 315,032
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 205,165
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 221,750

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 63,107
► KGNC-TV (4) NBC, DuM; Katz; 63,107
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 37,600
Beaumont Bcstg. Corp. (6) CBS; Free & Peters; 8/4/54-Feb. '55.
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 62,395
► KTSM-TV (9) NBC; Hollingbery; 60,385
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,173
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair; 378,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 40,000
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 65,679
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 223,978
► WOAI-TV (4) NBC; Petry; 223,978
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 98,617
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 89,700
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 64,853
Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 48,960
KWTX-TV (10) 12/1/54-Unknown
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,173
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,750
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Blair; 167,200
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 93,971
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 152,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 342,581
WTOV-TV (27) See footnote (c)
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 473,643
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) CBS, DuM; Forjoe; 140,653
Pasco†—
KEPR-TV (19) 11/3/54-Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 398,400
► KOMO-TV (4) NBC; Hollingbery; 398,400
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 96,770
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) ABC; Petry; 91,970
Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 398,400
► KTNT-TV (11) CBS, DuM; Weed; 398,400
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 48,820
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 463,591
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-12/25/54 (granted STA Dec. 9)
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

SOME VERY REVEALING FIGURES



Population in El Paso Area Jumps 16% Since 1950*



Talk about booming markets, look at the El Paso Southwest (the nation's largest trade area.) With a 16% population increase since 1950*, El Paso County ranks 5th in retail sales . . . When you tell your story on KROD-TV, you get real coverage of this prosperous, growing market. And, with the backing of KROD-TV's effective promotion, you get real impact at consumer, retailer and wholesaler levels . . . Let a Branham man give you the KROD-TV story!

*Consumer Markets, 1954.

Affiliated with KROD - 600 Kc — 5,000 watts
Owned and Operated by the El Paso Times, Inc.
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Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
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KROD-TV • channel 4
EL PASO, TEXAS
CBS, ABC & DuMONT TV NETWORKS

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BROADCASTING • TELECASTING

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000

Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette

La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 45,340
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 70,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 378,340
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 735,023
► WTVW (12) ABC, DuM; Petry

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.

Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 43,800

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► KTVA (11) NBC, DuM; Feltis; 10,000

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed

Edmonton, Alt.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000

London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 90,000

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,000

Rimouski, Que†—
► CJBR-TV (3) CBC; CBC

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,616

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,238,585

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
► XETV (6) Weed; 260,850

UPCOMING

DECEMBER

Dec. 31: Deadline, return post-freeze tv station questionnaires to FCC, Washington, D. C.

Dec. 31: Deadline, Alfred I. duPont Foundation Awards, Wash. & Lee U., Lexington, Va.

JANUARY

Jan. 3-4: NCAA Tv Committee meets, Hotel New Yorker, New York.

Jan. 3-14: International Home Furnishings Market, Merchandise Mart, Chicago.

Jan. 5-7: NCAA 49th Annual Convention, Hotel New Yorker, New York.

Jan. 9-11: National Appliance & Radio-Tv Dealers Assn. annual convention, Conrad Hilton Hotel, Chicago.

Jan. 10: Deadline, Entries, George F. Peabody Awards, U. of Georgia, Athens.

Jan. 10: RAB Clinic, Miami, Fla.

Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.

Jan. 14: RAB Clinic, Augusta, Ga.

Jan. 15: Deadline, BMI Student Composer's Radio Awards, New York.

Jan. 15: Deadline, Col. Keith Rogers Memorial Award, Ottawa, Canada.

Jan. 19: First meeting, Broadcast Advertising Council of Chicago.

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 22-23: Third Annual Retail Advertising Conference, Sheraton Hotel, Chicago.

Jan. 24: RAB Clinic, Chattanooga, Tenn.

Jan. 25: RAB Clinic, Nashville, Tenn.

Jan. 25: NARTB Radio, Tv Boards meet; General Convention Committee meeting, Hollywood Beach, Fla.

Jan. 26: RAB Clinic, Columbia, S. C.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

Jan. 27: RAB Clinic, Charlotte, N. C.

Jan. 27-29: South Carolina Radio & Tv Broadcasters Assn., Clemson House, Clemson, S. C.

Jan. 28: RAB Clinic, Raleigh, N. C.

Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

FEBRUARY

Feb. 1: Deadline, CARTB Gillin Community Service Memorial Award, Ottawa, Canada.

Feb. 7: RAB Clinic, Phoenix, Ariz.

Feb. 8: RAB Clinic, Los Angeles.

Feb. 9: RAB Clinic, Fresno, Calif.

Feb. 10: RAB Clinic, San Francisco.

Feb. 10: Deadline, American Women in Radio and Television Scholarship Award, New York.

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 11: RAB Clinic, Sacramento, Calif.

Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.

Feb. 13-19: National Advertising Week.

Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.

Feb. 21: RAB Clinic, Washington, D. C.

Feb. 23: RAB Clinic, Richmond, Va.

Feb. 24: RAB Clinic, Roanoke, Va.

Feb. 25: RAB Clinic, Baltimore, Md.

(RAB Clinics are scheduled through Nov. 18.)

MARCH

Mar. 12: Tenth Annual Michigan State College Radio and Television Conference (one day; for educators), East Lansing, Mich.

Mar. 12: First Annual Michigan State College High School Radio and Television Day, East Lansing, Mich.

Mar. 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.

MAY

May 5-8: American Women in Radio and Television Annual Convention, Drake Hotel, Chicago.

May 22: NARTB Convention, Washington, D. C.

May 22: Radio Pioneers Banquet, Washington, D. C.

JULY

July 11-31: Institute in Live and Filmed Tv, U. of Miami, Coral Gables, Fla.

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Sabotage

MORE than a week had passed, at the time this was written, since striking members of the National Assn. of Broadcast Employes and Technicians sabotaged equipment at KPIX (TV) San Francisco.

In that time there had appeared no evidence that NABET intended to do anything but support the inexcusable actions of 44 irresponsibles. On that record, NABET now presents itself as a union which means to do its bargaining by violence and sabotage.

Today's broadcasting is not yesterday's coal mines or the Haymarket of 1886. It is a business which demands of its employes a high degree of skill, intelligence and judgment. Of these ingredients, only skill—and that corrupted—was demonstrated by the NABET strikers who shorted circuits, knocked out sync generators, replaced good tubes with bad ones and so mutilated equipment that KPIX could not resume regular programming for two days.

Broadcasters who have NABET crews on their own premises can hardly be expected to ignore the willful actions of NABET members in San Francisco. They have every right to fear that the same sort of mischief could be visited on them next time the union happens to become displeased with a contract.

What is more, suspicions are bound to be aroused against other unions, no matter how peaceable they may have been in the past. All unions are bound to suffer as a consequence of NABET's rash behavior in San Francisco.

If the NABET members who threw KPIX off the air are allowed to get away with what is certainly an immoral and illegal act, what is to prevent others from taking like action elsewhere?

It is to that question that management must now direct itself. Whatever legal and physical precautions can be taken should be taken. If sabotage is to be encouraged by unions, broadcasters have no choice but to place the protection of their valuable property and the assurance of continued service to the public above all other considerations.

1955: Lumps, Bumps & Business

BROADCASTING is becoming big business. It will be bigger in 1955. Because of bigness there are more brickbats than bouquets being thrown—legislatively, business-wise and otherwise.

It wasn't that way before television, though radio took plenty of lumps in its evolution. Except for the networks and a few manufacturers, the business of radio broadcasting was in the hands of small entities, in the "small business" category. It didn't take much capital to get into radio, and the prudent operator could make a tidy return on investment. Most financing was internal.

In television, the story has been different. Much outside financing has been required. Costs are higher (by a ratio of perhaps five to one). Tv had to start practically full-blown. The larger entities had to lead the way. The competition for preferred facilities has been stiffer.

At the yearend it's traditional to take a look ahead. The overall economic picture, we're told by the experts, is bright. All advertising for 1955 should rise from $8.3 billion to $8.7 billion. Radio and television should get their equitable shares, but not by just sitting there.

Many wonders are destined to emerge from the laboratories. Color tv should get rolling, despite what appears to be desultory interest on the part of the public and advertisers too. Maybe that magnetic tv tape recorder in color as well as black-and-white will become commercially available. And certainly subscription television will be heard from, at least to the extent of comments and possibly that "day in court" before the FCC.

What about radio? The network picture is no brighter. Yet everybody says radio—network radio—is here to stay and will adjust itself to changed economic conditions.

Nationally, it would appear that radio has suffered because it has become the poor relative living under the same roof with its more affluent tv cousin. Locally, radio continues to do pretty well, because in most cases it is sold and programmed separately. Because those tv chips are bigger; because it's easier to make a tv sale and make more money on it, the emphasis has been on tv when both are sold from the same shop. Business prudence dictates full divorcement of radio and tv in selling and creative programming.

On the Washington front, the forecast is for inclement weather with storms of hurricane force on Capitol Hill, probably starting next month and to run until the 1956 political conventions. The question no longer is whether there will be an investigation, but whether there will be two or more running simultaneously, and covering substantially the same ground.

Because tv has become of almost inestimable public importance, it has attracted the politicians' interest. Similarly the blue-nosers and the reformers are swarming like the termites they are. Influence peddlers, too, are beginning to appear, taking advantage of a "split administration," and flocking, as always, to "big business" when it appears to be navigating in troubled waters.

In summary: 1955 won't show up badly for the overall business of broadcasting. There will be more dollars spent on the media, with television outstripping radio in total dollars. It would appear the only way network radio can go is up—perhaps some of it under new auspices. Local and spot should lose no ground.

It is the regulatory and legislative picture that's most alarming. In spite of being plagued by the reformers and plundered by some politicians, we'll predict that the broadcast media will wind up 1955 as first in the hearts of their countrymen.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"They're reading the audience survey ratings on the same show, but by different companies!"

The Warp and Woof of ARF

THE SLIM volume issued last week by the Advertising Research Foundation titled "Recommended Standards for Radio and Television Program Audience Size Measurements" is a splendid Christmas gift to all ARF subscribers.

The book does two things never before attempted: First, it establishes standards for ratings; second, it shows how well each known method, if used to its maximum potential, measures up to those standards.

What the report does *not* do—and the ARF subcommittee members who developed and wrote it stress this point as emphatically as they can—is to evaluate, or even discuss, the achievements of the existing commercial rating services.

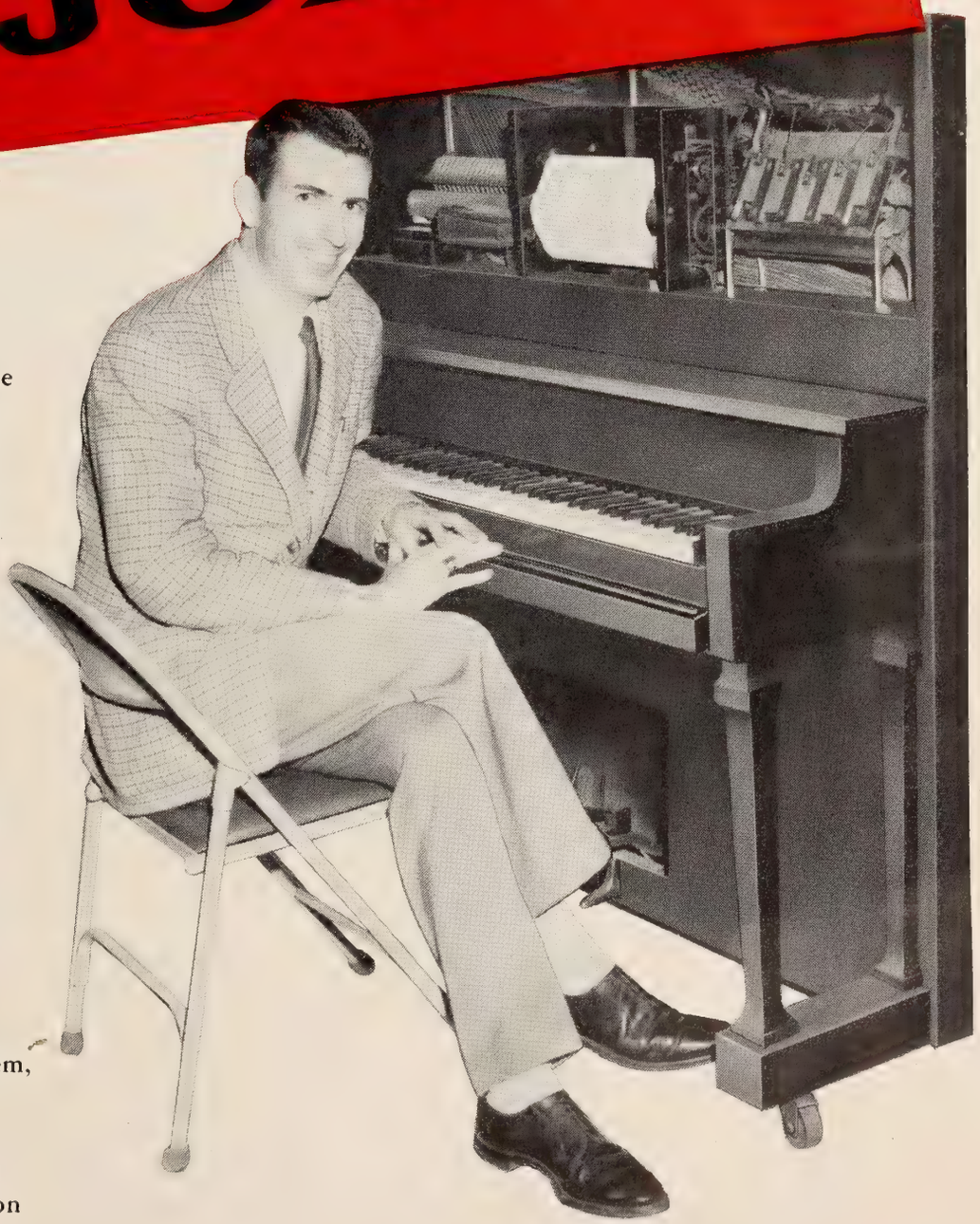
Possibly—even probably—no buyer or seller of broadcast time will agree 100% with the committee's recommendations. Certainly, none of the rating service executives whose comments take up a large part of the book expresses anything like full agreement. Many of their comments, in fact, vigorously disagree with the committee's conclusions.

But there can be no disagreement with the fact that someone had to propose standards as the first step toward a badly needed clarification of the whole ratings picture. The standards advanced by ARF are not sacred; they should be widely discussed and they can be changed if the informed consensus is that change is needed. What's important is that there are now standards to discuss.

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And he has a time slot that is really perfect . . . 11:15 pm Monday thru Thursday . . . between top-rated "NEWS, WEATHER, SPORTS" and Steve Allen's "TONIGHT." What you might call a natural!

Meet the man who for the past two years has captivated Baltimore with his original style . . . loose, lanky, and loquacious. Ladies love his dry humor. Men love his easy-going, relaxed manner. He's the master of underplay, but, brother, CAN HE SELL! He produces a commercial right off-the-cuff, or so it would seem, that's loaded with dynamic sell.

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